Trainer Deployment for WSQ Courses

Name of Trainer	Highest Academic Qualification	Name of Awarding Institution	Part Time/ Full Time	Course approved to teach	Unit Code	Unit Title
Megan Harris	Graduate Diploma in Hotel Management	The Blue Mountains International Hotel Management School	Full Time	WSQ Specialist Diploma in Food Services (Food and Beverage Services)	FSS-FBS-5011-1.1	Manage Customer Services
					FSS-FBP-5015-1.1	Manage Food and Beverage Operations
					FSS-SNM-6001-1.1	Optimise Sales
					SVCF-SI-502C-1	Innovate the Customer Experience
					FSS-CEX-5002-1.1	Maintain Service Quality and Professional Etiquette
					FSS-PNI-5001-1.1	Administer Purchasing and Receiving Procedures
					FSS-PDV-5003-1.1	Conduct Staff Performance Assessment Process
					FSS-PDV-5001-1.1	Conduct Orientation and Training
				WSQ Graduate Diploma in Tourism	TOU-OTO-5006-1.1-1	Adopt Social Media Strategies
					TOU-HRM-6038-1.1	Create Strong Employee Relationship Management
					TOU-PMN-6016-1.1	Establish Organisational Guidelines for Products, Content and Experience Performance Management
					TOU-BIN-6049-1.1	Develop Organisation Strategy Plans and Policies
				WSQ Diploma in Tourism (Events Management and Operations)	TOU-PMN-4015-1.1	Develop MICE & Event Content and Experience
					TOU-RIM-4019-1.1	Develop Plans and Procedures for Effective Crowd Control
					TOU-CEX-4023-1.1	Develop Service Excellence Strategies
					TOU-MOP-4001-1.1	Develop Participants Management Procedures
					TOU-SNM-4015-1.1	Manage Event Planning and Implementation
					TOU-BIN-4067-1.1	Create Innovation Opportunities and Capabilities within Organisation
Carrol Seah	Master in Professional Accounting	The University of Texas at Austin	Part Time	WSQ Specialist Diploma in Food Services (Food and Beverage Services)	FSS-FBP-5014-1.1	Manage Cost and Quality Controls
					FSS-FIN-6002-1.1	Develop and Implement Budgets
					FSS-PNI-5001-1.1	Administer Purchasing and Receiving Procedures
				WSQ Graduate Diploma in Tourism	TOU-FIN-6006-1.1	Endorse Accounting Policies, Plans and Financial Reports
				WSQ Diploma in Hotel and Accommodation Services	HAS-BIN-4039-1.1-1	Staff Management
					HAS-CEX-4035-1.1	Customer Experience Management
					HAS-FIN-4001-1.1	Budgeting
					HAS-BIN-4066-1.1	Crisis Management
					HAS-ENV-4002-1.1	Environmental Sustainability Management
					HAS-OTO-4007-1.1	Social Media Marketing
					HAS-HTO-4005-1.1	Front Office Operations Management
					HAS-HTO-4012-1.1	Room Housekeeping Operations Management
				WSQ Diploma in Tourism (Events Management and Operations)	TOU-FIN-4001-1.1	Manage Budgeting and Forecasting for Business Unit
					TOU-PMN-4015-1.1	Develop MICE & Event Content and Experience
					TOU-RIM-4019-1.1	Develop Plans and Procedures for Effective Crowd Control
					TOU-CEX-4023-1.1	Develop Service Excellence Strategies
					TOU-MOP-4001-1.1	Develop Participants Management Procedures
					TOU-SNM-4015-1.1	Manage Event Planning and Implementation
					TOU-BIN-4067-1.1	Create Innovation Opportunities and Capabilities within Organisation
Andy Tanamas	Master in Business of Information Technology	Royal Melbourne Institute of Technology	Part Time	WSQ Specialist Diploma in Food Services (Food and Beverage Services)	FSS-FBS-5011-1.1	Manage Customer Services
					FSS-FBP-5015-1.1	Manage Food and Beverage Operations
					FSS-PDV-5003-1.1	Conduct Staff Performance Assessment Process
					FSS-PDV-5001-1.1	Conduct Orientation and Training

