

**Specification of Competency Standards for the Jewellery Industry**  
**Unit of Competency**

1. Title	Employ basic knowledge of retail management
2. Code	JLZZSA202A
3. Range	This unit of competency is applicable in jewellery outlets. Practitioners should be capable to master the basic knowledge of retail management and apply such knowledge in the retailing work of the outlet.
4. Level	2
5. Credit	6
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Understand basic concept of retail management</p> <ul style="list-style-type: none"> <li>◆ Know about business management skills in running a shop, including: <ul style="list-style-type: none"> <li>• Continual improvement in services, products and systems</li> <li>• Maintain good services and qualities</li> </ul> </li> <li>◆ Know about shop management skills, such as: preparation work before shop opens <ul style="list-style-type: none"> <li>• Softwares <ul style="list-style-type: none"> <li>▸ Staff should be friendly and wear a smiling face</li> <li>▸ Tidy and comfortable shopping environment</li> <li>▸ Products should be displayed in an attractive and tidy manner</li> <li>▸ Good storage management skills</li> </ul> </li> <li>• Hardwares <ul style="list-style-type: none"> <li>▸ Cashier</li> <li>▸ Product display facilities</li> <li>▸ Fire prevention and safety devices</li> </ul> </li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>◆ Know about basic financial management skills, such as: <ul style="list-style-type: none"> <li>• Utilization and management of resources</li> <li>• Proper allocation of resources</li> </ul> </li> <li>◆ Know about basic personnel management skills, such as: <ul style="list-style-type: none"> <li>• Recruitment and selection of talents</li> <li>• Training of talents</li> <li>• Planning, allocation and evaluation of work <ul style="list-style-type: none"> <li>▸ Allocate manpower according to customer flow</li> <li>▸ Allocate manpower according to their capabilities</li> <li>▸ Consider the proportion of full-time staff to part-time staff</li> <li>▸ Tie in with the delivery period of supplied products and the promotion period</li> <li>▸ Give encouragement to subordinate staff</li> </ul> </li> </ul> </li> <li>◆ Master information management skills, such as: <ul style="list-style-type: none"> <li>• Effective utilization of information</li> <li>• Resolve difficulties and make decisions by exchanging information</li> </ul> </li> </ul> <p>6.2 Perform retail management duty in the shop</p> <ul style="list-style-type: none"> <li>◆ Know about basic knowledge in retail management to assist the supervisor in performing retail management duty in the shop</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to master basic knowledge in retail management to assist the supervisor in performing retail management duty in the shop.</p>
8. Remarks	<p>This unit of competency is applicable to general jewellery practitioners.</p>