

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Sales

Title	Employ basic knowledge of retail management
Code	108819L2
Range	This unit of competency is applicable to practitioners who work in jewellery retail outlets. Practitioners should be capable of mastering the basic knowledge of retail management and applying such knowledge in the retail work of the outlet under supervision.
Level	2
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the basic concept of retail management</p> <ul style="list-style-type: none"> • Know about business management skills in running a shop, including: <ul style="list-style-type: none"> ○ Know about the mission and vision of the organization ○ Continual improvement in services, products and systems ○ Maintain good services and qualities • Know about shop management skills, such as preparation work before the shop opens <ul style="list-style-type: none"> ○ Software <ul style="list-style-type: none"> ▪ Staff should be friendly and wear a smiling face ▪ Tidy and comfortable shopping environment ▪ Products should be displayed in an attractive and tidy manner ▪ Good storage management skills ○ Hardware <ul style="list-style-type: none"> ▪ Cashier ▪ Product display facilities ▪ Fire prevention and safety devices • Know about the business development plan of the organization, such as: <ul style="list-style-type: none"> ○ Human resources policy ○ Marketing policy ○ Establish/expand retail stores ○ Procurement/inventory planning ○ Establish the network of distributors and suppliers • Know about basic financial management skills, such as: <ul style="list-style-type: none"> ○ Utilization and management of resources ○ Proper allocation of resources • Know about basic personnel management skills, such as: <ul style="list-style-type: none"> ○ Recruitment and selection of talents ○ Training of talents ○ Planning, allocation and evaluation of work <ul style="list-style-type: none"> ▪ Allocate manpower according to customer flow ▪ Allocate manpower according to their capabilities ▪ Consider the proportion of full-time staff to part-time staff ▪ Tie in with the delivery period of supplied products and the promotion period ▪ Give encouragement to subordinates • Master information management skills, such as: <ul style="list-style-type: none"> ○ Effective utilization of information ○ Resolve difficulties and make decisions by exchanging information <p>2. Perform retail management duties in the shop</p>

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	<ul style="list-style-type: none">• Know about the basic knowledge in retail management to assist the supervisor in performing retail management duties in the shop <p>3. Professionalism</p> <ul style="list-style-type: none">• Handling basic business management duties in the shop of the organization in compliance with professional ethics• Treat each of the team members in a fair and impartial manner when managing the retail team, bringing team spirit into play.• Maintain an appropriate stock level of the store to meet the inventory management policy of the organization and prevent unnecessary product loss
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none">• Able to master the basic knowledge in retail management to assist the supervisor in performing retail management duties in the shop.
Remark	