

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

TSC Category	Business Development					
TSC	Business Planning					
TSC Description	Identify, evaluate, strategise and seize new business opportunities to grow the organisation's business operations					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			STP-BFN-3003-1.1	STP-BFN-4003-1.1	STP-BFN-5003-1.1	
			Identify and analyse business opportunities	Develop business plans for new opportunities	Implement strategies to capitalise on new business opportunities	
Knowledge			<ul style="list-style-type: none"> Types of information for market potential analysis Sources to gather information for market potential analysis Methods for analysing market potential Customer needs analysis Methods of conducting environmental scans 	<ul style="list-style-type: none"> Value of business opportunities to the organisation Linkage between business planning and the organisation's strategic needs Implications of changes in business environments Criteria for evaluating business opportunities 	<ul style="list-style-type: none"> Business environment Considerations for business opportunities Legal, regulatory, ethical and socio-cultural constraints Organisational business skills related to business opportunities Organisational business viability of business opportunities Stakeholders to consider when developing business opportunities 	

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<p>Abilities</p>			<ul style="list-style-type: none"> • Identify reliable sources of essential business information • Extract information from sources to analyse market potential for viable areas for investment • Conduct customer needs analysis to determine market demand • Conduct environmental scans to identify internal and external factors with impact on the achievement of organisational objectives • Identify and evaluate viable options, in consultation with management, to capitalise on business opportunities 	<ul style="list-style-type: none"> • Identify, and assess viability of business opportunities in accordance with the organisation's strategic needs • Analyse business environments for impact on business opportunities • Analyse potential profitability and sustainability of business opportunities in consultation with relevant stakeholders • Outline business plans based on analysis findings 	<ul style="list-style-type: none"> • Evaluate local and international business opportunities for viability • Align new business opportunities to long-term commercial business operations strategy • Scan the environment for new business opportunities and partnerships • Assess the impact of environment shifts on business opportunities • Review and refine business plans to prevent or mitigate business risks 	
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