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## Overview

This standard is about managing a portfolio of products and/or services in order to maintain competitiveness. It includes collecting and analysing performance data to identify trends and returns on investment, assessing the market share for a product and/or service and the stage of the product lifecycle that a particular product has reached, assessing the options and making reasoned recommendations for the management of the portfolio. It is for marketing professionals who manage product and/or service portfolios.

# CFAMAR22

## Manage the product and/or service portfolio

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### Performance criteria

- You must be able to:*
- P1 collect performance data for products and/or services
  - P2 analyse performance data to identify trends and returns on investment made
  - P3 assess the market share of products and/or services and identify associated trends
  - P4 assess the stage of the product lifecycle that the product has reached
  - P5 review the distribution channel and pricing policy
  - P6 forecast potential future sales growth and market share
  - P7 assess the options and present reasoned recommendations for the management of the portfolio
  - P8 agree the preferred options for managing the portfolio with key stakeholders, including budget and actions
  - P9 implement the agreed options for the management of the portfolio
  - P10 agree the criteria against which success can be measured
  - P11 monitor and evaluate the performance of products and/or services against agreed criteria
  - P12 monitor and assess the impact of competitor activity and take appropriate action

### Knowledge and understanding

*You need to know and understand:*

- K1 legal, regulatory and ethical requirements that relate to the management of products and/or services
- K2 methods of collecting and analysing performance data and identifying trends and returns on investment
- K3 the product lifecycle and how to judge which stage a product has reached
- K4 techniques for forecasting sales growth, returns on investment and market share
- K5 factors to consider when reviewing distribution channel and pricing policy
- K6 different strategies for managing a portfolio and the circumstances in which these might be preferred
- K7 how to monitor and evaluate performance of products and services against agreed criteria
- K8 how to monitor and assess competitor activity and its potential impact
- K9 types of action that may be necessary to mitigate the impact of competitor activity and the circumstances in which particular action would be appropriate

## CFAMAR22

### Manage the product and/or service portfolio

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