

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

Functional Area - Design

Title	Master the market trend of the jewellery industry
Code	108894L4
Range	This unit of competency is applicable to designers working in the jewellery design department of the jewellery industry. Practitioners should be capable of making careful analysis and judgment. They should be able to conduct analysis independently based on the available information, so as to master the market trend of the jewellery industry and apply such knowledge in jewellery design.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Know about the market information about the jewellery industry</p> <ul style="list-style-type: none"> <li>• Possess basic marketing knowledge, such as: <ul style="list-style-type: none"> <li>○ Changes in the demand and supply of the jewellery market</li> <li>○ Characteristics and needs of target customers as well as market segmentation</li> <li>○ The location of the marketing gap and the market positioning of the organization</li> <li>○ The rise and decline of various kinds of products in the jewellery market</li> <li>○ The product life cycles of the organization's product lines</li> <li>○ Consumer behaviour, such as: <ul style="list-style-type: none"> <li>▪ Type of customers</li> <li>▪ Consuming psychology</li> <li>▪ Decision-making mode</li> <li>▪ Purchasing process</li> </ul> </li> <li>○ Master market research methods for jewellery products</li> <li>○ Know about the basic methods to obtain and analyze market information, so as to master the content of the marketing plans</li> </ul> </li> <li>• Use newly developed technologies, such as big data and artificial intelligence, to analyze market information, so as to master the changes and development trend of the jewellery market</li> </ul> <p>2. Master the market trend of the jewellery industry and design products that can meet market demand</p> <ul style="list-style-type: none"> <li>• Design distinctive and creative jewellery products focusing on current and anticipated needs of target customers in accordance with the organization's established market positioning</li> <li>• Help develop potential product lines to replace the declining products in accordance with the anticipated market trend and the organization's product development direction</li> </ul> <p>3. Professionalism</p> <ul style="list-style-type: none"> <li>• Respect intellectual property and avoid plagiarism, preventing individuals and the organization from falling into the trap of infringement of intellectual property rights</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Able to apply basic marketing knowledge in jewellery design, and master the changes of the jewellery market and its development trend to design products that can meet market demand; and</li> <li>• Use newly developed technologies to analyze market information, so as to master the changes and development trend of the jewellery market.</li> </ul>

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