

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

Functional Area - Sales

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| Title               | Capable of using complicated English to handle business communication with customers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Code                | 108830L3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Range               | This unit of competency is applicable to practitioners working in jewellery outlets or relevant workplaces. Practitioners should be capable of understanding customers' requirements clearly and handling business communication with customers using complicated English, so as to perform relevant duties effectively.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Level               | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Credit              | 9                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Competency          | <p>Performance Requirements</p> <p>1. Know about the frequently used English in the jewellery industry</p> <ul style="list-style-type: none"> <li>• Know about the frequently used English in the jewellery industry, such as: <ul style="list-style-type: none"> <li>○ Export/import trading</li> <li>○ Wholesale and retail businesses</li> <li>○ Manufacturing and quality check</li> </ul> </li> <li>• Know about the English communication skills in the jewellery industry, such as: <ul style="list-style-type: none"> <li>○ English communication skills in office</li> <li>○ English communication skills in showroom</li> <li>○ English communication skills in service station</li> <li>○ Online real-time English communication skills</li> </ul> </li> </ul> <p>2. Capable of using complicated English to handle business communication with customers</p> <ul style="list-style-type: none"> <li>• Know how to communicate with customers in English skilfully, such as: <ul style="list-style-type: none"> <li>○ Handle export/import trading of jewellery products</li> <li>○ Handle wholesale and retail businesses of jewellery products (physical store/online store)</li> <li>○ Handle manufacturing and quality check of jewellery products</li> </ul> </li> </ul> <p>3. Professionalism</p> <ul style="list-style-type: none"> <li>• Use English to handle business communication with customers, so as to establish and maintain quality sales services</li> <li>• Ensure to provide customers with accurate English vocabulary and information on jewellery products</li> <li>• Maintain professional communication with customers and prevent any deceptive behaviours</li> </ul> |
| Assessment Criteria | <p>The integrated outcome requirement of this unit of competency is:</p> <ul style="list-style-type: none"> <li>• Be proficient at the frequently used English in the jewellery industry when handling export/import trading, wholesale and retail businesses as well as manufacturing and quality check; also capable of using fluent English to handle effective business communication with customers so as to understand thoroughly the requirements of customers and perform relevant duties effectively.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Remark              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |