

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

<b>TSC Category</b>	Results Achievement					
<b>TSC</b>	Business Performance Management					
<b>TSC Description</b>	Set directions for business performance strategic needs, determine key performance indicators and evaluate results to implement improvement plans					
<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-RAC-4001-1.1</b>	<b>RET-RAC-5001-1.1</b>	<b>RET-RAC-6001-1.1</b>
				Establish performance targets to meet sales and marketing strategies and objectives. Select performance metrics to measure effectiveness, evaluate results and recommend improvements to sales and marketing plans.	Determine sales and marketing key performance indicators in achieving desired goals and targets and lead improvement plans	Identify sales and marketing strategic needs, charter and set directions to establish desired goals, targets and performance levels
<b>Knowledge</b>				<ul style="list-style-type: none"> <li>• Organisation's vision, mission and values</li> <li>• Business strategies</li> <li>• Issues relating to development of business performance strategies</li> <li>• Critical success factors pertaining to business performance strategies</li> <li>• Performance management systems and tools</li> </ul>	<ul style="list-style-type: none"> <li>• Organisation's vision, mission and values</li> <li>• Business performance strategies</li> <li>• Issues relating to development of business performance strategies</li> <li>• Critical success factors pertaining to business performance strategies</li> <li>• Performance management systems and tools</li> <li>• Local market situations</li> </ul>	<ul style="list-style-type: none"> <li>• Organisation's vision, mission and value</li> <li>• Business performance strategies</li> <li>• Issues relating to development of business performance strategies</li> <li>• Critical success factors pertaining to business performance strategies</li> <li>• Performance management systems and tools</li> <li>• Global market trends, opportunities and threats</li> </ul>
<b>Abilities</b>				<ul style="list-style-type: none"> <li>• Establish performance targets to meet business performance objectives at store level</li> <li>• Drive team to achieve performance metrics that measure effectiveness of team performance in the store</li> <li>• Manage systems to monitor the effectiveness of business performance management processes</li> <li>• Monitor external and/or internal trends or events which have an effect on</li> </ul>	<ul style="list-style-type: none"> <li>• Translate organisational strategic directions into business performance plans</li> <li>• Review business environment impact analysis to determine potential changes in business performance strategies</li> <li>• Drive development of business performance targets to ensure alignment to organisational strategies and objectives</li> </ul>	<ul style="list-style-type: none"> <li>• Define goals and business objectives for the organisation's performance management frameworks</li> <li>• Develop and establish business performance management framework through consideration of existing good practice models</li> <li>• Integrate key performance management elements in the business performance management framework</li> </ul>

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

				<p>the store's performance management processes</p> <ul style="list-style-type: none"> <li>• Implement adjustments to processes as a result of monitoring, changed internal/external trends and/or events</li> <li>• Monitor processes to gauge their effectiveness in providing support to staff involved in implementation</li> </ul>	<ul style="list-style-type: none"> <li>• Develop performance management processes which utilise performance standards established and validated by key stakeholders</li> <li>• Create structured processes to provide for ongoing two-way communication between performance managers, employees, key stakeholders and clients</li> <li>• Develop inclusive processes which are developed to respond to the needs of various business units within the organisation</li> <li>• Provide information and advice to facilitate effective implementation and assessment of business processes</li> </ul>	<ul style="list-style-type: none"> <li>• Define core metric and sales targets to measure business performance effectively</li> </ul>
--	--	--	--	---	---	--