

TSC Category	Stakeholder and Customer Management					
TSC	Market Research					
TSC Description	Establish procedures in gathering, analysing and interpreting information about a market, a product or a service to be offered in a particular market and present findings to relevant stakeholders					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			EVS-CFC-3006-1.1	EVS-CFC-4006-1.1	EVS-CFC-5006-1.1	
			Analyse market data to draw preliminary findings of market, product or service	Develop in-depth analysis of market, product or service for communication to stakeholders	Guide discussions on market research findings for action by organisation	
Knowledge			<ul style="list-style-type: none"> • Role of marketing research • Statistical modelling techniques • Forecasting modelling techniques • Research design • Principles, strengths and limitations in selection of analysis techniques used for market research • Data collection methods • Know-how of data mining techniques 	<ul style="list-style-type: none"> • Current market trends and development • Local market research trends • Impact of societal, scientific, technological and regulatory factors on marketing strategies • SWOT analysis • Factors in market research 	<ul style="list-style-type: none"> • Transnational market research trends • Factors in market research • Impact of societal, scientific, technological and regulatory factors on transnational marketing strategies • Emerging market trends and development • SWOT analysis • Critical success factors of marketing plans 	
Abilities			<ul style="list-style-type: none"> • Organise relevant statistical and/or forecasting models for data analysis • Implement research methods to collect market data • Interpret findings from market data • Organise selection of target markets and needs derived from analysis • Maintain ongoing research to ensure service offering is appropriate for the market 	<ul style="list-style-type: none"> • Facilitate the application of advanced statistical tools to achieve research objectives • Review market data to predict trends, dynamics and market movements • Review market findings to identify organisation's position in the market • Provide recommendations to address improvement for the organisation against the market 	<ul style="list-style-type: none"> • Formulate forecast of future market environment and trends from data analysis results • Lead discussions for preliminary steps to meet forecasted scenarios • Formulate results-oriented plan using data analysis results • Evaluate recommended options to improve organisation's position in the market • Initiate discussions with stakeholders on appropriate future plans 	

SKILLS FRAMEWORK FOR ENVIRONMENTAL SERVICES
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT

				<ul style="list-style-type: none">• Facilitate identification of market potentials and trends• Provide recommendation in clear and concise manner for management	<ul style="list-style-type: none">• Guide stakeholders endorsement by evaluating implications of marketing plan strategies	
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