

**SKILLS FRAMEWORK FOR FINANCIAL SERVICES  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Product, Sales and Market Management					
<b>TSC</b>	Demand and Supply Analysis					
<b>TSC Description</b>	Analyse and assess market dynamics to uncover demand and supply outlook of products to enable better positioning and identification of opportunities and suitability of offerings					
<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>FSE-ACE-3022-1.1</b>	<b>FSE-ACE-4022-1.1</b>	<b>FSE-ACE-5022-1.1</b>	
			Manage activities to carry out demand and supply analysis and analyse market characteristics of products and solutions to assess its demand supply outlook	Assess the desirability and practicality of ongoing market, product and solutions development and undertake activities where appropriate based on identified demand and supply opportunities	Evaluate market dynamics based on market trends, formulate demand and supply analysis framework and establish key priorities to analyse target customers in identifying opportunities to influence the market	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>Principles of demand and supply</li> <li>Differences between primary and secondary demands and supply</li> <li>Product life cycle management</li> <li>Demand and supply in relation to how the industry and organisation can create value</li> <li>Methods to conduct demand and supply analysis</li> <li>Product and solution knowledge</li> </ul>	<ul style="list-style-type: none"> <li>Sales and marketing strategies</li> <li>Differences between primary and secondary demand and supply</li> <li>Methods to conduct demand and supply analysis</li> <li>Microeconomic and macroeconomic factors</li> <li>Business and market parameters for analysis</li> <li>Product and solution knowledge</li> <li>Product and solution development approaches</li> </ul>	<ul style="list-style-type: none"> <li>Differences between primary and secondary demands and supply</li> <li>Types of variables affecting future product demand and sales</li> <li>Global market trends, opportunities and threats</li> <li>Microeconomic and macroeconomic factors</li> <li>Product and solution knowledge</li> </ul>	
<b>Abilities</b>			<ul style="list-style-type: none"> <li>Source for data on current and future prospects within industry and organisation</li> <li>Analyse demand and supply patterns to present demand and supply analysis findings</li> <li>Analyse products to determine its</li> </ul>	<ul style="list-style-type: none"> <li>Facilitate demand and supply needs analysis activities</li> <li>Guide data or insights for demand and supply analysis</li> <li>Review and provide additional insights for demand and supply analysis reports before</li> </ul>	<ul style="list-style-type: none"> <li>Define demand and supply analysis framework appropriate for organisation's demand analysis</li> <li>Lead and support development of organisation framework for data collection and assessment</li> </ul>	

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			<p>characteristics and business viability</p> <ul style="list-style-type: none"> <li>Analyse the target markets of the product to define its characteristics and impact on demand and supply</li> <li>Utilise competition analysis to anticipate demand and supply for products</li> <li>Assess suitability of organisation's products and solutions against market and business criteria</li> </ul>	<p>submitting for endorsement</p> <ul style="list-style-type: none"> <li>Evaluate findings or reports of market trends and industry development on impact on business strategies or business operations strategies</li> <li>Identify alignment between market demand and supply, and other business requirements with organisation's products and solutions offering to determine suitability</li> <li>Utilise research tools, methodologies or related tools for getting inputs or data</li> <li>Make recommendations for improvement of products and solutions offering based on identified demands</li> </ul>	<ul style="list-style-type: none"> <li>Drive integration of primary quantitative and qualitative data</li> <li>Ensure effective planning, execution, utilisation and budgeting of the research efforts</li> <li>Establish procedures and guidelines for conducting demand and supply analysis</li> <li>Establish research tools, methodologies or related tools for getting inputs or data</li> <li>Establish criteria of evaluation for analysing demand and supply outlook of products</li> <li>Monitor identified market demand and supply trends for opportunities for organisation to position and/or develop products and solutions</li> </ul>	
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