Trainer Deployment for WSQ Courses

Name of Trainer	Highest Academic Qualification	Name of Awarding Institution	Part Time/ Full Time	Course approved to teach	Unit Code	Unit Title
Alex Wee	Bachelor of Commerce (Double Major in Hospitality & Tourism Management and Business Management)	Murdoch University	Part Time	WSQ Specialist Diploma in Food Services (Food and Beverage Services)	FSS-FBS-5011-1.1	Manage Customer Services
					FSS-FBP-5015-1.1	Manage Food and Beverage Operations
					SVCF-SI-502C-1	Innovate the Customer Experience
					FSS-CEX-5002-1.1	Maintain Service Quality and Professional Etiquette
					FSS-PDV-5003-1.1	Conduct Staff Performance Assessment Process
					FSS-PDV-5001-1.1	Conduct Orientation and Training
				WSQ Higher Certificate in Tourism (Attractions Management and Operations)	TOU-ATO-2007-1.1	Develop Programmes for Visitor Groups
					TOU-ATO-2005-1.1	Monitor Frontline Guest Relations Operations
					TOU-PMN-2014-1.1	Create Attractions Content and Experience Concepts
					TOU-BIN-2119-1.1	Define Tourism Industry Trends and Demands
					TOU-BIN-2067-1.1-1	Implement Innovation Initiatives
				Higher Certificate in Hotel and Accommodation Services	HAS-CEX-2010-1.1-1	Service Excellence
					HAS-CEX-1013-1.1	Service Innovation
					HAS-HTO-2012-1.1	Room Housekeeping Operations Management
					HAS-HTO-2005-1.1	Front Office Operations Management
					HAS-TTO-2004-1.1	Tourism Promotion
					HAS-SNM-2015-1.1	Events Planning and Management
				Higher Certificate in Tourism	TOU-CEX-2023-1.1	Create Positive Customer Experience
					TOU-BIN-2119-1.1	Define Tourism Industry Trends and Demands
					TOU-BIN-2067-1.1-1	Implement Innovation Initiatives
					TOU-SNM-2019-1.1-1	Perform Customer Sales Operations
					TOU-PMN-2016-1.1	Collate Information for Performance Analysis
				WSQ Diploma in Hotel and Accommodation Services	HAS-BIN-4039-1.1-1	Staff Management
					HAS-CEX-4035-1.1	Customer Experience Management
					HAS-FIN-4001-1.1	Budgeting
					HAS-BIN-4066-1.1	Crisis Management
					HAS-ENV-4002-1.1	Environmental Sustainability Management
					HAS-OTO-4007-1.1	Social Media Marketing
					HAS-HTO-4005-1.1	Front Office Operations Management
					HAS-HTO-4012-1.1	Room Housekeeping Operations Management
				WSQ Diploma in Tourism (Events Management and Operations)	TOU-FIN-4001-1.1	Manage Budgeting and Forecasting for Business Unit
					TOU-PMN-4015-1.1	Develop MICE & Event Content and Experience
					TOU-RIM-4019-1.1	Develop Plans and Procedures for Effective Crowd Control
					TOU-CEX-4023-1.1	Develop Service Excellence Strategies
					TOU-MOP-4001-1.1	Develop Participants Management Procedures
					TOU-SNM-4015-1.1	Manage Event Planning and Implementation
					TOU-BIN-4067-1.1	Create Innovation Opportunities and Capabilities within Organisation

