### TSC Category
- Business Development

### TSC
- Business Proposal Writing

### TSC Description
Strategise action plans and prepare business proposals to capitalise on new business opportunities

<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>EGS-BIN-3078-1.1-1</td>
<td>EGS-BIN-4078-1.1-1</td>
<td>EGS-BIN-5078-1.1-1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepare and collate relevant information to develop business proposals in response to requests for proposals (RFP) or other solicitations from potential customers</td>
<td>Develop business proposals in response to requests for proposals (RFP) or other solicitations from potential customers</td>
<td>Strategise action plans to proactively engage and capitalise on new, potential business opportunities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Knowledge
- Outline of organisational processes and procedures related to proposal development
- Purpose of proposals
- Proposal specifications
- Potential sources of information
- Organisational processes and procedures related to proposal development
- Purpose of proposals
- Proposal specifications
- Potential sources of information
- Relevant regulations
- Sources of information to gather useful information
- Market research
- Customer needs analysis
- Methods of assessing business opportunities
- Marketing and chartering strategies
- Marketing and chartering strategies

#### Abilities
- Identify relevant information required for drafting proposal
- Gather and collate information to support proposal development
- Conduct checks to ensure all necessary information and documents are incorporated into the business proposal
- Identify proposal objectives based on understanding of customer needs
- Draft proposal in accordance with proposal outline
- Refine proposal in consultation with relevant stakeholders
- Identify necessary information and sources of information
- Analyse market potential for business opportunities
- Conduct customer needs analysis to determine market demand
- Evaluate business opportunities to assess viable options
- Approve proposals to capitalise on viable business opportunities