

Specification of Competency Standards for the Retail Banking

Unit of Competency

Strategic Business Development and General Management > 9.1 Global Business Acumen

Title	Analyse profit potential of different markets / regions
Code	107550L6
Range	Estimate the profit of a particular market / region. This applies to any potential market for retail banking products and services
Level	6
Credit	4
Competency	<p>Performance Requirements</p> <p>1. Research on the economic development and customer characteristics of different markets / regions</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Analyse the business and legal environment of a market by studying different economic indicators • Conduct research on the profit potential of the market in the absence of complete information on the political, economic, social and technological development • Analyse the demographic information of the market to study its market segments and customer characteristics <p>2. Anticipate return on investment</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Decide how certain features / functionality that are mostly desired by customers in the targeted market can be implemented and calculate the cost • Make assumption about the market environment, sales trends, customer behaviors and costs, etc. in the absence of complete information in order to forecast the sales results • Project the total costs of investment in the markets / regions by identifying all possible cost objects and predicting the pricing trends • Identify factor that might affect the sales revenue of different kinds of products and services • Design models to forecast and simulate sales results • Determine the best pricing model for every new products / services through testing out different sets of propositions and coming up with the model with highest return on investment
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Analysis on the profit potential of a market / region. The analysis should demonstrate clearly how the figures are arrived, the assumptions and factors that have been taken into consideration in the absence of complete information
Remark	