<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Business Development, Sales and Marketing</th>
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<tbody>
<tr>
<td>TSC</td>
<td>Market Research</td>
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<tr>
<td>TSC Description</td>
<td>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</td>
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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>
<th>Level 5</th>
<th>Level 6</th>
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<td>TOU-ACE-2004-1.1</td>
<td>TOU-ACE-3004-1.1</td>
<td>TOU-ACE-4004-1.1-1</td>
<td>TOU-ACE-5004-1.1-1</td>
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<td></td>
<td>Conduct initial desk research and report research findings</td>
<td>Interpret and aggregate data and information, including categorisation, to provide observations relevant to research objectives</td>
<td>Implement and monitor market research activities</td>
<td>Formulate market research frameworks, guide market research activities, evaluate and incorporate research findings into strategy development and business planning</td>
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### 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
- Principles of research findings categorisation
- Potential respondents
- Sampling techniques
- Considerations for data entry, cleaning and coding
- Techniques for data manipulation
- Methods of interpreting data
- Principles of identifying source legitimacy and integrity
- Market research principles and practices
- Criteria for market research study objectives
- Components of sampling plans
- 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 background research in alignment to the market research study objectives
- 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
- Formulate market research frameworks
- Formulate market research policies and procedures to guide market research plans
- Guide teams in managing market research activities to meet market research plans objectives

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| Conduct primary research to gather required data | Report findings and recommendations to relevant stakeholders in accordance with organisational procedures | Establish the sample sizes prior to designing the research frameworks |
| Conduct secondary research to compile relevant information | Analyse authenticity, accuracy, validity and relevance of research findings | Set the budgets required to drive market research |
| Prepare the data, findings and analyses collected for the research reports | | |
| Apply categorisation of research findings for ease of reference | with market research plans | |
| | Develop recommendations based on data gathered | |