

**Specification of Competency Standards**  
**for the Jewellery Industry**  
**Unit of Competency**

Functional Area - Sales

Title	Understand the operation of the jewellery market
Code	108817L1
Range	This unit of competency is applicable to practitioners whose job duties include the sales, marketing, operation, design, product research, production, quality management and procurement of jewellery. Practitioners should understand the general situation of the jewellery market, so as to obtain relevant information, and be able to apply such knowledge in relevant job duties under supervision.
Level	1
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Understand the jewellery market</p> <ul style="list-style-type: none"> <li>• Understand Hong Kong's jewellery industry, including: <ul style="list-style-type: none"> <li>○ Its position, role and export value in the manufacturing industry</li> <li>○ The number of jewellery manufacturing factories and the area distribution</li> <li>○ The types of products (metal jewellery, stone-setting jewellery and jade/Fei Cui jewellery)</li> <li>○ Distribution, demand and training of human resources</li> </ul> </li> <li>• Understand the major export markets of local jewellery, including: <ul style="list-style-type: none"> <li>○ The countries of major export markets</li> <li>○ The demand for different kinds of jewellery in various export markets</li> <li>○ The purchasing power and development potential of various export markets</li> <li>○ The number of major overseas jewellery outlets (physical personal stores, online stores, large chain retail stores, large wholesale stores, specialty stores for branded jewellery, etc.), the area distribution and the sales products</li> </ul> </li> <li>• Understand the local market of Hong Kong jewellery, including: <ul style="list-style-type: none"> <li>○ The number of major local jewellery outlets, the area distribution and the sales products</li> <li>○ The number of local jade markets, the area distribution and the sales products</li> <li>○ The number of local artificial jewellery outlets, the area distribution and the sales products</li> <li>○ The number of tourists visiting Hong Kong every year and their consumption figures in jewellery</li> <li>○ Major and potential consumers (overseas tourists, Mainland travellers under the Individual Visit Scheme, local customers)</li> </ul> </li> </ul> <p>2. Understand the operation of the jewellery market</p> <ul style="list-style-type: none"> <li>• Capable of understanding the operation of the jewellery market and perform duties related to the sales and marketing of the jewellery industry</li> </ul> <p>3. Professionalism</p> <ul style="list-style-type: none"> <li>• Ensure accurate and adequate information is obtained when analysing the jewellery market</li> </ul>
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> <li>• Able to have a clear understanding of the general situation of the local jewellery market, and apply relevant data and information in job duties related to the sales, marketing,</li> </ul>

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Remark	