

Investment Platform > Product Development and Launching

Title	Design product delivery systems
Code	106804L6
Range	Designing product delivery system. This applies to the different types of products and services across different segment of clients.
Level	6
Credit	5 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess specialized knowledge in product delivery of enterprise banking products <p>Be able to:</p> <ul style="list-style-type: none"> • Analyze the characteristics of the products and market segments in order to design a suitable delivery method • Evaluate different delivery methods in order to select a suitable approach for the particular product 2. Design delivery processes tailored to a particular product <p>Be able to:</p> <ul style="list-style-type: none"> • Analyze market intelligence and focus on end-users' needs to create a distribution system that matches their needs • Design product delivery process based on specific product features and target client segments • Assess the effectiveness of delivery approaches on the product and make necessary adjustment in the design 3. Develop implementation and monitoring mechanism of delivery systems <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 who have working relationships with the end-users of the product delivery system • Map out the price for each step in the distribution channel and design a fair pricing system for each type of business partner to minimize conflicts • Work with internal IT team and external system vendors to design non-functional / technical guidance on system changes to facilitate product delivery • Consult different parties on the performance of product delivery systems; and make necessary adjustment on existing plan • Monitor the delivery system to ensure it can meet the objectives and performance goals as defined in individual product requirements
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Develop product delivery system and other support measures to facilitate the sales of products. The design should be validated based on the analyses of customer characteristics of different segments, features of products to be delivered, etc.
Remark	