

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

TSC Category	Business and Organisational Management					
TSC	Competitive Business Strategy					
TSC Description	Formulate and implement competitive marketing strategies in a manufacturing organisation					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			PRE-BIN-3141-1.1	PRE-BIN-4141-1.1	PRE-BIN-5141-1.1	PRE-BIN-6141-1.1
			Identify opportunities for competitive advantage and marketing mix of a manufacturing organisation	Assess effectiveness of organisational competitive systems and practices, and the impact on value stream	Lead organisational value management activities on selected products and/or processes	Strategise organisational competitive marketing advantage
Knowledge			<ul style="list-style-type: none"> Relevant industry and market practices and standards 'Product', 'price', 'place' and 'promotion' as essential elements of marketing Organisational marketing plans and competitive advantages Applicable workplace safety and health (WSH) regulations 	<ul style="list-style-type: none"> Organisation strategic directions Business planning methods and types of plans Contingency planning and other risk mitigation planning tools Organisation's value stream Value stream analysis approaches Application of quality principles 	<ul style="list-style-type: none"> Considerations and criteria for selecting products and/or processes to carry out value management activities on Procedures to structure and run value management activities Methods for setting quantifiable objectives and targets for the value management activities Methods for carrying out function analyses Performance-related tools for qualifying customer wants and needs Calculation of 'cost of function' Function analysis system technique (FAST) diagramming and value trees Relationship between value management and overall business strategy and competitive positioning Methods to produce total cost models and supply chain maps for products and/or processes 	<ul style="list-style-type: none"> Driving forces that shape an organisation Impact of high risk, large transactions, diverse channels and strategic alliances on an organisation's marketing strategies Challenges of marketing Competitive dynamics and the challenge of differentiation Challenges of inter-company relationships Strategic pricing Challenges of creating and sustaining value Viable change scenarios and potential outcomes

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					<ul style="list-style-type: none"> • Components of value-adding and non-value-adding activities 	
Abilities			<ul style="list-style-type: none"> • Identify the organisation's current and emerging competitors • Determine the organisation's marketing mix, in relation to the targeted competitive advantage • Analyse the organisation's marketing plans to assess suitability in supporting competitive advantage • Analyse data and emerging trends, through market research, to determine the organisation's market potential 	<ul style="list-style-type: none"> • Define objectives for evaluating competitive systems • Determine key performance indicators for the evaluation of competitive systems • Develop corrective action plans to address gaps • Validate corrective action plans with key stakeholders • Monitor the effectiveness of the corrective action plan to address the gaps identified 	<ul style="list-style-type: none"> • Lead the application of principles and processes of value management to chosen products and/or processes • Lead analyses of products' and/or processes' functions • Confirm customer requirements against products and/or processes • Identify non-value-adding activities within products and/or processes • Develop alternatives to improve the value of products and/or processes • Approve quantifiable objectives and targets for value management activities 	<ul style="list-style-type: none"> • Research underlying forces shaping organisational change through the industry • Assess the organisation's strategic thrust and value proposition of the organisation's products or services • Critically appraise dimensions of new products, services and/or new customer segments for competitiveness • Create value through market offerings, value pricing, integrated communications and effective channel management • Characterise the potential actions that could eliminate or reduce the intensity of an organisation's competitive disadvantages • Critically evaluate and interpret business situations in informing organisational decisions • Analyse components of customer value and translate them into actionable marketing strategies and programmes • Map out a series of viable scenarios to create successful plans