

Business Management and Strategy > Sales Strategies & Implementation Plan Formulation

Title	Formulate private banking business strategies for the bank
Code	106827L7
Range	Formulate private banking business strategies for the whole bank which will be applied to different geographical locations, functional units and departments etc.
Level	7
Credit	5 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Conduct research on the current situation and anticipate future development                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Conduct critical analysis and research on local and global economic development (e.g. China) to anticipate the business potential of different countries or regions in the absence of complete information</li> <li>• Evaluate the implications of political and regulatory environment affecting the bank's business</li> </ul> </li> <li>2. Identify business opportunities in different areas                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Identify market potential based on understanding of global and local economic development in order to make decision on market entry or exit</li> <li>• Explore various possible business and investment opportunities by conducting research and forecasts in order to select the most appropriate approach</li> <li>• Evaluate both the prospects and threats of the identified business opportunities to reach a sound business decision</li> <li>• Evaluate and refine recommendations on new global business initiatives based on interpretation of market intelligence from various sources</li> </ul> </li> <li>3. Develop and adjust bank's strategies according to local / regional / global development and corporate objectives                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Develop measures to address present and future challenges arising from changes in local, regional and global markets in order to facilitate strategic business development by demonstrating ability in complex thinking and analytical reasoning</li> <li>• Develop a vision on the strategic direction and cite supporting evidence from different sources in order to direct the whole organization</li> <li>• Exert influence and obtain buy-in of the strategic plan from stakeholders</li> <li>• Develop business strategies by analyzing the macro environment and forecasting the long term development trends</li> <li>• Develop the vision, mission, value, objectives and targets for each business strategy</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Strategic decision on which business opportunities the bank should pursue and the strategies in achieving them based on solid rationales and analysis on broad range of factors, such as anticipated return, prospects, threats and comparison with different alternatives and the bank's own core competencies / strengths etc.</li> </ul>
Remark	