## SKILLS FRAMEWORK FOR RETAIL
### TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT

<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Planning and Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSC</td>
<td>Business Opportunities Development</td>
</tr>
<tr>
<td>TSC Description</td>
<td>Capitalise on local and international business opportunities to create value to customers continuously and evaluate, identify and analyse business opportunities that are commercially viable</td>
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</tbody>
</table>

<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>
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<tbody>
<tr>
<td></td>
<td>RET-PNI-3002-1.1</td>
<td>RET-PNI-4002-1.1</td>
<td>RET-PNI-5002-1.1</td>
<td>RET-PNI-6002-1.1</td>
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### TSC Proficiency Description

**Level 1**
- Analyse and keep informed with new trends within the industry to support development and justification of business opportunities and plans

**Level 2**
- Identify necessary sources of information, extract applicable information, conduct customer needs analyses and monitor environmental landscapes in order to source viable business options

**Level 3**
- Evaluate impact of business environment, potential profitability and/or sustainability of local and international business opportunities and develop business plans to create new ways of adding value to customer segments

**Level 4**
- Formulate new ways of creating value to customer segments and interpret, conceptualise and inspire new ideas into commercial reality

### Knowledge

- Information sources to gather useful information
- Market potential analysis
- Customer needs analysis
- Processes for conducting customer needs analysis
- Techniques to extract information to analyse market potential
- Types of internal and external business environments
- Criteria for analysing internal and external business environments

### Abilities

- Identify necessary information and sources of information for data collection
- Extract information from reliable sources to analyse market potential of viable areas for investment
- Conduct customer needs analysis to determine market demand
- Research and analyse internal and external business environments to determine opportunities
- Extract information from reliable sources to analyse market potential of viable areas for investment
- Conduct customer needs analysis to determine market demand
- Conduct environmental scans to identify internal and external factors that impact achievement of organisational objectives
- Identify and evaluate business opportunities to find viable options in
- Develop strategies for new business opportunities
- Evaluate strategies to determine feasibility of new businesses and their impact on the organisation
- Manage risks involved in implementing new business opportunities
- Identify and evaluate business opportunities locally and internationally to determine business viability
- Capitalise on business opportunities to support achievement of organisational goals and organisational strategies
- Review and refine business opportunities to prevent or mitigate business risks
- Exercise organisational awareness to understand

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<thead>
<tr>
<th>for business development</th>
<th>consultation with management</th>
<th>potential strategic business partners’ organisations to develop business relationships and opportunities</th>
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<tbody>
<tr>
<td>• Identify reliable sources to support analysis of market potential and customer needs for viable investment decisions</td>
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<tr>
<td>• Understand internal and external business environments to support business opportunities development</td>
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