

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

<b>TSC Category</b>	Business-to-Consumer Management					
<b>TSC</b>	Market Research					
<b>TSC Description</b>	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					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>FMF-ACE-2004-1.1-14</b>	<b>FMF-ACE-3004-1.1-14</b>	<b>FMF-ACE-4004-1.1-14</b>	<b>FMF-ACE-5004-1.1-14</b>	
		Conduct initial desk research and report research findings	Analyse market trends and developments to forecast emerging market needs	Develop market research study objectives, market research plans and methodologies	Formulate market research framework and incorporate research findings into strategy development and business planning	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Sources of information</li> <li>Types of data collection methods, their advantages, weaknesses and appropriateness for specific data needs</li> <li>Market research principles and practices</li> <li>Techniques for data manipulation</li> <li>Methods of displaying data</li> <li>Considerations in displaying data</li> <li>Methods of interpreting data</li> <li>Components of research reports</li> </ul>	<ul style="list-style-type: none"> <li>Sources of information</li> <li>Market research principles and practices</li> <li>Potential respondents</li> <li>Sampling techniques</li> <li>Considerations for data entry, cleaning and coding</li> <li>Techniques for data manipulation</li> <li>Methods of displaying data</li> <li>Considerations in displaying data</li> <li>Methods of interpreting data</li> <li>Components of research reports</li> </ul>	<ul style="list-style-type: none"> <li>Market research principles and practices</li> <li>Criteria for market research study objectives</li> <li>Components of sampling plans</li> <li>Sampling techniques</li> <li>Issues in ensuring fair representation of target audience</li> <li>Data collection methods</li> <li>Steps to develop questionnaires</li> <li>Question types and how to use them effectively</li> </ul>	<ul style="list-style-type: none"> <li>Organisational research needs</li> <li>Applications of research methodologies and sampling techniques</li> <li>Types of market research relevant to business planning, including competitor analysis</li> <li>Types of leading indicators to facilitate forecasting of demand, new opportunities, etc.</li> <li>Objectives of business plans</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Determine the objectives and requirements of market research projects identify required levels of involvement and responsibilities</li> <li>Gather data from relevant sources</li> <li>Conduct primary research to gather required data</li> <li>Summarise key findings and market research information</li> </ul>	<ul style="list-style-type: none"> <li>Conduct background research in alignment to the market research study objectives</li> <li>Select and implement research methodologies to gather data</li> <li>Assess own organisation's competitive position and status against competitors in the market</li> </ul>	<ul style="list-style-type: none"> <li>Develop market research study objectives aligned to research needs</li> <li>Develop market research plans and research methodologies to support market research study objectives</li> <li>Manage market research activities in accordance with market research plans</li> </ul>	<ul style="list-style-type: none"> <li>Identify market research framework</li> <li>Develop market research policies and procedures to guide market research plans</li> <li>Guide teams in managing market research activities to meet market research plans objectives</li> <li>Evaluate research findings and incorporate them into strategy</li> </ul>	

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		<ul style="list-style-type: none"> <li>• Conduct secondary research supplement initial findings</li> <li>• Prepare the data, findings and analyses collected for the research reports</li> </ul>	<ul style="list-style-type: none"> <li>• Interpret and aggregate data to provide observations relevant to research objectives.</li> <li>• Report findings and recommendations to relevant stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Develop recommendations based on data gathered</li> </ul>	<p>development and business planning</p> <ul style="list-style-type: none"> <li>• Establish the sample sizes prior to designing the research framework</li> <li>• Set the budgets required to drive market research</li> </ul>	
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