

Specification of Competency Standards for the Jewellery Industry
Unit of Competency

1. Title	Assess sales status and formulate sales estimates
2. Code	JLZZSA501A
3. Range	This unit of competency is applicable in jewellery outlets. Practitioners should be capable to anticipate the achievable sales target within the specified timeframe to formulate sales estimates by assessing the factors affecting sales status.
4. Level	5
5. Credit	9
6. Competency	<p style="text-align: center;"><u>Performance Requirements</u></p> <p>6.1 Know about sales status and sales estimates</p> <ul style="list-style-type: none"> ◆ Know about the factors for consideration when assessing sales status, including: <ul style="list-style-type: none"> • The growth rate in sales <ul style="list-style-type: none"> ▸ The sales data of last year ▸ Previous sales data, such as that of two or five years ago ▸ The business turnover of the competitors • Organizational factors <ul style="list-style-type: none"> ▸ Marketing strategy ▸ Market survey ▸ Market share ▸ The number of outlets • Environmental factors <ul style="list-style-type: none"> ▸ The area of the outlet ▸ The maturity period of the outlet ▸ The number of business days • Influential factors <ul style="list-style-type: none"> ▸ The economic macroclimate (price fluctuation, consuming inclination, inflation/deflation) ▸ Special factors (weather/activities)

	<ul style="list-style-type: none"> ◆ Understand sales estimates, including: <ul style="list-style-type: none"> • It is a kind of management tool • Measure (it is a kind of operational index) • Control (provide information to the organization for improvement in allocation of resources) • Look ahead (let the organization know of future profit or loss if it adopts the anticipated operation mode) <p>6.2 Formulate sales estimates</p> <ul style="list-style-type: none"> ◆ Formulate sales estimates, including: <ul style="list-style-type: none"> • Check up on the organization’s previous business status • Take into account future market situation • Meet the organization’s operational principle/direction/strategy
7. Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> (i) Capable to make effective assessment of the sales status; and (ii) Capable to anticipate the achievable sales target within the specified timeframe to formulate sales estimates by assessing the factors affecting sales status.
8. Remarks	<p>This unit of competency is applicable to the person-in-charge, manager and the person responsible for inventory control in general jewellery outlet.</p>