

**SKILLS FRAMEWORK FOR MARINE AND OFFSHORE
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Business Development					
TSC	Business Proposal Writing					
TSC Description	Prepare business proposals to respond to business opportunities					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				MAR-BDV-4003-1.1	MAR-BDV-5003-1.1	
				Develop business proposals in response to requests for proposal (RFP) or other solicitations from potential customers	Strategise action plans to proactively engage and capitalise on potential business opportunities	
Knowledge				<ul style="list-style-type: none"> Organisational processes and procedures related to proposal development Purposes of proposals Proposal specifications Potential sources of information Relevant regulations 	<ul style="list-style-type: none"> Sources of information for gathering useful information Types of market research methodologies Customer needs analysis Methods of assessing business opportunities Marketing and chartering strategies 	
Abilities				<ul style="list-style-type: none"> Identify proposal objectives based on understanding of customer needs Gather and collate information to support proposal development Draft proposals in accordance with proposal outlines Refine proposals in consultation with relevant stakeholders 	<ul style="list-style-type: none"> Identify necessary information and sources of information Analyse market potential for business opportunities Conduct customer needs analysis to determine market demands Evaluate business opportunities to assess viable options Draft and refine proposals to capitalise on viable business opportunities 	