

Business Management and Strategy > Global Business Acumen

Title	Analyze business potential of different markets / regions
Code	106835L6
Range	Estimate the business of a particular market / region. This applies to any potential market for enterprise banking products and services.
Level	6
Credit	5 (for reference only)
Competency	<p>Performance Requirements</p> <p>1. Research on the economic development and customer characteristics of different markets / regions Be able to:</p> <ul style="list-style-type: none"> • Analyze the business and legal environment of a market by studying different economic indicators • Conduct research on the profit potential of the market in the absence of complete information on the political, economic, social and technological development • Determine market sizing • Analyze the demographic information of the market to study its market segments and customer characteristics <p>2. Anticipate return on investment Be able to:</p> <ul style="list-style-type: none"> • Decide how certain features / functionality that are mostly desired by customers in the targeted market can be implemented • Make assumption about the market environment, sales trends, customer behaviors and costs, etc. in the absence of complete information in order to forecast the demand and target market share • Project the total costs of investment in the markets / regions by identifying key cost factors / components • Identify factor that might affect the sales revenue • Design models to forecast sales • Determine the time frame for investment • Determine the appropriate pricing for each new product/service through testing out different sets of propositions and coming up with the model with acceptable return on investment
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Analysis on the business potential of a market / region. The analysis should demonstrate clearly how the figures are arrived, the assumptions and factors that have been taken into consideration in the absence of complete information.
Remark	