

**SKILLS FRAMEWORK FOR DESIGN
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE**

TSC Category	Design Communication					
TSC	Proposal Writing Development					
TSC Description	Draft strategic business proposals by conducting research, to respond to business opportunities					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			DSN-BIN-3130-1.1	DSN-BIN-4130-1.1	DSN-BIN-5130-1.1	
			Draft response to requests for proposals (RFP) or other solicitations from potential customers	Propose strategic action plans to capitalise on new potential business opportunities proactively	Lead the development of business opportunities in alignment with strategic business priorities	
Knowledge			<ul style="list-style-type: none"> Design processes and their relevance to meeting business needs Organisational processes and procedures related to proposal development Principles of proposals and proposal specifications Secondary research methods Concept of budgeting and financial analysis Creativity and innovation thinking to overcome business challenges 	<ul style="list-style-type: none"> Design processes and their relevance to meeting business needs Primary and secondary research methods Concept of budgeting and financial analysis Principles of market research Theories of customer needs analysis Techniques for assessing business opportunities Marketing strategies and their suitability for various organisations 	<ul style="list-style-type: none"> Marketing strategies and their suitability for various organisations Criteria for evaluating business opportunities for feasibility of implementation and its impact on organisation Techniques in persuasion Techniques in negotiation Importance of considering relevant stakeholders when developing business opportunities 	

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<p>Abilities</p>			<ul style="list-style-type: none"> • Identify proposal objectives based on understanding of customer needs • Evaluate and challenge briefs • Collate information to support proposal development • Collaborate with internal and external stakeholders to work on proposal content • Draft proposals in accordance with proposal outlines • Suggest suitable fee proposals by determining the budget required for and profitability of proposals • Refine proposals in consultation with relevant stakeholders 	<ul style="list-style-type: none"> • Identify necessary information and their sources • Challenge briefs and come up with innovative ways to draft the proposal • Analyse the market potential of business opportunities • Conduct customer needs analysis to determine market demand • Evaluate business opportunities to assess viable options • Draft and refine proposals for viable business opportunities • Finalise fee proposals in line with broader organisational strategies and goals 	<ul style="list-style-type: none"> • Ideate new processes for presenting new business opportunities in writing • Develop strategies for new business opportunities • Evaluate the effectiveness of current proposal writing practices and their success rates in alignment with business strategies • Persuade internal and external stakeholders to provide proposal content • Manage risks involved in new business opportunities • Provide consultation on best practices for proposal writing 	
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