

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Know about the general market situation of jewellery products		
2. Code	JLZZDE309A		
3. Range	This unit of competency is applicable in jewellery companies or worksites. Practitioners should be capable to understand the general market situation of jewellery products and apply such knowledge in jewellery design.		
4. Level	3		
5. Credit	3		
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Know about the general market situation of jewellery products</p> <ul style="list-style-type: none"> ◆ Know about the local and export markets of Hong Kong’s jewellery and understand customer needs ◆ Know about the local and foreign competitors of Hong Kong’s jewellery market and their characteristics in design ◆ Know about the strengths and weaknesses of Hong Kong’s jewellery industry and the challenge that the jewellery market faces with ◆ Know about the latest development of Hong Kong’s jewellery industry, such as: <ul style="list-style-type: none"> • Computer-aided design • Computer-aided manufacturing • Rapid prototyping • Multi-media marketing and promotion <p>6.2 Design jewellery in accordance with market demand</p> <ul style="list-style-type: none"> ◆ Design jewellery according to the needs of target customers. The design should be different from and better than that of the competitors to gain an edge in competition. 		

	<ul style="list-style-type: none"> ◆ Focus on Hong Kong's jewellery industry, the strengths and weaknesses of the organization, market opportunity and the challenge that the market faces with, so as to assist the organization in developing jewellery products with market potential
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to understand the general market situation of jewellery products, design jewellery products to satisfy market needs, and can assist the organization to develop jewellery products with market potential.</p>
8. Remarks	