

美容、美髮及化妝品業
二〇一〇年人力調查報告

2010 Manpower Survey Report
Beauty Care, Hairdressing & Cosmetics Industry

職業訓練局
美容美髮業訓練委員會

Beauty Care and Hairdressing Training Board
Vocational Training Council

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2010 年美容、美髮及化妝品業人力調查

報告摘要

人力調查

1. 美容美髮訓練委員會(本會)每兩年進行一次人力調查，以評估業內人力情況，瞭解人力需求及培訓需求。
2. 實地調查工作於 2010 年 2 月期間進行，調查數據以 2010 年 1 月 31 日作參考日。調查採用分層隨機抽樣法，從美容、美髮及化妝品業的 10 408 間登記商號中，選出 997 間作調查對象。
3. 997 間抽樣對象分佈於以下 6 個類別：
 - i) 學校(美容及美髮／化妝及美甲)；
 - ii) 美容院／健康中心及水療中心；
 - iii) 髮廊；
 - iv) 化妝產品批發及出入口公司；
 - v) 化妝產品零售公司；
 - vi) 美甲中心。
4. 整體實際填覆率為 96.8%，與 2007 年相若。

目的

5. 調查旨在收集業內最新的人力數據，評估人力需求及培訓需求，從而建議課程發展策略及業內職務訓練的方案。

限制

6. 礙於資源有限，調查只能以統計方法對業內公司進行抽樣，所衍生的統計誤差難以避免，可能影響調查結果的詮釋。

經濟前景

7. 受著由雷曼事件於 2008 年 9 月開始引發的環球金融海嘯的影響，香港本來正逐步上揚的經濟於 2009 年明顯放緩，09 年首三季的本地生產總值均錄得負增長，至第四季才稍為回升。

8. 歐美市場在次按問題及金融危機的陰影下表現疲弱，連帶香港的出口及轉口收益亦被受影響。唯香港市場並未受到次按的直接衝擊，再加上估計逾千億的熱錢仍然留駐香港，故香港整體經濟至今大致穩定。至 2010 年第一季度為止，本地生產總值更錄得 9.2% 的增長，較去年同期實質上升 8.2%。當中內部需求包括私人消費開支有 7.1% 的增長及政府消費開支 2.6% 的增長，本地固定資本增長更達 22.7%。受內部增長的驅使，勞工市場表現平穩，失業率維持在低位 (2010 年首季 4.4%)。

9. 然而，美元貶值，人民幣連翻升值，刺激香港通漲上升，2010 年首季綜合消費物價指數較去年同期上升 2.1%；再加上信貸利率長時間處於低水平，樓市在熱錢帶動下屢創新高，商戶及寫字樓的租金亦未受金融海嘯影響而作出下調，而近期物業價格亦直迫 1997 年的高峰水平，令各行業依然面對頗大幅度的加租壓力，當中個人服務業及相關類業者的營運壓力就更見嚴重。

10. 為應付租金上漲的壓力，利潤空間狹窄的中小型企業在收入下跌期間，必須減省其他成本開支以維持經營。另外，本地僱員的薪酬水平相對較其地方為高，令整體經營成本進一步增加。在種種不利營

商的因素下，尤其中小型公司的發展受到不少限制；加上面對行業之間的強勁競爭，本港的營商優勢會相對減弱。隨著最低工資問題進入立法程序，高度依賴密集勞動力的美容及美髮市場，將無可避免面對另一難關。

行業前景及對人力的影響

11. 雖然金融海嘯對本地經濟活動的衝擊並未如預期中長，惟期間在租金未見下調及消費力下跌的影響下，美容、美髮及化妝品行業的經營成本，行業發展及其人力需求亦相應出現變化及調整。

12. 在美容護理服務方面，提供醫學美容服務的機構發展迅速，採用各種光學、聲學、物理學、微電流和注射式等技術的美容儀器及相關美容療程漸漸成為市場主流，不斷吸納更多從事其他專業的專才(例如醫生、其他醫療護理人員及治療師等)加入美容行業，形成各種打著醫學美容中心／集團、美容院等稱號及以醫療人員運作的美容機構於近年大量湧現。這種中型規模為主的新興美容機構之產生，令美容從業人員的結構愈趨多元化。

13. 在美容零售方面，受惠於中央政府對內地市民來港自由行的政策持續開放，令來港的內地旅客數目節節上升。而美容護膚及化妝產品是內地旅客來港旅遊時的主要選購商品之一，帶動了美容零售業發展不斷增長，所聘用的僱員數目亦有顯著增加。為配合有關發展，僱主亦認為僱員應接受更多與顧客服務及語言能力有關的培訓。

14. 此外，隨著美容零售商店近年提供多元化的產品及種類供消費者選擇，本地消費者亦漸漸改變以往從美容院選購護膚用品的習慣，部份顧客亦轉移光顧美容零售商店選購。長遠來說，此變化亦會對美容院產品銷售的情況及提供美容院產品的批發／供應商之業務有所影響，而其人力需求同樣面對發展空間收窄的壓力。

15. 近年一些大型美容品牌在產品零售業務之外，亦大幅增加不同美容護理服務的業務比例。此類品牌的形象普遍予人較專業及更有質量保證的感覺，其業務擴展誠然為中小型美容院帶來一定的競爭壓力。為保持競爭力，中小型美容院必須為僱員提供更專業和更具質素保證的培訓及資格認定渠道，以提升消費者的信心。

16. 而美甲業的發展，仍是方興未艾及持續增長的新行業。不論是服務提供者及享用美甲服務的消費者均與日俱增，消費者亦將指甲及手足護理項目變成個人儀容及衛生的基本要求。就該行業的業務發展來看，其特色是店舖規模的要求一般較小，相對較容易自行創業，而在職的從業員或新入行人士以女性為主，年齡亦普遍較年青，故行業亦存在較大發展空間。該現象亦於是次人力調查的數據中作出反映，由於僱員總數的基數較小，雖只錄得 400 多人的增長，但增幅已接近 100%。

17. 在美髮業方面，行業面對的問題與美容護理及化妝品業略有不同。近年，本地髮廊不論屬大型連鎖企業或中小型商店的規模，均遇到人手不足的情況，主要原因是現時青少年認為這行業學藝年期較長，工作性質相對較其他行業辛苦，而收入並不算吸引，故大多數的新血不願意加入此行業或不願留在業內作長遠發展。隨著資深的髮廊從業員自然流失，而新入行者人數不足，髮廊人手緊張情況將越趨嚴重，即使本地美髮業的發展並未受金融危機直接影響，亦出現僱員人數萎縮的局面。

2010 年人力情況

18. 因應以往人力調查的經驗及行業的獨特性，統計處在制訂是次調查的抽樣方案時已作出更多改善，此有助提高其準確性。本會審閱過調查結果後，認為數據所得大致能反映調查期間整個美容、美髮及化妝品業的人力情況。

19. 是次調查結果中，六個行業類別於 2010 年 1 月共僱用 54 998 人，其中 47 591 人 (86.5%) 為美容、美髮及化妝品業的主要職能人員 (即技術僱員) [包括直接僱員 (44 914 人)、自由職人士 (1 282 人) 及兼職人士 (1 395 人)]，其餘 7 407 人 (13.5%) 為業內的非主要職能人員 (即非技術僱員)。與 2007 年的相關數據 87.3% 及 12.7% 比較，人力分佈情況相若。而 2007 年總技術僱員人數為 45 293 人，2010 年則錄得增加 2 298 人，兩年之間的增幅為 5.1%。

20. 各行業類別的僱員情況 (包括自由職及兼職僱員)、空缺數目及預測人力增長分別見表一及二。

表一：各行業類別僱員情況

行業類別	直接僱員	自由職人士	兼職人士
1. 學校 (美容 / 美髮及美甲 / 化妝)	575	19	114
2. 美容院 / 健康中心及水療中心	16 223	366	365
3. 髮廊	13 713	870	502
4. 零售產品公司	9 023	3	165
5. 批發及出入口產品公司	4 449	0	249
6. 美甲中心	931	24	0
	44 914	1 282	1 395

21. 與 2007 年調查相比，直接僱員人數有少量增加，上升 5.7% (+2 423 人)，而自由職人士則下降 10.5% (-152 人)，兼職人士數目則相若，增加 2% (+27 人)。

人力需求預測

22. 僱主預測，2011年1月時，本行業將會有46 763個職位(不包括自由職及兼職人士)，較2010年輕微減少13個職位。各行業類別機構當中，零售產品公司及髮廊分別減少121及15個職位；相反，批發及出入口產品公司及美容院／健康中心及水療中心則分別有78及45個新增職位。表二扼要2010年比對2011年人力預測的比較。

表二： 僱主預測2011年1月時各行業類別的僱員人數

行業類別	2010年 1月時 僱員人數 (a)	2010年 1月時 空缺數目 (b)	2010年 1月時直接 僱員人數 (a + b)	僱主預測 2011年 1月時的 人力數目	增/減 幅度 (%)
1. 學校	575	3	578	578	0%
2. 美容院／健康 中心及水療中心	16 223	822	17 045	17 090	0.3%
3. 髮廊	13 713	632	14 345	14 330	-0.1%
4. 批發及出入口產 品公司	4 449	39	4 488	4 566	1.7%
5. 零售產品公司	9 023	257	9 280	9 159	-1.3%
6. 美甲中心	931	109	1 040	1 040	0%
	44 914	1 862	46 776	46 763	0%

23. 考慮各種因素，本會採用「調節過濾」人力預測方法(Adaptive Filtering Method)，推算出2010至2015年間每年平均僱員數目的增長情況。除人力需求預測外，本會亦必須考慮僱員流失率的狀況。根據以上資料，美容、美髮及化妝品業的每年平均額外培訓的僱員數目如下：

**2010 至 2015 年間
各行業類別每年平均額外培訓的僱員數目**

行業類別	2010 年 流失率	每年平均 增長	每年額外 培訓人數
1. 學校(美容／美髮及美甲／化妝)	0%	5.2%	41
2. 美容院／健康中心及水療中心	4.4%	1.0%	988
3. 髮廊	17.3%	-2.2%	2 246
4. 零售產品公司	5.2%	0.7%	286
5. 批發及出入口產品公司	4.5%	4.8%	979
6. 美甲中心	0.2%	13.5%	190
總數：			4 730

24. 按上述推算，本行業未來五年所需的額外培訓人數大部份屬髮廊為主(佔整體數目的 47.5%)，其次為美容院／健康中心及水療中心(20.9%)、批發及出入口產品公司(20.7%)等。

25. 不過，在考慮培訓資源分配時，亦需同時考慮教育政策的改變，例如「三三四」學制的施行，不但會推遲青少年的入行年齡，亦有可能影響其職業取向，進一步影響行業吸納青少年入行。

僱員宜有及現有教育程度

26. 由於 2010 年人力調查中對僱員宜有教育程度的分類作出調整，與 2007 年有所不同，故不能直接比較。但綜觀整體環境，在業內人力需求大增及面對招聘困難的情況下，部份僱主對直接僱員的教育程度的要求有放寬的趨勢，例如，僱主要求僱員需有中四及中五教育程度下降至 45.3%，相反中三或以下程度卻上升至 20.6%。

僱員宜有及現有工作經驗

27. 是次調查結果與 2007 年十分接近，大部份工作經驗分類情況跟上次調查相若，唯擁有十年以上的相關工作經驗的直接僱員數目由 23.9% 減至 17.7%，此人手流失的情況於美容師及髮型師工種尤其明顯。與教育程度比較，僱主認為僱員的技能水平及其相關工作經驗相對較為重要。

宜有及現有職業資格

28. 有關僱員的職業資格，調查結果亦與 2007 年近似，大部份僱主都認為僱員應持有國際性課程證書的職業資格。此反映僱主認為國際性課程證書的質素較有保證。

僱員須接受的技能培訓範疇

29. 大部份僱主認為僱員應在未來 12 個月內應接受不同的管理技巧、通用技能及語文培訓。於這三類培訓範疇中，僱主認為僱員應接受顧客服務技巧佔最多，其次依次序為英語會話、銷售及市場推廣技巧、普通話及店舖營運技巧等。

招聘困難

30. 共有 2 897 間機構正進行招聘。當中 1 483 間 (51.2%) 機構表示在招聘人事方面遇上困難，而其中髮廊的情況較為嚴重，其次為美容院／健康中心及水療中心。招聘困難的主要原因是求職者對其職位的服務條件／薪酬要求過高，及市場缺乏具相關經驗的求職者。

離職人數及僱員流失率

31. 調查顯示，僱主報稱在過去 12 個月離職的僱員有 8 616 人(相當於職位總數的 18.1%)。就各行業類別中，髮廊的離職人數最多，共有 4 090 人(47.5%)，其次為美容院／健康中心及水療中心，有 2 108 人(24.5%)及零售產品公司則有 1 478 人(17.2%)。而同時聘用了 7 598 人，當中具備與美容及美髮相關經驗的有 4 435 人。換言之，具經驗的僱員流失數目為 4 181 人，佔 2010 年的技術僱員總數(連同職位空缺共 49 453 人) 的 8.5%。

建議

32. 根據調查結果，本會預計需額外培訓 4 730 名人手，而大部份屬於髮廊類別，其次為美容院、健康中心及水療中心及批發及出入口產品公司。長遠來說，行業未來發展需要培訓新血，同時挽留人才，相信訓練人數亦需要相應增加。唯以上額外訓練人數為參考數據，業界在考慮培訓資源分配時，亦需同時考慮實際人力情況。

33. 整體而言，雖然香港經濟發展已漸漸回復增長，但受著租金高企，物價上漲的壓力，以及外圍因素影響的情況下，預計美容、美髮及化妝品業的發展仍會有一段整合期，經營者仍需抱審慎態度發展業務。

34. 業界在過渡整合期的時刻，本會建議：

- 業界應鼓勵僱員及中小企業僱主接受各種培訓，加強裝備，提高生產及競爭力，應付未來的新挑戰與機遇；
- 業界可考慮為前線員工提供下列訓練：包括(i)與顧客服

務、銷售及市場推廣技巧有關的課程，有助提升行業的服務質素及顧客滿意程度；(ii)語文課程(如普通話及英語會話)，協助改善與顧客溝通技巧；而對年資較深的技術員工，應提供與管理相關的課程等，有助企業提升管理及營運能力，亦能為員工晉升時提供相關的訓練；

- 培訓機構提供的職前培訓亦應加強學員對行業的認識，提升其職業心態，聯繫經營者提供實習機會，讓學員於入行前充分了解其職務及行業特色，可更有效防止人才流失；
- 提高業內僱員對終身學習的重要性的意識，隨著資歷架構的發展，美髮業及美容業的能力標準說明亦已陸續推出，僱主應按員工的職業能力及職務需要，鼓勵僱員持續進修，幫助他們保持競爭力，從而對美容、美髮及化妝品業提供更多貢獻；
- 政府可考慮分配更多資源培訓美容、美髮及化妝品業從業員，特別是一般缺乏資源提供培訓的中小型公司；
- 業界及企業可考慮重整其業務形式及其人力資源分配以配合大環境的轉變，例如：具規模的公司可考慮為僱員提供更廣泛及深層次培訓，就早前面對人手短缺問題而未能拓展該業務做好準備並保持優質顧客服務的質素。而中型規模的公司可考慮透過與業界不同的合作尋找更多商機，發展其業務。至於小型公司可考慮重整其人力資源或與較大規模的公司合併或加入為僱員，減低支出並增強收入。

第一章

調查範圍及方法

(一) 美容美髮訓練委員會

訓練委員會

1.1 VTC 轄下的美容美髮訓練委員會(前名美容護理訓練委員會)於 2001 年成立，負責確定及評估業內的人力情況及訓練需求，並就發展訓練設施，向 VTC、僱主及教育／訓練機構提供建議，以應付業內的人力需求。本會委員職權範圍及名單見附錄 1-2。

人力調查工作小組

1.2 訓練委員會轄下成立了工作小組，在政府統計處協助下，統籌及指導人力調查的調查表設計，抽樣、資料分析及匯報。工作小組成員名單見附錄 3。

1.3 本會曾於 2003、2005 及 2007 年分別進行美容、美髮及化妝品業人力調查。在政府統計處協助下，第四次人力調查於 2010 年 2 月期間進行。目的如下：

- i) 評估美容、美髮及化妝品業主要職務的人力及訓練需求；
- ii) 預測業內人力增長；及
- iii) 就業內培訓需要提供建議。

(二) 調查範圍及方法

調查範圍

1.4 由於近年業界的人力資源類別架構沒有明顯的改變，故是次調查沿用 2007 年調查的分類，其中包括業內六個行業類別的主要職務。六個類別列表如下：

- i) 學校(美容及美髮／化妝及美甲)；
- ii) 美容院／健康中心及水療中心；
- iii) 髮廊；
- iv) 化妝產品批發及出入口公司；
- v) 化妝產品零售公司；
- vi) 美甲中心；

1.5 上述六個類別的資料主要來自政府統計處於 2009 年 11 月更新的業內註冊機構為依據。根據統計處其註冊機構的資料庫內，相關行業分類如下：

- i) 類別 1：美容服務
- ii) 類別 2：理髮服務
- iii) 類別 3：化妝品及香水批發及出入口貿易；
- iv) 類別 4：化妝品零售
- v) 類別 5：體育機構
- vi) 類別 6：學校
- vii) 類別 7：結婚攝影機構
- viii) 類別 8：影視娛樂事業機構

1.6 調查採用分層隨機抽樣方法，在 10 408 間機構中，分別選出 997 間作為調查對象，詳情如下：

	類別	選取機構數目
1.	美容服務	313
2.	理髮服務	346
3.	化妝品及香水批發及出入口貿易	89
4.	化妝品零售	92
5.	體育機構	11
6.	學校	92
7.	結婚攝影機構	46
8.	影視娛樂事業機構	8
	總計	997

1.7 為了更清晰反映業內教學人員的人力情況，於學校類別的調查範圍亦包括私人營辦的培訓機構／學校及非牟利培訓機構。

調查方法

1.8 是次調查旨在蒐集本業人力及訓練情況資料。997 間獲選的調查機構須填寫一份有關本業人力及訓練需求的調查表(見附錄四)。政府統計處其後派員到訪各選定機構，收集填妥的調查表於有需要時並協助僱主填報。

1.9 調查要求僱主根據員工實際負責的工作，而非機構所採用的職稱分類填報。本會已特別向調查人員講解各種職務的性質。收集的調查表均經過複核，必要時亦會與填覆機構核實。調查所得資料以統計方法倍大，以反映本業的整體人力情況。

調查反應分析

1.10 997 間抽樣機構中，只有 25 間拒絕填覆調查表，757 間提供所需資料；其餘未有填覆的 215 間機構已結業、搬遷、無法聯絡或不再從事有關行業。實際填覆率為 96.8%。

限制

1.11 礙於資源有限，調查只能以統計方法對業內公司進行抽樣，所衍生的統計誤差難以避免，可能影響調查結果的詮釋。

第二章

調查結果

(一) 2010 年人力情況

調查對象

2.1 是次調查包括業內六個類別的美容、美髮及化妝品業從業員：

- i) 學校(美容及美髮／化妝及美甲)；
- ii) 美容院／健康中心及水療中心；
- iii) 髮廊；
- iv) 批發及出入口產品公司；
- v) 零售產品公司；
- vi) 美甲中心

人力總數

2.2 是次人力調查結果中，六個行業類別於 2010 年 1 月共僱用 **54 998** 人，其中 **47 591** 人(**86.5%**)為美容、美髮及化妝品業的主要職能人員(即技術僱員)[包括直接僱員(44 914 人)、自由職人士(1 282 人)及兼職人士(1 395 人)]，其餘 **7 407** 人(**13.5%**)為業內的非主要職能人員(即非技術僱員)。與 2007 年的相關數據 87.3%及 12.7%比較，人力分佈情況相若。而 2007 年的總技術僱員人數為 45 293 人，是次調查錄得增加了 2 298 人，兩年之間的增幅為 5.1%。

