## SKILLS FRAMEWORK FOR FINANCIAL SERVICES

### TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT

<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Product, Sales and Market Management</th>
<th>TSC Description</th>
<th>TSC Proficiency Description</th>
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</thead>
<tbody>
<tr>
<td>TSC</td>
<td>Demand and Supply Analysis</td>
<td>Analyse and assess market dynamics to uncover demand and supply outlook of products to enable better positioning and identification of opportunities and suitability of offerings</td>
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<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>
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<tbody>
<tr>
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<td>FSE-ACE-3022-1.1</td>
<td>FSE-ACE-4022-1.1</td>
<td>FSE-ACE-5022-1.1</td>
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<tr>
<td>Level 1</td>
<td>Manage activities to carry out demand and supply analysis and analyse market characteristics of products and solutions to assess its demand supply outlook</td>
<td>Assess the desirability and practicality of ongoing market, product and solutions development and undertake activities where appropriate based on identified demand and supply opportunities</td>
<td>Evaluate market dynamics based on market trends, formulate demand and supply analysis framework and establish key priorities to analyse target customers in identifying opportunities to influence the market</td>
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### Knowledge

- Principles of demand and supply
- Differences between primary and secondary demands and supply
- Product life cycle management
- Demand and supply in relation to how the industry and organisation can create value
- Methods to conduct demand and supply analysis
- Product and solution knowledge
- Sales and marketing strategies
- Differences between primary and secondary demand and supply
- Methods to conduct demand and supply analysis
- Microeconomic and macroeconomic factors
- Business and market parameters for analysis
- Product and solution knowledge
- Product and solution development approaches
- Differences between primary and secondary demands and supply
- Types of variables affecting future product demand and sales
- Global market trends, opportunities and threats
- Microeconomic and macroeconomic factors
- Product and solution knowledge

### Abilities

- Source for data on current and future prospects within industry and organisation
- Analyse demand and supply patterns to present demand and supply analysis findings
- Analyse products to determine its
- Facilitate demand and supply needs analysis activities
- Guide data or insights for demand and supply analysis
- Review and provide additional insights for demand and supply analysis reports before
- Define demand and supply analysis framework appropriate for organisation’s demand analysis
- Lead and support development of organisation framework for data collection and assessment
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<th>Technical Skills</th>
<th>Competencies</th>
<th>Business Viability</th>
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<td>• Analyse the target markets of the product to define its characteristics and impact on demand and supply</td>
<td>• Drive integration of primary quantitative and qualitative data</td>
<td>• Ensure effective planning, execution, utilisation and budgeting of the research efforts</td>
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<td>• Utilise competition analysis to anticipate demand and supply for products</td>
<td>• Establish procedures and guidelines for conducting demand and supply analysis</td>
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<td>• Assess suitability of organisation’s products and solutions against market and business criteria</td>
<td>• Establish criteria of evaluation for analysing demand and supply outlook of products</td>
<td>• Monitor identified market demand and supply trends for opportunities for organisation to position and/or develop products and solutions</td>
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Characteristics and business viability:

- Analyse the target markets of the product to define its characteristics and impact on demand and supply
- Utilise competition analysis to anticipate demand and supply for products
- Assess suitability of organisation’s products and solutions against market and business criteria

Submit for endorsement:

- Evaluate findings or reports of market trends and industry development on impact on business strategies or business operations strategies
- Identify alignment between market demand and supply, and other business requirements with organisation’s products and solutions offering to determine suitability
- Utilise research tools, methodologies or related tools for getting inputs or data
- Make recommendations for improvement of products and solutions offering based on identified demands

Monitor identified market demand and supply trends for opportunities for organisation to position and/or develop products and solutions.