### TSC Category
Analytical, Conceptual and Evaluative

#### TSC
Demand Analysis

#### TSC Description
Devise frameworks to assess market dynamics and execute analyses to uncover demand outlook of products or services

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<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
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#### Knowledge
- Types of variables affecting future product demand and sales
- Trends in consumer behaviour and preferences
- Differences between primary and secondary demands
- Types of variables affecting future product demand and sales
- Trends in consumer behaviour and preferences
- Product life cycle management
- Types of variables affecting future product demand and sales
- Trends in consumer behaviour and preferences
- Product life cycle management
- Sales strategies
- Merchandise strategy
- Differences between primary and secondary demands
- Types of variables affecting future product demand and sales
- Trends in consumer behaviour and preferences
- Product life cycle management
- Global market trends, opportunities and threats

#### Abilities
- Consolidate information gathered through data collection processes
- Maintain integrity of data collected
- Prepare graphical representation of data patterns
- Identify both current and potential competitors in accordance with chosen dimensions
- Support research information for demand analysis
- Gather data on competitors to assess their strengths and
- Develop demand patterns and produce reports to present demand analysis findings
- Analyse a product or service to determine its characteristics and business viability
- Analyse the target markets of the product or service to define its characteristics and impact on demand
- Utilise competition analysis to anticipate demand for products or services
- Lead demand analysis activities
- Guide data or insights for demand analysis
- Review and provide additional insights for demand analysis reports before submitting for endorsement
- Analyse findings or reports of market trends and industry development on impact on business strategies or business operations strategies
- Utilise research tools, methodologies or related tools for getting inputs or
- Define demand analysis framework appropriate for organisation's demand analysis
- Provide leadership, guidance and support in developing framework for data collection, assessing, understanding and integrating primary quantitative and qualitative data
- Ensure effective planning, execution, utilisation and budgeting of the research efforts
- Establish procedures and guidelines for conducting

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### Technical Skills and Competencies (TSC) Reference Document

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<tr>
<th>Weaknesses</th>
<th>Data</th>
<th>Demand Analysis</th>
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<tr>
<td>• Support analysis of data and information relating to demand&lt;br&gt;• Maintain proper documentation of research information</td>
<td></td>
<td>• Establish research tools, methodologies or related tools for getting inputs or data&lt;br&gt;• Establish criteria of evaluation for analysing demand outlook of products and services&lt;br&gt;• Explain how the demand outlook will affect merchandising, buying and inventory control at the store level</td>
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