

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 7. Product Development and Brand Marketing
(Key Function – 7.4 Product Launching Implementation and Management)

Title	Design product delivery systems and sales distribution channels
Code	109434L6
Range	Design of delivery systems to channel products and services to different market segments via proper means. This applies to the whole range of complex and general enterprise banking products and services.
Level	6
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 specialized knowledge in enterprise banking products delivery mechanism and apply it to analyse the characteristics of different types of products and market segments in order to design a suitable delivery channel for them; • Possess in-depth knowledge of the characteristics of different product delivery means and based on the knowledge to evaluate individual delivery channels hence to select a suitable approach for different types of product. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Evaluate existing delivery channels' suitability of the developed products for the purpose of reviewing or designing tailored delivery processes; • Analyse market intelligence and focus on end users' needs to create a distribution system that matches their interests; • Design approaches of product delivery based on product features, promotional messages and the target customer segments into consideration; • Assess the effectiveness of delivery approaches on the product and make necessary adjustment in the design; • Monitor the delivery system to ensure it can meet the objectives and performance goals as defined in individual product requirements; • Design monitoring mechanisms to measure effectiveness of different delivery channels. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Design communication plan to define the objectives and requirements of the delivery system with relevant parties involved in the implementation plan; • Engage business partners that have relationships with the end users of the products such as retail banking personnel to set up an effective distribution system; • Consult different parties on the performance of product delivery channels and approaches; and make necessary adjustments on existing plan;
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Developing product delivery systems and other support measures to facilitate the sales of products and services. The design should be validated based on the analyses of customer characteristics of different segments, features of products to be delivered, etc.
Remark	