

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

TSC Category	Business Development					
TSC	Proposal Writing					
TSC Description	Research, strategise and draft business proposals to respond to business opportunities					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		HAS-BIN-2109-1.1-1	HAS-BIN-3109-1.1	HAS-BIN-4109-1.1		
		Research and gather information to support proposal development	Respond to requests for proposals (RFP) or other solicitations from potential customers with specific business needs	Propose strategic action plans to engage and capitalise on new potential business opportunities proactively		
Knowledge		<ul style="list-style-type: none"> Requirements for submission of proposal Key components and sources of information to be included in proposals Guidelines and documentation processes for proposals Relevant stakeholders in the organisation for proposal consultation Techniques for handling feedback and objections 	<ul style="list-style-type: none"> Organisational processes and procedures related to proposal development Purpose of proposals Proposal specifications Potential sources of information Relevant regulations 	<ul style="list-style-type: none"> Sources of information to gather useful information Methods of market research Customer needs analyses Methods of assessing business opportunities Marketing strategies 		
Abilities		<ul style="list-style-type: none"> Identify proposal objectives Identify proposal requirements and the stakeholders involved Prepare supporting information for proposal Obtain and amend specifications and quotations, according to client's and organisation's requirements Maintain copies and versions of proposal documentations according to organisational procedures 	<ul style="list-style-type: none"> Identify proposal objectives based on understanding of customer needs Gather and collate information to support proposal development Draft proposals in accordance with proposal outline Refine proposals in consultation with relevant stakeholders 	<ul style="list-style-type: none"> Identify necessary information and sources of information Analyse market potential for business opportunities Conduct customer needs analysis to determine market demand Evaluate business opportunities to assess viable options Refine proposals to capitalise on viable business opportunities 		