

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

<b>TSC Category</b>	Planning and Implementation					
<b>TSC</b>	Business Opportunities Development					
<b>TSC Description</b>	Capitalise on local and international business opportunities to create value to customers continuously and evaluate, identify and analyse business opportunities that are commercially viable					
<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>RET-PNI-3002-1.1</b>	<b>RET-PNI-4002-1.1</b>	<b>RET-PNI-5002-1.1</b>	<b>RET-PNI-6002-1.1</b>
			Analyse and keep informed with new trends within the industry to support development and justification of business opportunities and plans	Identify necessary sources of information, extract applicable information, conduct customer needs analyses and monitor environmental landscapes in order to source viable business options	Evaluate impact of business environment, potential profitability and/or sustainability of local and international business opportunities and develop business plans to create new ways of adding value to customer segments	Formulate new ways of creating value to customer segments and interpret, conceptualise and inspire new ideas into commercial reality
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>Information sources to gather useful information</li> <li>Market potential analysis</li> <li>Customer needs analysis</li> <li>Processes for conducting customer needs analysis</li> <li>Techniques to extract information to analyse market potential</li> <li>Types of internal and external business environments</li> <li>Criteria for analysing internal and external business environments</li> </ul>	<ul style="list-style-type: none"> <li>Factors to be considered when developing new business opportunities</li> <li>Information sources to gather useful information</li> <li>Market potential analysis</li> <li>Customer needs analysis</li> <li>Processes for conducting customer needs analysis</li> <li>Criteria for evaluating business opportunities for development</li> </ul>	<ul style="list-style-type: none"> <li>Factors to be considered when developing new business opportunities</li> <li>Processes to develop new business opportunities</li> <li>Criteria to evaluate new business opportunities to determine feasibility of implementation and their impact on the organisation</li> <li>Processes to identify and manage risks associated with new business opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Business environments</li> <li>Legal, regulatory, ethical and socio-cultural constraints</li> <li>Organisational business skills related to business opportunities</li> <li>Organisational business viability of business opportunities</li> <li>Relevant stakeholders to consider when developing business opportunities</li> </ul>
<b>Abilities</b>			<ul style="list-style-type: none"> <li>Identify necessary information and sources of information for data collection</li> <li>Extract information from reliable sources to analyse market potential of viable areas for investment</li> <li>Conduct customer needs analysis to determine market demand</li> <li>Research and analyse internal and external business environments to determine opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Extract information from reliable sources to analyse market potential of viable areas for investment</li> <li>Conduct customer needs analysis to determine market demand</li> <li>Conduct environmental scans to identify internal and external factors that impact achievement of organisational objectives</li> <li>Identify and evaluate business opportunities to find viable options in</li> </ul>	<ul style="list-style-type: none"> <li>Develop strategies for new business opportunities</li> <li>Evaluate strategies to determine feasibility of new businesses and their impact on the organisation</li> <li>Manage risks involved in implementing new business opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Identify and evaluate business opportunities locally and internationally to determine business viability</li> <li>Capitalise on business opportunities to support achievement of organisational goals and organisational strategies</li> <li>Review and refine business opportunities to prevent or mitigate business risks</li> <li>Exercise organisational awareness to understand</li> </ul>

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			<p>for business development</p> <ul style="list-style-type: none"> <li>• Identify reliable sources to support analysis of market potential and customer needs for viable investment decisions</li> <li>• Understand internal and external business environments to support business opportunities development</li> </ul>	<p>consultation with management</p>		<p>potential strategic business partners' organisations to develop business relationships and opportunities</p>
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