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|------------------------------------|---|----------------|----------------|---|--|--|
| <b>TSC Category</b>                | Business Development  |                |                |   |  |  |
| <b>TSC</b>                         | Business Opportunities Development  |                |                |   |  |  |
| <b>TSC Description</b>             | Capitalise on local and international business opportunities to create value to customers continuously and evaluate, identify and analyse business opportunities that are commercially viable |                |                |   |  |  |
| <b>TSC Proficiency Description</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>HAS-CFC-4003-1.1</b>   | <b>HAS-CFC-5003-1.1</b>  | <b>HAS-CFC-6003-1.1-1</b>  |
|                                    |   |                |                | Identify necessary sources of information, extract applicable information, conduct customer needs analyses and monitor environmental landscapes in order to source viable business options  | Evaluate impact of business environment, potential profitability and/or sustainability of local and international business opportunities and develop business plans to create new ways of adding value to customer segments  | Formulate new ways of creating value to customer segments and interpret, conceptualise and inspire new ideas into commercial reality   |
| <b>Knowledge</b>                   |   |                |                | <ul style="list-style-type: none"> <li>Factors to be considered when developing new business opportunities</li> <li>Information sources to gather useful information</li> <li>Market potential analysis</li> <li>Customer needs analysis</li> <li>Processes for conducting customer needs analysis</li> <li>Criteria for evaluating business opportunities for development</li> </ul> | <ul style="list-style-type: none"> <li>Factors to be considered when developing new business opportunities</li> <li>Processes to develop new business opportunities</li> <li>Criteria to evaluate new business opportunities to determine feasibility of implementation and their impact on the organisation</li> <li>Processes to identify and manage risks associated with new business opportunities</li> </ul> | <ul style="list-style-type: none"> <li>Business environments</li> <li>Legal, regulatory, ethical and socio-cultural considerations</li> <li>Organisational business skills related to business opportunities</li> <li>Organisational business viability of business opportunities</li> <li>Relevant stakeholders to consider when developing business opportunities</li> </ul> |
| <b>Abilities</b>                   |   |                |                | <ul style="list-style-type: none"> <li>Extract information from reliable sources to analyse market potential of viable areas for investment</li> <li>Conduct customer needs analysis to determine market demand</li> <li>Conduct environmental scans to identify internal and external factors that</li> </ul>  | <ul style="list-style-type: none"> <li>Develop strategies for new business opportunities</li> <li>Evaluate strategies to determine feasibility of new businesses and their impact on the organisation</li> <li>Manage risks involved in implementing new business opportunities</li> </ul>   | <ul style="list-style-type: none"> <li>Identify and evaluate business opportunities locally and internationally to determine business viability</li> <li>Capitalise on business opportunities to support achievement of organisational goals and organisational strategies</li> <li>Review and refine business opportunities to</li> </ul>                                     |

**SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

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|  |  |  |  | <p>impact achievement of organisational objectives</p> <ul style="list-style-type: none"> <li>Identify and evaluate business opportunities to find viable options in consultation with management</li> </ul> |  | <p>prevent or mitigate business risks</p> <ul style="list-style-type: none"> <li>Exercise organisational awareness to understand potential strategic business partners' organisations to develop business relationships and opportunities</li> </ul> |
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