Specification of Competency Standards for the Retail Banking
Unit of Competency

Product Development and Brand Marketing > 6.4 Product Launching Implementation and Management

Title	Draw up product portfolio for complex products
Code	107479L4
Range	Explain technical details of products in product portfolio. This applies to complex products of different kinds
Level	4
Credit	3

Competency	Performance Requirements
	1. Understand technical architecture of complex products
	      Be able to:
	• Understand different technical terms and calculations related to complex products in order to interpret the structure
	• Understand the features of a particular product and compare it with other similar products and identify the key features to be promoted
	2. Identify features which require elaboration
	      Be able to:
	• Define and describe key components of the ready-to-launch complex products according to the needs and knowledge of different customers
	• Identify technical aspects of product information which customers may have difficulty in understanding
	3. Draw up portfolio for different complex products
	      Be able to:
	• Develop and produce standard product specifications for individual complex product
	• Translate complex structures into understandable presentation
	• Provide technical products information when developing tools or information kit to help customers to understand the products

Assessment Criteria	The integral outcome requirements of this UoC are: • Provision of product descriptions which outline key information of products in a clear, systematic and simple manner. The presentation format should be tailored to the needs and knowledge level of customers so that audience can understand the materials correctly
Remark	