

Marketing and Communication > Marketing and Branding

Title	Develop positioning and branding strategies for the private banking business
Code	106631L7
Range	Formulating overall positioning strategy of the private banking business, covering different business areas and different segments of private banking clients.
Level	7
Credit	5 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Analyse the private banking business <p>Be able to:</p> <ul style="list-style-type: none"> • Analyse factors affecting development of the private banking business and anticipate upcoming market trends • Project upcoming challenges faced by the private banking business and design strategies to adapt to the environment 2. Develop competitive edge of the private banking business <p>Be able to:</p> <ul style="list-style-type: none"> • Conduct competitive analyses in terms of market share, client base, services, business models, strengths and weaknesses etc. and identify unique selling points of the business • Identify the comparative advantage of the bank to decide an unique positioning strategy • Conduct research on the banking needs of different segments of HNW clients • Evaluate the bank's offerings and measure how well the products and services can satisfy the needs of private banking clients • Analyze the market landscape and identify the competitive advantage of the bank 3. Develop and build the image of the private banking business <p>Be able to:</p> <ul style="list-style-type: none"> • Evaluate the pros and cons of different positioning strategies and make the decision • Develop corresponding branding strategies to align with the vision and mission of the bank and to raise brand awareness and recognition among private banking clients • Formulate policies to ensure consistency of style and messages across different channels • Develop the strategy on advertisements, education and sales material to ensure compliant with the corporate image • Monitor market positioning and brand recognition and benchmark with competitors
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Development of positioning and branding strategies for the private banking businesses. The strategies should be based on analysis of future market landscape, competitor analysis, client analysis and strengths of the bank, etc.
Remark	