

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

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| TSC Category | Business Development | | | | | |
| TSC | Market Research | | | | | |
| TSC Description | Plan and conduct market research to support the organisation's business strategies and needs | | | | | |
| TSC Proficiency Description | Level 1 | Level 2 | Level 3 | Level 4 | Level 5 | Level 6 |
| | | | STP-BFN-3004-1.1 | STP-BFN-4004-1.1 | STP-BFN-5004-1.1 | |
| | | | Conduct market research through data gathering and analysis | Manage market research by developing study objectives | Develop market research policies and procedures by aligning to organisational needs and incorporating research findings into strategy development and business planning | |
| Knowledge | | | <ul style="list-style-type: none"> Sources of market information, such as: <ul style="list-style-type: none"> Freight and cargo rates Shipping market International/industry regulations Data collection methods Market research principles and practices Potential research respondents Data sampling techniques Methods of data interpretation Techniques for data manipulation Methods of displaying data Components of research reports | <ul style="list-style-type: none"> Criteria for setting market research study objectives Types of market data for research Components of data sampling plans Considerations in ensuring fair representation of target audience Organisational capacity and resources for conducting market research | <ul style="list-style-type: none"> Organisational market research needs Applications of research methodologies and sampling techniques Types of market research relevant to business planning Objectives of organisational business plans | |

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| <p>Abilities</p> | | | <ul style="list-style-type: none"> • Confirm market research study objectives with immediate supervisors • Conduct background research to understand market research study objectives • Select and implement research methodologies to gather data • Monitor submissions from external consultants to ensure adherence to market research study objectives • Analyse data to support market research study objectives • Report findings to relevant stakeholders | <ul style="list-style-type: none"> • Develop market research study objectives aligned to research needs • Develop market research plan and research methodologies to support market research study objectives • Select and manage external consultants to conduct market research activities • Manage market research activities in accordance with market research plan • Evaluate research findings to develop recommendations based on data gathered • Report findings and recommendations to management | <ul style="list-style-type: none"> • Develop market research policies and procedures to guide research planning and actual conduct • Select and manage external consultants to conduct market research activities, if necessary • Guide market research activities to align research objectives with organisational needs • Evaluate research findings and incorporate them into organisational strategy development and business planning | |
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