

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

Functional Area - Logistics and Purchasing □

Title	Devise marketing plans for the procurement of jewellery products
Code	109001L4
Range	This unit of competency is applicable to managers responsible for duties related to operational management, logistics and procurement in the jewellery industry. Practitioners should be capable of making careful analysis and judgments. They should be able to analyze the trends of the local and export sales markets of jewellery products, devise marketing plans for the procurement of jewellery products, and effectively control the inventory level.
Level	4
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Know about the local and export sales markets of jewellery products</p> <ul style="list-style-type: none"> <li>• Know about the development trend of the jewellery market, such as: <ul style="list-style-type: none"> <li>○ Best-selling products</li> <li>○ Lifestyle and cultural trends</li> <li>○ Customers' consumption patterns</li> <li>○ Know about the styles of international jewellery brands</li> <li>○ Know about the styles of Chinese/local jewellery brands</li> <li>○ The development of the jewellery industry in different ages and periods</li> </ul> </li> </ul> <p>2. Devise marketing plans for the procurement of jewellery products</p> <ul style="list-style-type: none"> <li>• Select suitable suppliers of jewellery products, such as: <ul style="list-style-type: none"> <li>○ Assess suppliers' ability, including the lead time, quality, service and price</li> <li>○ Master the suppliers' detailed background and information for regular review and re-assessment</li> </ul> </li> <li>• Analyze the effectiveness of existing procurement procedures of the organization and make continuous improvements, such as the impact of existing procedures on the operation, supplier relationship management methods, procurement guidelines and application of electronic procurement systems</li> <li>• Integrate the ability of the suppliers and the internal needs of the organization to develop procurement guidelines, and ensure that all relevant staff understand the instructions and choose the appropriate procurement method</li> <li>• Monitor the internal inventory system, including: <ul style="list-style-type: none"> <li>○ Inventory period</li> <li>○ Inventory level (whether it is lower than the minimum inventory level)</li> <li>○ Inventory utilization rate</li> </ul> </li> </ul> <p>3. Professionalism</p> <ul style="list-style-type: none"> <li>• Maintain a good partnership with suppliers</li> <li>• Prevent any abuse or corrupt practices such as abusing or misappropriating the assets of the organization and theft</li> <li>• Finish processing the purchase orders for jewellery products/parts before the deadlines</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 analyze the trends of the local and export sales markets of jewellery products, and make meticulous analysis and assessment in accordance with the information on the suppliers and internal inventory level to effectively devise marketing plans for the procurement of jewellery products; and</li> </ul>

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	<ul style="list-style-type: none"><li>Effectively control the inventory level of the jewellery products for sale.</li></ul>
Remark	