

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	Manage the product portfolio of the bank based on product strategies
Code	109414L5
Range	Management of the product portfolio for particular business areas. This applies to different kinds of products offered by the bank.
Level	5
Credit	4 (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"> • Possess the knowledge of product availability in the enterprise banking sector and apply it to analyse thoroughly the product portfolio of the bank; • Demonstrate knowledge of product offering trends in the enterprise banking sector by applying it to design products with different structures to generate return for the bank; • Demonstrate expertise in conducting product review to ensure appropriate risk and reward are under control in product development cycles. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Evaluate existing portfolio of products to ensure the product suite has genuine appeal to different clients; • Ensure a variety of compliant wealth structured solutions for clients with an aim of enabling them to inject assets and enjoy financial advantage or succession planning for future generations, or preferably both; • Evaluate the variety and adequacy of long and short term programmes for profitable deposit acquisition and retention; • Identify needs in introducing innovative finance, deposit and investment products to capture new and profitable business for the bank; • Review existing product portfolio to ensure comprehensive product variety is available to cover different needs. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Identify needs in new products development or product modifications of any kinds to address the needs and behaviours of priority customer segments; • Widen the bank's product base for offering more finance, deposit and investment alternatives to clients to satisfy their genuine needs; • Facilitate product development prioritization across the bank and set up the objectives for each product development initiative.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • A product portfolio which can offer adequate options to clients to satisfy their needs. The design should be supported by analysis on financial needs of different target segments, trends in enterprise banking products and the review of existing products provided by the bank.
Remark	