

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

TSC Category	Business Development					
TSC	Proposal Writing					
TSC Description	Research, strategise and draft business proposals to respond to business opportunities					
TSC Proficiency Description	Level 1	Level 2	Level 3 STP-BDV-3006-1.1	Level 4 STP-BDV-4006-1.1	Level 5	Level 6
			Respond to requests for proposals (RFP) or other solicitations from potential customers with specific business needs	Propose strategic action plans to engage and capitalise on new potential business opportunities proactively		
Knowledge			<ul style="list-style-type: none"> Organisational processes and procedures related to proposal development Purpose of proposals Proposal specifications Potential sources of information Relevant regulations 	<ul style="list-style-type: none"> Sources of information to gather useful information Market research Customer needs analyses Methods of assessing business opportunities Marketing and chartering strategies 		
Abilities			<ul style="list-style-type: none"> Identify proposal objectives based on understanding of customer needs Gather and collate information to support proposal development Draft proposals in accordance with proposal outline Refine proposals in consultation with relevant stakeholders 	<ul style="list-style-type: none"> Identify necessary information and sources of information Analyse market potential for business opportunities Conduct customer needs analysis to determine market demand Evaluate business opportunities to assess viable options Draft and refine proposals to capitalise on viable business opportunities 		