

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Plan and design new jewellery brands
2. Code	JLZZDE701A
3. Range	This unit of competency is applicable in jewellery companies or worksites. Practitioners should be capable to plan and design new jewellery brands in accordance with the organization's overall objectives and business strategies.
4. Level	7
5. Credit	9
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Know about branding strategies and design of jewellery</p> <ul style="list-style-type: none"> ◆ Know about the established objectives and strategies of the organization, the current positioning of jewellery brands of the organization and its competitors, as well as market forecasts and cultural trends ◆ Master the skills of planning and designing new jewellery brands <p>6.2 Plan and design new jewellery brands</p> <ul style="list-style-type: none"> ◆ Establish the positioning of new jewellery brands in accordance with the organization's objectives and strategies, future markets and development of the trend; establish brand development strategies in accordance with the organization's product research and development plan ◆ Establish inter-related brand characteristics, design and publicity plans according to branding strategies and positioning ◆ Design products, packaging, advertisement, branding trademark and publicity plan, etc. according to branding strategies and positioning

	<ul style="list-style-type: none"> ◆ Employ Intellectual Property Ordinance to protect the brand's trademark and patent of design, etc.
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to plan and design new jewellery brands in accordance with the organization's overall objectives and business strategies, and capable to protect the brand's trademark and patent of design.</p>
8. Remarks	<p>The credit value of this unit of competency is set on t the presumption that the person concerned already possesses knowledge about the market trend of jewellery, and capable to develop new brands.</p>