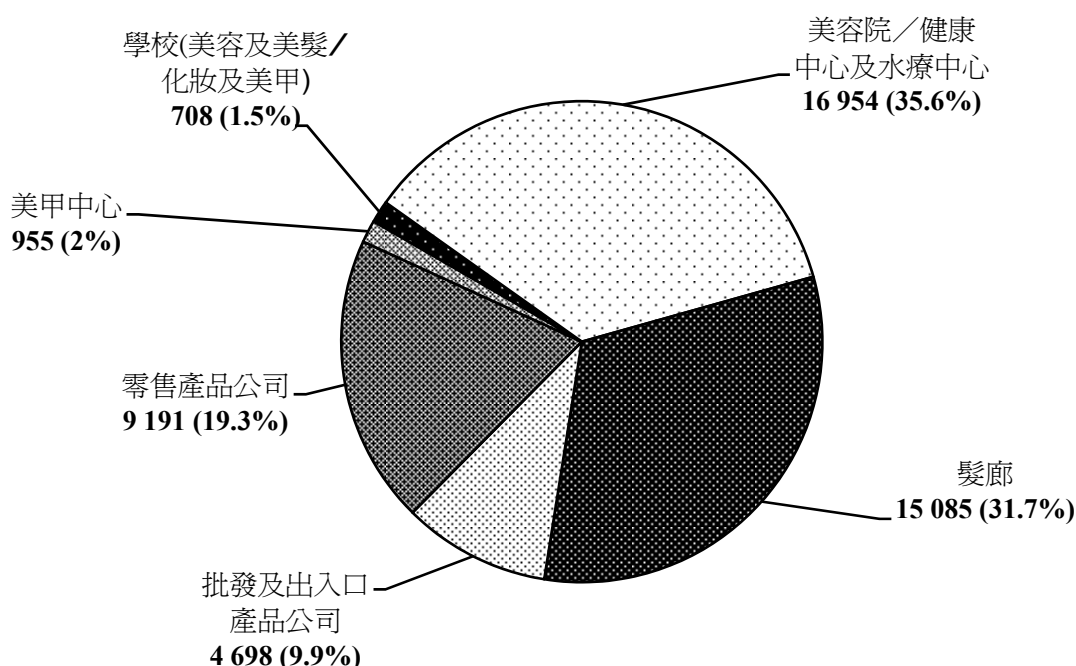
2.3 與 2007 年相同，是次調查內容的所有分析不涉及擔任一般的行政、會計及其他輔助工作的非技術僱員。此外，因行業有其獨特性，

於人力調查報告中所提及的僱員人數將包括直接僱員、自由職及兼職人士的數目，此有助全面反映整個行業人力情況的全貌。

人力分佈情況

2.4 調查顯示，僱員人數最多的機構類別為美容院／健康中心及水療中心（共 16 954 人，佔總數 35.6%），其次類別依次序為髮廊（15 085 人，佔總數 31.7%）；零售產品公司（9 191 人，佔總數 19.3%）；批發及出入口產品公司（4 698 人，佔總數 9.9%）；美甲中心（955 人，佔總數 2%）；以及學校¹（美容及美髮／化妝及美甲）（708 人，佔總數 1.5%）。各類別的僱員人數的分佈情況見圖一；詳細人力統計數字見第五章表一。

圖一：各行業類別僱員人數的分佈情況
(直接僱員、自由職及兼職人士)
總數：47 591

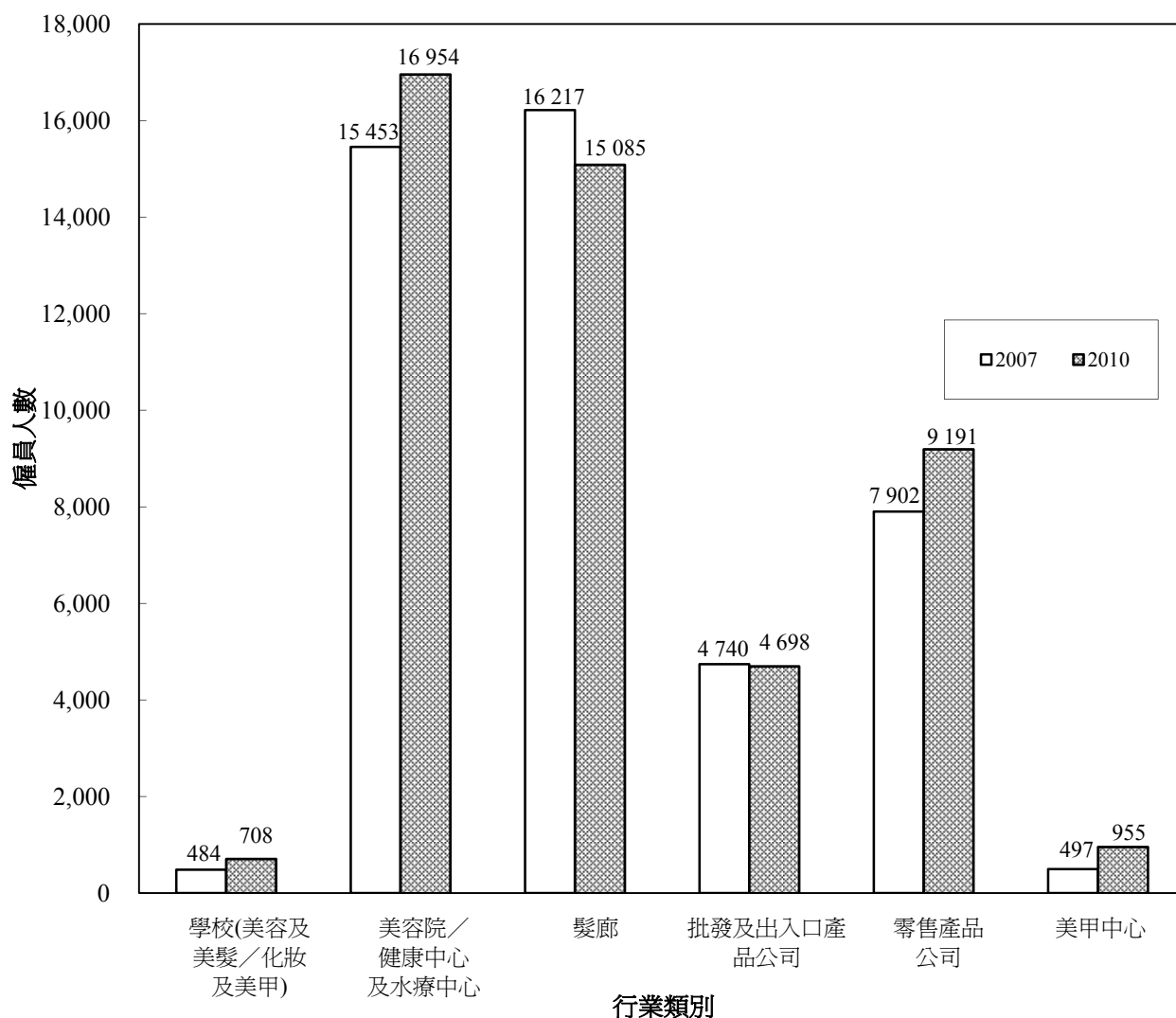


2.5 與 2007 年調查相比，美甲中心的僱員人數錄得最高增幅，增加 458 人(+92.2%)；其次為學校，增加 224 人(+46.2%)；零售產品公

¹有關學校類別的調查涵蓋範圍，包括私人營辦培訓機構／學校及非牟利培訓機構。

司增加 1 289 人(+16.3%)；美容院、健康中心及水療中心則增加 1 501 人(+9.7%)。相反，髮廊卻錄得最大減幅，減少 1 132 人(-7%)；批發及出入口產品公司減少 42 人(-0.9%)。各類別僱員人數的增長見圖二。詳細 2007 年及 2010 年人力統計數字的比較見第五章表二。

圖二：2007 年及 2010 年各行業類別
僱員人數的分佈情況



2.6 各行業類別的僱員情況(包括自由職及兼職僱員)見表一。

表一：各行業類別僱員情況

行業類別	直接僱員	自由職人士	兼職人士
1. 學校(美容／美髮及美甲／化妝)	575	19	114
2. 美容院／健康中心及水療中心	16 223	366	365
3. 髮廊	13 713	870	502
4. 零售產品公司	9 023	3	165
5. 批發及出入口產品公司	4 449	0	249
6. 美甲中心	931	24	0
	44 914	1 282	1 395

2.7 與 2007 年調查相比，直接僱員人數有少量增加，上升 5.7%(+2 423 人)，而自由職人士則下降 10.5%(-152 人)，兼職人士數目則相若，增加 2%(+27 人)。

2.8 就各行業類別的人力調查數據與 2007 年作比較，學校及美容院／健康中心及水療中心的直接僱員人數顯著上升，分別相差 205 人(+55.4%)及 1 488 人(+10.1%)；此外，零售產品公司的直接僱員人數亦有明顯升幅。相反，髮廊無論於直接僱員、自由職人士及兼職人士人數方面，均有顯著下降，減幅分別為 832 人(-5.7%)、186 人(-17.6%)及 114 人(-18.5%)。

2.9 調查亦顯示，2010 年有 1 282 自由職人士。與 2007 年比較，自由職人士整體錄得減少了 152 人，其中最明顯減幅來自佔最多自由職人士的髮廊類別，其次減幅則為學校。而最大增幅則來自美容院／健康中心及水療中心。

2.10 而在兼職人士方面，2010 年有 1 395 人。與 2007 年調查相比，整體錄得增加了 27 人，其中最大增幅來自批發及出入口產品公司，其

次則為學校。在個別類別中，雖以髮廊佔兼職人士最多人數，但其減幅亦最為明顯；其次減幅為美容院／健康中心及水療中心。

2.11 在各行業類別的主要職務中，較多的僱員人數摘要如下：

職稱	僱員人數*			
	2007年		2010年	
1. 高級美容師及美容師	9 689	(21.4%) [#]	10 543	(22.2%) [#]
2. 高級髮型師及髮型師	9 328	(20.6%) [#]	8 950	(18.8%) [#]
3. 美容顧問(櫃位)及髮型護理顧問	5 487	(12.1%) [#]	6 843	(14.4%) [#]
4. 髮型助理	5 777	(12.8%) [#]	4 844	(10.2%) [#]
5. 營業代表	1 914	(4.2%) [#]	1 563	(3.2%) [#]
6. 按摩及身體護理師	964	(2.1%) [#]	1 186	(2.5%) [#]
	33 159	(73.2%)[#]	33 929	(71.3%)[#]
	(總僱員人數)	(45 293)	(100%)	(47 591)
			(100%)	

* 包括直接僱員、兼職及自由身人士

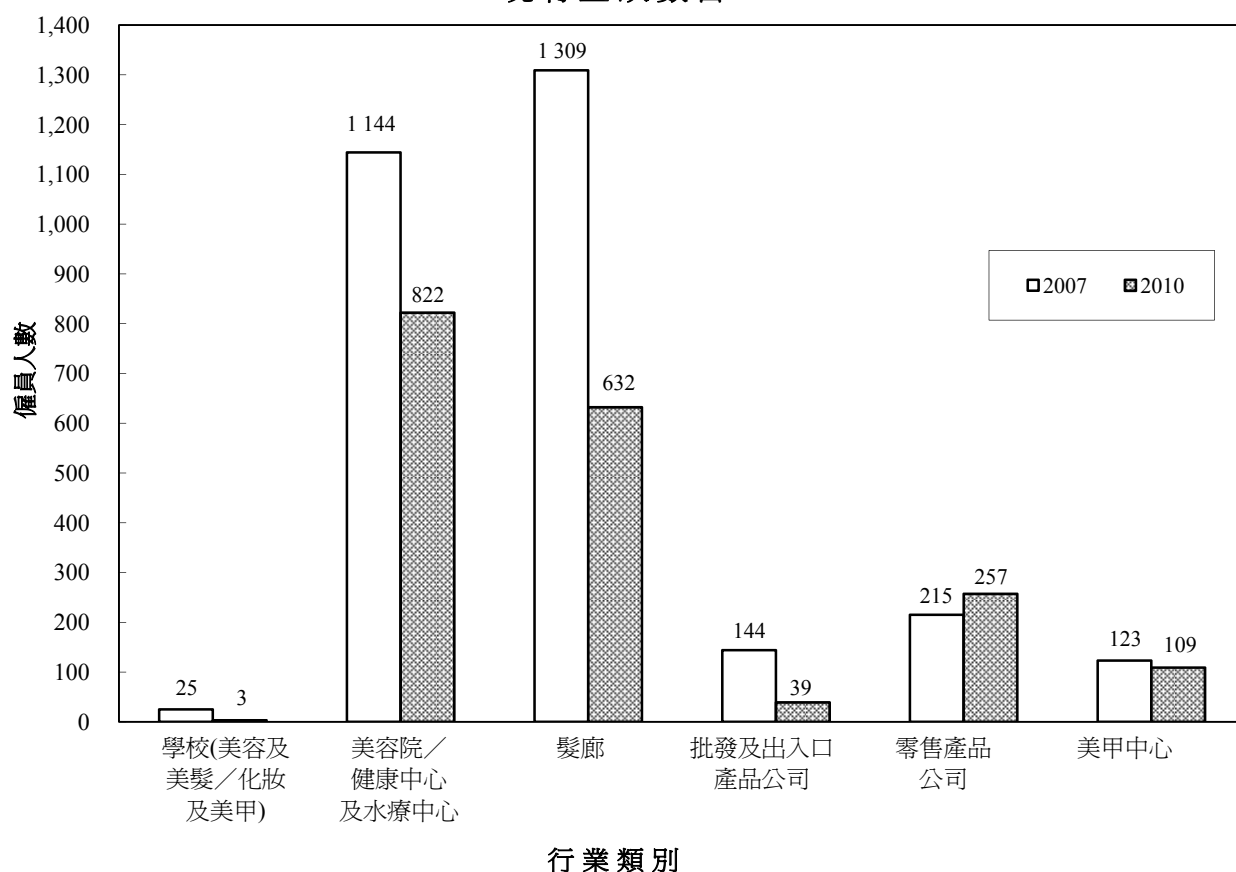
佔僱員總數的百份比

2.12 上述主要職務佔僱員總數百份比分佈與 2007 年調查相若，各主要職務的人力情況分別出現不同程度的增減。最高升幅為美容顧問(櫃位)及髮型護理顧問，與上一次的調查比較，增幅為 24.7%(+1 356 人)；其次為按摩及身體護理師，增幅為 23%(+222 人)。相反，減幅最大的為營業代表，減幅為 18.3%(-351 人)，其次為髮型助理，減幅為 16.1%(-933 人)；事實上，髮型助理亦是大部份髮廊反映最難招聘的職位之一。

現有職位空缺數目

2.13 調查期間，僱主報稱本業有 1 862 個空缺，佔 46 776 個現有職位數目(包括直接僱員及空缺數目)的 4%。與 2007 年調查相比，空缺數目錄得減少了 1 098 個。在各行業類別中，美容院／健康中心及水療中心佔最多空缺，有 822 個。其次是髮廊，有 632 個。2007 年及 2010 年各類別的現有空缺數目則載於圖三。

圖三：2007 年及 2010 年各行業類別
現有空缺數目



*佔同類機構職位數目為 46 776 人(包括直接僱員及空缺數目)的百份率。

2.14 主要職務的空缺數目亦表列如下：

職稱	空缺數目	佔空缺數目的百份率
1. 髮型助理	399	21.4%
2. 美容師	332	17.8%
3. 美容顧問(櫃位)	204	11.0%
4. 髮型師	190	10.2%
5. 美容師助理	138	7.4%
6. 按摩及身體護理師	103	5.6%
合共	1 366	73.4%
總空缺數目	(1 862)	(100%)

現有受訓者人數

2.15 六個行業分類的機構共有 56 受訓者，主要分佈於兩個類別：美容院／健康中心及水療中心(31 人)及髮廊(25 人)。與 2007 年相比，受訓者數目錄得減少了 83 人。

(二) 預測人力需求

僱主預測 2011 年 1 月時的人力需求

2.16 僱主預測，2011 年 1 月時，本行業將會有 46 763 個職位(不包括自由職及兼職人士)，較 2010 年輕微減少 13 個職位。各行業類別機構當中，零售產品公司及髮廊分別減少 121 及 15 個職位；相反，批發及出入口產品公司及美容院／健康中心及水療中心則分別有 78 及 45 個新增職位。表二扼要 2010 年比對 2011 年人力預測的比較。

表二： 僱主預測 2011 年 1 月時各行業類別的僱員人數

行業類別	2010 年 1 月時 僱員人數 (a)	2010 年 1 月時 空缺數目 (b)	2010 年 1 月時直接 僱員人數 (a + b)	僱主預測 2011 年 1 月時的 人力數目	增／減 幅度(%)
1. 學校	575	3	578	578	0%
2. 美容院／健康 中心及水療中心	16 223	822	17 045	17 090	0.3%
3. 髮廊	13 713	632	14 345	14 330	-0.1%
4. 批發及出入口 產品公司	4 449	39	4 488	4 566	1.7%
5. 零售產品公司	9 023	257	9 280	9 159	-1.3%
6. 美甲中心	931	109	1 040	1 040	0%
	44 914	1 862	46 776	46 763	0%

2.17 職位數目較大變化的主要職務分佈情況摘要如下：

職稱	職位增／減數目
髮型師	+68
髮型助理	-70
營業／市場主任	+65
美容顧問(櫃位)	-96

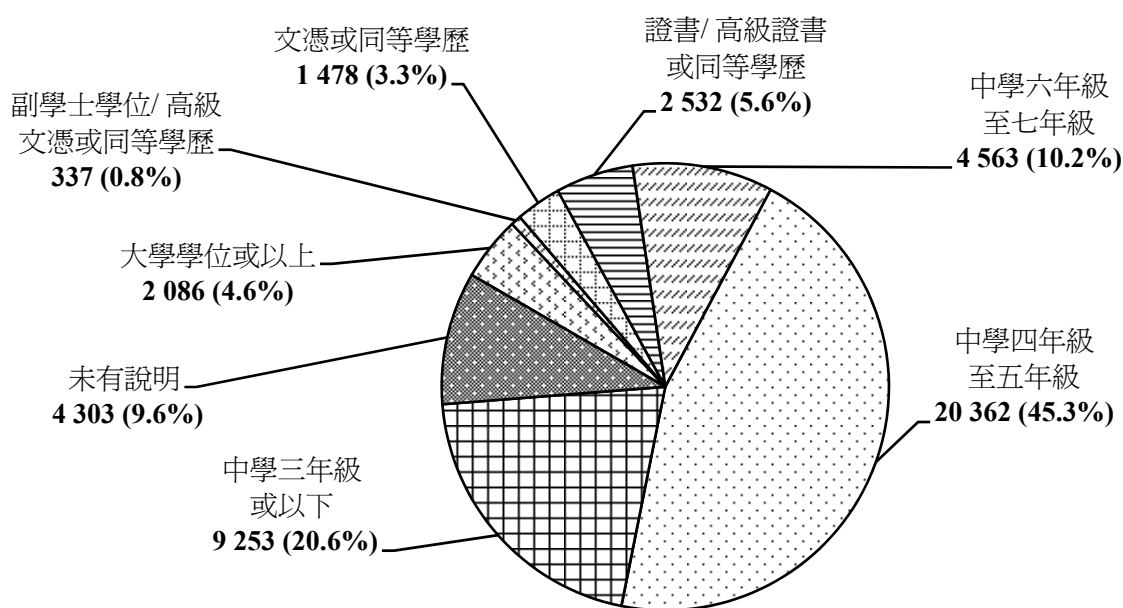
(三) 招聘要求

僱員宜有教育程度

2.18 調查顯示，僱主期望 45.3% 直接僱員應能擁有中四至中五教育程度，20.6% 需有中三或以下，及 10.2% 需有中六至中七的學歷。僱主對僱員的宜有教育程度分佈情況見圖四(a)；詳細人力統計數字見第五章表三(a)。

2.19 由於 2010 年人力調查中對僱員宜有教育程度的分類作出調整，與 2007 年有所不同，故不能直接比較。但綜觀整體環境，在業內人力需求大增及面對招聘困難的情況下，部份僱主對直接僱員的教育程度的要求有放寬的趨勢。於 2007 年僱主認為，68.5% 的直接僱員宜有教育程度需有中四及中五程度，中三或以下程度的只有 11.3%；但於 2010 年，需有中四及中五程度的下降至 45.3%，中三或以下程度的卻上升至 20.6%。

