

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

1. Title	Formulate products / services pricing strategy	
2. Code	ITCSPL506A	
3. Range	This UoC applies to the considerations, policies and activities involved in fixing the pricing structure and pricing levels of the new products / services in concern. Establishment of the product pricing strategy will have profound influence to all subsequent activities in the product life cycle.	
4. Level	5	
5. Credit	6	
6. Competency		<p><u>Performance Requirement</u></p> <p>6.1 Possess the knowledge in the subject area</p> <ul style="list-style-type: none"> ● Fully understand the importance of building up the strategies for product / service pricing ● Fully aware of the necessity in sticking to established pricing policy in maintaining the market position of the products / services ● Grasp the necessity of a well-established set of strategies to the smooth operation of the company as a whole ● Fully comprehend the different choices in methodology and reference materials in setting up the pricing strategies ● Be aware of the necessity to train up all levels of staff members regarding the details of the established pricing strategies <p>6.2 Formulate products / services pricing strategy</p> <p>Be able to:</p> <ul style="list-style-type: none"> ● Clearly identify the different customer segments for the particular product / service and establish appropriate pricing structures for these segments ● Establish the standards for different pricing structures (if any), which may based on differences in customer segments, usage volume, quality requirements, special service requirements, etc ● Liaise effectively with customers for making recommendation on their choice of service levels and corresponding pricing structures ● Guide and train all levels of staff members to ensure their understanding of the company's pricing strategies for the particular product / service, such that a consistent interface with customers can be attained ● Ensure clear and unambiguous recording of the established pricing strategies and perform periodical review and changes as required <p>6.3 Exhibit professionalism</p> <ul style="list-style-type: none"> ● Work with full capacity and ability in the process of establishing the product pricing strategies to ensure long term profitability ● Maintain the idea of customer focus at all time while taking into consideration the interests of the company ● Always take into consideration and strike a proper balance among all related technological, political, social and legal factors
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to:	
	<p>i. propose an appropriate set of pricing strategy incorporating the considerations for all related aspects such as profit, market share, market competition, etc</p> <p>ii. further propose the follow up activities for subsequent implementation of the established pricing strategies</p>	
Remark		