

Title	Perform sales forecasting
Code	106865L6
Range	Forecast annual sale figures in a particular business area. The analysis includes forecast of individual product and service, channel, customer segment and geographic location.
Level	6
Credit	5 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master expertise knowledge and technical research skills in sales forecast <p>Be able to:</p> <ul style="list-style-type: none"> • Master latest best practice of sales forecast and research methodologies and integrate the techniques with existing approach • Evaluate the principles and common methods in conducting sales forecast and select an appropriate approach • Analyze the situation and determine the most suitable approach for sales forecast analysis 2. Analyze different factors and discern their influence on sales performance <p>Be able to:</p> <ul style="list-style-type: none"> • Conduct research on information from sales, customer and financial sources for a complete picture of sales performance • Perform different analysis to identify influence on sales performance, which include analyses on sales and margin performance by channel, trends in channel utilization, products/services features, customers characteristics and comparison of channel perfor 3. Forecast the sales figures of different products and services by constructing a sales forecast model for the bank <p>Be able to:</p> <ul style="list-style-type: none"> • Develop valid assumptions by scanning the market environment, availability of resources, product competitiveness and obstacles foreseen so that sales forecast can be projected accurately • Develop a formula for sales forecast to outline factors affecting sales volume and their respective weight by drawing conclusion from incomplete and inconsistent data • Make accurate sales forecast for individual channel by evaluating the effectiveness of various sales channels of the bank, gauging channel growth and comparing their performance • Monitor and act on individual opportunities to accurately forecast current and future period revenues
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Presentation of sales forecast analyses which provides useful data for planning sales and marketing activities. The forecast should contain analysis of information collected from different sources. Conclusion are drawn from incomplete and inconsistent inf
Remark	