## TSC Category
### Product, Sales and Market Management

### TSC
Product Management

### TSC Description
Create and manage product or solution roadmaps that involves ideating, planning, forecasting, marketing and management of a product or a suite of products throughout stages of its lifecycle, from its conceptualisation to market entrance and eventual phasing-out. This includes the creation of new product ideas or concepts and definition of the product strategy based on a projection of its potential benefits to the customer as well as the review of product performance against milestones and targets.

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<tr>
<th>TSC Proficiency Description</th>
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<tr>
<td>Identify competitor, consumer and technology trends impacting the products, and manage the product lifecycle and performance</td>
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<td>Conceptualise ideas and develop business model prototypes and incubation plans for new products, and create plans to bring the products to market and enhance its performance</td>
<td>Anticipate future industry trends, and define product incubation strategies and business models</td>
<td>Re-define thinking and inspire the conceptualisation of new and innovative products that create significant industry impact</td>
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#### Knowledge
- Competitor, consumer and technology trends
- End-to-end processes in product management
- Product lifecycle
- Product performance analysis
- Components of a product roadmap
- Emerging trends, market gaps and opportunities
- Market conditions and needs
- Types of digital disruptors
- Customer segments and potential needs
- Business model prototyping and evaluation
- Key elements of product or idea incubation plan
- Principles of product positioning and roadmapping
- Go-to-market product roadmap
- Financial modelling techniques
- Key elements of a product or idea incubation strategy
- Full process from product conceptualisation to roll-out
- Policy and regulatory parameters related to the product
- Technological constraints and risks
- Competitive advantage identification and definition
- Future industry trends and developments
- Impact of digital disruptors on product strategies
- Macro trends and demographic shifts that impact market and user demands
- Societal evolution and changes in user needs and psyche
- Long-term evolution of products and industry trends
- Potential technological and policy shifts
- Principles of core asset management
- Principles of digital investment management

#### Abilities
- Develop product requirements documents, according to a set direction and guidelines
- Explore emerging market trends to identify new opportunities to capitalise on
- Collaborate with other experts and innovators
- Define product or idea incubation strategies taking into account technological and regulatory parameters, anticipated risks, costs
- Chart new directions for product creation and development within or beyond an organisation
- Lead the conceptualisation of new
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<th>Range of Application</th>
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<th>Types of Financial Services products may include but are not limited to:</th>
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<td>• Alternatives</td>
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<td>• Derivatives</td>
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- Analyse product lifecycle stages
- Track consumer responses to products
- Identify competitor, consumer and technology trends in relation to the products
- Facilitate phase-in and phase-out of products to ensure smooth transition
- Support sales and marketing activities for the products, in line with product strategies
- Analyse trends in product performance
- Propose improvements to the products or branding to enhance product performance
- to conceptualise bespoke ideas
- Specify a product to address market conditions, in providing direction on the content of a product requirements document
- Develop business model prototypes for new products and assess suitability of different models
- Develop feasibility and incubation plans for new products or ideas
- Translate product strategies into roadmaps of actionable steps to bring the products to market
- Outline new ideas for a range of products
- Consolidate competitor, consumer and technology trends, and their impact on the products
- Forecast future product performance and requirements using models to simulate their performance under various business and financial market scenarios
- Recommend strategies to sustain or enhance product performance
- Plan seamless processes from conceptualisation to roll-out of new products, considering legal viability and policy and regulatory constraints
- Build new product ideas and concepts to address market conditions
- Identify competitive advantage and target consumers for ideated products
- Formulate effective business models for products
- Anticipate future consumer, competitor and technological trends to improve product definition strategies
- Recommend investments in products, based on forecasts and market demand analyses
- Set high-level targets and milestones for the products
- Prioritise product mix according to market demand and business priorities
- and innovative products to generate consumer interest and demand
- Re-define the mission or vision of the organisation to align with key, defining products
- Prioritise areas for future investment on products
- Envision how products will evolve over time in order to anticipate consumer demands
- Forecast new product trends in the industry
- Anticipate technological, policy and other external market shifts, and their potential impact on the products

Types of Financial Services products may include but are not limited to:

- Alternatives
- Derivatives
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