

TSC Category	Business Development					
TSC	Market Research					
TSC Description	Conduct research on industry, customer and competitor trends to shape the organisation's business development strategy					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			EGS-BIN-3079-1.1	EGS-BIN-4079-1.1	EGS-BIN-5079-1.1	
			Conduct research to consolidate data on identified competitors and customer behaviours	Develop market study objectives and research plans	Lead the assessment of the market and develop organisational market research policies and procedures	
Knowledge			<ul style="list-style-type: none"> Sources of market data Types of data collection and survey procedures Types of market research methodologies Data sampling techniques Methods of data interpretation Monitoring procedures of customer behaviours Customer credibility Potential research respondents Techniques for data manipulation Methods of displaying data Components of research reports 	<ul style="list-style-type: none"> Organisational impact analysis Criteria for setting market research study objectives Competitor assessment procedures Customer assessment procedures Industry best practices of implementing market research activities Types of market data for research Components of data sampling plans Considerations in ensuring fair representation of target audience Organisational capacity and resources for conducting market research 	<ul style="list-style-type: none"> Organisational market research needs Applications of research methodologies and sampling techniques Best practices in competitor analysis Market research study objectives Types of market research relevant to business planning Organisational objectives and business plans 	
Abilities			<ul style="list-style-type: none"> Confirm market research study objectives with immediate supervisors Conduct background research to understand market research study objectives Select and implement research methodologies to gather data 	<ul style="list-style-type: none"> Develop market research plans and study objectives aligned to organisational needs Identify market trends and developments that may impact organisational marketing activities 	<ul style="list-style-type: none"> Analyse market trends and developments to forecast emerging market needs Guide market research activities to align research objectives with organisational needs Identify competitors in accordance to evolving 	

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