<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Results Achievement</th>
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<tbody>
<tr>
<td>TSC</td>
<td>Business Performance Management</td>
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**TSC Description**
Set directions for business performance strategic needs, determine key performance indicators and evaluate results to implement improvement plans

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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>
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<th>Level 6</th>
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- Establish performance targets to meet sales and marketing strategies and objectives. Select performance metrics to measure effectiveness, evaluate results and recommend improvements to sales and marketing plans.
- Determine sales and marketing key performance indicators in achieving desired goals and targets and lead improvement plans.
- Identify sales and marketing strategic needs, charter and set directions to establish desired goals, targets and performance levels.

**Knowledge**

- Organisation’s vision, mission and values
- Business strategies
- Issues relating to development of business performance strategies
- Critical success factors pertaining to business performance strategies
- Performance management systems and tools

- Organisation’s vision, mission and values
- Business performance strategies
- Issues relating to development of business performance strategies
- Critical success factors pertaining to business performance strategies
- Performance management systems and tools
- Local market situations

- Organisation’s vision, mission and values
- Business performance strategies
- Issues relating to development of business performance strategies
- Critical success factors pertaining to business performance strategies
- Performance management systems and tools
- Global market trends, opportunities and threats

**Abilities**

- Establish performance targets to meet business performance objectives at store level
- Drive team to achieve performance metrics that measure effectiveness of team performance in the store
- Manage systems to monitor the effectiveness of business performance management processes
- Monitor external and/or internal trends or events which have an effect on

- Translate organisational strategic directions into business performance plans
- Review business environment impact analysis to determine potential changes in business performance strategies
- Drive development of business performance targets to ensure alignment to organisational strategies and objectives

- Define goals and business objectives for the organisation’s performance management frameworks
- Develop and establish business performance management framework through consideration of existing good practice models
- Integrate key performance management elements in the business performance management framework

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## SKILLS FRAMEWORK FOR RETAIL

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

| • Implement adjustments to processes as a result of monitoring, changed internal/external trends and/or events |
| • Monitor processes to gauge their effectiveness in providing support to staff involved in implementation |
| • Develop performance management processes which utilise performance standards established and validated by key stakeholders |
| • Create structured processes to provide for ongoing two-way communication between performance managers, employees, key stakeholders and clients |
| • Develop inclusive processes which are developed to respond to the needs of various business units within the organisation |
| • Provide information and advice to facilitate effective implementation and assessment of business processes |
| • Define core metric and sales targets to measure business performance effectively |

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