

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

<b>TSC Category</b>	Business Development					
<b>TSC</b>	Market Profiling					
<b>TSC Description</b>	Segment the markets, select the targeting strategies and tactics, profile the target segments and develop the positioning strategies as well as implementation activities					
<b>TSC Proficiency</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>STP-MKI-3003-1.1-1</b>	<b>STP-MKI-4003-1.1-1</b>	<b>STP-MKI-5003-1.1-1</b>	
			Conduct markets profiling and identify potential market segments as buyer and supplier profiles	Define and review target markets for products and segment the markets	Set positioning strategies and implementation plans that meet the business and marketing requirements and buyer and supplier profiles	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>• Target buyer and supplier for organisation products</li> <li>• Client and competitor profiles</li> <li>• Factors that distinguish different target segments</li> <li>• Types of primary and secondary data</li> <li>• Methods for interpreting primary and secondary data and identifying any gaps</li> <li>• Methods to review market segments in terms of size, potential, distinctive needs and easy identification of members</li> <li>• Sources of information for segmenting and targeting the markets</li> <li>• Methods for accessing information on competitor markets, relevant trends, and developments</li> </ul>	<ul style="list-style-type: none"> <li>• Target buyers/suppliers for organisation products</li> <li>• Methods of buyer and supplier customer segmentation</li> <li>• Role of segmentation in developing the market strategies</li> <li>• Types of characteristics of differing market segments</li> <li>• Factors that make segments distinct</li> <li>• Types of primary and secondary data</li> <li>• Methods for interpreting primary and secondary data and identifying any gaps</li> <li>• Methods to review market segments in terms of size, potential, distinctive needs and easy identification of members</li> <li>• Sources of information for segmenting and targeting the markets</li> </ul>	<ul style="list-style-type: none"> <li>• Profiles of target buyer and supplier</li> <li>• Market segmentation frameworks</li> <li>• Market profiling practices</li> <li>• Characteristics of differing market segments</li> </ul>	

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				<ul style="list-style-type: none"> <li>• Methods for accessing information on relevant trends and developments</li> </ul>		
<b>Abilities</b>			<ul style="list-style-type: none"> <li>• Select markets for profiling to meet requirements of organisational strategies and/or pricing policies</li> <li>• Identify sources of information for segmenting and profiling markets</li> <li>• Describe total and selected markets and identified market segments as buyer and supplier profiles</li> </ul>	<ul style="list-style-type: none"> <li>• Set frameworks for market profiling</li> <li>• Segment the markets and review the most effective market positioning strategy for the businesses</li> <li>• Identify the appropriate target markets and profile target audience for the businesses</li> <li>• Develop effective positioning strategies in line with the organisational strategies and/or pricing policies</li> </ul>	<ul style="list-style-type: none"> <li>• Drive market positioning strategies</li> <li>• Identify available marketing strategic options and select target market strategies</li> <li>• Design the approaches to determine and describe the total markets</li> </ul>	