

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"> Consolidate information to support the analysis of quantitative impacts on the business for reporting Support the execution of implementation plans for new business opportunities Collect business data to support business intelligence framework development 	<ul style="list-style-type: none"> Support the adoption and use of integrated business systems and processes to continually update customer data, enabling data-driven decision-making for business development Leverage BI applications to automate the generation of business intelligence reports [AUGMENTED] Support the execution of business development initiatives using digital channels
Enhance current business portfolio	<ul style="list-style-type: none"> Collate and prepare data on business performance for analysis Support research on market trends and buyer and seller data to support analysis 	<ul style="list-style-type: none"> [SUBSTITUTED] Use AI and ML to collate, clean and check data in order to analyse business performance Provide initial inputs on business gaps and opportunities through data-driven insights obtained from continuous real-time feedback [AUGMENTED] Use AI-powered systems and ML to conduct web crawling and research on market trends and buyer and seller data to provide information on buy, sell or hold recommendations for the trading department Utilise CRM systems to access real-time customer information and support targeted customer engagement [NEW] Use digital communication platforms such as mobile applications to provide a seamless service experience for business partners and address their needs
Explore new business opportunities	<ul style="list-style-type: none"> Generate reports on findings gathered from market research activities Consolidate and prepare data on new developments in product offerings, to support market demand research reports Consolidate and prepare data to support cost-benefit analysis and due diligence reports on new business ventures 	<ul style="list-style-type: none"> [SUBSTITUTED] Use AI and ML to collate, clean and check data to analyse product offerings and due diligence reports [NEW] Provide suggestions on potential cross-selling opportunities based on customers' buying patterns and behavioural data, as well as product insights

Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Support application initiatives	<ul style="list-style-type: none"> Assist in the review of work processes and procedures to plan for continuous work improvement activities Contribute to technology implementation projects to facilitate the use of technologies, electronic tools and devices 	<ul style="list-style-type: none"> Assist in the review of work processes and procedures using data analytics to provide data-driven insights for the planning of continuous work improvement activities Contribute to technology implementation projects to advocate the use of technologies, electronic tools and devices in improving work processes

Job Adjacency

WITHIN WHOLESALE TRADE			OUTSIDE WHOLESALE TRADE		
Logistics Analyst	Operations Analyst	Product Analyst	Consulting Analyst	Data Analyst	Project 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 effectiveness of the channels. Proactively seek and evaluate innovative opportunities to enhance customer engagement through the use of digital channels.

IN THE NEXT
3-5 YEARS...

As more administrative and routine processes become substituted by technologies like AI and ML, the role will be required to take on more value-adding tasks and tasks from other functions like Marketing. The role will leverage data analytics and other technologies to provide initial insights into new business development opportunities. The role will also be expected to take on other tasks like relationship and partnership development. The role might be outsourced to low-cost markets or relocated to key markets where the organisation trades.

[BACK TO LIST OF JOBS](#)