

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Know about the basic knowledge of the jewellery market
2. Code	JLZZSA105A
3. Range	This unit of competency is applicable in jewellery outlets, design studios and jewellery worksites. Practitioners should be capable to know about the general situation of the jewellery market, so as to obtain relevant information. They should also be capable to apply such knowledge in job duties related to the sales, marketing, operation, design, product development and technical research of jewellery under supervision.
4. Level	1
5. Credit	3
6. Competency	<p align="center"><u>Performance Requirements</u></p> <p>6.1 Know about the jewellery market</p> <ul style="list-style-type: none"> ◆ Know about Hong Kong’s jewellery industry, including: <ul style="list-style-type: none"> • Its position, role and export value in the manufacturing industry • The number of jewellery manufacturing factories and the area of distribution • Types of products (metal jewellery, stone-setting jewellery and jade jewellery) • Distribution, demand and training of human resources ◆ Know about the major export markets of local jewellery, including: <ul style="list-style-type: none"> • The countries of major export markets • The demand for different patterns of jewellery in various export markets • The purchasing power and development potential of various export markets

	<ul style="list-style-type: none"> • The number of major overseas jewellery outlets, the area of distribution and sales products ◆ Know about the local market of Hong Kong jewellery, including: <ul style="list-style-type: none"> • The number of major local jewellery outlets, the area of distribution and sales products • The number of local jade markets, the area of distribution and sales products • The number of local artificial jewellery outlets, the area of distribution and sales products • The number of tourists visiting Hong Kong every year and their consumption figure in jewellery • Major and potential consumers (overseas tourists and Mainland travellers under the Individual Visit Scheme) <p>6.2 Understand the operation of the jewellery market</p> <ul style="list-style-type: none"> ◆ Capable to understand the operation of the jewellery market and perform duties relating to the sales and marketing of the industry
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to have a clear understanding of the general situation of the local jewellery market, and apply relevant data and information in job duties related to the sales, marketing, operation, design and product development and research of jewellery under supervision.</p>
8. Remarks	<p>This unit of competency is applicable to general jewellery practitioners.</p>