

## Skills Framework for Retail

Programmes that broaden or deepen specific skills and knowledge for the various job roles in the sector

### Brand Management

**Job Role:**  
Brand Manager/Customer Loyalty Manager

Full Qualification Programmes	Providers
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Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Analytical, Conceptual and Evaluative	Market Research	4	Manage Market Research	Nanyang Polytechnic
	Problem Identification	4	Eradicating Problems and Making Effective Decisions	Capelle Academy Pte. Ltd.
			Solve Problems and Make Decisions at Managerial Level	Institute of Singapore Chartered Accountants
			ES-ACE-402G-1 Solve Problems and Make Decisions at Managerial Level	Kaplan Professional
			Solve Problems and Make Decisions at Managerial Level (ES-ACE-402G-1)	NTUC LearningHub Pte. Ltd.
			Solve Problems and Make Decisions at Managerial Level	Service Quality Centre Pte. Ltd.
			Innovative Problem Solving and Decision Making	Singapore Institute of Management
			Solve Problems and Make Decisions at Managerial Level	Singapore National Employers Federation
			Solve Problems and Make Decisions at Managerial Level	SSA Consulting Group Pte. Ltd.
			Solve Problems and Make Decisions at Managerial Level	Training Vision Institute Pte. Ltd.
Business Continuity Management	Crisis Management	4	Manage Crisis Situations	Avanta Global Pte. Ltd.
			CM-460 Executing and Managing a Crisis Management Plan	BCMI Pte. Ltd.
			Manage Crisis Situations	Seraphcorp Institute Pte. Ltd.
			Manage Crisis Situations (14+1)	William Angliss Institute Pte. Ltd.
Communication	Workplace Communications	4	Results Communication	Capelle Academy Pte. Ltd.
			Lead Workplace Communication and Engagement	Eben Consultants (Far East) Pte Ltd
			Becoming a Champion Communicator	Image Institute of Learning And Development Pte. Ltd.
			Lead Workplace Communication and Engagement	Institute of Singapore Chartered Accountants
			ES-IP-401G-1 Lead Workplace Communication and Engagement	Kaplan Professional
			Lead Workplace Communication and Engagement	Ngee Ann Polytechnic
			Lead Workplace Communication and Engagement (ES-IP-401G-1)	NTUC LearningHub Pte. Ltd.
			Lead Workplace Communication and Engagement	Service Quality Centre Pte. Ltd.
			Developing and Engaging Your Team for Workplace Success	Singapore Institute of Management
			Lead Workplace Communications and Engagement	Singapore Institution of Safety Officers (SISO) The
			Lead Workplace Communication and Engagement	Singapore National Employers Federation
			Lead Workplace Communication and Engagement (Level 4)	Singapore Polytechnic
			Lead Workplace Communication and Engagement	SSA Consulting Group Pte. Ltd.
			Lead Workplace Communication and Engagement (Managerial)	The Singapore Contractors Association Limited
Lead workplace communication and engagement	Training Vision Institute Pte. Ltd.			
Customer Acquisition and Retention	Customer Acquisition Management	4	Effective Customer Acquisition & Retention Strategies	Marketing Institute of Singapore
			Strategies for Winning and Retaining Customers	Singapore Chinese Chamber Institute of Business
			Strategies for Winning and Retaining Customers in Mandarin	Singapore Chinese Chamber Institute of Business
	Customer Loyalty and Retention Strategy Formulation	4	Manage Customer Relationships (CRM) in a Retail Environment	Singapore Institute of Retail Studies
Developing Customer Relations and Managing People	The Retail Academy of Singapore Pte. Ltd.			
Market Intelligence	Market Trend Analysis	4	BM WSQ - Interpret Market Trends and Development (Single module only; Not part of 'BM for Managers')	Kaplan Professional
Planning and Implementation	Business Opportunities Development	4	Research and Analyze Business Opportunities	Capelle Academy Pte. Ltd.
			The Sales Strategist	ODE Consulting Pte. Ltd.
			A Business Mindset!	TLG Holdings Pte. Ltd.

Risk Management	Business Risk Assessment	4	Manage Risk In The Business Unit	William Angliss Institute Pte. Ltd.
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Generic Skills and Competencies (GSCs)		Modular Programmes	Providers
Title	Proficiency Level		
Creative Thinking	Advanced	WSQ Innovate The Customer Experience	At-Sunrice Globalchef Academy Pte Ltd
		WSQ Leading Service Innovation	Institute of Systems Science, National University of Singapore
		Innovate the Customer Experience	Service Quality Centre Pte Ltd
		Innovate the Customer Experience (24 HRS)	Training Vision Institute Pte Ltd
Resource Management	Advanced	Strategise Service Operations	Capelle Academy Pte Ltd
		Strategise Service Operations	Training Vision Institute Pte Ltd