

TSC Category	Sales and Marketing					
TSC	Market Research					
TSC Description	Formulate market research frameworks, as well as develop market research study objectives, market research plans and methodologies to analyse market trends and developments to forecast emerging market needs					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		HAS-ACE-2004-1.1	HAS-ACE-3004-1.1	HAS-ACE-4004-1.1	HAS-ACE-5004-1.1	
		Conduct initial desk research and report research findings	Analyse market trends and developments to forecast emerging market needs. Interpret and aggregate data and information, including categorisation, to provide observations relevant to research objectives	Develop market research study objectives, market research plans and methodologies as well as implement and monitor market research activities	Formulate market research framework, guide market research activities, evaluate and incorporate research findings into strategy development and business planning	
Knowledge		<ul style="list-style-type: none"> Sources of information Market research principles and practices Techniques for data manipulation Methods of displaying data Considerations in displaying data Methods of interpreting data Components of research reports 	<ul style="list-style-type: none"> Sources of information Market research principles and practices Potential respondents Sampling techniques Considerations for data entry, cleaning and coding Techniques for data manipulation Methods of displaying data Considerations in displaying data Methods of interpreting data Components of research reports 	<ul style="list-style-type: none"> Market research principles and practices Criteria for market research study objectives Components of sampling plans Sampling techniques Issues in ensuring fair representation of target audience Data collection methods Steps to develop questionnaires Question types and how to use them effectively 	<ul style="list-style-type: none"> Organisational research needs Applications of research methodologies and sampling techniques Types of market research relevant to business planning Objectives of business plans 	
Abilities		<ul style="list-style-type: none"> Identify the objectives and requirements of the market research projects to understand one's involvement and responsibilities Summarise key findings and market research information Conduct primary research to gather required data 	<ul style="list-style-type: none"> Conduct background research in alignment to the market research study objectives Select and implement research methodologies to gather data Analyse data to support market research study objectives 	<ul style="list-style-type: none"> Develop market research study objectives aligned to research needs Develop market research plans and research methodologies to support market research study objectives Manage market research activities in accordance 	<ul style="list-style-type: none"> Identify market research framework Develop market research policies and procedures to guide market research plans Guide teams in managing market research activities to meet market research plans objectives 	

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

		<ul style="list-style-type: none"> • Conduct secondary research to compile relevant information • Prepare the data, findings and analyses collected for the research reports 	<ul style="list-style-type: none"> • Report findings and recommendations to relevant stakeholders in accordance with organisational procedures 	<p>with market research plans</p> <ul style="list-style-type: none"> • Develop recommendations based on data gathered 	<ul style="list-style-type: none"> • Evaluate research findings and incorporate them into strategy development and business planning • Establish the sample sizes prior to designing the research framework • Set the budgets required to drive market research 	
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