

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

Functional Area - Research and Product Development

Title	Formulate overall and long-term strategies for product research and development of jewellery
Code	108917L6
Range	This unit of competency is applicable to managers 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 overall and long-term strategies for product research and development of jewellery, enabling the enterprise to break through habitual practices and current limitations, so as to bring about reform and development to the enterprise, thus maintaining its leading position in the industry.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Know about the importance of product research and development</p> <ul style="list-style-type: none"> <li>• Know about the importance of product research and development to organizational development, such as: <ul style="list-style-type: none"> <li>○ Research ideas and methods</li> <li>○ Research framework and major content</li> </ul> </li> </ul> <p>2. Formulate overall and long-term strategies for product research and development of jewellery</p> <ul style="list-style-type: none"> <li>• In accordance with the overall and long-term objectives and strategies of the organization, review the current product research and development strategies to see if they meet the present and future development of the organization</li> <li>• Fully master relevant research and analysis methods, such as: <ul style="list-style-type: none"> <li>○ SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis</li> <li>○ Product life cycle</li> <li>○ Market and product positioning</li> <li>○ Market share and growth chart (Boston Consulting Group matrix)</li> <li>○ User experience study</li> <li>○ Opportunities and threats as well as market gap</li> </ul> </li> <li>• Formulate product research and development strategies in various aspects according to the results of the evaluation and studies, including: <ul style="list-style-type: none"> <li>○ Research and development direction</li> <li>○ Goals and action plans</li> </ul> </li> </ul> <p>3. Professionalism</p> <ul style="list-style-type: none"> <li>• Ensure that the overall and long-term strategies for product research and development of jewellery formulated meet the development of the organization and enhance the production efficiency and economic benefits of the organization</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 understand the importance of product research and development to organizational development, and effectively formulate overall and long-term strategies for the research and development of jewellery in accordance with the development objectives of the organization under unforeseen circumstances; and</li> <li>• Lead the organization or the industry to make breakthroughs that carry a profound impact, thus bringing about reform and development to the organization.</li> </ul>
Remark	