

## Level of Impact

## High Impact

## Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Implement business development strategies	<ul style="list-style-type: none"> <li>Support business development plans and conduct research reports informing business strategies</li> <li>Develop quantitative measures and analyse the impact on business and KPIs</li> <li>Build business intelligence frameworks and provide working-level support, to execute implementation plans for new business opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Build intelligent business reports that provide insights and recommendations using BI applications to improve business results</li> <li><b>[AUGMENTED]</b> Support the integration of business systems and processes to enhance the decision-making process for business development</li> <li><b>[NEW]</b> Work closely with other business functions to set up <b>data integration tools</b> that support business development initiatives</li> <li>Provide working-level support in the assessment of technologies like <b>CRM systems, dashboard software</b> and <b>digital communication platforms</b> to enhance the effectiveness of new business development initiatives</li> </ul>
Enhance current business portfolio	<ul style="list-style-type: none"> <li>Perform quantitative assessments to analyse gaps and opportunities</li> <li>Conduct scenario analysis to assess the suitability of new technologies and simulate optimised business processes</li> <li>Analyse market trends and buyer and seller data to support demand creation strategies. Provide relevant insights to the trading department</li> </ul>	<ul style="list-style-type: none"> <li>Perform <b>quantitative and qualitative assessments</b> based on data-driven insights and metrics to identify business gaps and opportunities</li> <li>Conduct <b>scenario analysis</b> using real-time <b>data</b> and <b>advanced analytics</b> to assess the suitability and effectiveness of new technologies in optimising business processes</li> <li><b>[AUGMENTED]</b> Use <b>AI-powered systems</b> and <b>ML</b> to conduct web crawling of market data and automate report generation informing buy, sell or hold recommendations for trading department</li> <li>Analyse reports based on <b>trading research parameters</b> and provide inputs to support demand creation strategies and trade decisions</li> <li><b>[NEW]</b> Leverage communication platforms, such as <b>mobile applications</b> and <b>social media</b>, to communicate and provide a seamless service experience for business partners and at the same time, obtain a real-time understanding of stakeholders' needs</li> </ul>
Explore new business opportunities	<ul style="list-style-type: none"> <li>Conduct research on the market and economic landscape, as well as new developments in product offerings, to identify new business opportunities</li> <li>Conduct research and cost-benefit analysis to support potential business ventures</li> <li>Conduct due diligence reports and regulatory restrictions on new business ventures</li> </ul>	<ul style="list-style-type: none"> <li>Leverage <b>BI applications</b> to analyse reports on the market and economic landscape, as well as stakeholders' needs, to obtain <b>data-driven insights</b> on potential business opportunities</li> <li>Conduct product research and cost-benefit analysis to support the growth of potential business ventures</li> <li><b>[NEW]</b> Leverage <b>data analytics</b> and <b>ML</b> for <b>regulatory monitoring</b> to conduct of initial compliance checks and reduce risks</li> </ul>

## Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Drive collaboration of human resource, technology, finance and continuous improvement initiatives	<ul style="list-style-type: none"> <li>Propose the department's financial budgeting process and fund's utilisation against department work plan</li> <li>Implement department's training (on-the-job of new hires) and recruitment initiatives</li> <li>Manage corporate governance measures</li> <li>Recommend the use of technology for process improvement and innovation</li> </ul>	<ul style="list-style-type: none"> <li>Support the department's financial budgeting process and fund's utilisation through <b>data analytics</b> and the use of <b>BI applications</b> to automate reporting</li> <li>Collaborate closely with the HR function to implement training (on-the-job of new hires) and recruitment initiatives</li> <li>Implement initiatives that align with the organisation's <b>ESG strategy</b></li> <li>Apply technology and <b>design thinking</b> for process improvement and innovation</li> </ul>

## Job Adjacency

WITHIN WHOLESALE TRADE			OUTSIDE WHOLESALE TRADE		
Assistant Manager, Operations	Assistant Manager, Sales	Data Analytics Specialist	Assistant Manager, Operations	Senior Change Analyst	Senior Marketing Analyst

## SKILL DIFFERENTIATORS

## Roles Specific

SKILL	DESCRIPTIONS
Advanced Data Analytics	Produce data-driven insights to improve business and/or functional performance by cleaning and organising large datasets and applying data mining and analytics techniques.
Cross-Cultural Competence	Develop an awareness of other cultures and use techniques to build trust, credibility and relationships with customers and business partners.
Customer Experience Transformation	Conduct research and identify potential touchpoints and key moments that matter across the customer journey. Synthesise insights on gaps to provide recommendations for enhancement for various customer segments. Identify innovative technologies and recommend initiatives for enhancing the customer experience journey.
Data Management / Security	Utilise data securely and follow protocols to protect it from unauthorised access and cybersecurity risks.
Digital Channel Development	Execute digital channel activities across platforms and analyse the defined metrics for measuring the channels' effectiveness. Proactively seek and evaluate innovative opportunities to enhance customer engagement through the use of digital channels.

IN THE NEXT  
3-5 YEARS...

As business development digitalises, the role will continue to conduct quantitative and qualitative analysis using data to support the development of integrated business strategies. The role will support product and market research to assist with the diversification of business portfolios and explore potential business opportunities by understanding market conditions, customer segments, cultures and sustainability-related initiatives. The role will use various communication tools to enable real-time, easy-to-access feedback from stakeholders and partners for analysis to improve personalised experiences for various stakeholders iteratively.

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