

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Master the market trend of the jewellery industry
2. Code	JLZZDE408A
3. Range	This unit of competency is applicable in jewellery companies or worksites. Practitioners should be capable to conduct analysis independently according to the available information and can master the market trend of the jewellery industry. They should also be capable to apply such knowledge in jewellery design.
4. Level	4
5. Credit	3
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Know about the market information of the jewellery industry ♦ Capable to possess basic knowledge in marketing, such as:</p> <ul style="list-style-type: none"> • Understand changes in market demand and supply for jewellery • Understand the characteristics and needs of target customers as well as market segmentation • Understand where the marketing gap lies and the market positioning of the organization • Understand the rise and decline of various kinds of products in the jewellery market • Understand the product life cycle of the organization's product line • Understand consumer behaviour, such as: consuming pattern, consumer psychology, the process of decision making when purchasing jewellery • Master market research method for jewellery products

	<ul style="list-style-type: none"> • Understand the basic methods to obtain and analyze market information, and understand the content of market plans ◆ Capable to analyze market information and understand the changes and development trend of the jewellery market <p>6.2 Master the market trend of the jewellery industry and design products that can meet market demand</p> <ul style="list-style-type: none"> ◆ Design distinctive and creative jewellery products focusing on current and anticipated needs of target customers in according to the organization's established market positioning ◆ Help develop potential product line to replace the declining products in according to the anticipated market trend and the organization's product development directive
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to apply basic marketing knowledge in jewellery design and can understand the changes of the jewellery market and its development trend to design products that can meet market demand.</p>
8. Remarks	