

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Sales

Title	Show/display jewellery products
Code	108828L3
Range	This unit of competency is applicable to practitioners with job duties related to sales in general jewellery outlets/showrooms. Practitioners should be capable of mastering the skills for designing window display to effectively show/display precious/ornamental jewellery products independently, so as to achieve selling purposes.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the functions of window display and the skills for designing various kinds of display</p> <ul style="list-style-type: none"> • Know about product display <ul style="list-style-type: none"> ○ Strategies of the organization for promoting and displaying/ showing products ○ Purposes of displaying products, such as increasing customer flow, promoting new products, stimulating consuming desires to facilitate transactions and thematic promotion ○ Factors to consider when displaying products, including store image, store environment, store interior decoration, product characteristics, product type, seasonality, etc. ○ Product display characteristics of competitors ○ The use, characteristics and usage of various display tools, such as display racks and electronic photo frames ○ Understand the legal requirements related to occupational safety and health • Know about the functions of window display <ul style="list-style-type: none"> ○ Attract people's attention ○ Stimulate consuming desires ○ Bring visual enjoyment to consumers ○ A variety of art and visual communication in the design of window display ○ The demand for commodities • Know about the skills, effects and techniques for designing various kinds of display <ul style="list-style-type: none"> ○ Highlight, scene, etc. ○ Match commodities with the themes of window display ○ The art of jewellery product arrangement ○ Colour design ○ Illumination ○ Background decorations • Know about various themes of window display <ul style="list-style-type: none"> ○ Commercialized ○ Livelihood (seasonal, activities, etc.) ○ Personalized <p>2. Show/Display precious/ ornamental jewellery</p> <ul style="list-style-type: none"> • Master the entire process of jewellery display <ul style="list-style-type: none"> ○ Conceive design ○ Draft design sketch (layout) ○ 2-D/3-D computer design drawing ○ Make 2-D/3-D models ○ Collect materials/props

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	<ul style="list-style-type: none"> ○ Prepare display racks for ornaments ○ Prepare body figure models ○ Prepare metal/timber/cloth/fibre/rope/net ○ Start production process ● Strengthen the communication with the salespersons in the jewellery outlet and capable of giving appropriate instructions after making analysis and judgment, thus facilitating the preparation of the design sketch ● Strengthen the communication with display designers, management and customers ● Enhance the image of the organization and products through the design of the window display, so as to make a deep impression on customers of the organization ● Effectively show/display precious/ornamental jewellery to attract customers <p>3. Professionalism</p> <ul style="list-style-type: none"> ● Show/Display jewellery independently and effectively to attract customers and stimulate consuming desires, thereby increasing the sales of the jewellery outlets
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> ● Able to understand thoroughly the functions of window display and the skills for designing window display to effectively show/display precious/ornamental jewellery products in accordance with the image of the organization and consumer orientation so as to attract customers and achieve selling purposes; and ● Regularly review the effectiveness of the jewellery display programme, check the status of the displayed products and replace the products as needed.
Remark	