Trainer Deployment for WSQ Courses

Name of Trainer	Highest Academic Qualification	Name of Awarding Institution	Part Time/ Full Time	Course approved to teach	Unit Code	Unit Title
					FSS-FBS-5011-1.1	Manage Customer Services
					SVCF-SI-502C-1	Innovate the Customer Experience
				WSQ Specialist Diploma in Food Services (Food and Beverage Services)	FSS-CEX-5002-1.1	Maintain Service Quality and Professional Etiquette
					FSS-PNI-5001-1.1	Administer Purchasing and Receiving Procedures
					FSS-PDV-5003-1.1	Conduct Staff Performance Assessment Process
					FSS-PDV-5001-1.1	Conduct Orientation and Training
					HAS-CEX-2010-1.1-1	Service Excellence
					HAS-CEX-1013-1.1	Service Innovation
				Higher Certificate in Hotel and Accommodation Services	HAS-HTO-2012-1.1	Room Housekeeping Operations Management
					HAS-HTO-2005-1.1	Front Office Operations Management
					HAS-TTO-2004-1.1	Tourism Promotion
					HAS-SNM-2015-1.1	Events Planning and Management
					TOU-CEX-2023-1.1	Create Positive Customer Experience
					TOU-BIN-2119-1.1	Define Tourism Industry Trends and Demands
				Higher Certificate in Tourism	TOU-BIN-2067-1.1-1	Implement Innovation Initiatives
					TOU-SNM-2019-1.1-1	Perform Customer Sales Operations
					TOU-PMN-2016-1.1	Collate Information for Performance Analysis
Rashmi Kulkarni	Bachelor of Arts	Pune University	Full Time		HAS-BIN-4039-1.1-1	Staff Management
					HAS-CEX-4035-1.1	Customer Experience Management
					HAS-BIN-4066-1.1	Crisis Management
				WSQ Diploma in Hotel and Accommodation Services	HAS-ENV-4002-1.1	Environmental Sustainability Management
					HAS-OTO-4007-1.1	Social Media Marketing
					HAS-HTO-4005-1.1	Front Office Operations Management
					HAS-HTO-4012-1.1	Room Housekeeping Operations Management
					TOU-PMN-4015-1.1	Develop MICE & Event Content and Experience
					TOU-RIM-4019-1.1	Develop Plans and Procedures for Effective Crowd Control
				WSQ Diploma in Tourism (Events Management and Operations)	TOU-CEX-4023-1.1	Develop Service Excellence Strategies
					TOU-MOP-4001-1.1	Develop Participants Management Procedures
					TOU-SNM-4015-1.1	Manage Event Planning and Implementation
					TOU-BIN-4067-1.1	Create Innovation Opportunities and Capabilities within Organisation
					TOU-OTO-5006-1.1-1	Adopt Social Media Strategies
				WSQ Graduate Diploma in Tourism	TOU-HRM-6038-1.1	Create Strong Employee Relationship Management
					TOU-PMN-6016-1.1	Establish Organisational Guidelines for Products, Content and Experience Performance Management
					TOU-BIN-6049-1.1	Develop Organisation Strategy Plans and Policies

Trainer Deployment for WSQ Courses

Name of Trainer	Highest Academic Qualification	Name of Awarding Institution	Part Time/ Full Time	Course approved to teach	Unit Code	Unit Title
Annie You	Masters in Business Administration	University of New Hempshire	Part Time	WSQ Tourist Guide Course SFw	TOU-TTO-3003-1.1	Tour Leading Operations
					TOU-TTO-3002-1.1	Tour Guide Operations
				Create Customer Experience	TOU-CEX-2023-1.1	Create Customer Experience
				WSQ Higher Certificate in Tourism (Attractions Management and Operations)	TOU-ATO-2007-1.1	Develop Programmes for Visitor Groups
					TOU-ATO-2005-1.1	Monitor Frontline Guest Relations Operations
					TOU-PMN-2014-1.1	Create Attractions Content and Experience Concepts
					TOU-BIN-2119-1.1	Define Tourism Industry Trends and Demands
					TOU-BIN-2067-1.1-1	Implement Innovation Initiatives
				Higher Certificate in Hotel and Accommodation Services	HAS-CEX-2010-1.1-1	Service Excellence
					HAS-CEX-1013-1.1	Service Innovation
					HAS-TTO-2004-1.1	Tourism Promotion
					HAS-SNM-2015-1.1	Events Planning and Management
				Higher Certificate in Tourism	TOU-CEX-2023-1.1	Create Positive Customer Experience
					TOU-BIN-2119-1.1	Define Tourism Industry Trends and Demands
					TOU-BIN-2067-1.1-1	Implement Innovation Initiatives
					TOU-SNM-2019-1.1-1	Perform Customer Sales Operations
					TOU-PMN-2016-1.1	Collate Information for Performance Analysis
				WSQ Diploma in Hotel and Accommodation Services	HAS-BIN-4066-1.1	Workplace Safety and Security Management
					HAS-ENV-4002-1.1	Productivity and Innovation
					HAS-BIN-4039-1.1-1	People Management
					HAS-OTO-4007-1.1	Marketing Communications
					HAS-HTO-4012-1.1	Housekeeping Operations
					HAS-HTO-4005-1.1	Front Operations and Services
					HAS-CEX-4035-1.1	Customer Experience
					HAS-FIN-4001-1.1	Business Management
				WSQ Graduate Diploma in Tourism	TOU-OTO-5006-1.1-1	Adopt Social Media Strategies
					TOU-HRM-6038-1.1	Create Strong Employee Relationship Management
					TOU-PMN-6016-1.1	Establish Organisational Guidelines for Products, Content and Experience Performance Management
					TOU-BIN-6049-1.1	Develop Organisation Strategy Plans and Policies

