

Specification of Competency Standards
for the Jewellery Industry
Unit of Competency

Functional Area - Research and Product Development

Title	Execute product development plans for jewellery
Code	108912L5
Range	This unit of competency is applicable to management responsible for research and product development in the jewellery industry. Practitioners should be capable of making analysis and judgment. They should be able to effectively execute the established jewellery product development plans of the organization by using the SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis and industry culture analysis to tie in with the development of the organization.
Level	5
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Know about product development plans</p> <ul style="list-style-type: none"> • Understand the product development plans for various kinds of products and the workflow, such as: <ul style="list-style-type: none"> ○ Set schedules ○ Allocate workforce and resources ○ Communicate and co-ordinate with relevant departments ○ Make systematic evaluation on the plans <p>2. Execute product development plans</p> <ul style="list-style-type: none"> • Effectively execute the established jewellery product development plans of the organization <ul style="list-style-type: none"> ○ Set schedules <ul style="list-style-type: none"> ▪ Set schedules for developing various kinds of projects in accordance with the established development plans of the organization/department ○ Allocate resources <ul style="list-style-type: none"> ▪ Allocate resources to achieve the anticipated targets of product development, such as: <ul style="list-style-type: none"> ▪ Manpower ▪ Equipment ▪ Capital ○ Communicate and co-ordinate with relevant departments to assist in the implementation of product development projects <ul style="list-style-type: none"> ▪ The departments participating in product development, such as design department, marketing department and manufacturing department ▪ External organizations, such as product accreditation organizations and intellectual property organizations ○ Conduct evaluation <ul style="list-style-type: none"> ▪ Systematically evaluate the progress and effectiveness of the product development plans and make suggestions for improvement • Collect information and conduct relevant analysis on the design of the jewellery products in the factory, and the characteristics, uses and manufacturing processes of the commonly used materials/parts, such as: <ul style="list-style-type: none"> ○ SWOT analysis ○ Innovative industry culture analysis • Compare the design, aesthetics, quality, material durability, technicality and market price of jewellery products of different regions, and explore the direction and feasibility of research and development projects, including:

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	<ul style="list-style-type: none"> ○ Related domestic and overseas technical support ○ Costs of research and development, and production ○ Product sales prospects ○ Product after-sales service strategy ○ Market response to new products ● Systematically evaluate the progress and effectiveness of the product development plans, and make suggestions for improvement <p>3. Professionalism</p> <ul style="list-style-type: none"> ● Ensure that the developed jewellery products meet international safety standards ● Respect intellectual property and avoid plagiarism, preventing individuals and the organization from falling into the trap of infringement of intellectual property rights when developing jewellery products
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> ● Able to effectively execute the established jewellery product development plans of the organization to tie in with the development of the organization; and ● Evaluate the established jewellery product development plans of the organization and make suggestions for improvement.
Remark	