

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Marketing and Promotion

Title	Understand the general situation of the jewellery market
Code	108838L2
Range	This unit of competency is applicable to practitioners with job duties related to promotion and marketing in the jewellery industry. Practitioners should be capable of understanding the general situation of the jewellery market and applying such knowledge to assist in the marketing and promotion of jewellery under supervision in the daily working environment.
Level	2
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Understand general situation of the jewellery market</p> <ul style="list-style-type: none"> • Know about the competitors in local jewellery market, such as: <ul style="list-style-type: none"> ○ Local brands and European and American brands, including: <ul style="list-style-type: none"> ▪ Brand history ▪ Brand concept ▪ Selling points of the brand ▪ Functions of the brand ▪ Price positioning of the brand ○ Mainland and South-east Asia manufacturers • Know about the strengths of local jewellery market, such as: <ul style="list-style-type: none"> ○ Strong corporate leadership ○ The business hub of international jewellery ○ Latest and rich information on jewellery business ○ Diversified manpower resources ○ Good/Unique design ○ Equipped with advanced technology • Know about the weaknesses of local jewellery market, such as : <ul style="list-style-type: none"> ○ Slow response to the competition of increasingly short product cycle ○ Focus on the value of the materials of jewellery products and neglect product design ○ Neglect product development and the development of jewellery manufacturing techniques ○ Insufficient training to talents on jewellery craftsmanship • Know about the opportunities in local jewellery market, such as: <ul style="list-style-type: none"> ○ Spread trading districts and manufacture varied products to meet the needs of different customer groups ○ Jewellery can match with other products for sale • Know about the challenges that the local jewellery market faces with, such as: <ul style="list-style-type: none"> ○ The throat-cutting competition posed by competitors ○ The European and American manufacturers setting up factories in the Pearl River Delta Region ○ The Pearl River Delta Region provides craftsmen to compete with Hong Kong • Know about the latest development of local jewellery market, such as: <ul style="list-style-type: none"> ○ Computer-aided design ○ Computer-aided manufacturing ○ Rapid prototyping ○ Corporate resources scheme system ○ Cult-3D techniques in the marketing/promotion of products ○ Marketing on major online platforms

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	<p>2. Assist in the promotion work of the jewellery market</p> <ul style="list-style-type: none">• Know about the general situation of the jewellery market, and know how to make preliminary analysis of market information under supervision, and assist in the marketing and promotion of the jewellery industry, including:<ul style="list-style-type: none">○ Jewellery distribution channels○ Price variation <p>3. Professionalism</p> <ul style="list-style-type: none">• Ensure that customers receive accurate and sufficient information when conducting marketing related activities of jewellery
Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none">• Capable of knowing about the general situation of local jewellery market to obtain relevant information, and applying such knowledge to assist in the marketing and promotion of jewellery products.
Remark	