

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

TSC Category	Business-to-Consumer Management					
TSC	Customer Acquisition Management					
TSC Description	Develop customer acquisition strategies as well as foster customer relationships to attract new customers					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		FMF-CFC-2022-1.1	FMF-CFC-3022-1.1	FMF-CFC-4022-1.1	FMF-CFC-5022-1.1	
		Analyse target customers' characteristics to anticipate customer demands	Generate insights to inform customer acquisition programmes and increase customer bases	Develop customer acquisition and relationship establishment strategies	Drive customer acquisition strategies to attract new customers	
Knowledge		<ul style="list-style-type: none"> Customer acquisition plans Methods to build customer relationships Methods to generate customer acquisition reports Criteria for identifying customer preferences and needs Ways to identify customer acquisition rates 	<ul style="list-style-type: none"> Customer acquisition plans Objectives of customer acquisition programmes Types of returns on investment (ROI) from customer acquisition programmes 	<ul style="list-style-type: none"> Customer acquisition frameworks Customer acquisition strategies Importance of building customer relationships and increasing customer acquisition rate Costs of customer acquisition programmes 	<ul style="list-style-type: none"> Customer acquisition frameworks Customer acquisition strategies Importance of building customer relationships and increasing customer acquisition rate Costs of customer acquisition programmes Evolving technologies and/or technology platforms 	
Abilities		<ul style="list-style-type: none"> Collect data on target customers' characteristics Gather data from relevant sources to identify target customers' personal preferences Conduct research to support identification of target customers' characteristics Prepare and generate customer acquisition reports Identify customer preferences and needs 	<ul style="list-style-type: none"> Draw inferences gathered from past performance of customer acquisition programmes Profile target customers' characteristics based on analysis findings and past customer acquisition programmes Carry out research on customer insights and behaviours to understand new customer profiles Execute customer acquisition programmes Provide recommendations for improvement in customer acquisition programmes 	<ul style="list-style-type: none"> Review existing customer acquisition and retention plans Develop research construct on customer insights and customer behaviours to understand new customer profiles Confirm customer segments to acquire. Determine personal preferences and needs of targeted customers within market segments. Establish customer acquisition plans to acquire new customers Manage and foster customer relationships to attract new customers. 	<ul style="list-style-type: none"> Develop customer acquisition strategies Devise customer acquisition management systems and models to acquire customers. Identify target markets and define the market profiles Guide operational plan development to support achievement of customer acquisition strategies Set key performance indicators to evaluate customer acquisition management Identify performance metrics to measure the effectiveness of customer acquisition management 	

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				<ul style="list-style-type: none">• Evaluate customer responses to determine if customer needs and expectations are met• Report progress to relevant stakeholders for endorsement purposes	<ul style="list-style-type: none">• Establish mechanisms to collate and report customer acquisition data	
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