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	Organize product launch activities
Code	109439L4
Range	Coordinating with different work units in completing the preparation work of product launch. This applies to product launch activities of different kinds ranging from complex to ordinary enterprise banking products.
Level	4
Credit	3 （For Reference Only）
Competency	Performance Requirements 1. Knowledge in the Subject Area Be able to: • Understand the plan on product launch, clearly define the responsibilities of different units during the launch; • Understand the concepts on product launching and apply the knowledge to review the planned launch process in order to identify the genuine needs and required support when launching the product. 2. Applications Be able to: • Coordinate with relevant parties including Risk Management and Operations units to draft related guidelines and procedures for the product launching activities; • Collaborate with Legal and Compliance units to solve operational and legal problems when issuing new products; • Work closely with Information Technology team to coordinate scheduled system updates for product launch; • Coordinate closely with internal and external parties to develop effective sales tools, operation process and system capacity to support and monitor product launch and on-going business growth. 3. Professional Behaviour and Attitude Be able to: • Organize training and necessary information kits to relevant business and operations units to ensure the required product knowledge is acquired by all handling staff; • Produce appropriate documentation for knowledge transfer on product information such as product training packages, product leaflets, application forms, handling procedures…etc. according to the needs of different parties.
Assessment Criteria	The integral outcome requirements of this UoC are: • Coordination of the preparation work before launch to ensure all related procedures are completed. The execution should be aligned with the product launch plan and requirements of different units; • Provision of different kinds of educational activities in order to make sure that all related parties are ready for the launch. The educational activities should be able to fulfil the needs of different parties.
Remark	