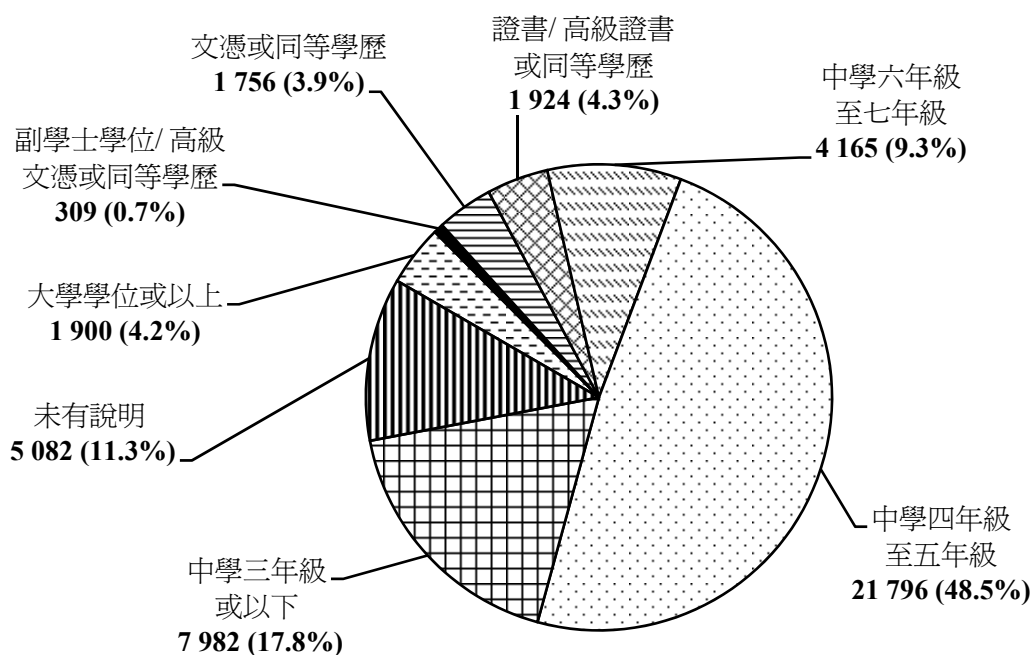
圖四 a：2010 年僱員宜有教育程度的分佈情況



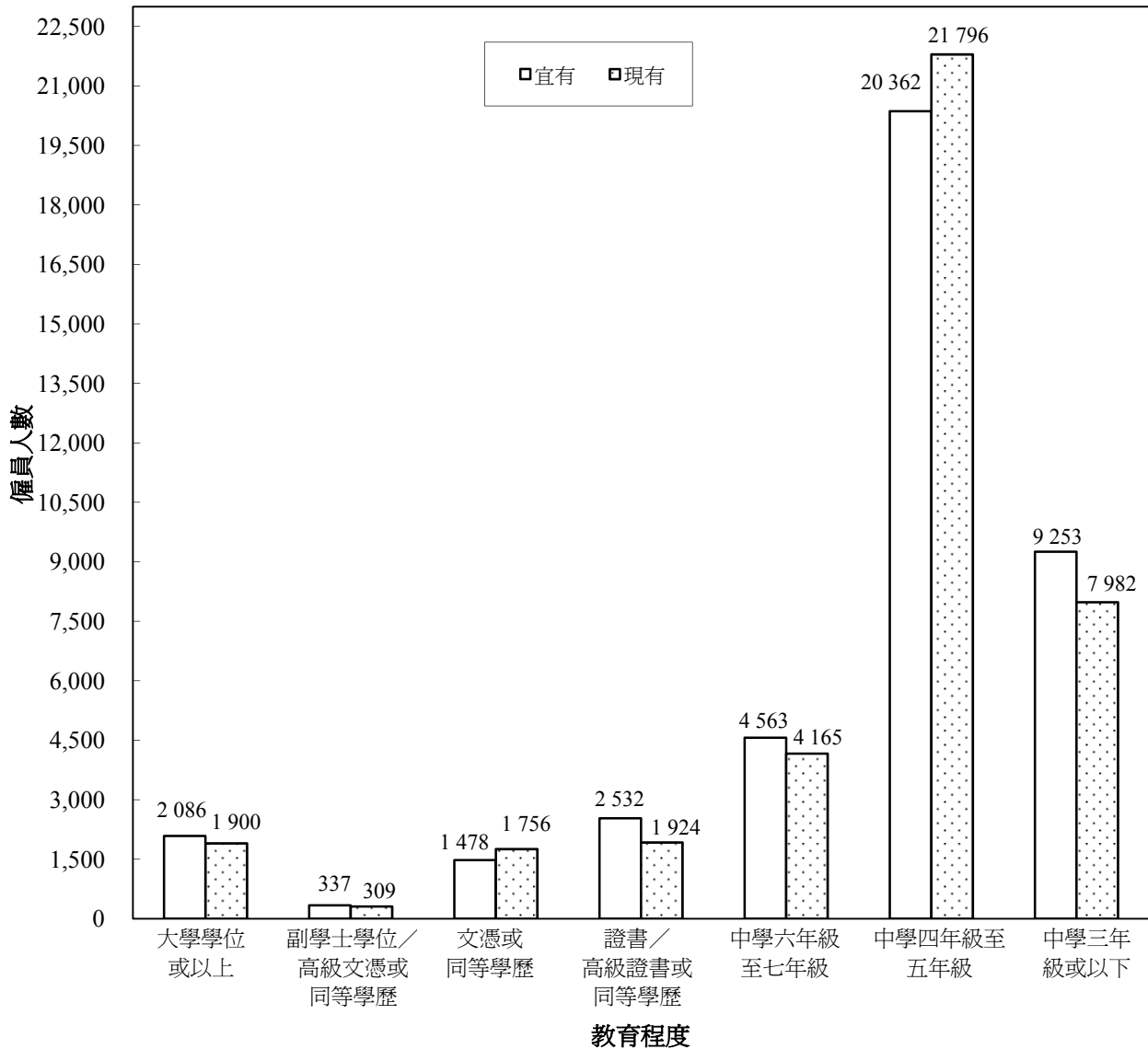
僱員現有教育程度

2.20 與僱員宜有教育程度相同，其分類於 2010 年人力調查報告中有所調整，故未能直接比較。但從整體情況以言，其中兩大分類包括中學三年級或以下以及副學士學位／高級文憑或同等學歷或以上，其佔整體直接僱員人數的百份率則跟 2007 年相若。變化較大的是具中四及中五程度的人數由 65.5%下降至 48.5%；中六、中七、證書／高級證書或同等學歷及文憑或同等學歷的總人數則由 6.4%上升至 17.5%。詳細人力統計數字見第五章表三(b)。

圖四b：2010年僱員現有教育程度的分佈情況



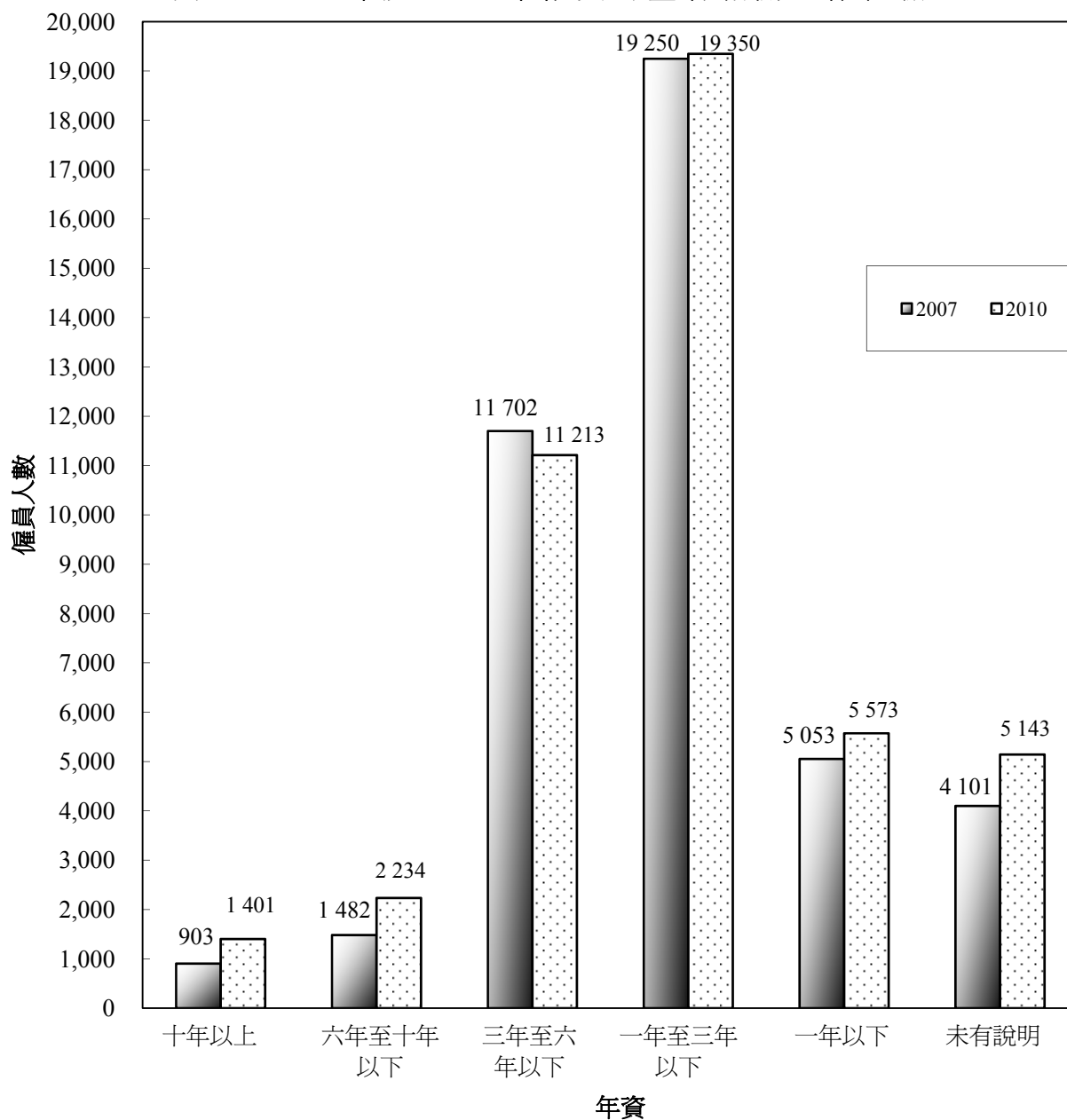
圖五： 2010年各行業類別僱員的宜有及現有教育程度



僱員宜有的相關工作經驗

2.21 調查表示，43%的直接僱員在不同行業類別需要擁有一年至三年的相關工作經驗；而25%的僱員亦擁有三年至六年的相關工作經驗；跟2007年分別45.3%及27.5%比較，情況相若。詳細人力統計數字見第五章表四(a)。

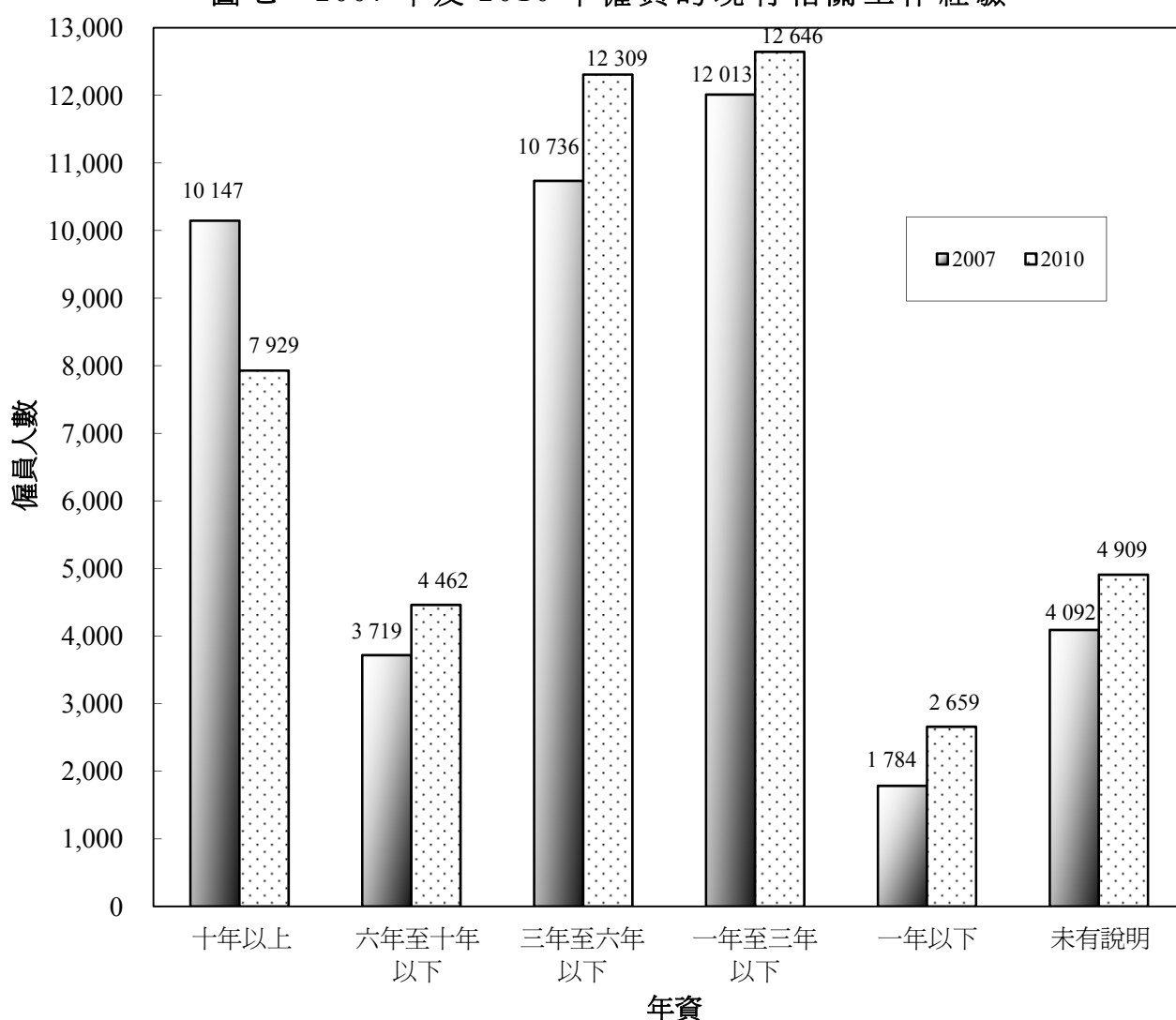
圖六：2007年及2010年僱員的宜有相關工作經驗



僱員現有的相關工作經驗

2.22 只有 28.2%的直接僱員在不同行業類別需要擁有一年至三年的相關工作經驗，與 2007 年調查結果 28.3%十分接近。而其他工作經驗分類情況亦跟上次調查相若，唯擁有十年以上的相關工作經驗的直接僱員數目由 23.9%減至 17.7%，此人手流失的情況於美容師及髮型師工種尤其明顯。詳細人力統計數字見第五章表四(b)。

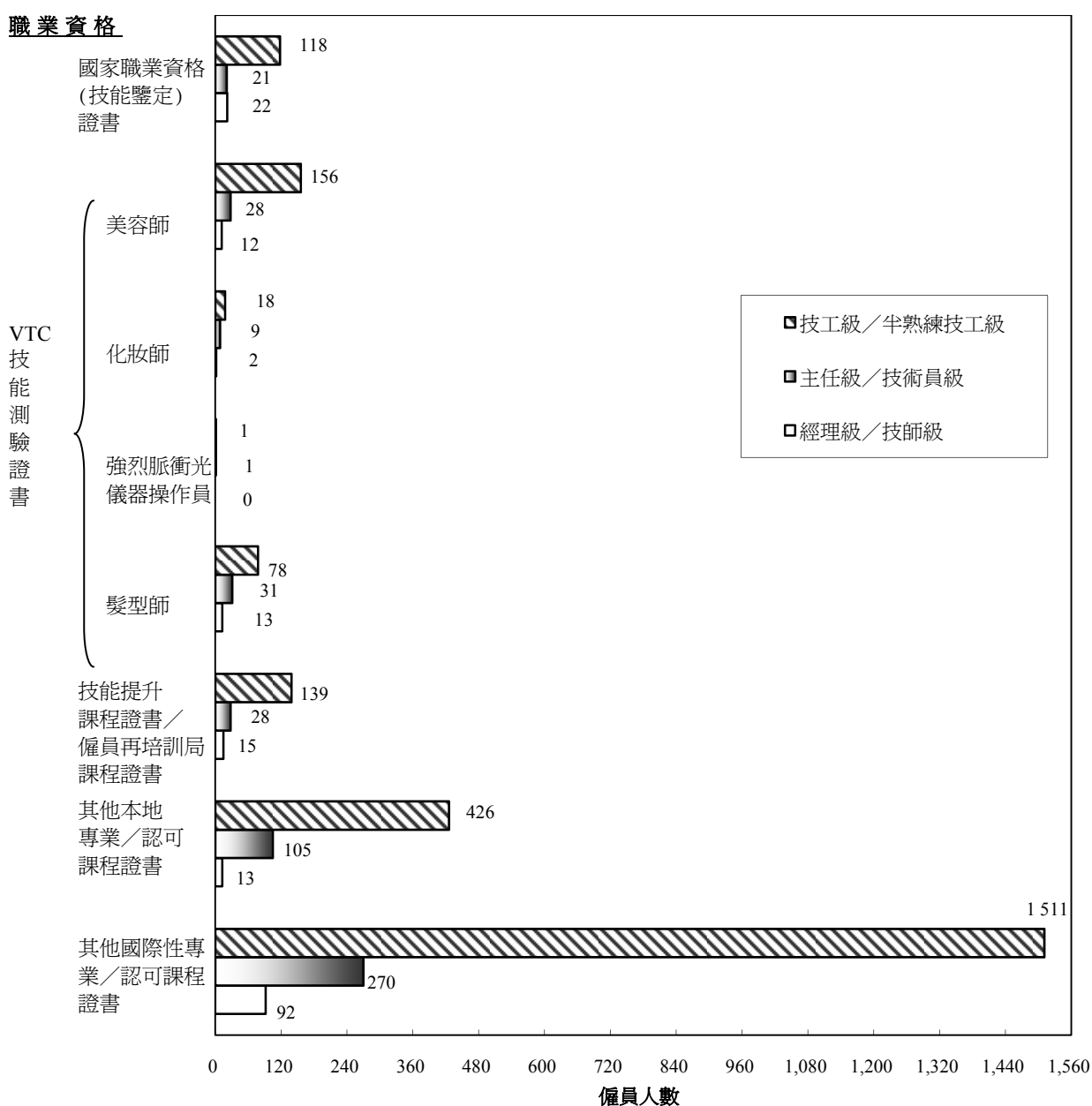
圖七：2007 年及 2010 年僱員的現有相關工作經驗



僱員宜有職業資格

2.23 調查結果表示，大部份僱主認為直接僱員宜持有國際性專業／認可課程證書(60.3%)；其次為本地專業／認可課程證書(17.4%)。因行業所認可的職業資格都以國際性證書課程為主，此反映僱主認為國際性課程證書的質素較有保證。圖八列出僱主對僱員宜持有不同的職業資格的期望。詳細人力統計數字見第五章表五(a)。

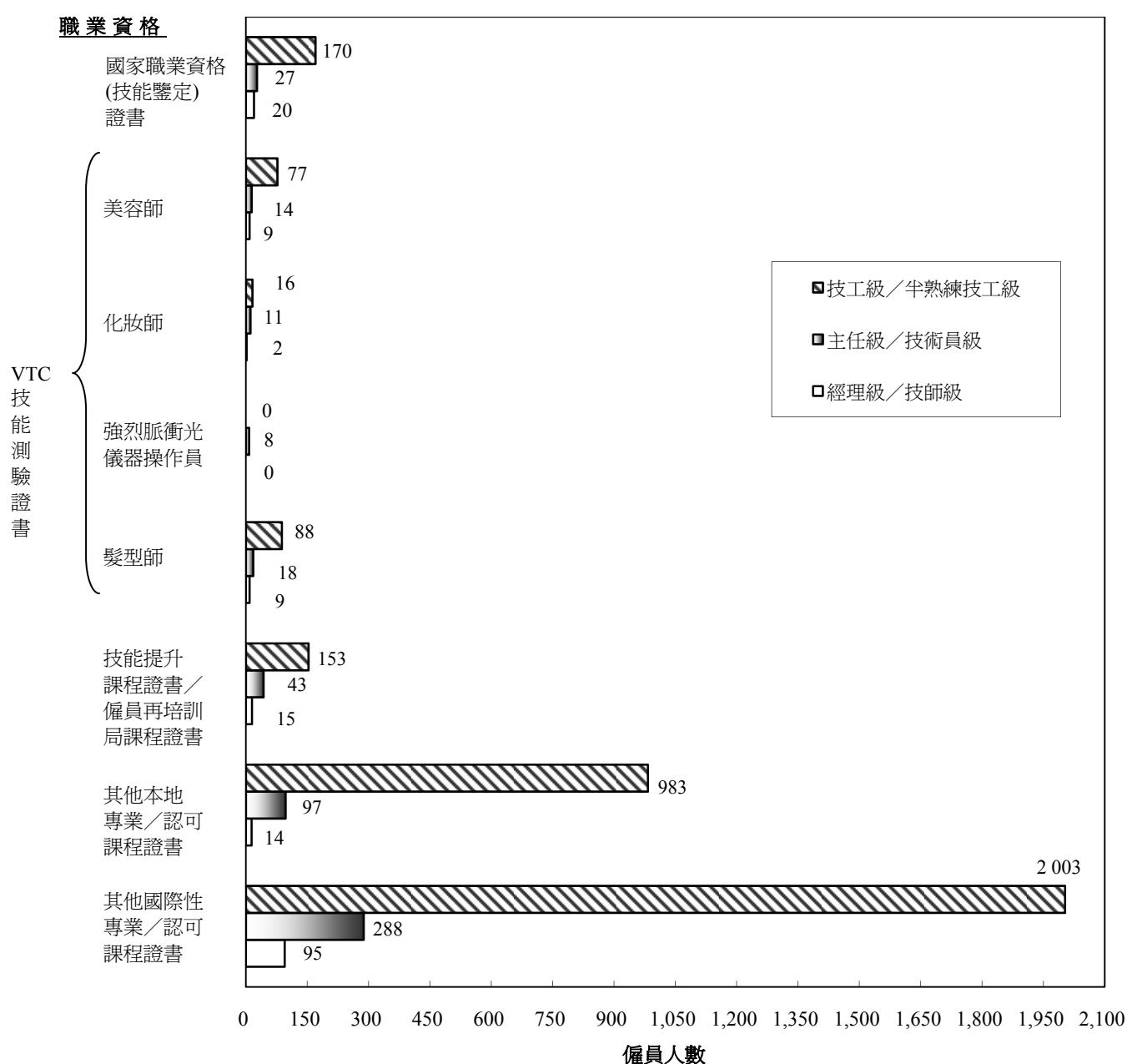
圖八：僱員宜有職業資格



僱員現有職業資格

2.24 調查顯示現時已有 57.4% 直接僱員持有國際性專業／認可課程證書；其次為本地專業／認可課程證書，佔 26.3%。而持有上述證書的技工級／半熟練技工級僱員更佔該職級整體人數 85.6%，此結果反映有關證書對此類工種人員十分重要。圖九詳列現時僱員現有職業資格。詳細人力統計數字見第五章表五(b)。

