

**Functional Area: Product & Service Life Cycle (Product Strategy Formulation)**

1. Title	Conduct focus group analysis	
2. Code	ITCSPL401A	
3. Range	This UoC applies to those operations about customer needs investigation during the early stage of the product and service life cycle, but this time with special attention to focused customer groups. The process enables the company to provide best services to different customer groups with limited resources.	
4. Level	4	
5. Credit	3	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Conduct focus group analysis</p> <p>6.3 Exhibit professionalism</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> <li>● Fully understand the necessity of concentrating effort to explore and analyse the needs of selected customer groups one at a time</li> <li>● Accurately grasp the potential benefits derived from getting the essential requirements of focused customer groups</li> <li>● Fully comprehend the keen competition situation which necessitate the capturing of essential customer requirements in advance of competitors</li> <li>● Be aware of the company's existing and future products / services for referring to customers</li> <li>● Be aware of latest trends in new products / services that may arouse the interest of potential customers</li> </ul> <p>Be able to:</p> <ul style="list-style-type: none"> <li>● Congregate and allocate resources for conducting focus groups analysis</li> <li>● Develop investigative strategies to identify existing customer groups / segments that have potential to yield the highest revenue in the near future</li> <li>● Employ effective questioning and analysis techniques to capture key and useful information from customers</li> <li>● Effectively communicate with customers to introduce the company's new products / services</li> <li>● Skilfully transform the requirements of customers into corresponding actions and tasks to be completed by various teams</li> <li>● Communicate with management to solicit additional resources to fulfil the needs of customers, with anticipation of future increase in income</li> <li>● Acquire the knowledge required to effectively perform focus group analysis</li> </ul> <ul style="list-style-type: none"> <li>● Work with full capacity and ability during the entire process of focused customer groups' needs investigation</li> <li>● always place customer needs as first priority, and the tasks of needs investigation aim for better customer services in the future</li> <li>● Always adopt fair treatment to customers in different segments</li> </ul>
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"> <li>i. accurately classify customers into the selected focus groups for investigation</li> <li>ii. effectively solicit useful information from different focus groups, and propose follow up actions / activities after the results studying and investigation</li> </ul>	
Remark		