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| **TSC Category** | Business Development | | | | | |
| **TSC** | Networking | | | | | |
| **TSC Description** | Identifying, evaluating and strategising to seize new business opportunities to grow the organisation’s business operations. | | | | | |
| **TSC Proficiency Description** | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** | **Level 6** |
|  |  | **ICT-BIN-3108-1.1** | **ICT-BIN-4108-1.1** | **ICT-BIN-5108-1.1** |  |
|  |  | Identify and analyse business opportunities | Develop business plans for new opportunities | Implementing strategies to capitalise on new business opportunities |  |
| **Knowledge** |  |  | * Types of information for market potential analysis * Sources to gather information for market potential analysis * Methods for analysing market potential Customer needs analysis * Methods of conducting environmental scans | * Value of business opportunities to the organisation * Linkage between business planning and the organisation’s strategic needs * Implications of changes in business environments * Criteria for evaluating business opportunities | * Business environment * Considerations for business opportunities * Legal, regulatory, ethical and socio-cultural constraints * Organisational business skills related to business opportunities * Organisational business viability of business opportunities * Stakeholders to consider when developing business opportunities |  |
| **Abilities** |  |  | * Identify reliable sources of essential business information * Extract information from sources to analyse market potential for viable areas for investment * Conduct customer needs analysis to determine market demand * Conduct environmental scans to identify internal and external factors with impact on the achievement of organisational objectives * Identify and evaluate viable options, in consultation with management, to capitalise on business opportunities | * Identify, and assess viability of, business opportunities in accordance with the organisation’s strategic needs * Analyse business environments for impact on business opportunities * Analyse potential profitability and sustainability of business opportunities, in consultation with relevant stakeholders * Outline business plans based on analysis findings | * Evaluate local and international business opportunities for viability * Align new business opportunities to long-term commercial business operations strategy * Scan the environment for new business opportunities and partnerships * Assess the impact of environment shifts on business opportunities * Review and refine business plans to prevent or mitigate business risks |  |
| **Range of Application** |  | | | | | |