

**SKILLS FRAMEWORK FOR FOOD SERVICES
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Business Management					
TSC	Brand Portfolio Management					
TSC Description	Formulate brand portfolio strategies, branding features and differentiators					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	<Insert TSC Code>	<Insert TSC Code>	FSS-SNM-3002-1.1	FSS-SNM-4002-1.1	FSS-SNM-5002-1.1	<Insert TSC Code>
			Strengthen the brand positioning of products and services to develop consumer awareness and portfolio base	Manage and execute branding features to create impactful point of differentiation for a brand and activate key levers for consumer awareness in growing portfolio user base	Devise a brand portfolio strategy aligned with business strategies, identify categories within a brand portfolio, conceptualise initiatives to create brand differentiators and initiate brand extension opportunities	
Knowledge			<ul style="list-style-type: none"> • Brand portfolio strategy • Brand culture and ethos • Products and product line for brand fit • Brand differentiation implementation • Factors to be considered when developing a brand portfolio strategy • Risks associated with implementation of brand portfolio strategy 	<ul style="list-style-type: none"> • Brand portfolio strategy • Brand culture and ethos • Brand differentiation implementation • Process of identifying and managing risks associated with implementation of brand portfolio strategy • Risks associated with implementation of brand portfolio strategy • Factors to be considered when developing a brand portfolio strategy 	<ul style="list-style-type: none"> • Brand portfolio strategy • Brand culture and ethos • Factors to be considered when developing a brand portfolio strategy • Brand differentiation development • Process to develop the brand portfolio strategy in accordance with the identified brand strategy • Criteria to evaluate brand portfolio strategy • Risks associated with implementation of brand portfolio strategy 	
Abilities			<ul style="list-style-type: none"> • Implement brand campaigns and brand activities, in accordance with brand portfolio strategy • Assess customers' perceptions and preferences within specific target markets • Provide inputs to strengthen the brand positioning of products and services 	<ul style="list-style-type: none"> • Develop brand portfolio implementation plans • Communicate differentiation of brands to key stakeholders • Coordinate portfolio monthly business status reports for the management • Develop research constructs, based on selected target markets 	<ul style="list-style-type: none"> • Develop an effective portfolio strategy • Develop brand and product lines role clarity across the portfolio based on deep consumer and category insights • Develop brand architecture • Evaluate brand portfolio strategy to determine feasibility of implementation in 	

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				<ul style="list-style-type: none"> • Create logos, key brand messages or taglines that resonate with the organisation's brand • Communicate to stakeholders on brand guidelines • Obtain data on performance metrics to measure effectiveness of brand equity 	<p>identified market and its impact on the organisation</p> <ul style="list-style-type: none"> • Define and determine brand guidelines • Identify target market and define the market profile • Establish performance metrics to measure effectiveness of brand equity 	
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