

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

Functional Area - Research and Product Development

Title	Formulate product development plans for jewellery
Code	108915L6
Range	This unit of competency is applicable to policy makers responsible for research and product development in the jewellery industry. Practitioners should be capable of making analysis, assessment and judgment. They should be able to formulate jewellery product development plans according to the future development direction of the organization.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the long-term and short-term product development plans</p> <ul style="list-style-type: none"> <li>• Understand the comprehensive strategy for the research and development of jewellery products to formulate long-term (the following three years) and short-term (the following six months) development plans</li> <li>• Understand the current state of the global economy and its trend</li> <li>• Understand the global development trend of new technology</li> <li>• Master the current status of competitors in jewellery production and their development trend</li> <li>• Understand the preferences and needs of customers for jewellery products</li> <li>• Understand the current status of suppliers of jewellery production materials and their future development</li> <li>• Evaluate the capability of the organization to conduct product research and development</li> </ul> <p>2. Formulate product development plans for jewellery</p> <ul style="list-style-type: none"> <li>• Understand the target direction for the research and development of jewellery products, and formulate long-term and short-term development plans</li> <li>• Formulate the jewellery product development projects and estimate the completion dates</li> <li>• Effectively allocate resources according to the importance and priority of each product development project to tie in with the comprehensive strategy of product development, including: <ul style="list-style-type: none"> <li>○ Manpower</li> <li>○ Machinery/Equipment</li> <li>○ Capital</li> </ul> </li> <li>• Systematically review the progress and effectiveness of the product development plans, so as to make suitable rectification</li> </ul> <p>3. Professionalism</p> <ul style="list-style-type: none"> <li>• Ensure that the developed jewellery materials/techniques/finished products meet international safety standards</li> <li>• 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</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 formulate product development plans for jewellery according to the future development direction of the organization; and</li> </ul>

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	<ul style="list-style-type: none"><li>Review the progress and effectiveness of the product development plans formulated for jewellery and make suggestions for improvement.</li></ul>
Remark	