Trainer Deployment for WSQ Courses

Name of Trainer	Highest Academic Qualification	Name of Awarding Institution	Part Time/ Full Time	Course approved to teach	Unit Code	Unit Title
Adeline Rajamanickam	Bachelor of Arts (Honours) in Business with Tourism Management	Northumbria University	Full Time	WSQ Higher Certificate in Tourism (Attractions Management and Operations)	TOU-ATO-2007-1.1	Develop Programmes for Visitor Groups
					TOU-ATO-2005-1.1	Monitor Frontline Guest Relations Operations
					TOU-PMN-2014-1.1	Create Attractions Content and Experience Concepts
					TOU-BIN-2119-1.1	Define Tourism Industry Trends and Demands
					TOU-BIN-2067-1.1-1	Implement Innovation Initiatives
				Higher Certificate in Hotel and Accommodation Services	HAS-CEX-2010-1.1-1	Service Excellence
					HAS-CEX-1013-1.1	Service Innovation
					HAS-HTO-2012-1.1	Room Housekeeping Operations Management
					HAS-HTO-2005-1.1	Front Office Operations Management
					HAS-TTO-2004-1.1	Tourism Promotion
					HAS-SNM-2015-1.1	Events Planning and Management
				Higher Certificate in Tourism	TOU-CEX-2023-1.1	Create Positive Customer Experience
					TOU-BIN-2119-1.1	Define Tourism Industry Trends and Demands
					TOU-BIN-2067-1.1-1	Implement Innovation Initiatives
					TOU-SNM-2019-1.1-1	Perform Customer Sales Operations
					TOU-PMN-2016-1.1	Collate Information for Performance Analysis
				WSQ Diploma in Hotel and Accommodation Services	HAS-BIN-4039-1.1-1	Staff Management
					HAS-CEX-4035-1.1	Customer Experience Management
					HAS-BIN-4066-1.1	Crisis Management
					HAS-ENV-4002-1.1	Environmental Sustainability Management
					HAS-OTO-4007-1.1	Social Media Marketing
					HAS-HTO-4005-1.1	Front Office Operations Management
					HAS-HTO-4012-1.1	Room Housekeeping Operations Management
				WSQ Diploma in Tourism (Events Management and Operations)	TOU-PMN-4015-1.1	Develop MICE & Event Content and Experience
					TOU-RIM-4019-1.1	Develop Plans and Procedures for Effective Crowd Control
					TOU-CEX-4023-1.1	Develop Service Excellence Strategies
					TOU-MOP-4001-1.1	Develop Participants Management Procedures
					TOU-SNM-4015-1.1	Manage Event Planning and Implementation
					TOU-BIN-4067-1.1	Create Innovation Opportunities and Capabilities within Organisation
				WSQ Graduate Diploma in Tourism	TOU-OTO-5006-1.1-1	Adopt Social Media Strategies
					TOU-HRM-6038-1.1	Create Strong Employee Relationship Management
					TOU-PMN-6016-1.1	Establish Organisational Guidelines for Products, Content and Experience Performance Management
					TOU-BIN-6049-1.1	Develop Organisation Strategy Plans and Policies
Jean Wang	Bachelor of Arts (Communication), major in Tourism Management	University of Monash	Part Time	WSQ Tourist Guide Course SFw	TOU-TTO-3003-1.1	Tour Leading Operations
					TOU-TTO-3002-1.1	Tour Guide Operations
				Create Customer Experience	TOU-CEX-2023-1.1	Create Customer Experience
Olivia I-Shing Chey	Bachelor of Arts, English Language major and European Studies major	National University of Singapore	Part Time	WSQ Tourist Guide Course SFw	TOU-TTO-3003-1.1	Tour Leading Operations
					TOU-TTO-3002-1.1	Tour Guide Operations
				Create Customer Experience	TOU-CEX-2023-1.1	Create Customer Experience
Karen Chen Ching Wen	GCE O-Level	Dunman Secondary School	Part Time	WSQ Tourist Guide Course SFw	TOU-TTO-3003-1.1	Tour Leading Operations
					TOU-TTO-3002-1.1	Tour Guide Operations
				Create Customer Experience	TOU-CEX-2023-1.1	Create Customer Experience
				WSQ Diploma in Hotel and Accommodation Services	HAS-ENV-4002-1.1	Environmental Sustainability Management
Pauline Teo Poh Ling	Diploma in Tourism (Event Management and Operations)	Singapore Chinese Chamber Institute of Business	Part Time	WSQ Tourist Guide Course SFw	TOU-TTO-3003-1.1	Tour Leading Operations
					TOU-TTO-3002-1.1	Tour Guide Operations
				Create Customer Experience	TOU-CEX-2023-1.1	Create Customer Experience
Jason Tan Kian Cheng	Bachelor of Hospitality Management	Edith Cowan University	Part Time	WSQ Graduate Diploma in Tourism	TOU-HRM-6038-1.1	Employee and Labour Relations
					TOU-PMN-6016-1.1	Product, Content and Experience Performance Management
					TOU-BIN-6049-1.1	Strategy Planning

