

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Devise marketing plans for the procurement of jewellery products	
2. Code	JLZZLO403A	
3. Range	This unit of competency is applicable in jewellery outlets or worksites. Practitioners should be capable to analyze the trend of the local and export sales markets for jewellery products, to devise marketing plans for the procurement of jewellery products, and can effectively control inventory level.	
4. Level	4	
5. Credit	6	
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Know about the local and export sales markets for jewellery products</p> <p>◆ Know about the development trend of the jewellery market, such as:</p> <ul style="list-style-type: none"> • Best-selling products • Life style and cultural trend • Customers' consumption pattern • Know about the style of international jewellery brands • The development of the jewellery industry in different ages and periods <p>6.2 Devise marketing plans for the procurement of jewellery products</p> <p>◆ Capable to select the suitable supplier of jewellery products, such as:</p> <ul style="list-style-type: none"> • Assess the supplier's ability in supplying materials, as well as the price and quality of the materials • Develop assessment record • Compile a list of suppliers • Conduct regular evaluation and re-assessment 	

	<ul style="list-style-type: none"> ◆ Monitor internal inventory system, including: <ul style="list-style-type: none"> • Inventory period • Inventory level (see whether it is lower than the minimum inventory level) • Inventory utilization rate
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to analyze the trend of the local and export sales markets for jewellery products, and make meticulous analysis and assessment in accordance with the information on the supplier and internal inventory level to effectively devise marketing plans for the procurement of jewellery products; and</p> <p>(ii) Capable to effectively control the inventory level of the jewellery products for sale.</p>
8. Remarks	<p>The credit value of this unit of competency is set on the presumption that the person is capable to master the procurement skill of jewellery products and have extensive knowledge on gemstone products.</p> <p>This unit of competency is applicable to the managerial staff performing procurement duty in the jewellery industry.</p>