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| **TSC Category** | Sales and Marketing | | | | | |
| **TSC Title** | Market Trend Analysis | | | | | |
| **TSC Description** | Devise the framework, manage and conduct the situational analysis process to uncover market trends and industry developments to identify new opportunities | | | | | |
| **TSC Proficiency Description** | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** | **Level 6** |
|  | **ICT-MKI-2004-1.1** | **ICT-MKI-3004-1.1** | **ICT-MKI-4004-1.1** | **ICT-MKI-5004-1.1** |  |
|  | Collect data by conducting research, support the analysis of market trends and developments and prepare research documentation | Analyse information on market trends and industry developments, interpret future potential demands and produce reports to present findings | Manage activities to carry out situational analysis, develop business proposals for new opportunities and recommend directions for production or adaptation of current products or services through inferences from findings | Develop situational analysis frameworks to obtain market information and prioritise analyses on latest market trends |  |
| **Knowledge** |  | * Sources of information for identification of market trends and developments * Methods of displaying data * Considerations in displaying data * Methods of interpreting data | * Sources of information for identification of market trends and developments * Methods of displaying data * Considerations in displaying data * Types of statistical analysis and forecasting techniques in analysing market trends and developments * Methods of evaluating business environment | * Situational analysis framework * Sources of information for identification of market trends and developments * Types of statistical analysis and forecasting techniques in analysing market trends and developments * Potential opportunities and threats * Methods of evaluating business environment * Methods of displaying data * Considerations in displaying data * Methods of interpreting data | * Insights for identification of market trends and developments * Types of statistical analysis and forecasting techniques in analysing market trends and developments * Potential opportunities and threats * Methods of evaluating business environment * Methods of interpreting data |  |
| **Abilities** |  | * Conduct research and gather data to support the analysis of market trends and developments * Collate relevant market data from historical records and various internal and/or external sources * Consolidate information gathered through data collection processes * Maintain integrity of data collected * Prepare graphical representation of data patterns * Prepare necessary documentation based on established research frameworks | * Analyse market trends and industry developments * Analyse findings or report of market trends and industry developments on impact on business strategies or business operations strategies * Utilise forecasting techniques to interpret future demands * Prepare reports to present findings | * Identify market trends and developments that may impact organisational marketing activities * Analyse market trends and developments to forecast emerging market needs and develop appropriate recommendations * Report findings and recommendations to management in accordance with organisational procedures | * Devise situational analysis frameworks to obtain information regarding organisation and competitors' competencies * Establish priorities pertaining to types of analyses required in keeping up-to-date with market trends and industry developments * Establish procedures and guidelines for conducting market trend analyses * Establish research tools, methodologies or related tools for getting market trends data * Establish criteria of evaluation for analysing market trends * Submit proposals to management in identifying new opportunities |  |
| **Range of Application** |  | | | | | |