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| **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** |  |  | * Differences between primary and secondary demands and supply * Products life cycle management | * Sales strategies * Merchandise strategies * Differences between primary and secondary demand and supply | * Differences between primary and secondary demands and supply * Types of variables affecting future product demand and sales * Global market trends, opportunities and threats |  |
| **Abilities** |  |  | * 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 | * 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 | * 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** |  | | | | | |