

SKAB231

Build your organisation's understanding of its market and customers



Overview

This unit is about making sure that relevant and reliable information about the organisation's market and customers is constantly available and shared. The term 'customer' includes internal and external customers of the organisation or part of the organisation that the manager is responsible for.

The unit is recommended for middle managers and senior managers working in an expedition context.

SKAB231

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Performance criteria

You must be able to:

- P1 identify your customers' current and future needs and expectations and predicted future demand levels
- P2 identify the market for your products and/or services and any market segments
- P3 identify and assess current and future developments in your sector, including competitors' activities
- P4 identify and assess opportunities to expand into new markets and for innovations that meet customers' needs
- P5 identify the reasons why customers use products and/or services from your organisation rather than from your competitors
- P6 identify and assess any threats to, and weaknesses in, your organisation's products and services
- P7 make sure there is a shared understanding of your customers and your competitive position in the market across your organisation
- P8 use information about customers and the market to help managers make decisions

SKAB231

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 where you can get information about your customers and the market and the advantages and disadvantages of different sources
- K2 how you can get information on competitors or similar organisations
- K3 how to assess sources of information about your customers and the market to see how suitable they are to use
- K4 sources of professional market-research expertise
- K5 methods of gaining customer feedback, and the costs and benefits associated with them
- K6 how to analyse, measure and assess data and turn it into information that is suitable for business purposes.
- K7 awareness of how information software products can help you collect and analyse information
- K8 the legislative and ethical restrictions relating to the collecting, storing and sharing information
- K9 the importance of checking users' understanding of the process for collecting information and their role supporting it
- K10 the principles of cost-benefit analysis
- K11 the principle that customers buy products and/or services for the benefits they give them.
- K12 the principle of trying to secure competitive advantage so that more customers will prefer the products and/or services of your organisation
- K13 principles of market segmentation and why this is important

You need to know and understand:

Industry/sector specific knowledge and understanding

- K14 the sector and market in which your organisation works
- K15 legal and regulatory restrictions that may affect your products and/or services (or both)
- K16 sources of specific information about the market and about the customers

You need to know and understand:

Context specific knowledge and understanding

- K17 your organisation's products, services, technologies and processes
- K18 opportunities for collecting existing and new information about the market and customers
- K19 the information about markets and customers that is available within your organisation, and the systems that are used for collecting and storing the information

SKAB231

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Additional Information

Skills

Listed below are the main generic 'skills' which need to be applied in this unit. These skills are explicit/implicit in the detailed content of the unit and are listed here as additional information.

1. Information management
2. Communicating
3. Analysing
4. Assessing
5. Thinking strategically
6. Forecasting
7. Innovating
8. Networking
9. Presenting information
10. Decision making
11. Thinking with a focus on customers

Behaviours

1. You analyse and structure information to develop knowledge that can be shared.
2. You develop systems to gather and manage information and knowledge effectively, efficiently and ethically.
3. You recognise your own strengths and limitations, play to your strengths and use alternative strategies to minimise the impact of your limitations.
4. You anticipate likely future scenarios based on a realistic analysis of trends and developments.
5. You identify the implications or consequences of a situation.
6. You articulate the assumptions made and risks involved in understanding a situation.

Links to other NOS

This unit is linked to units SKAB239 Scope and develop the concept and purpose of an expedition, SKAB22 Design outdoor education programmes, SKAB23 Design outdoor development training programmes and SKAB24 Design outdoor recreation programmes in the suite of National Occupational Standards for Expedition Leadership and Management.

This unit is the same as Unit F9 from the Management Standards Centre suite of National Occupational Standards.

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Suite	Expedition Leadership and Management; Outdoor sector senior roles
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