

Specification of Competency Standards of the Insurance Industry

Unit of Competency

Functional Area: Marketing

Title	Conduct product mix analysis
Code	105538L5
Range	This unit of competency is applicable to those who are responsible for conducting product mix analysis. It involves the use of analytical tools to provide recommendations on designated product mix.
Level	5
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge in product mix analysis <ul style="list-style-type: none"> • Comprehend features of products • Comprehend characteristics of target segments • Comprehend market research reports 2(a). Plan for product mix analysis <ul style="list-style-type: none"> • Develop product mix analysis workflow • Collect data on product performance, e.g. premium volume contribution, profit contribution • Collect data of target segments • Measure segments sizes • Assess if segments can sustain • Identify future market trends from market analysis 2(b). Analyze existing product mix <ul style="list-style-type: none"> • Use analytical tools to categorize products, e.g. high growth potential and highly profitable, highly profitable but low growth potential, etc. • Assess if current product mix can achieve corporate marketing strategy and sustain corporate development 3. Present analysis results and recommendations to support product mix development and review <ul style="list-style-type: none"> • Present comprehensive analysis results • Provide feasible recommendations on designated product mix.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to collect accurate and relevant data • Able to classify product types based on relevant attributes • Able to combine products to form tailed product mix for individual product segments • Able to evaluate the effectiveness of product mix in achieving marketing strategy • Able to provide feasible recommendations on designated product mix.
Remark	This unit of competency is also applicable to general insurers and life insurers.