

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

TSC Category	Brand and Channel Management					
TSC	Brand Portfolio Management					
TSC Description	Formulate brand portfolio strategies, define branding features as well as create brand differentiators to expand portfolio user base					
TSC Proficiency Description	Level 1	Level 2	Level 3 RET-BRM-3002-1.1	Level 4 RET-BRM-4002-1.1	Level 5 RET-BRM-5002-1.1	Level 6
			Support and provide inputs to strengthen the brand positioning of products and services to develop consumer awareness and portfolio base	Manage and execute branding features to create impactful point of differentiation for a brand and activate key levers for consumer awareness in growing portfolio user base	Devise a brand portfolio strategy aligned with business strategies, identify categories within a brand portfolio, conceptualise initiatives to create brand differentiators and initiate brand extension opportunities	
Knowledge			<ul style="list-style-type: none"> Brand portfolio strategy Brand culture and ethos Products and product line for brand fit Brand differentiation implementation Factors to be considered when developing a brand portfolio strategy Risks associated with implementation of brand portfolio strategy 	<ul style="list-style-type: none"> Brand portfolio strategy Brand culture and ethos Brand differentiation implementation Process of identifying and managing risks associated with implementation of brand portfolio strategy Risks associated with implementation of brand portfolio strategy Factors to be considered when developing a brand portfolio strategy 	<ul style="list-style-type: none"> Brand portfolio strategy Brand culture and ethos Factors to be considered when developing a brand portfolio strategy Brand differentiation development Process to develop the brand portfolio strategy in accordance with the identified brand strategy Criteria to evaluate brand portfolio strategy Risks associated with implementation of brand portfolio strategy 	
Abilities			<ul style="list-style-type: none"> Support brand campaign implementation and brand activities in accordance with brand portfolio strategy Provide inputs to strengthen the brand positioning of products and services Identify and understand target markets to assess customers' perceptions and preferences 	<ul style="list-style-type: none"> Develop brand portfolio implementation plan Communicate differentiation of brands to key stakeholders Coordinate portfolio monthly business status reports for the management Develop research construct based on selected target markets Create logos, key brand messages or taglines that resonate with the 	<ul style="list-style-type: none"> Develop an effective portfolio strategy Develop brand and product lines role clarity across the portfolio based on deep consumer and category insights Develop brand architecture Evaluate brand portfolio strategy to determine feasibility of implementation in identified market and its impact on the 	

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				<p>organisation's brand</p> <ul style="list-style-type: none"> • Communicate to stakeholders on brand guidelines • Obtain data on performance metrics to measure effectiveness of brand equity 	<p>organisation</p> <ul style="list-style-type: none"> • Define and determine brand guidelines • Identify target market and define the market profile • Establish performance metrics to measure effectiveness of brand equity 	
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