

**Information and Communications Technology Industry Training Advisory Committee
Software Products and Software Services (SW) branch
Unit of Competencies**

1. Title	Capture market and competitor intelligence	
2. Code	ITSWG625A	
3. Range	Capture market and competitor intelligence for the sustainability and development of an organisation related to the development and maintenance of software products and software services [Generic Skills – Business Acumen]	
4. Level	6	
5. Credit	4	
6. Competency	<p>6.1 Understand the existing market ecological landscape and its competitive and regulatory forces</p> <p>6.2 Identify new market and new customers</p> <p>6.3 Capture market and competitor intelligence</p> <p>6.4 Analyse and confirm collected intelligence with scientific proofs</p>	<p><u>Performance Requirement</u> Be able to comprehend the local/international market ecology and its competitive and regulatory forces behind so as to identify various existing and potential business partners and competitors</p> <p>Be able to</p> <ul style="list-style-type: none"> ▪ identify agent of changes such as technology advancement and customer needs in the various market and customer segments ▪ identify new market and new customers with market research tool <p>Be able to establish connection to and network with relevant sources of market and competitor intelligence</p> <p>Be able to</p> <ul style="list-style-type: none"> ▪ analyse and confirm that the captured market and competitor intelligence captured are genuine with scientific proofs ▪ collect market and competitor intelligence in accordance with organisation's guidelines as well as any (local and international) laws and regulatory requirements, if applicable
7. Assessment Criteria	The integrated requirements of this UoCs are the abilities to develop effective business strategy based on the captured market and competitor intelligence for the sustainability of the organisation.	
Remark		