

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Marketing and Promotion

Title	Formulate branding strategies for jewellery
Code	108844L7
Range	This unit of competency is applicable to decision-makers in the jewellery industry. In alignment with the overall operating objectives and sales strategies of the organization, practitioners should be capable of mastering the trend of jewellery design and proposing innovative and unique insights from a critical perspective, so as to position the new jewellery products. Practitioners should also be able to integrate specific knowledge of marketing and branding strategies, and make use of brand management strategies to effectively establish the brand image of the new jewellery products and achieve sales purposes.
Level	7
Credit	9
Competency	<p>Performance Requirements</p> <p>1. Know about buyers and brands</p> <ul style="list-style-type: none"> • Master the knowledge of branding strategies <ul style="list-style-type: none"> ○ Understand the importance of building a brand to the entire organization ○ Performance and profits ○ Development of other related businesses ○ Overall image of the organization • Know about consumer orientation, including: <ul style="list-style-type: none"> ○ The impact of trends and culture on consumer behaviour ○ Changes in consumption pattern and the causes of the changes ○ Impact on the product design and price • Understand the value and profundity of brands • Understand thoroughly the brand history of international jewellery products, culture and trends <p>2. Formulate concrete plans to establish jewellery brands</p> <ul style="list-style-type: none"> • Communicate with overseas jewellery brand agents, including: <ul style="list-style-type: none"> ○ Formulate publicity strategies for overseas jewellery brand agents ○ Formulate marketing plans for overseas jewellery brand agents • Formulate original jewellery branding strategies, including: <ul style="list-style-type: none"> ○ Formulate branding positioning and relevant strategies ○ Establish the image, value and positioning of the jewellery brands ○ Analyze the development trend of the retail market and the economic environment ○ Collect and analyze market information to determine the market share of the brands of the organization in the target market ○ Assess and analyze the attitudes and concepts of customers towards the product brands ○ Establish the quality of the products/services ○ Integrate operations, sales and product strategies • Master brand management and marketing strategies, including: <ul style="list-style-type: none"> ○ Understand brand management methods ○ Establish sales channels for jewellery brands • Understand brandings and relevant legislations on the intellectual property of products, including: <ul style="list-style-type: none"> ○ Know about the importance of intellectual property to brands ○ Know about legal protection for relevant brands

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	<ul style="list-style-type: none"> • Branding strategy management <ul style="list-style-type: none"> ○ Ensure that establishing brands is the long-term objective of corporate development ○ Understand the core value of the brand itself ○ Consistently maintain the image and quality of brands ○ Monitor the suitability of the strategy during the implementation process ○ Rectify decision-making problems during the implementation process <p>3. Professionalism</p> <ul style="list-style-type: none"> • When formulating jewellery brand strategies, respect intellectual property rights and avoid infringements and violations of the relevant laws and regulations about branding
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to integrate specific knowledge of marketing and branding strategies to effectively formulate concrete plans to establish jewellery brands (original jewellery brands or jewellery brands introduced from overseas markets); and • Establish brand management and marketing strategies to enhance the image and value of the brand itself.
Remark	