

**SKILLS FRAMEWORK FOR WHOLESALE TRADE  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

<b>TSC Category</b>	Branding, Publicity, Digital Marketing and E-Commerce					
<b>TSC</b>	Brand Portfolio Management					
<b>TSC Description</b>	Formulate brand portfolio strategies, define branding features as well as create brand differentiators to expand portfolio user base					
<b>TSC Proficiency</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>WST-SNM-2002-1.1-1</b>	<b>WST-SNM-3002-1.1-1</b>	<b>WST-SNM-4002-1.1-1</b>	<b>WST-SNM-5002-1.1-1</b>	
		Support the consistent use of brand features as well as assist in brand-related research to strengthen market awareness of products and services	Provide inputs to strengthen the brand positioning of products and services to develop consumer awareness and portfolio base	Manage and execute branding features to create impactful point of differentiation for a brand and activate key levers for consumer awareness in growing portfolio user base	Lead brand portfolio strategy aligned with business strategies, identify categories within a brand portfolio, conceptualise initiatives to create brand differentiators and initiate brand extension opportunities	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Principles of brand portfolio strategy</li> <li>Principles of brand culture and ethos</li> <li>Brand features</li> <li>Types of brand risks and/or threats</li> </ul>	<ul style="list-style-type: none"> <li>Products and product line for brand fit</li> <li>Brand campaign implementation plans</li> <li>Components of business status reports</li> </ul>	<ul style="list-style-type: none"> <li>Process of identifying and managing risks associated with implementation of brand portfolio strategy</li> <li>Factors to be considered when developing a brand portfolio strategy</li> <li>Brand differentiation implementation</li> </ul>	<ul style="list-style-type: none"> <li>Criteria to evaluate brand portfolio strategy</li> <li>Types of brand architecture</li> </ul>	

**SKILLS FRAMEWORK FOR WHOLESALE TRADE  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

<p><b>Abilities</b></p>		<ul style="list-style-type: none"> <li>• Communicate brand guidelines to internal stakeholders</li> <li>• Assist in the development of branding collaterals to ensure consistency in branding features</li> <li>• Support brand-related research about target markets, customer perceptions and preferences</li> <li>• Monitor possible risks and threats to brands or brand activity</li> </ul>	<ul style="list-style-type: none"> <li>• Support brand campaign implementation and brand activities in accordance with brand portfolio strategy</li> <li>• Provide inputs to strengthen the brand positioning of products and services</li> <li>• Identify target markets to assess customers' perceptions and preferences through research methods</li> <li>• Coordinate portfolio monthly business status reports for the management</li> </ul>	<ul style="list-style-type: none"> <li>• Develop an effective portfolio strategy</li> <li>• Develop brand portfolio implementation plan</li> <li>• Communicate differentiation of brands to key stakeholders</li> <li>• Develop research construct based on selected target markets</li> <li>• Create logos, key brand messages or taglines that resonate with the organisation's brand</li> <li>• Obtain data on performance metrics to measure effectiveness of brand equity</li> <li>• Establish performance metrics to measure effectiveness of brand equity</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate brand portfolio strategy to determine feasibility of implementation in identified market and its impact on the organisation</li> <li>• Develop brand and product lines role clarity across the portfolio based on deep consumer and category insights</li> <li>• Develop brand architecture</li> <li>• Define and determine brand guidelines</li> <li>• Identify target market and define the market profile</li> <li>• Evaluate brand performance against established metrics to increase effectiveness of brand equity</li> </ul>	
-------------------------	--	--	---	---	---	--