

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Prepare proposals on jewellery design projects
2. Code	JLZZDE601A
3. Range	This unit of competency is applicable in jewellery companies or worksites. Practitioners should be capable to independently prepare proposals on jewellery design projects in report form to meet the organization's comprehensive strategies for commercial products.
4. Level	6
5. Credit	4
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Know about the reports on jewellery design projects ♦ Know about the content of the reports on jewellery design projects, such as:</p> <ul style="list-style-type: none"> • Target Customers • Market Segmentation and Positioning • Market Value • Selling points of the products • Capital and return • Product development and marketing schedule, etc. <p>6.2 Prepare proposals on jewellery design projects ♦ Make use of the information on market analysis to master the market and cultural trends, so as to identify target customers and market positioning as well as devise product development plans with market value and selling points</p> <p>♦ Capable to give detailed explanation on the analysis and proposals in report form, including: allocation of capital and other resources, return forecast, product development and marketing schedule, etc.</p>

	<ul style="list-style-type: none"> ◆ Capable to prepare project proposals in professional manner, so that the management level and investors can have correct understanding toward the development potential of the projects and make investment decision
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to independently prepare proposals on jewellery design projects, so that the management level and investors can clearly understand the development potential of the projects and can convince investors to invest in the projects.</p>
8. Remarks	<p>The credit value of this unit of competency is set on the presumption that the person concerned already possesses basic knowledge about jewellery design projects.</p>