

TSC Category	Sales and Marketing					
TSC	Market Profiling					
TSC Description	Segment the markets, select the targeting strategies and tactics, profile the target segments and develop the positioning strategies as well as implementation activities					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		HAS-MKI-2003-1.1	HAS-MKI-3003-1.1	HAS-MKI-4003-1.1	HAS-MKI-5003-1.1	
		Collect demographic data and/or psychographic descriptions of consumer profiles from various information sources	Conduct markets profiling and identify potential market segments as consumer profiles	Define and review target markets for products or services and segment the markets	Set positioning strategies and implementation plans that meet the business and marketing requirements and consumer profiles	
Knowledge		<ul style="list-style-type: none"> Primary and secondary data and how they differ Methods for interpreting primary and secondary data and identifying any gaps Sources of information for segmenting and targeting the markets Methods for accessing information on relevant trends and developments 	<ul style="list-style-type: none"> Target customers for organisation products Factors that distinguish different target segments Primary and secondary data and how the two data differ Methods for interpreting primary and secondary data and identifying any gaps Methods to review market segments in terms of size, potential, distinctive needs, easy identification of members and/or distinctive media use patterns Sources of information for segmenting and targeting the markets Methods for accessing information on relevant trends and developments 	<ul style="list-style-type: none"> Target customers for organisation products Segmentation and how this differs from customer classification Role of segmentation in developing the market strategies Types of characteristics of differing market segments Factors that make segments distinct Primary and secondary data and how the two data differs Methods for interpreting primary and secondary data and identifying any gaps Methods to review market segments in terms of size, potential, distinctive needs, easy identification of members and/or distinctive media use patterns Sources of information for segmenting and targeting the markets Methods for accessing information on relevant trends and developments 	<ul style="list-style-type: none"> Sales and marketing strategies Profiles of target customers Market segmentation frameworks Market profiling practices Characteristics of differing market segments 	

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

<p>Abilities</p>		<ul style="list-style-type: none"> • Use demographic data and/or psychographic descriptions of consumer profiles in accordance with requirements of the marketing plans • Access and use information sources to determine suitability of international markets for products or services to be marketed • Support market segmentation activities and profile target market segments • Gather and document sources of information for segmenting and profiling markets in accordance with the marketing plans 	<ul style="list-style-type: none"> • Select markets for profiling to meet requirements of marketing plans • Identify sources of information for segmenting and profiling markets in accordance with the marketing and/or media plans • Describe total and selected markets and identified market segments as consumer profiles 	<ul style="list-style-type: none"> • Segment the markets and review the most effective marketing mix for the businesses • Identify the appropriate target markets and profile target audience for the businesses • Develop effective positioning strategies • Implement marketing activities in line with the marketing plans • Monitor and review marketing performance to ensure performance is maximised 	<ul style="list-style-type: none"> • Set frameworks for market profiling • Drive market positioning strategies • Identify available marketing strategic options and select target market strategies • Design the approaches to determine and describe the total markets 	
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