<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Sales and Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSC</td>
<td>Marketing Strategy Development</td>
</tr>
<tr>
<td>TSC Description</td>
<td>Perform market research to determine the ideal marketing strategy and positioning of retail products</td>
</tr>
</tbody>
</table>

### TSC Proficiency Description

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>EPW-SNM-4050-1.1</td>
<td>EPW-SNM-5050-1.1</td>
<td>EPW-SNM-6050-1.1</td>
<td>Conduct market climate surveys to determine ideal marketing positioning and strategy for energy products</td>
<td>Generate data and findings from market surveys into insights and recommendations for marketing strategies and positioning</td>
<td>Synergise marketing strategy and positioning with pricing and product development plans to align to organisational goals</td>
</tr>
</tbody>
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### Knowledge

- Market research skills and methods
- Different ways to collect market climate data
- Different marketing information gathering channels
- Principles and practices to survey administration
- Data privacy and legislative requirements under the Personal Data Protection Act (PDPA)
- Concept of local market environment and market segmentation
- Development and competitive environment of the overall market
- Micro and macro environment of the organisation
- Various market positioning theories
- Techniques and procedures for research and analysis of market climate data
- Types of marketing strategies and their applications
- Organisation’s mission, operation strategies and market objectives of the organisation
- Various market positioning theories
- Relevant local government regulations and requirements on marketing
- Relevant legal norms and sales codes of practice
- Organisation’s product pricing and development strategies and plans
- Industry standards and practices on market strategies

### Abilities

- Conduct research to support the analysis of market insights for recommendation of
- Analyse information collected on market environment, customer behaviour, product
- Evaluate the capacity of the organisation
- Analyse and evaluate past successful market
| marketing strategies and positionings | features, corporate resources and strengths to formulate recommendations for market strategies and positionings | share ratio of the organisation to determine new market opportunities favourable for its business development |
| Collate relevant data on product performance and marketing effectiveness from various internal or external sources | Determine trends within the market that may impact the organisation’s products and services | Review market strategies and key performance indicators with pricing and product development plans |
| Gather data on customer preferences, consumer trends and competitors | Measure consumer behaviour and business outcomes based on specific indicators | Formulate methods to manage and monitor the effectiveness of marketing strategies and its plans |
| Consolidate information gathered through data collection process | Conduct situation analysis on the organisation positioning in the market, competitors and the marketplace | |
| Maintain integrity of data collected in accordance to privacy laws | Evaluate current micro and macro environment as well as competitive potential of the organisation | |

### Range of Application

Range of application includes, but is not limited to:

- **Analysis tools:**
  - Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis
  - Porter’s five forces model
  - Situational analysis
- **Market research applications:**
  - Pricing research, product research, concept testing, positioning research, marketing due diligence, customer satisfaction research, branding research, brand equity research, advertising research, market segmentation, sales analysis
- **Productivity software**