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| **TSC Category** | Business and Project Management | | | | | |
| **TSC Title** | Business Environment Analysis | | | | | |
| **TSC Description** | Analyse data pertaining to the business landscape and environment, including competitor-analysis, trends and developments in laws and regulations and the impact on the business | | | | | |
| **TSC Proficiency Description** | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** | **Level 6** |
|  | **ICT-ACE-2001-1.1-1** | **ICT-ACE-3001-1.1-1** | **ICT-ACE-4001-1.1-1** | **ICT-ACE-5001-1.1-1** |  |
|  | Utilise a range of data sources to analyse information to derive business environmental patterns and produce reports to present findings | Utilise research instruments, quantitative and qualitative data to gather information on the business environment, evaluate data to draw out meaningful inferences that impact the organisation's market positioning and provide feedback to management | Monitor the influence of external and internal factors on the critical business functions, report findings and recommend responses to management | Monitor business environment to assess internal and external influencing factors that may impact strategy planning and operational plans and recommend response approaches to environmental changes |  |
| **Knowledge** |  | * Data collection methodologies and approaches * Data confidentiality issues associated with presenting statistical results * Data preparation techniques * Industry, market and competitors’ profiles and trends | * Data collection methodologies and approaches * Data confidentiality issues associated with presenting statistical results * Means of identifying potential competitors and the likelihood of their entries into the market * Competitor profiles * Industry, market and competitors’ trends and forces * Segment analysis techniques * Demand and supply for industry and organisation * Strengths, weaknesses, opportunities and threats (SWOT) analysis techniques * Political, economic, social, technological, environmental, legal (PESTEL) analysis techniques | * Range of analytical techniques appropriate for environment analysis * Key metrics to drive desired outcomes * Microeconomic and macroeconomic principles * Industry competitive forces evaluation methods * Market segment differentiator strategies * Business planning approaches * Methods to calculate return on investment | * Critical success factors of organisational and functional strategies * Scope of the business environment analysis * Market trends to prioritise key focus areas of the research efforts * Techniques to synthesise patterns and trends * Competition analysis frameworks * Internal and external forces that shape organisation strategies |  |
| **Abilities** |  | * Consolidate information gathered through data collection processes * Maintain integrity of data collected and prepare data for analyses * Prepare graphical representations of data patterns * Identify both current and potential competitors in accordance with business priorities * Identify market trends locally and globally * Support research initiatives for business environment evaluations * Support analyses of data and information relating to business environment * Maintain proper documentation of research information | * Execute quantitative and qualitative analyses that translate data into actionable insights * Assist with development of database to gather, store and manage research information effectively * Describe types and longevity of impact of industry trends and competitive factors * Evaluate impact of current and potential competitors towards organisation and market position * Understand demand and supply in relation to how industry and organisation create value * Describe assessment of future prospects based on analysis findings | * Develop data collection approaches * Review and provide recommendations based on research outcomes * Communicate with stakeholders to understand and document research findings and implications * Analyse local and global data and market trends, to identify opportunities and threats to business strategies * Conduct basic financial analyses to understand impact of industry and market * Forecast return of investment based on environment analyses and identified impact * Propose business plans and strategies based on analyses and understanding of segment, market and industry | * Draw inferences of business landscape and environment to assess implications * Oversee competition analyses, as a part of business environment impact analyses to determine potential changes in organisational strategies * Formulate the research methodologies, outcomes and strategies to leverage local and global market trends, opportunities and threats in driving key business decisions and growth strategies * Monitor the research processes and results * Establish procedures and guidelines for conducting business environment analyses |  |
| **Range of Application** |  | | | | | |