

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

TSC Category	Analytical, Conceptual and Evaluative					
TSC	Demand Analysis					
TSC Description	Devise frameworks to assess market dynamics and execute analyses to uncover demand outlook of products or services					
TSC Proficiency Description	Level 1	Level 2 RET-ACE-2002-1.1	Level 3 RET-ACE-3002-1.1	Level 4 RET-ACE-4002-1.1	Level 5 RET-ACE-5002-1.1	Level 6 -
		Utilise a range of data sources, analyse information to derive demand patterns and produce reports to present findings	Manage activities to carry out demand analysis and analyse market characteristics of products or services to assess its demand outlook	Assess the desirability and practicality of ongoing market development realistically and undertake market development activities where appropriate	Evaluate market dynamics based on market trends, formulate demand analysis framework and establish key priorities to analyse target customers in identifying opportunities to influence the market	
Knowledge		<ul style="list-style-type: none"> Types of variables affecting future product demand and sales Trends in consumer behaviour and preferences 	<ul style="list-style-type: none"> Differences between primary and secondary demands Types of variables affecting future product demand and sales Trends in consumer behaviour and preferences Product life cycle management 	<ul style="list-style-type: none"> Sales strategies Merchandise strategy Differences between primary and secondary demands Types of variables affecting future product demand and sales Trends in consumer behaviour and preferences Product life cycle management 	<ul style="list-style-type: none"> Sales strategies Merchandise strategies Differences between primary and secondary demands Types of variables affecting future product demand and sales Trends in consumer behaviour and preferences Product life cycle management Global market trends, opportunities and threats 	
Abilities		<ul style="list-style-type: none"> Consolidate information gathered through data collection processes Maintain integrity of data collected Prepare graphical representation of data patterns Identify both current and potential competitors in accordance with chosen dimensions Support research information for demand analysis Gather data on competitors to assess their strengths and 	<ul style="list-style-type: none"> Develop demand patterns and produce reports to present demand analysis findings Analyse a product or service to determine its characteristics and business viability Analyse the target markets of the product or service to define its characteristics and impact on demand Utilise competition analysis to anticipate demand for products or services 	<ul style="list-style-type: none"> Lead demand analysis activities Guide data or insights for demand analysis Review and provide additional insights for demand analysis reports before submitting for endorsement Analyse findings or reports of market trends and industry development on impact on business strategies or business operations strategies Utilise research tools, methodologies or related tools for getting inputs or 	<ul style="list-style-type: none"> Define demand analysis framework appropriate for organisation's demand analysis Provide leadership, guidance and support in developing framework for data collection, assessing, understanding and integrating primary quantitative and qualitative data Ensure effective planning, execution, utilisation and budgeting of the research efforts Establish procedures and guidelines for conducting 	

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		<p>weaknesses</p> <ul style="list-style-type: none"> • Support analysis of data and information relating to demand • Maintain proper documentation of research information 		<p>data</p>	<p>demand analysis</p> <ul style="list-style-type: none"> • Establish research tools, methodologies or related tools for getting inputs or data • Establish criteria of evaluation for analysing demand outlook of products and services • Explain how the demand outlook will affect merchandising, buying and inventory control at the store level 	
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