

**SKILLS FRAMEWORK FOR INTELLECTUAL PROPERTY
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Business Development					
TSC	Business Environment Analysis					
TSC Description	Analyse data pertaining to the business landscape and environment, including competitor-analysis					
TSC Proficiency Description	Level 1	Level 2	Level 3 INP-ACE-3001-1.1	Level 4 INP-ACE-4001-1.1	Level 5 INP-ACE-5001-1.1	Level 6 INP-ACE-6001-1.1
			Evaluate business environment data to draw out meaningful inferences that impact the organisation's market positioning and provide feedback to management	Monitor the influence of external and internal factors on the critical business functions and recommend responses	Assess internal and external influencing factors on business that may impact strategy planning and operational plans	Devise the environment analysis framework, identify major risk factors that may affect the achievement of organisational goals in the short, medium and long terms and review recommendations to exploit key opportunities derived from environment analysis
Knowledge			<ul style="list-style-type: none"> Data collection methodologies and approaches Data confidentiality issues associated with presenting statistical results Means of identifying potential competitors and the likelihood of their entries into the market Competitor profiles industry, market and competitors trends 	<ul style="list-style-type: none"> Range of analytical techniques appropriate for environment analysis Key metrics to drive desired outcomes Means of identifying potential competitors and the likelihood of their entries into the market Competitor profiles industry, market and competitors trends 	<ul style="list-style-type: none"> Critical success factors of organisational and functional strategies Scope of environment analysis Market trends to prioritise key focus areas of the research efforts Techniques to synthesise patterns and trends Competition analysis frameworks Industry, market and competitors trends 	<ul style="list-style-type: none"> Critical success factors of organisational and functional strategies Objectives and scope of environment analysis Design principles of the environment analysis frameworks Market trends in providing directions of research efforts Competition analysis frameworks Industry, market and competitors' trends Cultural, historical, political, economic and general knowledge of international events that may impact business activities
Abilities			<ul style="list-style-type: none"> Conduct quantitative and qualitative analyses to translate data into actionable insights 	<ul style="list-style-type: none"> Develop data collection approaches 	<ul style="list-style-type: none"> Draw inferences of business landscape and environment to assess implications 	<ul style="list-style-type: none"> Promote business growth inferences gathered through environment analysis

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			<ul style="list-style-type: none"> • Assist with development of databases to gather, store and manage research information effectively • Analyse research data and synthesise raw information into insights and recommendations • Prepare presentations and communicate findings clearly • Evaluate both current and potential competitors in accordance with chosen dimensions 	<ul style="list-style-type: none"> • Review and provide recommendations based on research outcomes • Communicate with stakeholders to understand and document research findings and implications • Analyse findings or reports of local and global market trends, opportunities, threats and technology development on impact on business strategies or business operations strategies 	<ul style="list-style-type: none"> • Oversee competition analysis, as a part of business environment impact analysis to determine potential changes in organisational strategies • Formulate the research methodologies, outcomes and strategies to leverage local and global market trends, opportunities and threats in driving key business decisions and growth strategies • Monitor the research processes and results • Establish procedures and guidelines for conducting business environment analysis 	<ul style="list-style-type: none"> • Lead in developing frameworks for data collection, assessing, understanding and integrating primary quantitative and qualitative local and global market trends, opportunities and threats • Drive directions and key focus areas
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