

## Specification of Competency Standards for the Retail Banking

### Unit of Competency

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

Title	Prepare for the implementation of product launch
Code	107480L4
Range	Coordinate with different units in completing the preparation work of product launch. This applies to the launch of different kinds of products
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Understand the process of product launch Be able to: <ul style="list-style-type: none"> <li>• Understand the plan on product launch in order to clarify the responsibilities of different units during the launch</li> <li>• Review the launch process in order to identify the needs and required support when launching the product</li> </ul> </li> <li>2. Coordinate with different parties in carrying out preparation work before product launch Be able to: <ul style="list-style-type: none"> <li>• Collaborate with Legal and Compliance units to solve operational and legal problems when issuing new products</li> <li>• Work closely with Information Technology team to coordinate scheduled system updates for product launch</li> <li>• Coordinate closely with internal and external parties to develop effective sales tools, operation process and system capacity to support and monitor product launch and on-going business growth</li> </ul> </li> <li>3. Update product knowledge of relevant parties before product launch Be able to: <ul style="list-style-type: none"> <li>• Organise training and necessary information kits to relevant business and operations units to ensure the required product knowledge is acquired by all handling staff on the newly launched products</li> <li>• Produce appropriate documentation for knowledge transfer on product information such as product training packages, product leaflets...etc. according to the needs of different parties</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Coordination of the preparation work before launch to ensure all related procedures is completed. The execution should be aligned with the product launch plan and requirements of different units</li> <li>• Provision of different kinds of educational activities in order to make sure that all related parties are ready for the launch. The educational activities should be able to fulfil the needs of different parties</li> </ul>
Remark	