圖九：僱員現有職業資格



(四) 人力培訓及發展

僱員須接受的技能培訓範疇

2.25 除以上行業技能相關之訓練外，大部份僱主認為僱員應在未來 12 個月內應接受不同的管理技巧、通用技能及語文培訓。於這三類培訓範疇中，僱主認為僱員應接受顧客服務技巧佔最多，其次依次序為英語會話、銷售及市場推廣技巧、普通話及店舖營運技巧等。而以工種分類中，較多僱主認為技術員及技工級僱員應接受上述各項的培訓。詳細人力統計數字見**第五章表六**。

招聘困難

2.26 調查結果顯示，共有 2 897 間機構正進行招聘。當中 1 483 間 (51.2%) 機構表示在招聘人事方面遇上困難，而其中髮廊的情況較為嚴重，其次為美容院／健康中心及水療中心。招聘困難的主要原因是求職者對其職位的服務條件／薪酬要求過高，及市場缺乏具相關經驗的求職者。詳細的統計數字見**第五章表七(a)及(b)**。

離職人數

2.27 僱主報稱在過去 12 個月離職的僱員有 8 616 人(相當於職位總數的 18.1%)。在各技能級別中，佔最多離職人數為技工級／半熟練技工級等，有 7 769 人(90.2%)。而按各行業類別劃分中，則以髮廊的離職人數最多，共有 4 090 人(47.5%)，其次為美容院／健康中心及水療中心，有 2 108 人(24.5%)及零售產品公司則有 1 478 人(17.2%)。

僱員流失率

2.28 在過去 12 個月內，離職的僱員共 8 616 人，亦同時聘用了 7 598 人，當中具備與美容及美髮相關經驗的有 4 435 人。換言之，具經驗的僱員流失數目為 4 181 人，佔 2010 年的技術僱員總數(連同職位空缺共 49 453 人)的 8.5%。詳細人力統計數字見第五章表八(a)及(b)。

2.29 此外，是次人力調查亦向僱主了解在過去 12 個月內，其僱員離職人數及具相關經驗的新聘僱員人數的狀況。按該兩項數據資料所得，每年流失率的計算方式亦詳細表列於表三。而流失率的定義是指僱員因轉投非美容、美髮及化妝品業的工作或開辦其他業內以外的業務，又或移民、返國及退休而離職。

表三：過去 12 個月各行業類別流失率

行業類別	離職人數 (a)	具相關經驗的新聘僱員人數 (b)	流失人數 (c=a-b)	整體僱員人數 [@] (d)	流失率* (%) (c/d)
1. 學校	51	53	-2	711	-0.3*
2. 美容院／健康中心及水療中心	2 108	1 323	785	17 776	4.4*
3. 髮廊	4 090	1 364	2 726	15 717	17.3*
4. 零售產品公司	1 478	1 054	424	9 448	4.5*
5. 批發及出入口產品公司	729	483	246	4 737	5.2*
6. 美甲中心	134	132	2	1 064	0.2*
總計⁺	8 616	4 435	4 181	49 453	8.5[#]

@ 包括直接僱員人數、自由職人士人數、兼職人士人數及空缺額

* 佔該行業類別的僱員總數百分率

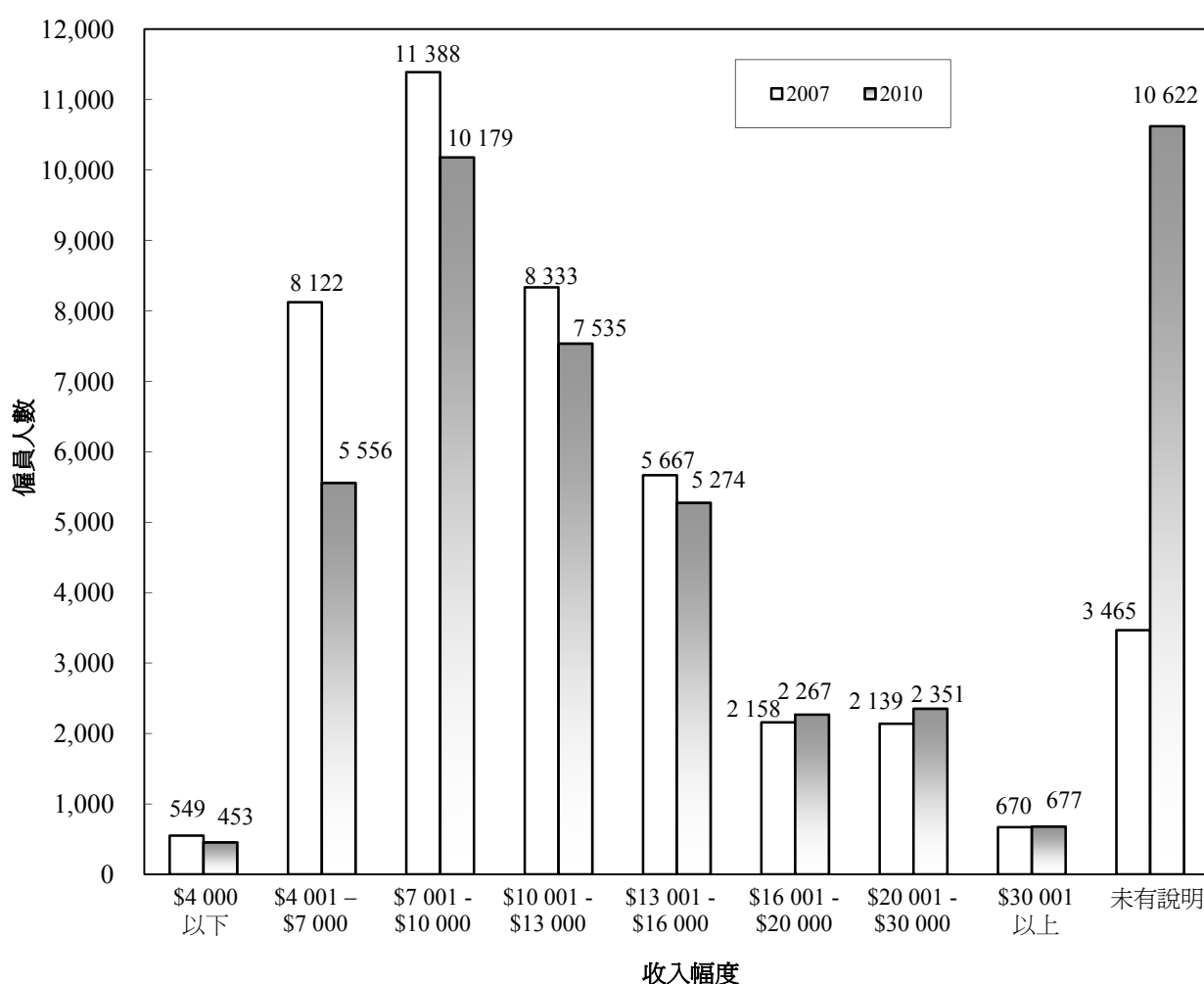
佔整體美容、美髮及化妝品業僱員總數的百分率

+ 總人數包括婚紗攝影及與美容業有關的影視娛樂行業

收入分佈

2.30 「每月總收入」包括底薪，逾時工作津貼、其他津貼、佣金及花紅。圖十列出整個行業的收入分佈情況。與 2007 年調查相若，大部份僱員的平均每月收入為 \$7 000 至 \$10 000，有關行業的收入水平接近統計處公佈的收入中位數。是次調查只針對對內人力需求的情況，有關薪酬情況的調查僅作參考之用。

圖十：2007 與 2010 年各類別直接僱員的收入幅度的比較



第三章

結論

(一) 經濟前景

3.1 受著由雷曼事件於 2008 年 9 月開始引發的環球金融海嘯的影響，香港本來正逐步上揚的經濟於 2009 年明顯放緩，09 年首三季的本地生產總值均錄得負增長，至第四季才稍為回升。

3.2 歐美市場在次按問題及金融危機的陰影下表現疲弱，連帶香港的出口及轉口收益亦被受影響。唯香港市場並未受到次按的直接衝擊，再加上估計逾千億的熱錢仍然留駐香港，故香港整體經濟至今大致穩定。至 2010 年第一季度為止，本地生產總值更錄得 9.2% 的增長，較去年同期實質上升 8.2%。其中內部需求包括私人消費開支有 7.1% 的增長及政府消費開支 2.6% 的增長，本地固定資本增長更達 22.7%。受內部增長的驅使，勞工市場表現平穩，失業率維持在低位(2010 年首季 4.4%)。

3.3 然而，美元貶值，人民幣連翻升值，刺激香港通漲上升，2010 年首季綜合消費物價指數較去年同期上升 2.1%；再加上信貸利率長時間處於低水平，樓市在熱錢帶動下屢創新高，商戶及寫字樓的租金亦未受金融海嘯影響下而作出下調，而近期物業價格亦直迫 1997 年的高峰水平，令各業界依然面對頗大幅度的加租壓力，當中個人服務業及相關類業者的營運壓力就更見嚴重。

3.4 為應付租金上漲的壓力，利潤空間狹窄的中小型企業在收入下跌期間，必須減省其他成本開支以維持經營。另外，本地僱員的薪酬水平相對較其地方為高，令整體經營成本進一步增加。在種種不利營商的因素下，尤其中小型公司的發展受到不少限制；加上面對行業之間的強勁競爭，本港的營商優勢會相對減弱。隨著最低工資問題進入立法程序，高度依賴密集勞動力的美容及美髮市場，將無可避免面對另一難關。

(二) 行業前景及對人力需求的影響

3.5 雖然金融海嘯對本地經濟活動的衝擊並未如預期中長，惟期間在租金未見下調及消費力下跌的關係影響下，美容、美髮及化妝品行業的經營成本，行業發展及其人力需求亦相應出現變化及調整。

3.6 在美容護理服務方面，提供醫學美容服務的機構發展迅速，採用各種光學、聲學、物理學、微電流和注射式等技術的美容儀器及相關美容療程漸漸成為市場主流，不斷吸納更多從事其他專業的專才(例如醫生、其他醫療護理人員及治療師等)加入美容行業，形成各種打著醫學美容中心／集團、美容院等稱號及以醫療人員運作的美容機構於近年大量湧現。這種以中型規模為主的新興美容機構的產生，令美容從業人員的結構愈趨多元化。

3.7 在美容零售方面，受惠於中央政府對內地市民來港自由行的政策持續開放，令來港的內地旅客數目節節上升。而美容護膚及化妝產品是內地旅客來港旅遊時的主要選購商品之一，帶動了美容零售業發

展不斷增長，所聘用的僱員數目亦有顯著增加。為配合有關發展，僱主亦認為僱員應接受更多與顧客服務及語言能力有關的培訓。

3.8 此外，隨著美容零售商店近年提供多元化的產品及種類供消費者選擇，本地消費者亦漸漸改變以往主要在美容院選購護膚用品的習慣，部份亦轉移光顧美容零售商店選購。長遠來說，此變化亦會對美容院產品銷售的情況及提供美容院產品的批發／供應商之業務有所影響，而其人力需求同樣面對發展空間收窄的壓力。

3.9 近年一些大型美容品牌在產品零售業務之外，亦大幅增加不同美容護理服務的業務比例。此類品牌的形象普遍予人較專業及更有質量保證的感覺，其業務擴展誠然為中小型美容院帶來一定的競爭壓力。為保持競爭力，中小型美容院必須為僱員提供更專業和更具質素保證的培訓及資格認定渠道，以提升消費者的信心。

3.10 而美甲業的發展，仍是方興未艾及持續增長的新行業。不論是服務提供者及享用美甲服務的消費者均與日俱增，消費者將指甲及手足護理項目變成個人儀容及衛生的基本要求。就該行業的業務發展來看，其特色是店舖規模的要求一般較小，相對較容易自行創業，而在職的從業員或新入行人士以女性為主，年齡亦普遍較年青，故行業亦存在較大發展空間。該現象亦於是次人力調查的數據中作出反映，由於僱員總數的基數較小，雖只錄得 400 多人的增長，但增幅已接近 100%。

3.11 在美髮業方面，行業面對的問題與美容護理及化妝品業略有不同。近年，本地髮廊不論屬大型連鎖企業或中小型商店的規模，均遇

到人手不足的情況，主要原因是現時青少年認為這行業學藝年期較長，工作性質相對較其他行業辛苦，而收入並不算吸引，故大多數的新血不願意加入此行業或不願留在業內作長遠發展。隨著資深的髮廊從業員自然流失，而新入行者人數不足，髮廊人手緊張情況將越趨嚴重，即使本地美髮業並未受金融危機直接影響，亦出現僱員人數萎縮的局面。

(三) 調查結果

3.12 為了累積數據以提升業內長線人力調查分析的準確性，統計處是次主要沿用 2007 年調查的抽樣方案，並參考 2009 年 11 月更新的業內註冊機構名單加以改善。訓練委員會審閱過調查結果後，認為數據所得大致能反映調查期間整個美容、美髮及化妝品業的人力情況。

人力結構及增長

3.13 調查顯示，2010 年 1 月時，美容、美髮及化妝品業共僱用 47 591 位技術僱員(包括直接僱員、自由職人士及兼職人士)。在六個行業類別中，佔最多僱員人數於美容院／健康中心及水療中心，其次類別依次序為髮廊。

3.14 值得關注的是，與 2007 年調查相比，於美甲中心的技術僱員數目均顯著上升(+92%)；相反髮廊的僱員數目則顯著下降(-7%)。

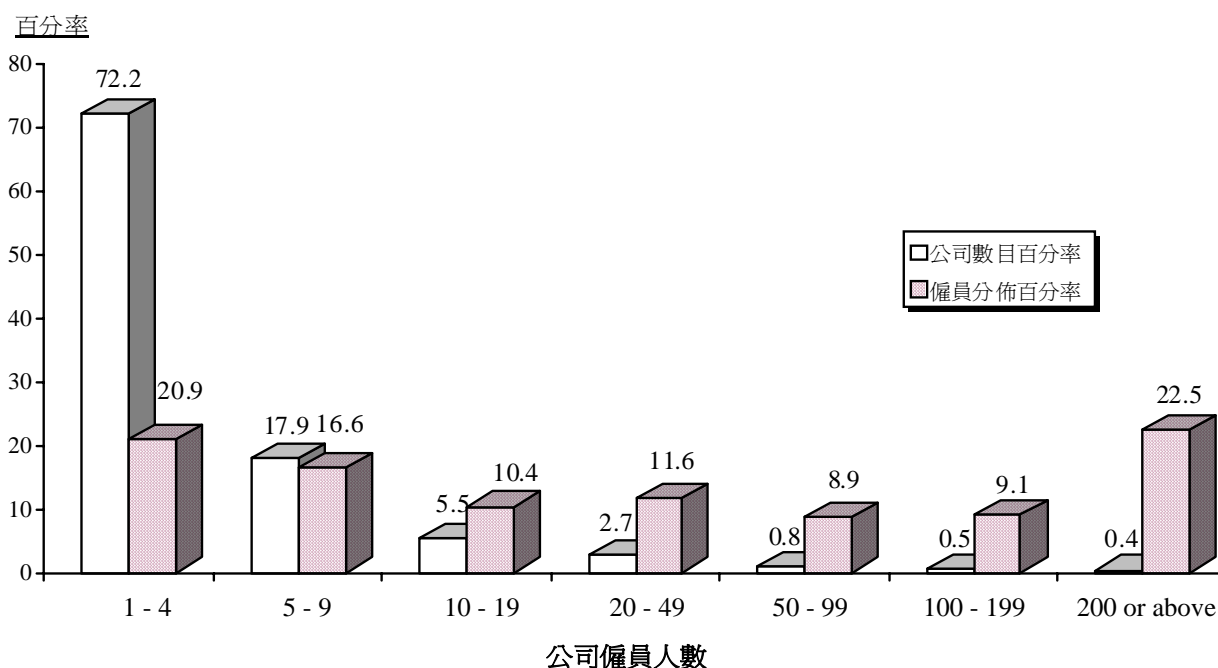
3.15 在學校方面，2010 年的技術僱員數目比 2007 年有 46% 的升幅，其原因是於是屆調查中，有關此類別的調查對象有所增加(除私人營辦

培訓機構／學校，調查對象亦包括了非牟利培訓機構)，令有關人數亦相對增長；此外，由於在其他五個行業類別中的機構亦設有導師職位，因而影響到調查結果顯示業內整體教學人員的數目有上升趨勢，而未能反映近年私人營辦培訓機構／學校逐漸萎縮的情況。

3.16 就自由職人士及兼職人士的情況中，與 2007 年相比人數相近，分別減少 152 人(-10.6%)及增加 27 人(+2%)。

3.17 圖十一顯示直接僱員人數在公司數目及僱員分佈百分率，以便評估出業內的結構。

圖十一：按直接僱員人數的公司數目及僱員分佈百分率



3.18 調查結果反映美容、美髮及化妝品業以僱員數目少於 10 人的小型公司為主。事實上，90.1%的公司 在 1-9 人範圍。但值得注意的是，從僱員角度，37.5%的僱員任職於 1-9 人公司；而僱員數目超過 100 人以上亦佔整體企業的 31.6%，與 2007 年的 20.5%比較，大型公司的增

長十分明顯，尤其在美容院／健康中心及水療中心及零售產品公司之兩個行業範疇中。

3.19 美容、美髮及化妝品業的技術僱員整體空缺率約 4%，較 2007 年 6.5% 為低。人手不足的情況以髮廊內髮型助理的職務最為嚴重，空缺有 399 個；其次為美容院／健康中心及水療中心內美容師的職務，空缺有 332 個。原因與上一次調查情況相近，政府推出的多項教育政策及市場上提供不同類型的培訓課程以供選擇，減低青少年或新入行者投身美容、美髮及化妝品業的意欲。

3.20 上述兩個行業類別的空缺數字明顯亦較 2007 年為少(分別為 931 及 757 個)，但在減幅背後的原因兩者則有不同。是次調查顯示，髮廊的業內競爭加劇，50 人以下的公司技術僱員人數顯著下降，相反，50 人以上的公司技術僱員人數卻飆升，市場上有汰弱留強的趨勢，在人手緊縮的情況下空缺數字亦會相對降低。

3.21 至於美容院／健康中心及水療中心卻在近兩年間發展迅速，尤其是在大型公司，讓僱員可期望在業內有更佳的工作發展空間，同時亦大大吸引其他行業的人才加入美容服務行列，令業內空缺大幅減少。

僱主預測 2011 年 1 月時的人力需求

3.22 僱主預測，2011 年 1 月時在美容、美髮及化妝品業共有 46 763 個職位(不包括自由職及兼職人士)，減幅不足 0.1%，較 2010 年同期相若，反映業內的人力應維持現有水平。此外，受本港營商成本持續高企及人手短缺等問題影響，整個行業在人力需求的擴充抱着審慎的

態度。在各職務中，佔較多的新增職位只有：

	<u>職位增／減數目</u>
(i) 髮型師	+68
(ii) 營業／市場主任	+65
(iii) 美容師	+30

採用「調節過濾」人力預測方法推算 2010 至 2015 年的人力需求

3.23 考慮各種因素，本會採用「調節過濾」人力預測方法(Adaptive Filtering Method)，推算出 2010 至 2015 年間每年平均僱員數目的增長情況。此方法是利用電腦分析，將過去的調查數據資料權重(數據愈新，所得的權重愈大)，加入調整的加權因數(A= 0 至 1)，選取合適的推算數字進行出推算。訓練委員會亦會考慮影響行業人力需求的各種因素，例如市場趨勢、科技發展、經濟狀況等，從而作出適當的預測。按此方法推算，個別行業類別的於未來五年的平均增長之詳情請見表四。

