<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Business Development</th>
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<tr>
<td>TSC</td>
<td>Proposal Writing</td>
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<tr>
<td>TSC Description</td>
<td>Research, strategise and draft business proposals to respond to business opportunities</td>
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<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
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- Research and gather information to support proposal development
- Respond to requests for proposals (RFP) or other solicitations from potential customers with specific business needs
- Propose strategic action plans to engage and capitalise on new potential business opportunities proactively

**Knowledge**
- Requirements for submission of proposal
- Key components and sources of information to be included in proposals
- Guidelines and documentation processes for proposals
- Relevant stakeholders in the organisation for proposal consultation
- Techniques for handling feedback and objections
- 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
- Methods of market research
- Customer needs analyses
- Methods of assessing business opportunities
- Marketing strategies

**Abilities**
- Identify proposal objectives
- Identify proposal requirements and the stakeholders involved
- Prepare supporting information for proposal
- Obtain and amend specifications and quotations, according to client’s and organisation’s requirements
- Maintain copies and versions of proposal documentations according to organisational procedures
- Identify proposal objectives based on understanding of customer needs
- Gather and collate information to support proposal development
- Draft proposals in accordance with proposal outline
- Refine proposals 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
- Refine proposals to capitalise on viable business opportunities