

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

Functional Area - Sales □

Title	Show/display jewellery products
Code	108828L3
Range	This unit of competency is applicable to practitioners with job duties related to sales in general jewellery outlets/showrooms. Practitioners should be capable of mastering the skills for designing window display to effectively show/display precious/ornamental jewellery products independently, so as to achieve selling purposes.
Level	3
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Understand the functions of window display and the skills for designing various kinds of display</p> <ul style="list-style-type: none"> <li>• Know about product display <ul style="list-style-type: none"> <li>○ Strategies of the organization for promoting and displaying/ showing products</li> <li>○ Purposes of displaying products, such as increasing customer flow, promoting new products, stimulating consuming desires to facilitate transactions and thematic promotion</li> <li>○ Factors to consider when displaying products, including store image, store environment, store interior decoration, product characteristics, product type, seasonality, etc.</li> <li>○ Product display characteristics of competitors</li> <li>○ The use, characteristics and usage of various display tools, such as display racks and electronic photo frames</li> <li>○ Understand the legal requirements related to occupational safety and health</li> </ul> </li> <li>• Know about the functions of window display <ul style="list-style-type: none"> <li>○ Attract people's attention</li> <li>○ Stimulate consuming desires</li> <li>○ Bring visual enjoyment to consumers</li> <li>○ A variety of art and visual communication in the design of window display</li> <li>○ The demand for commodities</li> </ul> </li> <li>• Know about the skills, effects and techniques for designing various kinds of display <ul style="list-style-type: none"> <li>○ Highlight, scene, etc.</li> <li>○ Match commodities with the themes of window display</li> <li>○ The art of jewellery product arrangement</li> <li>○ Colour design</li> <li>○ Illumination</li> <li>○ Background decorations</li> </ul> </li> <li>• Know about various themes of window display <ul style="list-style-type: none"> <li>○ Commercialized</li> <li>○ Livelihood (seasonal, activities, etc.)</li> <li>○ Personalized</li> </ul> </li> </ul> <p>2. Show/Display precious/ ornamental jewellery</p> <ul style="list-style-type: none"> <li>• Master the entire process of jewellery display <ul style="list-style-type: none"> <li>○ Conceive design</li> <li>○ Draft design sketch (layout)</li> <li>○ 2-D/3-D computer design drawing</li> <li>○ Make 2-D/3-D models</li> <li>○ Collect materials/props</li> </ul> </li> </ul>

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	<ul style="list-style-type: none"> <li>○ Prepare display racks for ornaments</li> <li>○ Prepare body figure models</li> <li>○ Prepare metal/timber/cloth/fibre/rope/net</li> <li>○ Start production process</li> <li>• Strengthen the communication with the salespersons in the jewellery outlet and capable of giving appropriate instructions after making analysis and judgment, thus facilitating the preparation of the design sketch</li> <li>• Strengthen the communication with display designers, management and customers</li> <li>• Enhance the image of the organization and products through the design of the window display, so as to make a deep impression on customers of the organization</li> <li>• Effectively show/display precious/ornamental jewellery to attract customers</li> </ul> <p>3. Professionalism</p> <ul style="list-style-type: none"> <li>• Show/Display jewellery independently and effectively to attract customers and stimulate consuming desires, thereby increasing the sales of the jewellery outlets</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> <li>• Able to understand thoroughly the functions of window display and the skills for designing window display to effectively show/display precious/ornamental jewellery products in accordance with the image of the organization and consumer orientation so as to attract customers and achieve selling purposes; and</li> <li>• Regularly review the effectiveness of the jewellery display programme, check the status of the displayed products and replace the products as needed.</li> </ul>
Remark	