3.24 除人力需求預測外，本會亦必須考慮顧員流失率的狀況。按上一章的調查指出，流失率的計算方式是指各行業類別的僱員離職人數及具相關經驗的新聘僱員人數的差別。根據以上資料，美容、美髮及化妝品業的每年平均額外培訓的僱員數目如下：

**表四：2010 至 2015 年間
各行業類別每年平均額外培訓的僱員數目**

行業類別	2010 年 流失率	每年平均 增長	每年額外 培訓人數
1. 學校(美容／美髮及美甲／化妝)	0%	5.2%	41
2. 美容院／健康中心及水療中心	4.4%	1.0%	988
3. 髮廊	17.3%	-2.2%	2 246
4. 零售產品公司	5.2%	0.7%	286
5. 批發及出入口產品公司	4.5%	4.8%	979
6. 美甲中心	0.2%	13.5%	190
總數：			4 730

3.25 表四的資料顯示，未來五年所需的額外培訓人數大部份屬髮廊為主(佔整體數目的 47.5%)。由於時下青少年大都認為美髮業的學藝年期較長，工作性質較其他行業辛苦，導致流失率偏高，業內長期新血不足，更出現僱員人數萎縮的情況，即使增加培訓資源，亦未必能夠徹底解決人手不足的問題。為鼓勵青少年入行並願意留於業內作長遠發展，業界需要研究清晰的培訓制度及晉升階梯，令裝備充足的新入行人士願意留在業內作長遠發展，建立長遠的事業發展方向，方可更全面處理業界的人力需求問題，填補流失率。

3.26 另外，需增加培訓人數的類別為美容院／健康中心及水療中心(20.9%)、批發及出入口產品公司(20.7%)等。此預測亦與現時行業發展情況相近。

3.27 不過，在考慮培訓資源分配時，亦需同時考慮教育政策的改變，例如「三三四」學制的施行，不但會推遲青少年的入行年齡，亦

有可能影響其職業取向，進一步影響行業吸納青少年入行。

僱員宜有及現有教育程度

3.28 綜觀整體環境，在業內人力需求大增的情況下，僱主對直接僱員的教育程度要求有放寬的趨勢。以分層作分析，在中五或以下程度的層面上，僱主認為宜有中四及中五程度的直接僱員人數由 2007 年的 68.5% 下降至 2010 年的 45.3%，中三或以下程度則由 11.3% 上升至 20.6%。在另一層面，中六或以上學歷的分層中，宜有副學士、高級文憑以至大學學位的人數亦由 7.9% 下降至 5.4%，只需有中六、中七、文憑、高級證書及證書的程度的卻由 10.3% 上升至 19.1%。

3.29 有關現有教育程度，據調查顯示大學學位、副學士學位／高級文憑或同等學歷及中三或以下這兩大程度分類佔整體直接僱員人數的百份比均與 2007 年相若，唯中四至中五由 65.5% 下降至 48.5%，中六至中七、證書／高級證書或同等學歷及文憑或同等學歷的百份比則由 6.4% 大幅上升至 17.5%。

3.30 此情況是由於近兩年美容業的迅速發展，吸引大量具中五以上學歷的人士入行，尤其擔任美容師、營業代表及美容顧問(櫃位)等職位，致令有關現有教育程度的分佈有所變化，但礙於業界對前景不明朗因素及人力需求問題的顧慮，僱主對員工學歷的要求卻有持續放寬的傾向。

宜有及現有工作經驗

3.31 除教育程度外，僱主亦認為其技能及工作經驗是一項首要條件。是次調查指出，僱主期望僱員工作經驗的宜有年資與現有年資相若。調查亦顯示，各年資分類所佔的百份比與 2007 年相若，唯擁有十年以上的現有相關工作經驗的直接僱員數目有較明顯的滑落，尤其在一些技工級的工種，如美容師及髮型師等。部份僱主為避免人才流失，鼓勵年資較深的員工修讀管理課程額外培訓，例如針對行業日新月異的各種新技術／科技範疇；亦為其他不同年資及工作範疇的員工提供在職培訓。

宜有及現有職業資格

3.32 有關僱員的職業資格，大部份僱主都認為僱員應持有國際性課程證書的職業資格，而逾半數僱員現時亦持有國際性課程證書的職業資格。與 2007 年比較，上述證書在業內的認受性更為明顯，同時亦反映持有上述證書對技工級／半熟練技工級僱員越來越重要。

僱員須接受的技能培訓範疇

3.33 跟 2007 年情況相似，大部份僱主較重視前線員工(包括技術員級及技工級僱員)在「顧客服務、銷售及市場推廣」及「語文能力」等範疇的培訓，反映僱主持續希望提升美容、美髮及化妝品業整體服務水準。

3.34 由於業內有不少為中小型企業，難以就上述範疇安排內部培訓，因此大都倚靠僱員於工餘時間自行到外間報讀相關進修課程。但僱員於工餘自費進修，多傾向選擇技術性的科目，以增值提升自己在市場上的競爭力，較少選擇顧客服務及語文類別科目，故未必能夠滿足個別公司的培訓需求。

招聘困難

3.35 按上一章的調查指出，共有 2 897 間機構進行招聘。當中 1 483 間(51.2%)機構表示在招聘人事方面遇上困難。一如 2007 年的情況，招聘困難多集中於技工級／半熟練技工級的職位，即業內最前線／新入行者的崗位。

3.36 情況在髮廊中最為嚴重，有 23.4%的髮廊面對招聘困難。究其原因，不少人認為工作時間過長，另有一些求職者對服務條件／薪酬要求過高，甚至行內缺乏具相關經驗求職者，情形與 2007 年調查近似，此亦反映本地青年人多認為美髮業工作較辛苦及薪酬不夠吸引，故多不願長時間投身業內，導致業內長期面對新入行人士不足的境況。

3.37 在美容院／健康中心及水療中心的範疇中，亦出現同樣狀況，有 11.8%公司表示有招聘困難，按僱主的意見，業內缺乏具相關經驗求職者，亦欠缺具相關訓練／資歷的人力資源。

僱員流失率

3.38 按上一章調查結果顯示，調查期間共有 8 616 名僱員離職，當

中新聘用而具備相關行業經驗的僱員則有 4 435 人。按各行業類別劃分中，以髮廊流失率最高(17.3%)，其次為批發及出入口產品公司(5.2%)。而零售產品公司及美容院／健康中心及水療中心之流失率則相若，分別為(4.5%)及(4.4%)。事實上，近年美髮業面對嚴重招聘困難，大部份新入職的僱員／青少年(如髮型助理等職務)有關情況亦同樣反映於招聘困難上，顯示現時髮廊較難聘請具相關經驗的新入職僱員。

第四章

建議

(一) 培訓需要

4.1 在計算每年需額外培訓的人數，除預測人力增長外，必須考慮員工流失的因素。本會建議美容、美髮及化妝品業未來五年平均每年增加訓練人數如下：

	2010年 總人力 需求*	平均每年 人力增長 (%)	2010年 流失率 (%)	每年 額外訓練 人數
1. 學校(美容及美髮／ 化妝及美甲)	711	5.2%	0%	41
2. 美容院、健康中心及 水療中心	17 776	1.0%	4.4%	988
3. 髮廊	15 717	-2.2%	17.3%	2 246
4. 零售產品公司	4 737	0.7%	5.2%	286
5. 批發及出入口產品公 司	9 448	4.8%	4.5%	979
6. 美甲中心	1 064	13.5%	0.2%	190
合共：	49 453			4 730

* 包括直接僱員人數、自由職人士人數、兼職人士人數及空缺額

4.2 在 4 730 名預計額外培訓人手中，大部份屬於髮廊，其次為美容院、健康中心及水療中心及批發及出入口產品公司。長遠來說，行業未來需要培訓新血，同時挽留人才，相信訓練人數亦需要相應增加。唯以上額外訓練人數為參考數據，業界在考慮培訓資源分配時，亦需

同時考慮實際人力情況。

4.3 整體而言，雖然香港經濟發展已漸漸回復增長，但受著租金高企，物價上漲的壓力，以及外圍因素影響的情況下，預計美容、美髮及化妝品業的發展仍會有一段整合期，經營者仍需抱審慎態度發展業務。

4.4 業界在過渡整合期的時刻，本會建議：

- 業界應鼓勵僱員及中小企業僱主接受各種培訓，加強裝備，提高生產及競爭力，應付未來的新挑戰與機遇；
- 業界可考慮為前線員工提供下列訓練：包括(i)與顧客服務、銷售及市場推廣技巧有關的課程，有助提升行業的服務質素及顧客滿意程度；(ii)語文課程(如普通話及英話會話)，協助改善與顧客溝通技巧；而對年資較深的技術員工，應提供與管理相關的課程等，有助企業提升管理及營運能力，亦能為員工晉升時提供相關的訓練；
- 培訓機構提供的職前培訓亦應加強學員對行業的認識，提升其職業心態，聯繫經營者提供實習機會，讓學員於入行前充分了解其職務及行業特色，可更有效防止人才流失；
- 提高業內僱員對終身學習的重要性的意識，隨著資歷架構的發展，美髮業及美容業的能力標準說明亦已陸續推出，僱主應按員工的職業能力及職務需要，鼓勵僱員持續進

修，幫助他們保持競爭力，從而對美容、美髮及化妝品業提供更多貢獻；

- 政府可考慮分配更多資源培訓美容、美髮及化妝品業從業員，特別是一般缺乏資源提供培訓的中小型公司；
- 業界及企業可考慮重整其業務形式及其人力資源分配以配合大環境的轉變，例如：具規模的公司可考慮為僱員提供更廣泛及深層次培訓，就早前面對人手短缺問題而未能拓展該業務做好準備並保持優質顧客服務的質素。而中型規模的公司可考慮透過與業界不同的合作尋找更多商機，發展其業務。至於小型公司可考慮重整其人力資源或與較大規模的公司合併或加入為僱員，減低支出並增強收入。

(二) 日後調查

4.5 本訓練委員會建議日後繼續每兩年進行一次人力調查，讓有關各方更了解美容、美髮及化妝品業的人力情況，預測未來轉變，採取相應對策。

第五章

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行業類別的主要職務	直接僱員 (a)	自由職人士 (b)	兼職人士 (c)	合共 (a - c)	空缺 (d)	總人力需求 (a - d)	百分率 (%)
1. 美容及美髮學校							
總監／校長（學校）	12	0	0	12	0	12	0.0%
高級導師 - 美容及美髮	45	0	10	55	0	55	0.1%
美容導師	146	12	70	228	0	228	0.5%
美髮導師	19	1	9	29	0	29	0.1%
助理美容導師	38	0	0	38	0	38	0.1%
行政僱員	65	0	1	66	1	67	0.1%
接待員	27	0	1	28	1	29	0.1%
小計	352	13	91	456	2	458	0.9%
2. 化妝、美甲學校							
總監／校長（學校）	14	0	0	14	0	14	0.0%
高級導師 - 化妝及美甲	30	0	0	30	0	30	0.1%
化妝導師	72	5	16	93	0	93	0.2%
美甲導師	13	1	7	21	1	22	0.0%
助理化妝導師	22	0	0	22	0	22	0.0%
助理美甲導師	4	0	0	4	0	4	0.0%
行政僱員	57	0	0	57	0	57	0.1%
接待員	11	0	0	11	0	11	0.0%
小計	223	6	23	252	1	253	0.5%
3. 美容院／健康中心及水療中心							
總監／總經理	119	0	0	119	14	133	0.3%
分區店長／營運經理	423	0	0	423	25	448	0.9%
品牌／營業／市場總監／經理	64	0	0	64	0	64	0.1%
營業／市場主任	258	0	0	258	11	269	0.5%
高級美容師	1,085	32	0	1,117	23	1,140	2.3%
高級化妝師	23	1	0	24	0	24	0.0%
纖體顧問	161	0	0	161	9	170	0.3%
美容師	9,003	183	240	9,426	332	9,758	19.7%
醫護人員助理(美容)	53	0	2	55	8	63	0.1%
化妝師	197	121	35	353	6	359	0.7%
按摩及身體護理師	1,144	25	17	1,186	103	1,289	2.6%
修甲師（指甲／趾甲）	97	1	4	102	0	102	0.2%
甲藝師	88	0	0	88	0	88	0.2%
纖體師	631	0	1	632	76	708	1.4%
美容顧問	586	0	0	586	14	600	1.2%
美容師助理	775	0	25	800	138	938	1.9%
市場推廣助理	112	0	0	112	0	112	0.2%
推廣員	117	0	0	117	0	117	0.2%
行政僱員	355	0	25	380	2	382	0.8%
接待員	857	0	14	871	53	924	1.9%
醫護人員	75	3	2	80	8	88	0.2%
小計	16,223	366	365	16,954	822	17,776	35.9%

行業類別的主要職務	直接僱員 (a)	自由職人士 (b)	兼職人士 (c)	合共 (a - c)	空缺 (d)	總人力需求 (a - d)	百分率 (%)
4. 髮廊							
總監／總經理	32	0	0	32	0	32	0.1%
分區店長／營運經理	66	0	0	66	5	71	0.1%
髮型設計總監	54	0	0	54	0	54	0.1%
技術總監	12	0	0	12	0	12	0.0%
高級髮型師	653	148	2	803	29	832	1.7%
髮型師	7,325	585	237	8,147	190	8,337	16.9%
電染技術員	312	15	0	327	6	333	0.7%
修甲師（指甲／趾甲）	162	24	4	190	0	190	0.4%
甲藝師	26	0	25	51	0	51	0.1%
髮型助理	4,543	98	203	4,844	399	5,243	10.6%
行政僱員	153	0	0	153	0	153	0.3%
接待員	375	0	31	406	3	409	0.8%
小計	13,713	870	502	15,085	632	15,717	31.8%
5. 化妝產品公司 - 批發及出入口							
總監／總經理	173	0	0	173	0	173	0.3%
品牌／營業／市場總監／經理	221	0	0	221	0	221	0.4%
產品／技術經理	194	0	0	194	0	194	0.4%
營業／市場主任	709	0	33	742	0	742	1.5%
訓練主任	45	0	0	45	0	45	0.1%
技術顧問	60	0	0	60	0	60	0.1%
營業代表	1,547	0	16	1,563	1	1,564	3.2%
市場推廣助理	240	0	0	240	0	240	0.5%
推廣員	332	0	200	532	38	570	1.2%
行政僱員	856	0	0	856	0	856	1.7%
接待員	72	0	0	72	0	72	0.1%
小計	4,449	0	249	4,698	39	4,737	9.6%
6. 化妝產品公司 - 零售							
總監／總經理	54	0	0	54	0	54	0.1%
企業／品牌形象營業總監／經理	70	0	0	70	0	70	0.1%
分區店長／營運經理	109	0	0	109	3	112	0.2%
市場經理	90	0	0	90	0	90	0.2%
產品／技術經理	45	0	0	45	0	45	0.1%
營業／市場主任	238	0	0	238	1	239	0.5%
訓練主任	77	0	0	77	0	77	0.2%
買手	95	0	0	95	0	95	0.2%
店長	699	0	0	699	5	704	1.4%
技術顧問	62	0	0	62	0	62	0.1%
美容顧問（櫃位）	6,417	0	71	6,488	204	6,692	13.5%
頭髮護理顧問	355	0	0	355	13	368	0.7%
化妝師	72	3	0	75	0	75	0.2%
市場推廣助理	160	0	3	163	28	191	0.4%
推廣員	139	0	91	230	2	232	0.5%
行政僱員	291	0	0	291	1	292	0.6%
接待員	50	0	0	50	0	50	0.1%
小計	9,023	3	165	9,191	257	9,448	19.1%

行業類別的主要職務	直接僱員 (a)	自由職人士 (b)	兼職人士 (c)	合共 (a - c)	空缺 (d)	總人力需求 (a - d)	百分率 (%)
7. 美甲中心							
總監／總經理	13	0	0	13	0	13	0.0%
分區店長／營運經理	25	0	0	25	0	25	0.1%
高級指甲技師（指甲／趾甲）	83	0	0	83	20	103	0.2%
指甲技師（指甲／趾甲）	164	24	0	188	24	212	0.4%
修甲師（指甲／趾甲）	189	0	0	189	0	189	0.4%
甲藝師	265	0	0	265	41	306	0.6%
手足護理師	25	0	0	25	0	25	0.1%
初級指甲技師（指甲／趾甲）	138	0	0	138	24	162	0.3%
行政僱員	6	0	0	6	0	6	0.0%
接待員	23	0	0	23	0	23	0.0%
小計	931	24	0	955	109	1,064	2.2%
總計	44,914	1,282	1,395	47,591	1,862	49,453	100.0%

表一(b)：直接僱員、空缺、受訓者及僱主對2011年的人力需求預測（按行業類別劃分）

行業類別的主要職務	直接僱員 (a)	空缺 (b)	總人力需求 (a - b)	受訓者 (c)	僱主對2011年 的人力需求預測 (d)	2011與2010年 的比較(人數)	2011與2010年 的比較 (%)
1. 美容及美髮學校							
總監／校長（學校）	12	0	12	0	12	0	0.0%
高級導師 - 美容及美髮	45	0	45	0	45	0	0.0%
美容導師	146	0	146	0	146	0	0.0%
美髮導師	19	0	19	0	19	0	0.0%
助理美容導師	38	0	38	0	38	0	0.0%
行政僱員	65	1	66	0	66	0	0.0%
接待員	27	1	28	0	28	0	0.0%
小計	352	2	354	0	354	0	0.0%
2. 化妝、美甲學校							
總監／校長（學校）	14	0	14	0	14	0	0.0%
高級導師 - 化妝及美甲	30	0	30	0	30	0	0.0%
化妝導師	72	0	72	0	72	0	0.0%
美甲導師	13	1	14	0	14	0	0.0%
助理化妝導師	22	0	22	0	22	0	0.0%
助理美甲導師	4	0	4	0	4	0	0.0%
行政僱員	57	0	57	0	57	0	0.0%
接待員	11	0	11	0	11	0	0.0%
小計	223	1	224	0	224	0	0.0%
3. 美容院／健康中心及水療中心							
總監／總經理	119	14	133	0	133	0	0.0%
分區店長／營運經理	423	25	448	0	448	0	0.0%
品牌／營業／市場總監／經理	64	0	64	0	64	0	0.0%
營業／市場主任	258	11	269	0	263	-6	-2.2%
高級美容師	1,085	23	1,108	0	1,110	2	0.2%
高級化妝師	23	0	23	0	23	0	0.0%
纖體顧問	161	9	170	0	170	0	0.0%
美容師	9,003	332	9,335	21	9,365	30	0.3%
醫護人員助理(美容)	53	8	61	0	61	0	0.0%
化妝師	197	6	203	0	203	0	0.0%
按摩及身體護理師	1,144	103	1,247	0	1,247	0	0.0%
修甲師（指甲／趾甲）	97	0	97	0	97	0	0.0%
甲藝師	88	0	88	0	88	0	0.0%
纖體師	631	76	707	0	708	1	0.1%
美容顧問	586	14	600	0	607	7	1.2%
美容師助理	775	138	913	10	923	10	1.1%
市場推廣助理	112	0	112	0	112	0	0.0%
推廣員	117	0	117	0	117	0	0.0%
行政僱員	355	2	357	0	358	1	0.3%
接待員	857	53	910	0	910	0	0.0%
醫護人員	75	8	83	0	83	0	0.0%
小計	16,223	822	17,045	31	17,090	45	0.3%

