



DATE: FEBRUARY 22 – 23, 2024

TIME: 9:00AM – 1:30PM

DIGITAL PRODUCT & ITS DEVELOPMENT IN SME

Venue

ONLINE

LEARNING OBJECTIVES:

The program aims to equip the staff dealing with SME banking with necessary knowledge and skills in the area of digital product development and Fintech in order to help them serve the target market effectively and efficiently.

CONTENTS

- Understanding of Product Concept & Development of prototype (Business Analysis)
- Assessment of Customer/Market Needs
- Digital Product Developments
 - ◊ Steps involved in developing a digital product (Preliminary Research, Common need and industry risk assessment, market analysis, Processing technology, financial feasibility, Final design of program, rollout and Maturity etc.)
 - ◊ Digital Scorecard Models
 - ◊ Manual Writing & Approval Process
 - ◊ Workflow & Operation of Digital Products
 - ◊ System Integration & Automation
- Benefit of developing a digital product
- Issues and Challenges of a digital product
- Role of Fintech
 - ◊ Issues in approaching customers
 - ◊ Issues in system integrations
- Legal & Operational issues



FEE:

PKR 5,000

(Plus Tax)



FACILITATOR:

MR. YASIR BUTT

CONTACT DETAILS

Mubashar Tayyab - Email: mubashar.tayyab@sbp.org.pk | Asad Jan - Tel: 051-9269850
Email: asad.jan@sbp.org.pk | marketing@ibp.org.pk | TEL: 051-9269778, 021-35277511
WhatsApp: 0303-065 29 63