

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Formulate comprehensive marketing strategies
2. Code	JLZZMK601A
3. Range	This unit of competency is applicable in industry-related workplaces. Practitioners should be capable to analyze the entire jewellery market to develop systematic and innovative marketing strategies, so as to formulate effective comprehensive marketing strategies for the organization/enterprise to enhance the target markets' knowledge in the organization/enterprise and promote the sales of jewellery products for the organization/enterprise.
4. Level	6
5. Credit	9
6. Competency	<p align="center"><u>Performance Requirements</u></p> <p>6.1 Understand the entire operation of the marketing and sales system of the organization/enterprise</p> <ul style="list-style-type: none"> ◆ Know about the entire operation of the marketing and sales system of the organization/enterprise, and conduct elementary analysis on different markets to determine the marketing and sales methods <p>6.2 Formulate comprehensive marketing strategies</p> <ul style="list-style-type: none"> ◆ Formulate effective comprehensive marketing strategies, such as: <ul style="list-style-type: none"> • Capable to expand the market and attract new customers apart from identifying target customers • Use “Relationship Marketing” to maintain existing customers • Develop marketing portfolio <ul style="list-style-type: none"> ▸ Master marketing and sales tools, and formulate financial budgets • Know about the significance of exhibitions and determine the strategies of exhibitions held in markets inside/outside the territory

	<ul style="list-style-type: none"> • Assess marketing results <ul style="list-style-type: none"> ▸ Know about the results and information of all marketing plans, so as to analyze and develop future marketing strategies ◆ Develop and manage the entire marketing strategies to ensure they are in harmony and conduct assessment
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to formulate comprehensive marketing strategies for jewellery products according to the operational need of the organization/enterprise to effectively enhance the target markets' knowledge in the organization/enterprise as well as the popularity of the organization/enterprise to promote the sales of jewellery products.</p>
8. Remarks	<p>The credit value of this unit of competency is set on the presumption that the person concerned already possesses basic marketing knowledge.</p>