行業類別的主要職務	直接僱員 (a)	空缺 (b)	總人力需求 (a - b)	受訓者 (c)	僱主對2011年 的人力需求預測 (d)	2011與2010年 的比較(人數)	2011與2010年 的比較 (%)
4. 髮廊							
總監／總經理	32	0	32	0	32	0	0.0%
分區店長／營運經理	66	5	71	0	66	-5	-7.0%
髮型設計總監	54	0	54	0	56	2	3.7%
技術總監	12	0	12	0	14	2	16.7%
高級髮型師	653	29	682	0	679	-3	-0.4%
髮型師	7,325	190	7,515	25	7,583	68	0.9%
電染技術員	312	6	318	0	320	2	0.6%
修甲師（指甲／趾甲）	162	0	162	0	162	0	0.0%
甲藝師	26	0	26	0	26	0	0.0%
髮型助理	4,543	399	4,942	0	4,872	-70	-1.4%
行政僱員	153	0	153	0	151	-2	-1.3%
接待員	375	3	378	0	369	-9	-2.4%
小計	13,713	632	14,345	25	14,330	-15	-0.1%
5. 化妝產品公司 - 批發及出入口							
總監／總經理	173	0	173	0	173	0	0.0%
品牌／營業／市場總監／經理	221	0	221	0	221	0	0.0%
產品／技術經理	194	0	194	0	194	0	0.0%
營業／市場主任	709	0	709	0	774	65	9.2%
訓練主任	45	0	45	0	45	0	0.0%
技術顧問	60	0	60	0	60	0	0.0%
營業代表	1,547	1	1,548	0	1,561	13	0.8%
市場推廣助理	240	0	240	0	240	0	0.0%
推廣員	332	38	370	0	370	0	0.0%
行政僱員	856	0	856	0	856	0	0.0%
接待員	72	0	72	0	72	0	0.0%
小計	4,449	39	4,488	0	4,566	78	1.7%
6. 化妝產品公司 - 零售							
總監／總經理	54	0	54	0	51	-3	-5.6%
企業／品牌形象營業總監／經理	70	0	70	0	70	0	0.0%
分區店長／營運經理	109	3	112	0	109	-3	-2.7%
市場經理	90	0	90	0	87	-3	-3.3%
產品／技術經理	45	0	45	0	45	0	0.0%
營業／市場主任	238	1	239	0	239	0	0.0%
訓練主任	77	0	77	0	77	0	0.0%
買手	95	0	95	0	95	0	0.0%
店長	699	5	704	0	701	-3	-0.4%
技術顧問	62	0	62	0	62	0	0.0%
美容顧問（櫃位）	6,417	204	6,621	0	6,525	-96	-1.4%
頭髮護理顧問	355	13	368	0	358	-10	-2.7%
化妝師	72	0	72	0	72	0	0.0%
市場推廣助理	160	28	188	0	188	0	0.0%
推廣員	139	2	141	0	141	0	0.0%
行政僱員	291	1	292	0	289	-3	-1.0%
接待員	50	0	50	0	50	0	0.0%
小計	9,023	257	9,280	0	9,159	-121	-1.3%

行業類別的主要職務	直接僱員 (a)	空缺 (b)	總人力需求 (a - b)	受訓者 (c)	僱主對2011年 的人力需求預測 (d)	2011與2010年 的比較(人數)	2011與2010年 的比較 (%)
7. 美甲中心							
總監／總經理	13	0	13	0	13	0	0.0%
分區店長／營運經理	25	0	25	0	25	0	0.0%
高級指甲技師（指甲／趾甲）	83	20	103	0	103	0	0.0%
指甲技師（指甲／趾甲）	164	24	188	0	188	0	0.0%
修甲師（指甲／趾甲）	189	0	189	0	189	0	0.0%
甲藝師	265	41	306	0	306	0	0.0%
手足護理師	25	0	25	0	25	0	0.0%
初級指甲技師（指甲／趾甲）	138	24	162	0	162	0	0.0%
行政僱員	6	0	6	0	6	0	0.0%
接待員	23	0	23	0	23	0	0.0%
小計	931	109	1,040	0	1,040	0	0.0%
總計	44,914	1,862	46,776	56	46,763	-13	0.0%

表二：2007年與2010年直接僱員、自由職人士及兼職人士數目的比較（按行業類別劃分）

行業類別的主要職務	2007	2010	2007與2010年 的比較 (%)	2007	2010	2007與2010年 的比較 (%)	2007	2010	2007與2010年 的比較 (%)
	直接僱員			自由職人士			兼職人士		
1. 美容及美髮學校									
總監／校長（學校）	25	12	-52.00%	0	0	N/A	0	0	N/A
高級導師 - 美容及美髮	49	45	-8.16%	0	0	N/A	0	10	N/A
美容導師	119	146	22.69%	11	12	9.09%	33	70	112.12%
美髮導師	5	19	280.00%	8	1	-87.50%	15	9	-40.00%
助理美容導師	29	38	31.03%	0	0	N/A	0	0	N/A
助理美髮導師	0	0	N/A	0	0	N/A	0	0	N/A
行政僱員	50	65	30.00%	0	0	N/A	0	1	N/A
接待員	27	27	0.00%	0	0	N/A	0	1	N/A
小計	304	352	15.79%	19	13	-30.83%	48	91	89.58%
2. 化妝及美甲學校									
總監／校長（學校）	6	14	133.33%	0	0	N/A	0	0	N/A
高級導師 - 化妝及美甲	4	30	650.00%	0	0	N/A	0	0	N/A
化妝導師	17	72	323.53%	10	5	-50.00%	10	16	60.00%
美甲導師	6	13	116.67%	12	1	-91.67%	3	7	133.33%
助理化妝導師	3	22	633.33%	0	0	N/A	2	0	-100.00%
助理美甲導師	3	4	33.33%	9	0	-100.00%	0	0	N/A
行政僱員	12	57	375.00%	0	0	N/A	1	0	-100.00%
接待員	15	11	-26.67%	0	0	N/A	0	0	N/A
小計	66	223	237.88%	31	6	-80.65%	16	23	43.75%
3. 美容院／健康中心及水療中心									
總監／總經理	83	119	43.37%	0	0	N/A	0	0	N/A
分區店長／營運經理	399	423	6.02%	0	0	N/A	0	0	N/A
品牌／營業／市場總監／經理	34	64	88.24%	0	0	N/A	0	0	N/A
營業／市場主任	91	258	183.52%	0	0	N/A	0	0	N/A
高級美容師	963	1,085	12.67%	0	32	N/A	0	0	N/A
高級化妝師	22	23	4.55%	0	1	N/A	0	0	N/A
纖體顧問	202	161	-20.30%	0	0	N/A	0	0	N/A
美容師	8,397	9,003	7.22%	160	183	14.38%	169	240	42.01%
醫護人員助理(美容)	38	53	39.47%	0	0	N/A	0	2	N/A
化妝師	203	197	-2.96%	80	121	51.25%	9	35	288.89%
按摩及身體護理師	880	1,144	30.00%	52	25	-51.92%	32	17	-46.88%
修甲師（指甲／趾甲）	102	97	-4.90%	7	1	-85.71%	1	4	300.00%
甲藝師	116	88	-24.14%	0	0	N/A	1	0	-100.00%
纖體師	614	631	2.77%	4	0	-100.00%	0	1	N/A
美容顧問	549	586	6.74%	0	0	N/A	0	0	N/A
美容師助理	881	775	-12.03%	0	0	N/A	194	25	-87.11%
市場推廣助理	43	112	160.47%	0	0	N/A	0	0	N/A
推廣員	53	117	120.75%	0	0	N/A	0	0	N/A
行政僱員	283	355	25.44%	0	0	N/A	2	25	1150.00%
接待員	723	857	18.53%	0	0	N/A	4	14	250.00%
醫護人員	59	75	27.12%	0	3	N/A	3	2	-33.33%
小計	14,735	16,223	10.10%	303	366	20.79%	415	365	-12.05%

行業類別的主要職務	2007	2010	2007與2010年 的比較 (%)	2007	2010	2007與2010年 的比較 (%)	2007	2010	2007與2010年 的比較 (%)
	直接僱員			自由職人士			兼職人士		
4. 髮廊									
總監／總經理	37	32	-13.51%	0	0	N/A	0	0	N/A
分區店長／營運經理	89	66	-25.84%	0	0	N/A	0	0	N/A
髮型設計總監	33	54	63.64%	0	0	N/A	0	0	N/A
技術總監	19	12	-36.84%	0	0	N/A	0	0	N/A
高級髮型師	400	653	63.25%	16	148	825.00%	26	2	-92.31%
髮型師	7,845	7,325	-6.63%	909	585	-35.64%	132	237	79.55%
電染技術員	229	312	36.24%	10	15	50.00%	0	0	N/A
修甲師（指甲／趾甲）	117	162	38.46%	36	24	-33.33%	0	4	N/A
甲藝師	5	26	420.00%	25	0	-100.00%	0	25	N/A
髮型助理	5,272	4,543	-13.83%	60	98	63.33%	445	203	-54.38%
行政僱員	87	153	75.86%	0	0	N/A	2	0	-100.00%
接待員	412	375	-8.98%	0	0	N/A	11	31	181.82%
小計	14,545	13,713	-5.72%	1,056	870	-17.61%	616	502	-18.51%
5. 化妝產品公司 - 批發及出入口									
總監／總經理	232	173	-25.43%	0	0	N/A	0	0	N/A
品牌／營業／市場總監／經理	306	221	-27.78%	0	0	N/A	0	0	N/A
產品／技術經理	281	194	-30.96%	0	0	N/A	0	0	N/A
營業／市場主任	752	709	-5.72%	0	0	N/A	0	33	N/A
訓練主任	102	45	-55.88%	0	0	N/A	0	0	N/A
技術顧問	24	60	150.00%	0	0	N/A	0	0	N/A
營業代表	1,816	1,547	-14.81%	0	0	N/A	98	16	-83.67%
市場推廣助理	161	240	49.07%	0	0	N/A	0	0	N/A
推廣員	51	332	550.98%	0	0	N/A	4	200	4900.00%
行政僱員	751	856	13.98%	0	0	N/A	16	0	-100.00%
接待員	146	72	-50.68%	0	0	N/A	0	0	N/A
小計	4,622	4,449	-3.74%	0	0	N/A	118	249	111.02%
6. 化妝產品公司 - 零售									
總監／總經理	76	54	-28.95%	0	0	N/A	0	0	N/A
企業／品牌形象營業總監／經理	77	70	-9.09%	0	0	N/A	0	0	N/A
分區店長／營運經理	126	109	-13.49%	0	0	N/A	0	0	N/A
市場經理	80	90	12.50%	0	0	N/A	0	0	N/A
產品／技術經理	37	45	21.62%	0	0	N/A	0	0	N/A
營業／市場主任	314	238	-24.20%	0	0	N/A	0	0	N/A
訓練主任	85	77	-9.41%	0	0	N/A	0	0	N/A
買手	102	95	-6.86%	0	0	N/A	0	0	N/A
店長	663	699	5.43%	0	0	N/A	0	0	N/A
技術顧問	38	62	63.16%	0	0	N/A	0	0	N/A
美容顧問（櫃位）	5,015	6,417	27.96%	0	0	N/A	94	71	-24.47%
頭髮護理顧問	359	355	-1.11%	0	0	N/A	19	0	-100.00%
化妝師	72	72	0.00%	0	3	N/A	14	0	-100.00%
市場推廣助理	247	160	-35.22%	0	0	N/A	0	3	N/A
推廣員	112	139	24.11%	0	0	N/A	3	91	2933.33%
行政僱員	295	291	-1.36%	0	0	N/A	0	0	N/A
接待員	74	50	-32.43%	0	0	N/A	0	0	N/A
小計	7,772	9,023	16.10%	0	3	N/A	130	165	26.92%

行業類別的主要職務	2007	2010	2007與2010年 的比較 (%)	2007	2010	2007與2010年 的比較 (%)	2007	2010	2007與2010年 的比較 (%)
	直接僱員			自由職人士			兼職人士		
7. 美甲中心									
總監／總經理	0	13	N/A	0	0	N/A	0	0	N/A
分區店長／營運經理	36	25	-30.56%	0	0	N/A	0	0	N/A
指甲顧問 (指甲／趾甲)	27	0	-100.00%	0	0	N/A	0	0	N/A
高級指甲技師 (指甲／趾甲)	25	83	232.00%	0	0	N/A	0	0	N/A
指甲技師 (指甲／趾甲)	128	164	28.13%	0	24	N/A	25	0	-100.00%
修甲師 (指甲／趾甲)	41	189	360.98%	0	0	N/A	0	0	N/A
甲藝師	112	265	136.61%	0	0	N/A	0	0	N/A
手足護理師	0	25	N/A	0	0	N/A	0	0	N/A
初級指甲技師 (指甲／趾甲)	50	138	176.00%	25	0	-100.00%	0	0	N/A
足底按摩師	5	0	-100.00%	0	0	N/A	0	0	N/A
行政僱員	4	6	50.00%	0	0	N/A	0	0	N/A
接待員	19	23	21.05%	0	0	N/A	0	0	N/A
小計	447	931	108.28%	25	24	-4.00%	25	0	-100.00%
總計	42,491	44,914	5.70%	1,434	1,282	-10.59%	1,368	1,395	1.97%

表三(a)：直接僱員宜有教育程度（按行業類別劃分）

行業類別的主要職務	大學學位或以上	副學士學位／高級文憑或同等學歷	文憑或同等學歷	證書／高級證書或同等學歷	中學六年級至七年級	中學四年級至五年級	中學三年級或以下	未有說明	總數
1. 美容及美髮學校									
總監／校長（學校）	6	0	0	3	0	3	0	0	12
高級導師 - 美容及美髮	12	3	7	14	0	9	0	0	45
美容導師	14	3	23	36	1	67	0	2	146
美髮導師	0	0	10	9	0	0	0	0	19
助理美容導師	0	2	5	17	3	11	0	0	38
行政僱員	1	1	0	3	7	49	0	4	65
接待員	0	2	0	1	6	17	0	1	27
小計	33	11	45	83	17	156	0	7	352
佔該教育程度的百分比(總數：352)	9.4%	3.1%	12.8%	23.6%	4.8%	44.3%	0.0%	2.0%	100.0%
2. 化妝、美甲學校									
總監／校長（學校）	12	1	0	0	0	0	0	1	14
高級導師 - 化妝及美甲	9	1	5	2	5	8	0	0	30
化妝導師	1	4	3	13	20	26	0	5	72
美甲導師	0	0	3	1	0	9	0	0	13
助理化妝導師	0	0	2	0	0	20	0	0	22
助理美甲導師	0	0	0	0	0	4	0	0	4
行政僱員	0	0	0	0	3	50	0	4	57
接待員	0	0	1	0	0	9	0	1	11
小計	22	6	14	16	28	126	0	11	223
佔該教育程度的百分比(總數：223)	9.9%	2.7%	6.3%	7.2%	12.6%	56.5%	0.0%	4.9%	100.0%
3. 美容院／健康中心及水療中心									
總監／總經理	31	3	13	0	9	48	4	11	119
分區店長／營運經理	115	16	79	6	88	95	6	18	423
品牌／營業／市場總監／經理	48	0	0	4	0	10	0	2	64
營業／市場主任	38	3	15	46	65	70	0	21	258
高級美容師	3	12	117	114	188	503	59	89	1,085
高級化妝師	0	6	0	11	1	3	0	2	23
纖體顧問	50	0	21	6	2	72	3	7	161
美容師	0	3	248	830	1,287	4,371	1,468	796	9,003
醫護人員助理(美容)	0	30	3	8	0	12	0	0	53
化妝師	25	0	1	30	12	109	15	5	197
按摩及身體護理師	0	0	20	112	63	728	178	43	1,144
修甲師（指甲／趾甲）	0	0	20	19	20	25	12	1	97
甲藝師	0	0	2	8	0	78	0	0	88
纖體師	20	0	6	95	70	424	0	16	631
美容顧問	20	0	16	134	114	274	2	26	586
美容師助理	0	0	0	12	32	401	310	20	775
市場推廣助理	1	11	2	17	13	68	0	0	112
推廣員	0	0	0	0	0	52	36	29	117
行政僱員	17	12	56	20	52	167	3	28	355

行業類別的主要職務	大學學位或以上	副學士學位／高級文憑或同等學歷	文憑或同等學歷	證書／高級證書或同等學歷	中學六年級至七年級	中學四年級至五年級	中學三年級或以下	未有說明	總數
3. 美容院／健康中心及水療中心 (續)									
接待員	0	5	0	47	163	589	8	45	857
醫護人員	60	0	0	0	0	3	0	12	75
小計	428	101	619	1,519	2,179	8,102	2,104	1,171	16,223
佔該教育程度的百分比(總數：16,223)	2.6%	0.6%	3.8%	9.4%	13.4%	49.9%	13.0%	7.2%	100.0%
4. 髮廊									
總監／總經理	11	0	3	0	2	13	1	2	32
分區店長／營運經理	0	25	12	6	3	10	4	6	66
髮型設計總監	0	0	4	4	24	15	0	7	54
技術總監	0	0	10	0	0	0	0	2	12
高級髮型師	0	1	0	47	86	276	189	54	653
髮型師	0	0	1	37	354	2,491	3,544	898	7,325
電染技術員	0	0	0	0	28	168	99	17	312
修甲師 (指甲／趾甲)	0	0	0	0	21	61	28	52	162
甲藝師	0	0	0	0	0	12	10	4	26
髮型助理	0	0	0	8	83	1,001	2,949	502	4,543
行政僱員	9	9	0	0	10	83	33	9	153
接待員	0	0	0	2	43	227	45	58	375
小計	20	35	30	104	654	4,357	6,902	1,611	13,713
佔該教育程度的百分比(總數：13,713)	0%	0%	0%	1%	5%	32%	50%	12%	100%
5. 化妝產品公司 - 批發及出入口									
總監／總經理	169	0	1	0	0	0	0	3	173
品牌／營業／市場總監／經理	214	0	0	0	0	0	0	7	221
產品／技術經理	152	0	12	20	0	0	0	10	194
營業／市場主任	284	16	78	34	65	56	0	176	709
訓練主任	22	0	16	0	0	3	0	4	45
技術顧問	0	0	6	30	0	16	0	8	60
營業代表	340	18	92	91	188	524	0	294	1,547
市場推廣助理	12	0	71	0	4	125	12	16	240
推廣員	0	0	0	0	0	307	0	25	332
行政僱員	3	89	92	0	162	466	0	44	856
接待員	0	0	0	0	8	24	0	40	72
小計	1,196	123	368	175	427	1,521	12	627	4,449
佔該教育程度的百分比(總數：4,449)	26.9%	2.8%	8.3%	3.9%	9.6%	34.2%	0.3%	14.1%	100%
6. 化妝產品公司 - 零售									
總監／總經理	29	0	0	0	2	3	0	20	54
企業／品牌形象營業總監／經理	50	0	4	4	0	0	0	12	70
分區店長／營運經理	36	7	13	8	1	31	0	13	109
市場經理	44	3	0	0	0	0	0	43	90
產品／技術經理	40	0	0	0	0	0	0	5	45
營業／市場主任	48	8	11	15	0	77	0	79	238
訓練主任	32	7	8	4	2	21	0	3	77
買手	20	0	2	0	4	66	0	3	95
店長	58	31	175	113	38	196	0	88	699
技術顧問	2	0	0	0	0	58	0	2	62
美容顧問 (櫃位)	0	0	101	482	1,042	4,249	25	518	6,417
頭髮護理顧問	0	0	0	0	0	263	92	0	355

行業類別的主要職務	大學學位或以上	副學士學位／高級文憑或同等學歷	文憑或同等學歷	證書／高級證書或同等學歷	中學六年級至七年級	中學四年級至五年級	中學三年級或以下	未有說明	總數
6. 化妝產品公司 - 零售 (續)									
化妝師	0	0	60	0	0	12	0	0	72
市場推廣助理	16	0	0	3	21	120	0	0	160
推廣員	0	0	0	0	0	91	0	48	139
行政僱員	8	5	25	5	129	78	0	41	291
接待員	0	0	3	1	1	44	0	1	50
小計	383	61	402	635	1,240	5,309	117	876	9,023
佔該教育程度的百分比(總數：9,023)	4.2%	0.7%	4.5%	7.0%	13.7%	58.8%	1.3%	9.7%	100%
7. 美甲中心									
總監／總經理	4	0	0	0	9	0	0	0	13
分區店長／營運經理	0	0	0	0	9	16	0	0	25
高級指甲技師 (指甲／趾甲)	0	0	0	0	0	83	0	0	83
指甲技師 (指甲／趾甲)	0	0	0	0	0	164	0	0	164
修甲師 (指甲／趾甲)	0	0	0	0	0	189	0	0	189
甲藝師	0	0	0	0	0	183	82	0	265
手足護理師	0	0	0	0	0	25	0	0	25
初級指甲技師 (指甲／趾甲)	0	0	0	0	0	105	33	0	138
行政僱員	0	0	0	0	0	6	0	0	6
接待員	0	0	0	0	0	20	3	0	23
小計	4	0	0	0	18	791	118	0	931
佔該教育程度的百分比(總數：931)	0.4%	0.0%	0.0%	0.0%	1.9%	85.0%	12.7%	0.0%	100%
總計	2,086	337	1,478	2,532	4,563	20,362	9,253	4,303	44,914
佔該教育程度的百分比(總數：44,914)	4.6%	0.8%	3.3%	5.6%	10.2%	45.3%	20.6%	9.6%	100.0%