Trainer Deployment for WSQ Courses

Name of Trainer	Highest Academic Qualification	Name of Awarding Institution	Part Time/ Full Time	Course approved to teach	Unit Code	Unit Title
Geraldine Yan	Master of Business Administration	University of Northumbria / Newcastle Business School	Full Time	Higher Certificate in Hotel and Accommodation Services	HAS-CEX-2010-1.1-1	Service Excellence
					HAS-CEX-1013-1.1	Service Innovation
					HAS-TTO-2004-1.1	Tourism Promotion
					HAS-SNM-2015-1.1	Events Planning and Management
				Higher Certificate in Tourism	TOU-CEX-2023-1.1	Create Positive Customer Experience
					TOU-BIN-2119-1.1	Define Tourism Industry Trends and Demands
					TOU-BIN-2067-1.1-1	Implement Innovation Initiatives
					TOU-SNM-2019-1.1-1	Perform Customer Sales Operations
					TOU-PMN-2016-1.1	Collate Information for Performance Analysis
				WSQ Specialist Diploma in Food Services (Food and Beverage Services)	FSS-FBS-5011-1.1	Manage Customer Services
					FSS-FBP-5015-1.1	Manage Food and Beverage Operations
					FSS-SNM-6001-1.1	Optimise Sales
					SVCF-SI-502C-1	Innovate the Customer Experience
					FSS-CEX-5002-1.1	Maintain Service Quality and Professional Etiquette
					FSS-PNI-5001-1.1	Administer Purchasing and Receiving Procedures
					FSS-PDV-5003-1.1	Conduct Staff Performance Assessment Process
					FSS-PDV-5001-1.1	Conduct Orientation and Training
				WSQ Diploma in Hotel and Accommodation Services	HAS-BIN-4039-1.1-1	Staff Management
					HAS-CEX-4035-1.1	Customer Experience Management
					HAS-BIN-4066-1.1	Crisis Management
					HAS-ENV-4002-1.1	Environmental Sustainability Management
					HAS-OTO-4007-1.1	Social Media Marketing
				WSQ Diploma in Tourism (Events Management and Operations)	TOU-PMN-4015-1.1	Develop MICE & Event Content and Experience
					TOU-RIM-4019-1.1	Develop Plans and Procedures for Effective Crowd Control
					TOU-CEX-4023-1.1	Develop Service Excellence Strategies
					TOU-MOP-4001-1.1	Develop Participants Management Procedures
					TOU-SNM-4015-1.1	Manage Event Planning and Implementation
					TOU-BIN-4067-1.1	Create Innovation Opportunities and Capabilities within Organisation
				WSQ Graduate Diploma in Tourism	TOU-OTO-5006-1.1-1	Adopt Social Media Strategies
					TOU-HRM-6038-1.1	Create Strong Employee Relationship Management
					TOU-PMN-6016-1.1	Establish Organisational Guidelines for Products, Content and Experience Performance Management
					TOU-BIN-6049-1.1	Develop Organisation Strategy Plans and Policies
					TOU-FIN-6006-1.1	Endorse Accounting Policies, Plans and Financial Reports

