

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

1. Title	Capable to use simple English to handle business communication with customers
2. Code	JLZZSA203A
3. Range	This unit of competency is applicable in jewellery outlets or relevant workplaces. Practitioners should be capable to understand the basic English vocabularies of jewellery and general marketing terminology as well as capable to use simple English to handle business communication with customers.
4. Level	2
5. Credit	9
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Basic English vocabularies of jewellery and general marketing terminology</p> <ul style="list-style-type: none"> <li>◆ Know about the English names of jewellery products/parts, such as: <ul style="list-style-type: none"> <li>• Jewellery products</li> <li>• The peripheral products of jewellery</li> <li>• Jewellery parts</li> <li>• Jewellery manufacturing materials</li> <li>• Types of gemstones</li> <li>• Jewellery manufacturing techniques</li> <li>• The brand names of jewellery and their place of origin</li> </ul> </li> <li>◆ Know about the general marketing terminology of jewellery</li> </ul> <p>6.2 Use simple English to handle business communication with customers</p> <ul style="list-style-type: none"> <li>◆ Use simple English to communicate with customers: <ul style="list-style-type: none"> <li>• Greet customers</li> <li>• Explain prices to customers</li> <li>• Explain discounts, promotions and gifts to customers</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Introduce delivery service, return of goods, replacement of goods, warranty and maintenance services to customers</li> <li>• Help customers select jewellery products</li> <li>• Promote jewellery products</li> </ul>
7. Assessment Criteria	<p>The integrated outcome requirement of this unit of competency is:</p> <p>(i) Capable to understand the basic English vocabularies of jewellery and general marketing terminology, and capable to use simple English to handle business communication with customers.</p>
8. Remarks	<p>This unit of competency is applicable to general jewellery practitioners.</p>