

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Formulate overall and long-term strategies for product research and development of jewellery
2. Code	JLZZRD605A
3. Range	This unit of competency is applicable in industry-related workplaces. Practitioners should be capable to formulate overall and long-term strategies for product research and development of jewellery, enabling the enterprise to breakthrough habitual practice and current limitations, so as to bring reform and development to the enterprise, thus maintaining its leading position in the industry.
4. Level	6
5. Credit	6
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Know about the importance of product research and development</p> <ul style="list-style-type: none"> ◆ Know about the importance of product research and development to organizational development <p>6.2 Formulate overall strategies for product research and development of jewellery</p> <ul style="list-style-type: none"> ◆ In accordance with the overall and long-term objectives and strategies of the company, review current product research and development strategy to see if it can meet the present and future development of the company ◆ Capable to fully master relevant studies and analytical methods, such as: <ul style="list-style-type: none"> • SWOT • Product life cycle • Market and product positioning • Market share and growth chart (Boston Consultancy Gp. Matrix) • User experience study

	<ul style="list-style-type: none"> • Opportunity and threats as well as market gap, etc. ◆ Capable to formulate product research and development strategies in different aspects according to the result of the evaluation and studies, including: <ul style="list-style-type: none"> • Direction • Goals and action plans
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <p>(i) Capable to understand the importance of product research and development to organizational development, and able to effectively formulate overall and long-term strategies for the research and development of jewellery in accordance with the development objectives of the organization under unforeseen circumstances; and</p> <p>(ii) Capable to lead the enterprise or the industry to make breakthroughs that carry profound impacts, thus bring about reform and development to the enterprise.</p>
8. Remarks	<p>The credit value of this unit of competency is set on the presumption that the person concerned already possesses knowledge on technical research of jewellery.</p>