Trainer Deployment for WSQ Courses

Name of Trainer	Highest Academic Qualification	Name of Awarding Institution	Part Time/ Full Time	Course approved to teach	Unit Code	Unit Title
Vincent Leng	Bachelor of Business (Marketing)	James Cook University	Full Time	Create Customer Experience	TOU-CEX-2023-1.1	Create Customer Experience
				WSQ Higher Certificate in Tourism (Attractions Management and Operations)	TOU-BIN-2119-1.1	Define Tourism Trends and Demands
					TOU-ATO-2007-1.1	Develop Programs for Visitor Groups
					TOU-ATO-2005-1.1	Monitor Frontline Guest Relations Operations
					TOU-PMN-2014-1.1	Create Attractions Content and Experience Concepts
					TOU-BIN-2067-1.1-1	Implement Innovation Initiatives
				Higher Certificate in Hotel and Accommodation Services	HAS-CEX-2010-1.1-1	Deliver all Aspects of Customer Service which include Attending to Customer Queries, Identifying Customers' Needs and Processing Feedback to Facilitate Customer Experience Enhancements
					HAS-CEX-1013-1.1	Understand the Importance of Service Innovation and the Methods and Opportunities that are Available for a Service Staff to Generate Ideas that Contribute to Service Innovation
					HAS-HTO-2012-1.1	Coordinate Housekeeping Operations and Perform Supporting Administrative Duties
					HAS-HTO-2005-1.1	Perform Front Office Operations to Meet Guest Needs
					HAS-TTO-2004-1.1	Provide Tourist Information to Guests and/or Customers to Address their Queries
					HAS-SNM-2015-1.1	Collect information, Prepare Reports to Evaluate Events, and Coordinate Event Planning Activities
				Higher Certificate in Tourism	TOU-CEX-2023-1.1	Create Positive Customer Experience
					TOU-BIN-2119-1.1	Define Tourism Industry Trends and Demands
					TOU-BIN-2067-1.1-1	Implement Innovation Initiatives
					TOU-SNM-2019-1.1-1	Perform Customer Sales Operations
					TOU-PMN-2016-1.1	Collate Information for Performance Analysis
				WSQ Specialist Diploma in Food Services (Food and Beverage Service)	FSS-PDV-5001-1.1	Conduct Orientation and Training
					FSS-CEX-5002-1.1	Maintain Service Quality and Professional Etiquette
					FSS-FIN-6002-1.1	Develop and Implement Budgets
					FSS-SNM-6001-1.1	Optimise Sales
					FSS-FBS-5011.1.1	Manage Customer Services
					FSS-FBP-5015.1.1	Manage Food and Beverage Operations
					FSS-PDV-5003-1.1	Conduct Staff Performance Assessment Process
					SVCF-SI-502C01	Innovate the Customer Experience
				WSQ Graduate Diploma in Tourism	TOU-BIN-6049-1.1	Develop Organisation Strategy Plans and Policies
					TOU-PMN-6016-1.1	Establish Organisational Guidelines for Products, Content and Experience Performance Management
					TOU-HRM-6038-1.1	Create Strong Employee Relationship Management
					TOU-OTO-5006-1.1-1	Adopt Social Media Strategies
				WSQ Diploma in Hotel and Accommodation Services	HAS-BIN-4039-1.1-1	People Management
					HAS-CEX-4035-1.1	Customer Experience
					HAS-BIN-4066-1.1	Workplace Safety and Security Management
					HAS-ENV-4002-1.1	Productivity and Innovation
					HAS-OTO-4007-1.1	Marketing Communications
					HAS-HTO-4005-1.1	Front Office Operations and Services
					HAS-HTO-4012-1.1	Housekeeping Operations
				WSQ Diploma in Tourism (Events Management and Operations)	TOU-PMN-4015-1.1	Develop MICE & Event Content and Experience
					TOU-RIM-4019-1.1	Develop Plans and Procedures for Effective Crowd Control
					TOU-CEX-4023-1.1	Develop Service Excellence Strategies
					TOU-MOP-4001-1.1	Develop Participants Management Procedures
					TOU-SNM-4015-1.1	Manage Event Planning and Implementation
					TOU-BIN-4067-1.1	Create Innovation Opportunities and Capabilities within Organisation