

**Specification of Competency Standards**  
**for the Banking Industry**  
**Unit of Competency**

Functional Area - 7. Product Development and Brand Marketing  
(Key Function – 7.3 Product Development)

|                     |   |
|---------------------|---|
| Title               | Design suitable systems and determine appropriate channels for product delivery   |
| Code                | 109427L5  |
| Range               | Designing delivery systems or mechanisms to deliver products and services in different market segment. This applies to different kinds of enterprise banking products and services.   |
| 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"> <li>• Possess product knowledge and familiar with market conditions, hence to analyse the characteristics of the products and market segments in order to determine suitable delivery channel;</li> <li>• Understand the features of different delivery channels and is able to evaluate them objectively for the purpose of selecting a suitable delivery approach for individual product of the bank.</li> </ul> <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Analyse the existing delivery channels to evaluate their suitability for the developed product;</li> <li>• Design approaches of product delivery after taking key factors such as product features, promotional messages and target customer segments into consideration;</li> <li>• Take key factors such as product features, promotional messages and target client segments into consideration when designing product delivery channels;</li> <li>• Assess the impact of delivery approaches on the product design and make necessary adjustment;</li> <li>• Work with internal IT team and external system vendors to design non-functional / technical guidance on system changes to facilitate product delivery.</li> </ul> <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Design communication plan to clarify the objectives and requirements of the delivery system with relevant parties involved in the execution of delivery plan;</li> <li>• Consult different parties on the performance of product delivery channels and approaches; and make necessary adjustment on existing plan;</li> <li>• Monitor the delivery to ensure the system can meet the objectives and performance goals as defined in individual product requirements;</li> <li>• Design monitoring mechanisms to measure performance of different delivery channels.</li> </ul> |
| Assessment Criteria | <p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Designing the product delivery system and other support measures to facilitate the sales of products. The design should be validated based on the analyses of customer characteristics of different segments, features of products to be delivered, etc.</li> </ul>  |
| Remark              |   |