

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

Functional Area - Design

Title	Prepare proposals of jewellery design projects
Code	108901L6
Range	This unit of competency is applicable to decision-makers responsible for design projects who work in the jewellery design department of the jewellery industry. Practitioners should be capable of making analysis, reorganization, evaluation and integration of information from all aspects. They should be able to independently prepare proposals of jewellery design projects in report form to meet the organization's comprehensive strategies for commercial products.
Level	6
Credit	3
Competency	<p>Performance Requirements</p> <p>1. Know about the reports of jewellery design projects</p> <ul style="list-style-type: none"> <li>• Know about the content of the reports of jewellery design projects, such as: <ul style="list-style-type: none"> <li>○ Target customers</li> <li>○ Market segmentation and positioning</li> <li>○ Market value</li> <li>○ Selling points of the products</li> <li>○ Capital and return</li> <li>○ Product development and marketing schedule</li> </ul> </li> </ul> <p>2. Prepare proposals of jewellery design projects</p> <ul style="list-style-type: none"> <li>• Make use of the information on market analysis to master the market and cultural trends, so as to identify the target customers and market positioning as well as to devise product development plans with market value and selling points</li> <li>• Give detailed explanation on the analysis and proposals in report form, including: <ul style="list-style-type: none"> <li>○ Allocation of capital and other resources</li> <li>○ Return forecast</li> <li>○ Product development</li> <li>○ Marketing schedule</li> </ul> </li> <li>• Prepare project proposals in a professional manner, so that management and investors can have a correct understanding of the development potential of the projects for making investment decisions</li> </ul> <p>3. Professionalism</p> <ul style="list-style-type: none"> <li>• Advocate originality, 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 requirement of this unit of competency is:</p> <ul style="list-style-type: none"> <li>• Able to independently prepare proposals of jewellery design projects, so that management and investors can clearly understand the development potential of the projects, and investors can be convinced to invest in the projects.</li> </ul>
Remark	