

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT

TSC Category	Business and Project Management					
TSC Title	Demand Analysis					
TSC Description	Devise frameworks to assess market dynamics and execute analyses to uncover demand outlook of products or services					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			ICT-ACE-3002-1.1-1	ICT-ACE-4002-1.1-1	ICT-ACE-5002-1.1-1	
			Manage activities to carry out demand analysis and analyse market characteristics of products or services to assess its demand outlook	Assess the desirability and practicality of ongoing market development realistically and undertake market development activities where appropriate	Evaluate market dynamics based on market trends, formulate demand analysis framework and establish key priorities to analyse target customers in identifying opportunities to influence the market	
Knowledge			<ul style="list-style-type: none"> Differences between primary and secondary demands and supply Products life cycle management 	<ul style="list-style-type: none"> Sales strategies Merchandise strategies Differences between primary and secondary demand and supply 	<ul style="list-style-type: none"> Differences between primary and secondary demands and supply Types of variables affecting future product demand and sales Global market trends, opportunities and threats 	

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Abilities			<ul style="list-style-type: none"> Analyse demand and supply patterns to present demand and supply analysis findings Analyse products to determine their characteristics and business viabilities Analyse target markets of products to define its characteristics and impact on demand and supply Utilise competition analysis to anticipate demand and supply for products 	<ul style="list-style-type: none"> Facilitate demand and supply needs analysis activities Guide data or insights for demand and supply analysis Review and provide additional insights for demand and supply analysis reports before submitting for endorsement Evaluate findings or reports of market trends and industry development on impact on business strategies or business operations strategies Utilise research tools, methodologies or related tools for getting inputs or data 	<ul style="list-style-type: none"> Define demand and supply analysis framework appropriate for organisation's demand analysis Provide leadership, guidance and support in developing framework for data collection, assessing, understanding and integrating primary quantitative and qualitative data Ensure effective planning, execution, utilisation and budgeting of research efforts Establish procedures and guidelines for conducting demand and supply analysis Establish research tools, methodologies or related tools for getting inputs or data Establish criteria of evaluation for analysing demand and supply outlook of products 	
Range of Application						