

Business Management and Strategy > Sales Strategies & Implementation Plan Formulation

Title	Project needs and business potential of different client segments
Code	106829L6
Range	Conducting consumer research to identify customers' needs. This applies to consumer research employing different kinds of methodologies and studying different segments of customers.
Level	6
Credit	5 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Demonstrate specialized knowledge in consumer research <p>Be able to:</p> <ul style="list-style-type: none"> • Demonstrate comprehensive and specialized knowledge in consumer research in order to develop suitable research programmes to collect information accurately from customers • Evaluate critically the macro economic environment, development of the banking industry and the dynamics of these two factors (e.g. RMB businesses) with a bank's customer portfolio to develop a suitable framework for the research project 2. Develop research framework <p>Be able to:</p> <ul style="list-style-type: none"> • Identify clearly the objective and scope of the research and evaluate the resources required for successful delivery of the research project • Conduct research to identify factors affecting customers' demand (e.g. political, economic, social or technological development) on banking services • Develop underlying assumptions of the research framework • Analyze the behavioral patterns of customers to develop research questions and hypotheses as well as identifying variables to be studied / controlled in the research and define the relationship between different variables so as to determine the scope of the research project • Develop appropriate research format (e.g. experiment, mystery shopping, brand equity research, etc.) 3. Conduct data analysis <p>Be able to:</p> <ul style="list-style-type: none"> • Develop analysis framework of the research to facilitate the interpretation of data collected • Consolidate and integrate data collected from different sources in order to identify trends of different factors measured • Conduct complex analyses to identify relationship among different variables • Conduct critical evaluation on the analysis results and provide projection of customers' demands • Translate research results into actionable items
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Formulation of research framework for studying customers' needs and behavior. The research framework should be based on critical evaluation on the macro environment faced by the bank and behavioral pattern of existing customers. • Projection of customers' demand by consolidating research findings across a wide range of areas and conducting critical evaluation on results obtained from different sources.
Remark	