

SKILLS FRAMEWORK FOR WHOLESALE TRADE
SKILLS MAP - SENIOR BUSINESS ANALYST/SENIOR MARKET RESEARCH ANALYST/SENIOR MARKET ANALYST

Sector	Wholesale Trade	
Track	Marketing, Business Development and Analysis	
Occupation	Business and Market Analyst	
Job Role	Senior Business Analyst/Senior Market Research Analyst/Senior Market Analyst	
Job Role Description	<p>The Senior Business Analyst/Senior Market Research Analyst/Senior Market Analyst is tasked with evaluating market research findings, conduct feasibility studies, data analysis, financial modelling and present findings into business reports. He/She builds business intelligence frameworks, leverages data analytics to make informed business decisions and leads the research and development of product offerings.</p> <p>The Senior Business Analyst/Senior Market Research Analyst/Senior Market Analyst also constantly communicates with regional teams to obtain unique geographical data for analysis. In addition, he establishes strong working relationships with internal stakeholders to enhance business performance, identify gaps and opportunities for improvement. He is an individual that possesses an analytical mindset, able to multi-task and consistently meet deadlines in a fast-paced environment.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop business development strategies	<p>Support business development plans with quantitative research to inform business development strategies</p> <p>Conduct research reports on external market landscapes, emerging business and/or product technologies and cost-benefit analysis of new business ventures to inform business development strategies</p> <p>Analyse quantitative impacts on business in collaboration with local and/or regional Finance and Operations departments</p> <p>Develop quantitative measures of Key Performance Indicators (KPIs) across teams to monitor and analyse progress during implementation</p> <p>Provide working level support to execute implementation plans for adapting existing portfolio for new business opportunities</p> <p>Build business intelligence frameworks leveraging organisation's business data, inputs from market researches and emerging data analytics tools</p>
	Enhance current business portfolio	<p>Perform quantitative assessments on business performance to analyse gaps and opportunities in current portfolio</p> <p>Conduct scenario analysis based on business performance measures across functional tracks to simulate optimised business processes</p> <p>Review new technology capabilities and develop scenario analysis to assess suitability of new technologies in enhancing business processes</p> <p>Analyse buyer and seller data and assess purchasing patterns to support demand creation strategies and new product service offerings</p> <p>Conduct research on trends in market variables affecting buy, sell or hold recommendations to support Trading department</p>
	Explore new business opportunities	<p>Conduct research on market movements, business disruptors and economic landscape to identify new business opportunities</p> <p>Conduct research on new developments in product offerings and production, including technological and process enhancements</p> <p>Conduct research on market demand and strategic fit to support new business venture proposals</p> <p>Perform cost-benefit analysis, risk assessments and financial modelling of potential business ventures</p> <p>Conduct due diligence reports and regulatory restrictions on new business ventures</p>
	Drive collaboration of human resource, technology, finance and continuous improvement initiatives	<p>Propose department's financial budget for management approval</p> <p>Develop corporate governance measures</p> <p>Provide on-the-job training and performance evaluation to subordinates</p> <p>Implement department's recruitment and retention efforts</p>

	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			
Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies	
	Budgeting	Level 4	Communication	Intermediate
	Business Negotiation	Level 4	Computational Thinking	Intermediate
	Business Opportunities Development	Level 4	Teamwork	Intermediate
	Business Performance Management	Level 4	Digital Literacy	Intermediate
	Business Planning	Level 4	Interpersonal Skills	Intermediate
	Capital Expenditure and Investment Evaluation	Level 4		
	Change Management	Level 4		
	Conflict Management	Level 4		
	Continuous Improvement Management	Level 4		
	Contract Development and Management	Level 4		
	Data Analytics	Level 3		
	Data Mining and Modelling	Level 3		
	Demand Analysis	Level 4		
	Effectiveness 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		
	Organisational Analysis	Level 4		
	Product Development	Level 4		
	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 3			

**Programme
Listing**

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

The information contained in this document serves as a guide.