

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

Functional Area - 10. General Management  
(Key Function – 10.1 Global Business Acumen)

Title	Analyse business potential of different markets / regions
Code	109533L6
Range	Assessing and forecasting the business of a particular market / region. This applies to any potential market for 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"> <li>• Demonstrate all-rounded knowledge in economic research by analysing the business and legal environment of a market and studying its different economic indicators;</li> <li>• Possess skills in business model evaluation and apply them to conduct research on the profit potential of the market in the absence of complete information on the political, economic, social and technological development;</li> <li>• Show expertise in big data analysis by assessing the demographic information of the market to study its market segments and customer characteristics.</li> </ul> <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Decide how certain features / functionalities that are mostly desired by customers in the targeted market can be implemented;</li> <li>• Make assumption about the market environment, sales trends, customer behaviours and costs, etc. in the absence of complete information in order to forecast the demand and target market share;</li> <li>• Conduct research on the economic development and customer characteristics of different markets / regions;</li> <li>• Project the total costs of investment in the markets / regions by identifying key cost factors / components;</li> <li>• Design models to forecast sales and Identify factors that might affect the sales revenue;</li> <li>• Determine the appropriate pricing strategies for each new business venture through testing out different sets of propositions and coming up with the model with acceptable return on investment.</li> </ul> <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Adopt a holistic consideration to strive for added value and synergy for the current business of the bank.</li> </ul>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Conducting analysis on the business potential of a market / region which demonstrates clearly how the figures are arrived, the assumptions and factors that have been taken into consideration in the absence of complete information.</li> </ul>
Remark	