

**SKILLS FRAMEWORK FOR WHOLESALE TRADE
SKILLS MAP – BUSINESS ANALYST/MARKET RESEARCH ANALYST/MARKET ANALYST**

Sector	Wholesale Trade	
Track	Marketing, Business Development and Analysis	
Occupation	Business and Market Analyst	
Job Role	Business Analyst/Market Research Analyst/Market Analyst	
Job Role Description	<p>The Business Analyst/Market Research Analyst/Market Analyst supports the operational insights for the development of business strategies. He/She identifies areas for new business development opportunities by gathering data, analysing information and generating reports based on industry and market trends.</p> <p>The Business Analyst/Market Research Analyst/Market Analyst possesses good communication, planning and organisational skills. He is also able to manage stakeholders and work effectively in a team. He is a highly driven, motivated and confident individual, and is able to deliver results in a dynamic business environment.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop business development strategies	Consolidate information to support business development research and reports Support analysis on quantitative impacts on business by consolidating relevant data points across the business Collate information on achievement of targets and Key Performance Indicators (KPIs) Support internal stakeholders and execute implementation plans to adapt existing portfolio for new business opportunities Collect relevant business data to support business intelligence framework development
	Enhance current business portfolio	Collate functional track data on business performance for analysis Prepare data on business performance across functional tracks for analysis Collect buyer and seller data from internal stakeholders and generate reports to support analysis Support research on trends in market variables affecting buy, sell or hold recommendations to support Trading department
	Explore new business opportunities	Generate reports on findings gathered from market research activities Prepare data on new developments in product offerings and production, including technological and process enhancements Consolidate data to support market demand and strategic fit research reports Prepare data to support cost-benefit analysis, risk assessments and financial modelling of new business ventures Consolidate data for due diligence reports on new business ventures
	Support application initiatives	Facilitate use of technology and/or electronic tools and devices Contribute in key activities and milestones in technology implementation projects Provide assistance in ongoing records and information review to determine effectiveness of work processes and procedures Plan continuous work improvement activities and performance improvement strategies

	Technical Skills & Competencies		Generic Skills & Competencies	
	Skills & Competencies	Business Negotiation	Level 3	Communication
Business Opportunities Development		Level 3	Computational Thinking	Intermediate
Business Performance Management		Level 3	Teamwork	Intermediate
Capital Expenditure and Investment Evaluation		Level 3	Digital Literacy	Intermediate
Change Management		Level 3	Lifelong Learning	Intermediate
Conflict Management		Level 3		
Continuous Improvement Management		Level 3		
Data Analytics		Level 2		
Data Mining and Modelling		Level 2		
Demand Analysis		Level 3		
Innovation Management		Level 3		
Learning and Development		Level 3		
Market Profiling		Level 3		
Market Research		Level 3		
Product Development		Level 2		
Project Management		Level 3		
Resource Management		Level 3		
Solutions Design Thinking		Level 3		
Stakeholder Management		Level 3		
Systems Thinking Application		Level 3		
Technology Integration	Level 2			
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.