

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Analyze the market trend of the jewellery industry
2. Code	JLZZDE502A
3. Range	This unit of competency is applicable in jewellery companies or worksites. Practitioners should be capable to collect relevant information on the jewellery market independently to make analysis on the market trend of the industry. They should also be capable to improve or create innovative design in accordance with the development trend of the market, and apply such knowledge in production to enhance competitiveness in the market.
4. Level	5
5. Credit	6
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand collecting and analyzing information on the jewellery market</p> <ul style="list-style-type: none"> ◆ Capable to know the different channels to collect information on the jewellery market, such as: <ul style="list-style-type: none"> • Consumer/Customer Survey • Focus Group • Market information • Statistical information relevant to the jewellery industry ◆ Capable to understand the analyzing tools for the market, such as: <ul style="list-style-type: none"> • Marketing Segmentation • Marketing Position Map • Scenario Building • Causal Analysis

	<p>6.2 Analyze the development trend of the jewellery market and apply such knowledge in design and production</p> <ul style="list-style-type: none"> ◆ Design and produce jewellery products aiming at current and new target consumers to meet consumers' needs according to the target marketing position and scenario building, so as to lead the market trend ◆ Help draw up design project proposals according to the information on market analysis
<p>7. Assessment Criteria</p>	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to collect relevant information on the jewellery market independently and make systematic analysis to forecast the market trend; master the development trend of the market; improve or create innovative design; and apply such knowledge in production to enhance competitiveness in the market.</p>
<p>8. Remarks</p>	<p>The credit value of this unit of competency is set on the presumption that the person concerned already possesses the ability to collect information on the jewellery market.</p>