

Functional Area: Product & Service Life Cycle (Retire)

1. Title	Conduct market oriented products / services retirement analysis	
2. Code	ITCSPL525A	
3. Range	This UoC applies to all considerations, procedures and steps to conduct product / service retirement analysis, with the focal consideration for market situation and competition. This is the very first step for the group task "Retirement Plans Setting", and the findings serve as important guidelines for subsequent activities.	
4. Level	5	
5. Credit	2	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Conduct market oriented products service retirement analysis</p> <p>6.3 Exhibit professionalism</p>	<p><u>Performance Requirement</u> Exhibit the ability to:</p> <ul style="list-style-type: none"> ● Fully understand the fact that all technologies and related components will die or become obsolete at some point in time of the product life cycle ● Aware with alertness the necessity to conduct a retirement analysis for any product / service of the company, and a lot of influencing factors needed to be consider ● Accurately grasp the key issue that market consideration is not the only, but probably the most important factor to consider and emphasized in any product / service retirement analysis ● Fully aware that the interest of customers using the product in concern should always be the first priority concern ● Be aware of the long term impacts to the company say in terms of revenue or competitive situation if a particular product / service is finally retired <p>Be able to:</p> <ul style="list-style-type: none"> ● Determine at start of the product life cycle the inclusion of and resources allocation for retirement analysis of the product / service in concern ● Supervise the conduction of retirement analysis for the product / service in concern, with the major objectives of getting useful information for retirement preparation ● Place strong emphasis during the analysis the availability of substitution products, and their relative influences to both the customers and the company ● Skillfully group customers into distinct segments say corporate customers or individual customers, as they should have quite distinct attitude and expectation towards product retirement ● Accurately master and take into consideration during the retirement analysis the number of existing and future customers for the product in concern ● Effectively communicate and skillfully liaise with customers in all product retirement related issues, so as to solicit their trust and confidence towards the company's products and arrangements ● In case if the product / service involved outsourcers, take all necessary steps to ensure their full support and co-operation in the retirement analysis and subsequent phases <ul style="list-style-type: none"> ● Always ensure all related staff members contribute their greatest effort in conducting the product / service retirement analysis ● Always strike a proper balance of interests among customers, the company and even outsourcers during the retirement analysis phase ● Always maintain an optimal balance between all related technological, political, social and legal issues
7. Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ol style="list-style-type: none"> i. successfully complete the product / service analysis tasks, which effectively take the market situation and competition into consideration, and ii. effectively summary the analysis findings, draw valid conclusions and propose feasible follow up actions accordingly 	
Remark		