

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Understand the general situation of the jewellery market
2. Code	JLZZMK201A
3. Range	This unit of competency is applicable in workplaces relevant to the marketing of the jewellery industry. Practitioners should be capable to understand the general situation of the jewellery market and assist in the marketing of jewellery under instruction.
4. Level	2
5. Credit	3
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand general situation of the jewellery market</p> <ul style="list-style-type: none"> ◆ Know about the competitors in local jewellery market, such as: <ul style="list-style-type: none"> • Local brands • European and American brands • Mainland and South-east Asia manufacturers ◆ Know about the strengths of local jewellery market, such as: <ul style="list-style-type: none"> • Strong corporate leadership • The business hub of international jewellery • Abundant information on jewellery business • Diversified manpower resources • Good design ◆ Know about the weaknesses of local jewellery market, such as : <ul style="list-style-type: none"> • Slow response to the competition of increasingly short product cycle • Focus on the value of the materials of jewellery products and neglects product design

	<ul style="list-style-type: none"> • Neglects product development and the development of jewellery manufacturing techniques ◆ Know about the opportunities in local jewellery market, such as: <ul style="list-style-type: none"> • Spread trading districts and manufacture varied products to meet the needs of different customer groups • Jewellery can match with other products for sale ◆ Know about the challenges that the local jewellery market faces with, such as: <ul style="list-style-type: none"> • The throat-cutting competition posed by competitors • The European and American manufacturers setting up factories in the Pearl River Delta Region • The Pearl River Delta Region provides craftsmen to compete with Hong Kong ◆ Know about the latest development of local jewellery market, such as: <ul style="list-style-type: none"> • Computer-aided design • Computer-aided manufacturing • Rapid prototyping • Corporate resources scheme system • Cult-3D techniques in the marketing/promotion of products
6.2	<p>Assist in the promotion work of the jewellery market</p> <ul style="list-style-type: none"> ◆ Know about the general situation of the jewellery market, and know how to make preliminary analysis of market information under instruction, and assist in the marketing and promotion of the jewellery industry, including: <ul style="list-style-type: none"> • Jewellery distribution channels • Price variation

7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to know about the general situation of local jewellery market; and (ii) Capable to assist in the marketing and promotion of jewellery products under instruction.
8. Remarks	This unit of competency is applicable to general jewellery practitioners.