

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	Determine pricing for the products and services
Code	109428L5
Range	Development of comprehensive pricing schedules to determine pricing structure for different segments or transaction volume. This applies to enterprise banking products and services of different kinds.
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"> • Understand the market environment and apply the knowledge to evaluate different customer segments in order to identify appropriate range of pricing; • Possess product knowledge and is familiar with the competitive environment, hence to be able to evaluate the competitors' products (e.g. marketing strategies, sales, product features) in order to design an appropriate pricing approach. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Consult relevant business units to ensure appropriate pricing policies are adopted; • Improve and reposition pricing when it is necessary for the purpose of increasing competitiveness; • Liaise with actuaries or quantitative analysis specialists of the bank to determine appropriate rates and benefit structure for individual products; • Recommend pricing schedule for different products of the bank based on a detailed analysis on market's acceptability, customer's preference and benchmarking with competitors' products. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Demonstrate full consideration of all aspects when proposing different pricing options; • Assess precisely and realistically the benefits and costs of each pricing schedule option; • Adopt a full consideration of different factors to strive for a pricing schedule which can add value and synergy for the current business of the bank; • Get consensus of all parties concerned, determine and obtain their approvals for the pricing and communication plans to the market.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Pricing schedules of different products are recommended based on a thorough analysis on market intelligence, customer appetite and expert's advice.
Remark	