表三(b)：直接僱員現有教育程度（按行業類別劃分）

行業類別的主要職務	大學學位或以上	副學士學位／高級文憑或同等學歷	文憑或同等學歷	證書／高級證書或同等學歷	中學六年級至七年級	中學四年級至五年級	中學三年級或以下	未有說明	總數
1. 美容及美髮學校									
總監／校長（學校）	6	0	0	3	2	1	0	0	12
高級導師 - 美容及美髮	8	1	8	13	0	9	0	6	45
美容導師	14	7	24	24	2	73	0	2	146
美髮導師	0	0	10	3	0	0	0	6	19
助理美容導師	0	2	5	12	0	19	0	0	38
行政僱員	3	1	0	3	6	48	0	4	65
接待員	1	2	0	1	6	16	0	1	27
小計	32	13	47	59	16	166	0	19	352
佔該教育程度的百分比(總數：352)	9.1%	3.7%	13.4%	16.8%	4.5%	47.2%	0.0%	5.4%	100.0%
2. 化妝、美甲學校									
總監／校長（學校）	13	0	0	0	0	0	0	1	14
高級導師 - 化妝及美甲	10	5	5	2	5	3	0	0	30
化妝導師	4	4	6	3	17	33	0	5	72
美甲導師	0	0	3	0	0	10	0	0	13
助理化妝導師	0	0	2	0	0	20	0	0	22
助理美甲導師	0	0	0	0	0	4	0	0	4
行政僱員	0	0	3	0	0	50	0	4	57
接待員	0	0	1	0	0	10	0	0	11
小計	27	9	20	5	22	130	0	10	223
佔該教育程度的百分比(總數：223)	12.1%	4.0%	9.0%	2.2%	9.9%	58.3%	0.0%	4.5%	100.0%
3. 美容院／健康中心及水療中心									
總監／總經理	23	1	16	0	9	49	0	21	119
分區店長／營運經理	64	13	74	44	92	93	6	37	423
品牌／營業／市場總監／經理	14	0	3	31	0	10	0	6	64
營業／市場主任	34	6	8	16	101	62	0	31	258
高級美容師	3	3	156	134	107	524	68	90	1,085
高級化妝師	0	1	0	4	0	16	0	2	23
纖體顧問	50	0	3	24	2	62	13	7	161
美容師	25	0	607	588	973	5,114	992	704	9,003
醫護人員助理(美容)	0	30	0	11	12	0	0	0	53
化妝師	50	0	1	22	9	110	0	5	197
按摩及身體護理師	0	0	3	112	60	735	147	87	1,144
修甲師（指甲／趾甲）	0	0	2	5	20	69	0	1	97
甲藝師	0	0	2	8	0	78	0	0	88
纖體師	20	0	6	95	70	424	0	16	631
美容顧問	20	0	0	101	112	277	2	74	586
美容師助理	0	0	3	12	64	508	168	20	775
市場推廣助理	0	12	21	1	13	65	0	0	112
推廣員	0	0	3	0	0	83	3	28	117
行政僱員	17	12	60	20	69	110	3	64	355

行業類別的主要職務	大學學位或以上	副學士學位／高級文憑或同等學歷	文憑或同等學歷	證書／高級證書或同等學歷	中學六年級至七年級	中學四年級至五年級	中學三年級或以下	未有說明	總數
3. 美容院／健康中心及水療中心 (續)									
接待員	0	20	2	41	140	514	33	107	857
醫護人員	56	0	0	0	0	0	0	19	75
小計	376	98	970	1,269	1,853	8,903	1,435	1,319	16,223
佔該教育程度的百分比(總數：16,223)	2.3%	0.6%	6.0%	7.8%	11.4%	54.9%	8.8%	8.1%	100.0%
4. 髮廊									
總監／總經理	11	0	4	0	5	10	0	2	32
分區店長／營運經理	0	2	0	10	8	39	0	7	66
髮型設計總監	0	0	0	0	30	16	0	8	54
技術總監	0	4	0	0	0	8	0	0	12
高級髮型師	0	1	14	36	68	293	188	53	653
髮型師	0	0	1	61	318	3,064	3,147	734	7,325
電染技術員	0	0	0	0	20	184	83	25	312
修甲師(指甲／趾甲)	0	0	0	0	9	101	31	21	162
甲藝師	0	0	0	0	4	4	8	10	26
髮型助理	0	0	0	0	89	1,117	2,873	464	4,543
行政僱員	9	0	9	0	18	79	33	5	153
接待員	0	0	0	4	14	253	33	71	375
小計	20	7	28	111	583	5,168	6,396	1,400	13,713
佔該教育程度的百分比(總數：13,713)	0.1%	0.1%	0.2%	0.8%	4.3%	37.7%	46.6%	10.2%	100.0%
5. 化妝產品公司 - 批發及出入口									
總監／總經理	111	0	0	0	17	0	0	45	173
品牌／營業／市場總監／經理	202	0	0	0	0	12	0	7	221
產品／技術經理	135	17	12	20	0	0	0	10	194
營業／市場主任	300	26	80	0	39	127	0	137	709
訓練主任	22	0	0	0	0	19	0	4	45
技術顧問	0	0	6	30	8	8	0	8	60
營業代表	328	18	126	57	192	570	8	248	1,547
市場推廣助理	12	0	71	0	4	137	0	16	240
推廣員	0	0	0	0	1	306	0	25	332
行政僱員	3	89	101	0	185	434	13	31	856
接待員	0	0	6	0	2	24	0	40	72
小計	1,113	150	402	107	448	1,637	21	571	4,449
佔該教育程度的百分比(總數：4,449)	25.0%	3.4%	9.0%	2.4%	10.1%	36.8%	0.5%	12.8%	100.0%
6. 化妝產品公司 - 零售									
總監／總經理	23	0	0	0	0	8	0	23	54
企業／品牌形象營業總監／經理	48	0	0	8	0	0	0	14	70
分區店長／營運經理	15	6	21	12	1	32	0	22	109
市場經理	47	0	0	0	0	0	0	43	90
產品／技術經理	36	4	0	0	0	0	0	5	45
營業／市場主任	48	0	11	0	18	77	0	84	238
訓練主任	21	9	7	5	4	19	0	12	77
買手	16	4	2	0	4	66	0	3	95
店長	38	9	59	98	67	217	0	211	699
技術顧問	2	0	2	0	0	56	0	2	62
美容顧問(櫃位)	0	0	101	222	1,007	3,834	25	1,228	6,417
頭髮護理顧問	0	0	0	0	0	343	12	0	355

行業類別的主要職務	大學學位 或以上	副學士 學位/ 高級文憑或 同等學歷	文憑或 同等學歷	證書/ 高級證書或同 等學歷	中學六年級 至七年級	中學四年級 至五年級	中學三年級 或以下	未有 說明	總數
6. 化妝產品公司 - 零售 (續)									
化妝師	0	0	60	0	0	6	0	6	72
市場推廣助理	16	0	0	0	21	120	3	0	160
推廣員	0	0	0	28	0	68	0	43	139
行政僱員	16	0	25	0	103	109	0	38	291
接待員	2	0	1	0	0	43	0	4	50
小計	328	32	289	373	1,225	4,998	40	1,738	9,023
<i>佔該教育程度的百分比(總數：9,023)</i>	<i>3.6%</i>	<i>0.4%</i>	<i>3.2%</i>	<i>4.1%</i>	<i>13.6%</i>	<i>55.4%</i>	<i>0.4%</i>	<i>19.3%</i>	<i>100.0%</i>
7. 美甲中心									
總監/總經理	4	0	0	0	9	0	0	0	13
分區店長/營運經理	0	0	0	0	9	16	0	0	25
高級指甲技師(指甲/趾甲)	0	0	0	0	0	83	0	0	83
指甲技師(指甲/趾甲)	0	0	0	0	0	139	0	25	164
修甲師(指甲/趾甲)	0	0	0	0	0	189	0	0	189
甲藝師	0	0	0	0	0	183	82	0	265
手足護理師	0	0	0	0	0	25	0	0	25
初級指甲技師(指甲/趾甲)	0	0	0	0	0	130	8	0	138
行政僱員	0	0	0	0	0	6	0	0	6
接待員	0	0	0	0	0	23	0	0	23
小計	4	0	0	0	18	794	90	25	931
<i>佔該教育程度的百分比(總數：931)</i>	<i>0.4%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>1.9%</i>	<i>85.3%</i>	<i>9.7%</i>	<i>2.7%</i>	<i>100.0%</i>
總計	1,900	309	1,756	1,924	4,165	21,796	7,982	5,082	44,914
<i>佔該教育程度的百分比(總數：44,914)</i>	<i>4.2%</i>	<i>0.7%</i>	<i>3.9%</i>	<i>4.3%</i>	<i>9.3%</i>	<i>48.5%</i>	<i>17.8%</i>	<i>11.3%</i>	<i>100.0%</i>

表四(a)：直接僱員宜有相關年資（按行業類別劃分）

行業類別的主要職務	十年以上	六年至十年 以下	三年至六年 以下	一年至三年 以下	一年以下	未有 說明	總數
1. 美容及美髮學校							
總監／校長（學校）	6	2	0	0	0	4	12
高級導師 - 美容及美髮	8	23	8	1	0	5	45
美容導師	0	35	53	40	0	18	146
美髮導師	0	0	19	0	0	0	19
助理美容導師	0	0	12	8	0	18	38
行政僱員	1	0	18	13	22	11	65
接待員	1	0	11	12	2	1	27
小計	16	60	121	74	24	57	352
<i>佔該年資的百分比(總數：352)</i>	<i>4.5%</i>	<i>17.0%</i>	<i>34.4%</i>	<i>21.0%</i>	<i>6.8%</i>	<i>16.2%</i>	<i>100.0%</i>
2. 化妝及美甲學校							
總監／校長（學校）	10	1	0	2	0	1	14
高級導師 - 化妝及美甲	1	15	4	10	0	0	30
化妝導師	3	5	28	31	0	5	72
美甲導師	0	0	3	10	0	0	13
助理化妝導師	0	0	2	20	0	0	22
助理美甲導師	0	0	0	4	0	0	4
行政僱員	0	0	20	29	4	4	57
接待員	0	0	4	5	1	1	11
小計	14	21	61	111	5	11	223
<i>佔該年資的百分比(總數：223)</i>	<i>6.3%</i>	<i>9.4%</i>	<i>27.4%</i>	<i>49.8%</i>	<i>2.2%</i>	<i>4.9%</i>	<i>100.0%</i>
3. 美容院／健康中心及水療中心							
總監／總經理	34	11	55	8	0	11	119
分區店長／營運經理	86	65	211	34	6	21	423
品牌／營業／市場總監／經理	0	45	1	16	0	2	64
營業／市場主任	5	63	117	42	0	31	258
高級美容師	36	71	378	491	15	94	1,085
高級化妝師	0	5	16	0	0	2	23
纖體顧問	0	9	91	51	3	7	161
美容師	102	364	2,455	4,729	403	950	9,003
醫護人員助理(美容)	0	0	37	16	0	0	53
化妝師	25	0	71	87	6	8	197
按摩及身體護理師	20	23	378	622	58	43	1,144
修甲師（指甲／趾甲）	0	0	24	72	0	1	97
甲藝師	0	0	81	4	3	0	88
纖體師	0	3	374	238	0	16	631
美容顧問	25	8	282	228	17	26	586
美容師助理	0	0	7	319	445	4	775
市場推廣助理	8	3	16	82	2	1	112
推廣員	0	0	4	35	77	1	117

行業類別的主要職務	十年以上	六年至十年 以下	三年至六年 以下	一年至三年 以下	一年以下	未有 說明	總數
3. 美容院/健康中心及水療中心 (續)							
行政僱員	0	3	60	217	47	28	355
接待員	2	0	51	464	247	93	857
醫護人員	0	16	4	23	20	12	75
小計	343	689	4,713	7,778	1,349	1,351	16,223
佔該年資的百分比(總數: 16,223)	2.1%	4.2%	29.1%	47.9%	8.3%	8.3%	100.0%
4. 髮廊							
總監/總經理	15	2	6	9	0	0	32
分區店長/營運經理	38	11	13	0	0	4	66
髮型設計總監	20	20	11	0	0	3	54
技術總監	10	0	2	0	0	0	12
高級髮型師	151	165	186	91	20	40	653
髮型師	144	644	1,952	3,193	483	909	7,325
電染技術員	0	3	173	71	48	17	312
修甲師 (指甲/趾甲)	1	1	65	13	30	52	162
甲藝師	0	0	6	20	0	0	26
髮型助理	19	27	356	1,415	2,174	552	4,543
行政僱員	1	4	42	67	34	5	153
接待員	0	8	52	135	124	56	375
小計	399	885	2,864	5,014	2,913	1,638	13,713
佔該年資的百分比(總數: 13,713)	2.9%	6.5%	20.9%	36.6%	21.2%	11.9%	100.0%
5. 化妝產品公司 - 批發及出入口							
總監/總經理	87	68	1	0	0	17	173
品牌/營業/市場總監/經理	20	44	111	9	0	37	221
產品/技術經理	33	63	21	59	0	18	194
營業/市場主任	108	43	199	161	0	198	709
訓練主任	0	0	37	4	0	4	45
技術顧問	0	0	22	30	0	8	60
營業代表	61	100	337	747	0	302	1,547
市場推廣助理	0	0	117	33	14	76	240
推廣員	0	0	39	35	233	25	332
行政僱員	33	86	89	555	25	68	856
接待員	0	0	0	28	2	42	72
小計	342	404	973	1,661	274	795	4,449
佔該年資的百分比(總數: 4,449)	7.7%	9.1%	21.9%	37.3%	6.2%	17.9%	100.0%
6. 化妝產品公司 - 零售							
總監/總經理	23	6	3	0	0	22	54
企業/品牌形象營業總監/經理	34	20	0	0	0	16	70
分區店長/營運經理	37	11	40	0	0	21	109
市場經理	5	31	7	0	0	47	90
產品/技術經理	5	27	4	0	0	9	45
營業/市場主任	16	0	59	74	0	89	238
訓練主任	6	5	26	22	0	18	77

行業類別的主要職務	十年以上	六年至十年 以下	三年至六年 以下	一年至三年 以下	一年以下	未有 說明	總數
6. 化妝產品公司 - 零售 (續)							
買手	7	0	8	77	0	3	95
店長	0	58	437	65	13	126	699
技術顧問	0	2	52	6	0	2	62
美容顧問 (櫃位)	123	0	1,470	3,618	338	868	6,417
頭髮護理顧問	0	0	20	60	275	0	355
化妝師	0	0	66	6	0	0	72
市場推廣助理	21	0	70	45	24	0	160
推廣員	0	0	12	51	44	32	139
行政僱員	10	11	10	190	35	35	291
接待員	0	0	8	39	0	3	50
小計	287	171	2,292	4,253	729	1,291	9,023
<i>佔該年資的百分比(總數：9,023)</i>	<i>3.2%</i>	<i>1.9%</i>	<i>25.4%</i>	<i>47.1%</i>	<i>8.1%</i>	<i>14.3%</i>	<i>100.0%</i>
7. 美甲中心							
總監／總經理	0	4	0	9	0	0	13
分區店長／營運經理	0	0	0	25	0	0	25
高級指甲技師 (指甲／趾甲)	0	0	67	16	0	0	83
指甲技師 (指甲／趾甲)	0	0	97	67	0	0	164
修甲師 (指甲／趾甲)	0	0	0	75	114	0	189
甲藝師	0	0	25	212	28	0	265
手足護理師	0	0	0	25	0	0	25
初級指甲技師 (指甲／趾甲)	0	0	0	73	65	0	138
行政僱員	0	0	0	0	6	0	6
接待員	0	0	0	0	23	0	23
小計	0	4	189	502	236	0	931
<i>佔該年資的百分比(總數：931)</i>	<i>0.0%</i>	<i>0.4%</i>	<i>20.3%</i>	<i>53.9%</i>	<i>25.3%</i>	<i>0.0%</i>	<i>100.0%</i>
總計	1,401	2,234	11,213	19,393	5,530	5,143	44,914
<i>佔該年資的百分比(總數：44,914)</i>	<i>3.1%</i>	<i>5.0%</i>	<i>25.0%</i>	<i>43.2%</i>	<i>12.3%</i>	<i>11.5%</i>	<i>100.0%</i>

表四(b)：直接僱員現有相關年資（按行業類別劃分）

行業類別的主要職務	十年以上	六年至十年以下	三年至六年以下	一年至三年以下	一年以下	未有說明	總數
1. 美容及美髮學校							
總監／校長（學校）	6	2	0	0	0	4	12
高級導師 - 美容及美髮	12	20	2	0	0	11	45
美容導師	33	37	49	9	0	18	146
美髮導師	0	0	13	0	0	6	19
助理美容導師	0	1	12	7	0	18	38
行政僱員	1	0	36	17	0	11	65
接待員	1	1	11	12	1	1	27
小計	53	61	123	45	1	69	352
<i>佔該年資的百分比(總數：352)</i>	<i>15.1%</i>	<i>17.3%</i>	<i>34.9%</i>	<i>12.8%</i>	<i>0.3%</i>	<i>19.6%</i>	<i>100.0%</i>
2. 化妝、美甲學校							
總監／校長（學校）	12	1	0	0	0	1	14
高級導師 - 化妝及美甲	1	21	6	2	0	0	30
化妝導師	7	8	26	26	0	5	72
美甲導師	1	0	3	9	0	0	13
助理化妝導師	0	0	2	20	0	0	22
助理美甲導師	0	0	0	4	0	0	4
行政僱員	0	0	23	29	1	4	57
接待員	0	0	5	5	1	0	11
小計	21	30	65	95	2	10	223
<i>佔該年資的百分比(總數：223)</i>	<i>9.4%</i>	<i>13.5%</i>	<i>29.1%</i>	<i>42.6%</i>	<i>0.9%</i>	<i>4.5%</i>	<i>100.0%</i>
3. 美容院／健康中心及水療中心							
總監／總經理	38	11	55	0	0	15	119
分區店長／營運經理	116	79	167	29	0	32	423
品牌／營業／市場總監／經理	15	40	1	2	0	6	64
營業／市場主任	5	63	126	38	0	26	258
高級美容師	165	140	468	238	0	74	1,085
高級化妝師	8	6	7	0	0	2	23
纖體顧問	9	43	43	59	0	7	161
美容師	1,764	855	3,175	2,429	56	724	9,003
醫護人員助理(美容)	0	34	0	16	3	0	53
化妝師	34	56	50	43	6	8	197
按摩及身體護理師	135	90	404	426	2	87	1,144
修甲師（指甲／趾甲）	0	13	44	39	0	1	97
甲藝師	0	0	81	7	0	0	88
纖體師	0	10	397	208	0	16	631
美容顧問	45	33	295	139	0	74	586
美容師助理	0	0	25	341	405	4	775
市場推廣助理	8	3	19	79	2	1	112
推廣員	0	2	12	54	49	0	117

行業類別的主要職務	十年以上	六年至十年 以下	三年至六年 以下	一年至三年 以下	一年以下	未有 說明	總數
3. 美容院/健康中心及水療中心 (續)							
行政僱員	0	10	105	192	12	36	355
接待員	0	10	80	481	179	107	857
醫護人員	15	4	4	36	0	16	75
小計	2,357	1,502	5,558	4,856	714	1,236	16,223
佔該年資的百分比(總數: 16,223)	14.5%	9.3%	34.3%	29.9%	4.4%	7.6%	100.0%
4. 髮廊							
總監/總經理	23	2	6	1	0	0	32
分區店長/營運經理	38	9	13	0	0	6	66
髮型設計總監	38	2	11	0	0	3	54
技術總監	10	2	0	0	0	0	12
高級髮型師	334	114	104	67	0	34	653
髮型師	3,306	1,414	1,289	649	139	528	7,325
電染技術員	16	20	174	61	32	9	312
修甲師 (指甲/趾甲)	63	16	24	24	22	13	162
甲藝師	0	4	6	16	0	0	26
髮型助理	476	132	775	1,491	1,271	398	4,543
行政僱員	39	53	38	9	9	5	153
接待員	18	0	86	134	75	62	375
小計	4,361	1,768	2,526	2,452	1,548	1,058	13,713
佔該年資的百分比(總數: 13,713)	31.8%	12.9%	18.4%	17.9%	11.3%	7.7%	100.0%
5. 化妝產品公司 - 批發及出入口							
總監/總經理	40	73	1	0	0	59	173
品牌/營業/市場總監/經理	20	56	108	0	0	37	221
產品/技術經理	49	106	4	17	0	18	194
營業/市場主任	264	126	127	36	0	156	709
訓練主任	0	6	35	0	0	4	45
技術顧問	0	8	14	30	0	8	60
營業代表	166	270	289	546	0	276	1,547
市場推廣助理	0	12	104	48	0	76	240
推廣員	35	21	39	12	200	25	332
行政僱員	156	191	73	381	0	55	856
接待員	0	0	0	28	2	42	72
小計	730	869	794	1,098	202	756	4,449
佔該年資的百分比(總數: 4,449)	16.4%	19.5%	17.8%	24.7%	4.5%	17.0%	100.0%
6. 化妝產品公司 - 零售							
總監/總經理	21	6	3	0	0	24	54
企業/品牌形象營業總監/經理	24	12	8	0	0	26	70
分區店長/營運經理	24	37	27	0	0	21	109
市場經理	5	14	12	0	0	59	90
產品/技術經理	5	17	4	0	0	19	45
營業/市場主任	16	0	47	73	0	102	238
訓練主任	4	6	21	25	0	21	77

