

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

TSC Category	Retail Sourcing					
TSC	House Brand Development					
TSC Description	Manage product lifecycles to ensure alignment to established house brand positioning strategies that take into account target markets, customer needs and perceptions					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			RET-RSC-3001-1.1	RET-RSC-4001-1.1	RET-RSC-5001-1.1	
			Identify target markets and assess customer perceptions and preferences in alignment to house brand products and development strategies	Develop and implement house brand development strategies that relate to target consumers.	Design and drive house brand development strategies taking into account customer needs	
Knowledge			<ul style="list-style-type: none"> House brand product development strategies Data to assess customers' needs and expectations Customer demographics Market selection criteria Limitations of the product life cycles Relevant legislation to product and brand development 	<ul style="list-style-type: none"> House brand product development strategies Customer's needs and expectations on house brand products Target profiles Store profiles Methods to innovate house brand products Limitations of the product life cycles Criteria for evaluation of developed products and/or service offerings Relevant legislation to product and brand development 	<ul style="list-style-type: none"> Merchandising strategies Marketing and sales strategies Market and competition trends on house brand products Current needs of house brand products Organisation's brand portfolio of house brand products House brand product categories 	
Abilities			<ul style="list-style-type: none"> Identify potential products for house brand development Conduct research on product availability in local and global markets Conduct product life cycle evaluation and analyse product specifications to assess potential unique selling points for house brands Conduct research on customers' needs and expectations to develop house brand products specifications Conduct sourcing and 	<ul style="list-style-type: none"> Analyse sales data, consumer shopping behaviours, market trends, local and global markets to determine potential of product categories and products for house brand development Analyse potential house brand products against target market's perceptions, preferences, needs, expectations and market demand Analyse and recommend suppliers for house brand product development 	<ul style="list-style-type: none"> Develop house brand product development strategies for product differentiation Lead development, evaluation and improvement of new house brand products to ensure commercial success Define target market customers of house brand products Define performance metrics for house brand products 	

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			<p>review suppliers' quotations for house brand development</p> <ul style="list-style-type: none"> • Carry out house brand development, marketing and promotional activities • Coordinate with suppliers for order processing and delivery • Collate data and evaluate house brand product sales performance • Collate feedback to identify improvements to house brand product specifications and quality 	<ul style="list-style-type: none"> • Oversee product development for house brands • Develop and implement marketing and promotional strategies • Review house brand product life cycles, product performance and quality • Manage suppliers for product quality and re-stocking negotiation • Recommend new ideas and provide insights to identify possible new product development • Evaluate and improve new products to ensure commercial success 	
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