

**SKILLS FRAMEWORK FOR WHOLESALE TRADE  
SKILLS MAP – BUSINESS DEVELOPMENT MANAGER**

<b>Sector</b>	Wholesale Trade	
<b>Track</b>	Marketing, Business Development and Analysis	
<b>Occupation</b>	Business Development Manager	
<b>Job Role</b>	<b>Business Development Manager</b>	
<b>Job Role Description</b>	<p>The Business Development Manager assumes the responsibility of leading the organisation's business development strategies by prospecting new buyers and sellers, expanding current business portfolio, and identifying new business ventures both locally and regionally. He/She is expected to maintain extensive knowledge of current market conditions to identify and develop the organisation's propositions and differentiators.</p> <p>The Business Development Manager also collaborates with regional teams to stay informed with the latest geographical trends. In addition, he maintains relationships with existing and new buyers and sellers, and manages a diverse group of stakeholders. He is a highly-driven individual whom possesses great attention to detail and is able to address complex problems in a dynamic business environment.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Develop business development strategies	Develop business development plans in alignment with business development strategies Develop business reports on potential revenue streams, enhanced product offerings and new business ventures to inform business development strategies Assess feasibility of business development pursuits with internal and/or regional stakeholders through engagement sessions Review targets and Key Performance Indicators (KPIs) across teams and integrate into implementation plans Facilitate internal stakeholder engagement sessions to support implementation plans for new portfolio adoption
	Enhance current business portfolio	Collaborate with internal stakeholders to assess gaps and opportunities in business performance and current portfolio Assess gaps and opportunities based on stakeholder feedback across functional tracks to optimise business processes Develop implementation plans and knowledge transfer activities to integrate new technologies into business processes Develop demand creation strategies and new product service offerings to meet market demands Build relationships with industry players and expand business network to support partnership strategies
	Explore new business opportunities	Leverage business network and facilitate knowledge sharing sessions to identify new business opportunities Obtain insights from business network on developments in product offerings and production, including technological and process enhancements Develop new business venture proposals based on an evaluation of market demand and strategic fit Review cost-benefit analysis, risk assessment and financial modelling of new business ventures to inform business development decisions Review due diligence reports and regulatory restrictions on new business ventures Engage with identified business partners, suppliers and vendors to realise new business agreements
	Drive collaboration of human resource, technology, finance and continuous improvement initiatives	Propose department's financial budget for management approval Develop corporate governance measures Provide on-the-job training and performance evaluation to subordinates Implement department's recruitment and retention efforts Evaluate latest technology trends that can be leveraged to improve productivity and innovation

		Evaluate how workplace technology approach can be revised based on feedback		
		Review outcomes using available records and information to determine effectiveness of work processes and procedures		
		Review work processes improvement solutions to determine effectiveness		
<b>Skills &amp; Competencies</b>	<b>Technical Skills &amp; Competencies</b>		<b>Generic Skills &amp; Competencies</b>	
	Budgeting	Level 4	Communication	Advanced
	Business Negotiation	Level 4	Decision Making	Intermediate
	Business Opportunities Development	Level 4	Interpersonal Skills	Advanced
	Business Performance Management	Level 4	Creative Thinking	Advanced
	Business Planning	Level 4	Leadership	Advanced
	Capital Expenditure and Investment Evaluation	Level 3		
	Change Management	Level 4		
	Conflict Management	Level 4		
	Continuous Improvement Management	Level 4		
	Contract Development and Management	Level 4		
	Data Mining and Modelling	Level 3		
	Demand Analysis	Level 3		
	Effectiveness Management	Level 4		
	Enterprise Risk Management	Level 4		
	Innovation Management	Level 4		
	Learning and Development	Level 4		
	Manpower Planning	Level 4		
	Market Profiling	Level 4		
	Market Research	Level 4		
	Mergers and Acquisition	Level 5		
	Networking	Level 4		
	Organisational Analysis	Level 4		
	Product Development	Level 3		
	Project Feasibility Assessment	Level 4		
	Project Management	Level 4		
Resource Management	Level 4			
Solutions Design Thinking	Level 4			
Stakeholder Management	Level 4			
Strategy Planning	Level 4			
Systems Thinking Application	Level 4			
Technology Integration	Level 4			

**Programme  
Listing**

For a list of Training Programmes available for the Wholesale Trade sector, please visit [www.skillsfuture.sg/skills-framework/wholesaletrade](http://www.skillsfuture.sg/skills-framework/wholesaletrade)

The information contained in this document serves as a guide.