

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

<b>TSC Category</b>	Content Strategy and Planning					
<b>TSC Title</b>	Market Evaluation					
<b>TSC Description</b>	Determine the viability of entering new markets, and develop adaptation strategies to customise products and services for the markets					
<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>MED-RND-3019-1.1</b>	<b>MED-RND-4019-1.1</b>	<b>MED-RND-5019-1.1</b>	
			Conduct qualitative and quantitative research to develop a deeper understanding of market trends	Analyse the viability of a market, territory or region by deploying relevant and appropriate market assessment tools and research projects	Drive strategies to evaluate the potential of current and new markets for the organisation	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>Principles of marketing</li> <li>Qualitative and quantitative marketing research techniques</li> <li>Data collection techniques from primary and secondary sources</li> <li>Industry economics</li> <li>Market sizing techniques</li> <li>Market segmentation techniques</li> <li>Competitors' marketing strategies</li> <li>Statistical analysis techniques</li> <li>Statistical analysis tools</li> </ul>	<ul style="list-style-type: none"> <li>Principles, theories and techniques of marketing</li> <li>Concept of market segment density</li> <li>Market segmentation approaches and principles</li> <li>Distribution and sales channels principles</li> <li>Monetisation strategies</li> <li>Competitors' business strategies</li> <li>Statistical analysis techniques</li> <li>Cost-benefit analysis techniques</li> <li>Report writing techniques</li> </ul>	<ul style="list-style-type: none"> <li>Politics and economics of the industry</li> <li>Social, cultural and economic challenges and barriers to entry for different markets</li> <li>Latest developments and strategies in market segmentation</li> <li>Concept of market segment density</li> <li>Competitors' current and future business strategies</li> <li>Concept and theories of market penetration and market skimming</li> <li>Tools and techniques for market sizing and evaluation</li> </ul>	
<b>Abilities</b>			<ul style="list-style-type: none"> <li>Perform data collection from primary and secondary sources</li> <li>Analyse market size, competitor strategies and customer segments</li> <li>Organise data for analysis</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate validity of market data to ensure accuracy of information for business decisions</li> <li>Analyse data to identify opportunities to enter new markets and introduce new products</li> </ul>	<ul style="list-style-type: none"> <li>Determine the feasibility of entering new markets in view of the business plans or business case presented</li> <li>Assess risks associated with entering new markets</li> </ul>	

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			<ul style="list-style-type: none"> <li>• Conduct statistical analysis on data to produce insights about the market and customer segments</li> <li>• Leverage on existing databases to generate and compile market research reports</li> <li>• Analyse the competitive landscape to provide insights into underserved customer segments</li> </ul>	<p>and services to existing markets</p> <ul style="list-style-type: none"> <li>• Develop estimates of potential customer base and revenue forecasts for the target market</li> <li>• Develop cost-benefit analyses to articulate the business case for entering new markets</li> <li>• Present the market entry strategy with details of the customer segments, go-to-market plan and related services as well as the year-on-year projections</li> </ul>	<ul style="list-style-type: none"> <li>• Drive strategies to enter new markets in line with the organisation strategies</li> <li>• Establish the investments required for entering new markets</li> <li>• Lead the development of new strategies to circumvent barriers to entry to new markets and mitigate associated risks</li> <li>• Articulate market development strategies to key stakeholders to generate buy-in</li> </ul>	
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