## TSC Category
Sales and Marketing

## TSC
Market Research

## TSC Description
Formulate market research frameworks, as well as develop market research study objectives, market research plans and methodologies to analyse market trends and developments to forecast emerging market needs.

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<th>TSC Proficiency Description</th>
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- Conduct initial desk research and report research findings
- Analyse market trends and developments to forecast emerging market needs. Interpret and aggregate data and information, including categorisation, to provide observations relevant to research objectives
- Develop market research study objectives, market research plans and methodologies as well as implement and monitor market research activities
- Formulate market research framework, guide market research activities, evaluate and incorporate research findings into strategy development and business planning

### Knowledge
- Sources of information
- Market research principles and practices
- Techniques for data manipulation
- Methods of displaying data
- Considerations in displaying data
- Methods of interpreting data
- Components of research reports
- Market research principles and practices
- Criteria for market research study objectives
- Components of sampling plans
- Sampling techniques
- Issues in ensuring fair representation of target audience
- Data collection methods
- Steps to develop questionnaires
- Question types and how to use them effectively
- Organisational research needs
- Applications of research methodologies and sampling techniques
- Types of market research relevant to business planning
- Objectives of business plans

### Abilities
- Identify the objectives and requirements of the market research projects to understand one’s involvement and responsibilities
- Summarise key findings and market research information
- Conduct primary research to gather required data
- Conduct background research in alignment to the market research study objectives
- Select and implement research methodologies to gather data
- Analyse data to support market research study objectives
- Develop market research study objectives aligned to research needs
- Develop market research plans and research methodologies to support market research study objectives
- Manage market research activities in accordance
- Identify market research framework
- Develop market research policies and procedures to guide market research plans
- Guide teams in managing market research activities to meet market research plans objectives
| Convene stakeholders to discuss research findings and recommend actions based on data analysis. | Establish the sample sizes prior to designing the research framework. | Conduct secondary research to compile relevant information. | Prepare the data, findings and analyses collected for the research reports. | Report findings and recommendations to relevant stakeholders in accordance with organisational procedures. | Evaluate research findings and incorporate them into strategy development and business planning. | Set the budgets required to drive market research. |