

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 7. Product Development and Brand Marketing
(Key Function – 7.2 Product Portfolio Management)

Title	Develop positioning strategy for the bank
Code	109410L7
Range	Formulation of the overall positioning strategy of the bank. This applies to different business areas of the bank and across different segments of customers.
Level	7
Credit	5 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Comprehend the knowledge in strategy management and apply it to identify and analyze factors affecting business development of enterprise banking sector to anticipate upcoming market trends; • Demonstrate business sense by applying the knowledge to evaluate how the anticipated market trends would affect the bank's business, identify areas for attention and decide how the bank should change and adapt to the environment; • Possess the knowledge in the banking business competitive landscape and apply it to conduct a comprehensive analysis on the bank and its competitors in terms of market share, customer base, products offerings, business models, strengths and weaknesses in the specific product or service area. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Compare the needs of customers against the existing products and services in the market in order to identify the gap in product provision; • Analyse the product offerings and marketing strategies of competitors and identify the differentiations / unique competitive edge of the bank's products; • Analyse the unmet needs in the corporate and commercial banking sectors and identify the market and business areas where the bank can operate in optimal efficiency. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Conduct comprehensive analysis on the existing performance of the bank in order to identify the comparative advantage and disadvantage of the bank; • Develop different alternatives to meet customer's financial needs and determine the best product solutions which can align with the competitive edge of the bank; • Evaluate the pros and cons of different possible market positions according to the bank's comparative advantage.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Identification of competitive edge and positioning of the bank. This should be based on analyses and research findings across different areas such as macro environment of banking industries, customers' demand, competitors' analysis and the bank's existing performance, etc.; • Formulation of the positioning strategies of the whole bank. These should be based on analyses and research findings across different areas such as the macro environment of

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	banking industries, customers' demand, competitors' analysis and the bank's existing performance, business appetite and its capability to take risks.
Remark	