

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

<b>TSC Category</b>	Business Development					
<b>TSC</b>	Market Research					
<b>TSC Description</b>	Conduct research on industry, customer and competitor trends to shape the organisation's business development strategies					
<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>MAR-BDV-3004-1.1</b>	<b>MAR-BDV-4004-1.1</b>	<b>MAR-BDV-5004-1.1</b>	
			Conduct research to consolidate data on identified competitors and customer behaviour	Develop market study objectives and research plans	Lead assessments of market and develop organisational market research policies and procedures	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>Sources of market data</li> <li>Types of data collection and survey procedures</li> <li>Types of market research methodologies</li> <li>Data sampling techniques</li> <li>Methods of data interpretation</li> <li>Procedures for monitoring customer behaviour</li> <li>Customer credibility</li> <li>Potential research respondents</li> <li>Techniques for data manipulation</li> <li>Methods of displaying data</li> <li>Components of research reports</li> </ul>	<ul style="list-style-type: none"> <li>Organisational impact analysis</li> <li>Criteria for setting market research study objectives</li> <li>Competitor assessment procedures</li> <li>Customer assessment procedures</li> <li>Industry best practices for implementing market research activities</li> <li>Types of market data for research</li> <li>Components of data sampling plans</li> <li>Considerations in ensuring fair representation of target audience</li> <li>Organisational capacity and resources for conducting market research</li> </ul>	<ul style="list-style-type: none"> <li>Organisational market research needs</li> <li>Applications of research methodologies and sampling techniques</li> <li>Best practices in competitor analysis</li> <li>Market research study objectives</li> <li>Types of market research relevant to business planning</li> <li>Organisational objectives and business plans</li> </ul>	
<b>Abilities</b>			<ul style="list-style-type: none"> <li>Confirm market research study objectives with immediate supervisors</li> <li>Conduct background research to understand market research study objectives</li> </ul>	<ul style="list-style-type: none"> <li>Develop market research plans and study objectives aligned to organisational needs</li> <li>Identify market trends and developments that may impact</li> </ul>	<ul style="list-style-type: none"> <li>Analyse market trends and development to forecast emerging market needs</li> <li>Guide market research activities to align</li> </ul>	

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			<ul style="list-style-type: none"> <li>• Select and implement research methodologies to gather data</li> <li>• Monitor submissions from external consultants to ensure adherence to market research study objectives</li> <li>• Analyse data to support market research study objectives</li> <li>• Report findings to relevant stakeholders</li> </ul>	<p>organisational marketing activities</p> <ul style="list-style-type: none"> <li>• Develop monitoring procedures to identify factors influencing customer behaviour according to established benchmarks</li> <li>• Assess customer behaviour, interest levels and needs through analysis of trends monitoring results</li> <li>• Direct market research activities in accordance to market research plans</li> <li>• Evaluate research findings to develop recommendations based on data gathered</li> <li>• Translate all recommendations from senior management into implementable action plans to improve marketing activities</li> </ul>	<p>research objectives with organisational needs</p> <ul style="list-style-type: none"> <li>• Identify competitors in accordance to evolving business objectives and emerging market needs</li> <li>• Establish benchmarks based on industry best practices to assess customer behaviour</li> <li>• Establish organisation's market research policies and procedures based on industry standards</li> <li>• Determine market research study objectives based on research needs</li> <li>• Evaluate research findings and incorporate into strategy development and business planning</li> </ul>	
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