

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

TSC Category	Export Market Development					
TSC	Business Opportunities Development					
TSC Description	Capitalise on local and international business opportunities to identify and evaluate commercially viable opportunities to continuously create value for customers					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			FMF-PNI-3002-1.1	FMF-PNI-4002-1.1	FMF-PNI-5002-1.1	FMF-PNI-6002-1.1
			Analyse, and stay informed of, new trends within the industry to support development and justification of business opportunities and plans	Identify and extract applicable sources of information, conduct customer needs analyses and monitor environmental landscapes for viable business options	Evaluate potential profitability and sustainability of local and international business opportunities and develop business plans to add value to customer segments	Formulate new ways of creating value to local and international business opportunities and customer segments
Knowledge			<ul style="list-style-type: none"> Information sources to gather useful information Market potential analysis Customer needs analysis Processes for conducting customer needs analysis Techniques to extract information to analyse market potential Types of internal and external business environments Criteria for analysing internal and external business environments 	<ul style="list-style-type: none"> Factors to be considered when developing new business opportunities Information sources to gather useful information Market potential analysis Customer needs analysis Processes for conducting customer needs analysis Criteria for evaluating business opportunities for development 	<ul style="list-style-type: none"> Factors to be considered when developing new business opportunities Processes to develop new business opportunities Criteria to evaluate new business opportunities to determine feasibility of implementation and their impact on the organisation Processes to identify and manage risks associated with new business opportunities 	<ul style="list-style-type: none"> Business environments Legal, regulatory, ethical and socio-cultural constraints Organisational business skills related to business opportunities Organisational business viability of business opportunities Relevant stakeholders to consider when developing business opportunities
Abilities			<ul style="list-style-type: none"> Identify necessary information and sources of information for data collection Extract information from reliable sources to analyse market potential of viable areas for investment Conduct customer needs analysis to determine market demand 	<ul style="list-style-type: none"> Extract information from reliable sources to analyse market potential of viable areas for investment Conduct customer needs analysis to determine market demand Conduct environmental scans to identify internal and external factors that impact achievement of organisational objectives 	<ul style="list-style-type: none"> Develop strategies for new business opportunities Evaluate strategies to determine feasibility of new businesses and their impact on the organisation Manage risks involved in implementing new business opportunities 	<ul style="list-style-type: none"> Identify and evaluate business opportunities locally and internationally to determine business viability Capitalise on business opportunities to support achievement of organisational goals and organisational strategies Review and refine business opportunities to

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			<ul style="list-style-type: none"> • Research and analyse internal and external business environments to determine opportunities for business development • Identify reliable sources to support analysis of market potential and customer needs for viable investment decisions • Understand internal and external business environments to support business opportunities development 	<ul style="list-style-type: none"> • Identify and evaluate business opportunities to find viable options in consultation with management 		<p>prevent or mitigate business risks</p> <ul style="list-style-type: none"> • Exercise organisational awareness to understand potential strategic business partners' organisations to develop business relationships and opportunities
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