行業類別的主要職務	十年以上	六年至十年 以下	三年至六年 以下	一年至三年 以下	一年以下	未有 說明	總數
6. 化妝產品公司 - 零售 (續)							
買手	3	4	17	68	0	3	95
店長	20	43	467	43	0	126	699
技術顧問	2	2	50	6	0	2	62
美容顧問 (櫃位)	88	60	2,094	2,838	59	1,278	6,417
頭髮護理顧問	130	0	20	195	0	10	355
化妝師	0	0	66	6	0	0	72
市場推廣助理	24	0	72	55	5	4	160
推廣員	0	30	12	65	0	32	139
行政僱員	10	0	14	219	8	40	291
接待員	2	1	6	36	0	5	50
小計	378	232	2,940	3,629	72	1,772	9,023
<i>佔該年資的百分比(總數：9,023)</i>	<i>4.2%</i>	<i>2.6%</i>	<i>32.6%</i>	<i>40.2%</i>	<i>0.8%</i>	<i>19.6%</i>	<i>100.0%</i>
7. 美甲中心							
總監／總經理	4	0	9	0	0	0	13
分區店長／營運經理	0	0	25	0	0	0	25
高級指甲技師 (指甲／趾甲)	0	0	5	78	0	0	83
指甲技師 (指甲／趾甲)	0	0	164	0	0	0	164
修甲師 (指甲／趾甲)	0	0	50	75	64	0	189
甲藝師	0	0	50	207	0	8	265
手足護理師	0	0	0	25	0	0	25
初級指甲技師 (指甲／趾甲)	25	0	0	57	56	0	138
行政僱員	0	0	0	6	0	0	6
接待員	0	0	0	23	0	0	23
小計	29	0	303	471	120	8	931
<i>佔該年資的百分比(總數：931)</i>	<i>3.1%</i>	<i>0.0%</i>	<i>32.5%</i>	<i>50.6%</i>	<i>12.9%</i>	<i>0.9%</i>	<i>100.0%</i>
總計	7,929	4,462	12,309	12,646	2,659	4,909	44,914
<i>佔該年資的百分比(總數：44,914)</i>	<i>17.7%</i>	<i>9.9%</i>	<i>27.4%</i>	<i>28.2%</i>	<i>5.9%</i>	<i>10.9%</i>	<i>100.0%</i>

表五(a)：直接僱員宜有職業資格（按行業類別劃分）

行業類別	僱員宜有職業資格	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工級 (c)	總數 (a - c)
1. 美容及美髮學校					
	國家職業資格（技能鑒定）證書	2	2	0	4
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	1	1	0	2
	• 化妝師	1	1	0	2
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	2	2	0	4
	技能提升課程證書／僱員再培訓局課程證書	0	0	0	0
	其他本地專業／認可課程證書／資格	10	11	1	22
	其他國際性專業／認可課程證書	18	37	5	60
小計	34	54	6	94	
2. 化妝、美甲等學校					
	國家職業資格（技能鑒定）證書	0	0	0	0
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	0	0	0	0
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書／僱員再培訓局課程證書	0	0	0	0
	其他本地專業／認可課程證書／資格	1	2	1	4
	其他國際性專業／認可課程證書	2	2	1	5
小計	3	4	2	9	
3. 美容院、健康中心及水療中心					
	國家職業資格（技能鑒定）證書	4	3	62	69
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	6	20	144	170
	• 化妝師	0	5	9	14
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書／僱員再培訓局課程證書	4	13	74	91
	其他本地專業／認可課程證書／資格	1	15	194	210
	其他國際性專業／認可課程證書	51	101	1,343	1,495
小計	66	157	1,826	2,049	
4. 髮廊					
	國家職業資格（技能鑒定）證書	6	4	51	61
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	0	0	0	0
	• 化妝師	0	0	2	2
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	11	27	75	113
	技能提升課程證書／僱員再培訓局課程證書	7	12	54	73
	其他本地專業／認可課程證書／資格	0	5	224	229
	其他國際性專業／認可課程證書	10	10	78	98
小計	34	58	484	576	

行業類別	僱員宜有職業資格	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工級 (c)	總數 (a - c)
5. 批發及出入口產品公司					
	國家職業資格 (技能鑒定) 證書	0	0	0	0
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	0	0	0
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書/僱員再培訓局課程證書	0	0	0	0
	其他本地專業/認可課程證書/資格	0	46	3	49
	其他國際性專業/認可課程證書	1	67	6	74
	小計	1	113	9	123
6. 零售產品公司					
	國家職業資格 (技能鑒定) 證書	0	2	1	3
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	5	7	12	24
	• 化妝師	1	1	2	4
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書/僱員再培訓局課程證書	4	1	5	10
	其他本地專業/認可課程證書/資格	0	0	0	0
	其他國際性專業/認可課程證書	7	22	24	53
	小計	17	33	44	94
7. 美甲中心					
	國家職業資格 (技能鑒定) 證書	9	9	0	18
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	0	0	0
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書/僱員再培訓局課程證書	0	0	0	0
	其他本地專業/認可課程證書/資格	0	24	0	24
	其他國際性專業/認可課程證書	0	27	25	52
	小計	9	60	25	94
8. 其他 (包括婚紗攝影及影視娛樂機構)					
	國家職業資格 (技能鑒定) 證書	1	1	4	6
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	0	0	0
	• 化妝師	0	2	5	7
	• 強烈脈衝光儀器操作員	0	1	1	2
	• 髮型師	0	2	3	5
	技能提升課程證書/僱員再培訓局課程證書	0	2	6	8
	其他本地專業/認可課程證書/資格	1	2	3	6
	其他國際性專業/認可課程證書	3	4	29	36
	小計	5	14	51	70
	總計	169	493	2,447	3,109

表五(b)：直接僱員現有職業資格（按行業類別劃分）

行業類別	僱員現有職業資格	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工級 (c)	總數 (a - c)
1. 美容及美髮學校					
	國家職業資格（技能鑒定）證書	2	2	0	4
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	2	3	0	5
	• 化妝師	2	3	0	5
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	3	2	0	5
	技能提升課程證書／僱員再培訓局課程證書	1	2	0	3
	其他本地專業／認可課程證書／資格	12	11	1	24
	其他國際性專業／認可課程證書	19	40	4	63
小計	41	63	5	109	
2. 化妝、美甲等學校					
	國家職業資格（技能鑒定）證書	0	0	0	0
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	0	0	0	0
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書／僱員再培訓局課程證書	0	0	0	0
	其他本地專業／認可課程證書／資格	1	2	1	4
	其他國際性專業／認可課程證書	7	8	2	17
小計	8	10	3	21	
3. 美容院、健康中心及水療中心					
	國家職業資格（技能鑒定）證書	3	9	104	116
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	3	7	64	74
	• 化妝師	0	5	9	14
	• 強烈脈衝光儀器操作員	0	8	0	8
	• 髮型師	0	0	0	0
	技能提升課程證書／僱員再培訓局課程證書	2	10	62	74
	其他本地專業／認可課程證書／資格	1	23	582	606
	其他國際性專業／認可課程證書	50	138	1,665	1,853
小計	59	200	2,486	2,745	
4. 髮廊					
	國家職業資格（技能鑒定）證書	5	4	60	69
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	0	2	2	4
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	6	14	86	106
	技能提升課程證書／僱員再培訓局課程證書	8	5	77	90
	其他本地專業／認可課程證書／資格	0	10	355	365
	其他國際性專業／認可課程證書	8	11	263	282
小計	27	46	843	916	

行業類別	僱員現有職業資格	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工級 (c)	總數 (a - c)
5. 批發及出入口產品公司					
	國家職業資格 (技能鑒定) 證書	0	0	0	0
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	0	0	0
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書/僱員再培訓局課程證書	0	0	0	0
	其他本地專業/認可課程證書/資格	0	15	3	18
	其他國際性專業/認可課程證書	2	56	6	64
	小計	2	71	9	82
6. 零售產品公司					
	國家職業資格 (技能鑒定) 證書	0	3	3	6
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	4	2	11	17
	• 化妝師	0	1	2	3
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書/僱員再培訓局課程證書	4	1	10	15
	其他本地專業/認可課程證書/資格	0	0	0	0
	其他國際性專業/認可課程證書	7	20	23	50
	小計	15	27	49	91
7. 美甲中心					
	國家職業資格 (技能鑒定) 證書	9	9	0	18
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	0	0	0
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書/僱員再培訓局課程證書	0	24	0	24
	其他本地專業/認可課程證書/資格	0	34	34	68
	其他國際性專業/認可課程證書	0	11	9	20
	小計	9	78	43	130
8. 其他 (包括婚紗攝影及影視娛樂機構)					
	國家職業資格 (技能鑒定) 證書	1	0	3	4
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	0	0	0
	• 化妝師	0	2	5	7
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	2	2	4
	技能提升課程證書/僱員再培訓局課程證書	0	1	4	5
	其他本地專業/認可課程證書/資格	0	2	7	9
	其他國際性專業/認可課程證書	2	4	31	37
	小計	3	11	52	66
	總計	164	506	3,490	4,160

表六：未來十二個月內，美容美髮業從業員須接受的技能培訓範疇（按行業類別劃分）

行業類別	技能培訓範疇	經理級	技師級	主任級	技術員級	技工級	半熟練技工級	總數
1. 美容及美髮學校								
	一般管理技能							
	管理技能（如解決問題、決策、領導才能及危機管理）	5	10	0	3	0	0	18
	人力資源	4	1	0	0	0	0	5
	市場管理	4	2	0	0	0	0	6
	優質服務管理	2	10	0	1	0	0	13
	其他	0	0	0	0	0	0	0
	小計(a)	15	23	0	4	0	0	42
	通用技能							
	顧客服務技巧	0	2	0	18	5	1	26
	處理投訴技巧	0	1	0	8	1	0	10
	銷售及市場推廣技巧	0	2	0	6	1	0	9
	店鋪營運技巧	0	2	0	11	3	0	16
	其他	0	1	0	10	0	0	11
	小計(b)	0	8	0	53	10	1	72
	語文技能							
	普通話	0	1	0	4	1	0	6
	中文書寫能力	0	1	0	3	0	0	4
	英文書寫能力	0	10	0	11	0	0	21
	英語會話	3	13	0	15	1	0	32
	其他	0	0	0	0	0	0	0
	小計(c)	3	25	0	33	2	0	63
	總計(a - c)	18	56	0	90	12	1	177
2. 化妝、美甲等學校								
	一般管理技能							
	管理技能（如解決問題、決策、領導才能及危機管理）	1	0	0	0	0	0	1
	人力資源	0	0	0	0	0	0	0
	市場管理	0	0	0	0	0	0	0
	優質服務管理	0	0	0	0	0	0	0
	其他	0	0	0	0	0	0	0
	小計(a)	1	0	0	0	0	0	1
	通用技能							
	顧客服務技巧	1	1	0	2	0	0	4
	處理投訴技巧	0	0	0	1	0	0	1
	銷售及市場推廣技巧	0	0	0	1	0	0	1
	店鋪營運技巧	0	0	0	1	0	0	1
	其他	0	0	0	0	0	0	0
	小計(b)	1	1	0	5	0	0	7
	語文技能							
	普通話	0	1	0	2	0	0	3
	中文書寫能力	0	0	0	0	0	0	0
	英文書寫能力	1	1	0	1	0	0	3
	英語會話	0	2	0	3	0	0	5
	其他	0	0	0	0	0	0	0
	小計(c)	1	4	0	6	0	0	11
	總計(a - c)	3	5	0	11	0	0	19

行業類別	技能培訓範疇	經理級	技師級	主任級	技術員級	技工級	半熟練技工級	總數
3. 美容院、健康中心及水療中心								
	一般管理技能							
	管理技能 (如解決問題、決策、領導才能及危機管理)	38	0	0	10	98	0	146
	人力資源	24	0	0	0	40	0	64
	市場管理	36	0	0	0	59	0	95
	優質服務管理	39	0	0	10	63	0	112
	其他	0	0	0	0	0	0	0
	小計(a)	137	0	0	20	260	0	417
	通用技能							
	顧客服務技巧	40	0	21	181	809	188	1239
	處理投訴技巧	39	0	7	90	227	10	373
	銷售及市場推廣技巧	31	0	19	67	485	41	643
	店鋪營運技巧	36	0	10	26	137	133	342
	其他	3	0	0	2	59	25	89
	小計(b)	149	0	57	366	1,717	397	2,686
	語文技能							
	普通話	14	0	3	30	423	1	471
	中文書寫能力	11	0	1	7	46	0	65
	英文書寫能力	11	0	1	7	70	0	89
	英語會話	13	0	11	30	439	1	494
	其他	0	0	0	1	1	0	2
	小計(c)	49	0	16	75	979	2	1,121
	總計(a - c)	335	0	73	461	2,956	399	4,224
4. 髮廊								
	一般管理技能							
	管理技能 (如解決問題、決策、領導才能及危機管理)	10	3	0	19	9	0	41
	人力資源	6	7	0	12	0	0	25
	市場管理	11	6	0	5	0	0	22
	優質服務管理	9	7	0	8	0	0	24
	其他	0	0	0	0	0	2	2
	小計(a)	36	23	0	44	9	2	114
	通用技能							
	顧客服務技巧	7	10	0	25	356	133	531
	處理投訴技巧	9	10	0	21	40	4	84
	銷售及市場推廣技巧	5	6	0	6	97	28	142
	店鋪營運技巧	8	7	0	28	74	33	150
	其他	1	1	0	2	47	2	53
	小計(b)	30	34	0	82	614	200	960
	語文技能							
	普通話	9	7	0	18	217	26	277
	中文書寫能力	3	2	0	6	6	2	19
	英文書寫能力	6	2	0	10	10	9	37
	英語會話	14	7	0	19	244	45	329
	其他	1	1	0	1	1	1	5
	小計(c)	33	19	0	54	478	83	667
	總計(a - c)	99	76	0	180	1,101	285	1,741

行業類別	技能培訓範疇	經理級	技師級	主任級	技術員級	技工級	半熟練技工級	總數
5. 批發及出入口產品公司								
	一般管理技能							
	管理技能 (如解決問題、決策、領導才能及危機管理)	3	0	9	0	12	0	24
	人力資源	1	0	0	0	0	0	1
	市場管理	3	0	5	0	0	0	8
	優質服務管理	0	0	0	0	0	0	0
	其他	0	0	0	0	0	0	0
	小計(a)	7	0	14	0	12	0	33
	通用技能							
	顧客服務技巧	0	0	1	72	45	0	118
	處理投訴技巧	0	0	3	3	0	0	6
	銷售及市場推廣技巧	1	0	9	81	37	0	128
	店鋪營運技巧	0	0	12	54	0	0	66
	其他	0	0	0	0	3	0	3
	小計(b)	1	0	25	210	85	0	321
	語文技能							
	普通話	2	0	1	59	70	0	132
	中文書寫能力	0	0	1	1	0	0	2
	英文書寫能力	1	0	1	1	0	0	3
	英語會話	1	0	1	50	66	0	118
	其他	0	0	0	0	0	0	0
小計(c)	4	0	4	111	136	0	255	
總計(a - c)	12	0	43	321	233	0	609	
6. 零售產品公司								
	一般管理技能							
	管理技能 (如解決問題、決策、領導才能及危機管理)	16	0	15	0	0	0	31
	人力資源	10	0	12	0	0	0	22
	市場管理	15	0	4	0	0	0	19
	優質服務管理	9	0	10	0	0	0	19
	其他	0	0	0	0	0	0	0
	小計(a)	50	0	41	0	0	0	91
	通用技能							
	顧客服務技巧	12	0	35	6	71	8	132
	處理投訴技巧	10	0	30	1	59	0	100
	銷售及市場推廣技巧	8	0	19	3	76	0	106
	店鋪營運技巧	13	0	13	1	36	4	67
	其他	0	0	2	1	28	4	35
	小計(b)	43	0	99	12	270	16	440
	語文技能							
	普通話	12	0	12	0	25	0	49
	中文書寫能力	5	0	4	0	8	0	17
	英文書寫能力	8	0	8	0	8	0	24
	英語會話	6	0	10	0	22	0	38
	其他	1	0	0	0	0	0	1
小計(c)	32	0	34	0	63	0	129	
總計(a - c)	125	0	174	12	333	16	660	

行業類別	技能培訓範疇	經理級	技師級	主任級	技術員級	技工級	半熟練技工級	總數
7. 美甲中心								
	一般管理技能							
	管理技能 (如解決問題、決策、領導才能及危機管理)	11	0	0	33	0	0	44
	人力資源	9	0	0	24	0	0	33
	市場管理	9	0	0	24	0	0	33
	優質服務管理	9	0	0	24	0	0	33
	其他	0	0	0	0	0	0	0
	小計(a)	38	0	0	105	0	0	143
	通用技能							
	顧客服務技巧	11	0	0	11	60	0	82
	處理投訴技巧	9	0	0	9	60	0	78
	銷售及市場推廣技巧	9	0	0	0	51	0	60
	店鋪營運技巧	9	0	0	0	51	0	60
	其他	0	0	0	0	0	0	0
	小計(b)	38	0	0	20	222	0	280
	語文技能							
	普通話	9	0	0	33	34	0	76
	中文書寫能力	9	0	0	0	0	0	9
	英文書寫能力	9	0	0	0	0	0	9
	英語會話	9	0	0	35	59	0	103
	其他	0	0	0	0	0	0	0
	小計(c)	36	0	0	68	93	0	197
	總計(a - c)	112	0	0	193	315	0	620
8. 其他 (包括婚紗攝影及影視娛樂機構)								
	一般管理技能							
	管理技能 (如解決問題、決策、領導才能及危機管理)	3	0	0	0	0	0	3
	人力資源	2	0	0	0	0	0	2
	市場管理	2	0	0	0	0	0	2
	優質服務管理	2	0	0	0	0	0	2
	其他	0	0	0	0	0	0	0
	小計(a)	9	0	0	0	0	0	9
	通用技能							
	顧客服務技巧	2	0	1	4	10	0	17
	處理投訴技巧	3	0	1	3	5	0	12
	銷售及市場推廣技巧	1	0	1	2	6	0	10
	店鋪營運技巧	1	0	1	2	7	0	11
	其他	0	0	0	0	1	0	1
	小計(b)	7	0	4	11	29	0	51
	語文技能							
	普通話	2	1	0	2	7	0	12
	中文書寫能力	0	0	0	0	0	0	0
	英文書寫能力	0	0	0	0	0	0	0
	英語會話	0	0	0	2	7	0	9
	其他	0	0	0	0	1	0	1
	小計(c)	2	1	0	4	15	0	22
	總計(a - c)	18	1	4	15	44	0	82
	合共	722	138	294	1,283	4,994	701	8,132

表七(a)：過去十二個內，招聘美容美髮從業員遇上困難的原因（按行業類別劃分）

行業類別	原因	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工級 (c)	總數 (a - c)
1. 美容及美髮學校					
	缺乏具相關訓練／資歷的人力資源	9	9	1	19
	缺乏具相關經驗求職者	9	11	1	21
	求職者對服務條件／薪酬要求過高	0	1	1	2
	工作時間過長	0	1	0	1
	地位低微	0	0	0	0
	其他	0	0	0	0
	小計	18	22	3	43
2. 化妝、美甲等學校					
	缺乏具相關訓練／資歷的人力資源	0	0	0	0
	缺乏具相關經驗求職者	0	0	0	0
	求職者對服務條件／薪酬要求過高	0	0	0	0
	工作時間過長	0	0	0	0
	地位低微	0	0	0	0
	其他	0	0	0	0
	小計	0	0	0	0
3. 美容院、健康中心及水療中心					
	缺乏具相關訓練／資歷的人力資源	3	13	195	211
	缺乏具相關經驗求職者	4	11	257	272
	求職者對服務條件／薪酬要求過高	3	5	187	195
	工作時間過長	1	2	120	123
	地位低微	0	0	23	23
	其他	0	0	93	93
	小計	11	31	875	917
4. 髮廊					
	缺乏具相關訓練／資歷的人力資源	3	3	85	91
	缺乏具相關經驗求職者	6	4	216	226
	求職者對服務條件／薪酬要求過高	1	6	327	334
	工作時間過長	0	0	376	376
	地位低微	0	0	201	201
	其他	0	0	116	116
	小計	10	13	1,321	1,344
5. 批發及出入口產品公司					
	缺乏具相關訓練／資歷的人力資源	0	34	33	67
	缺乏具相關經驗求職者	2	71	69	142
	求職者對服務條件／薪酬要求過高	2	93	34	129
	工作時間過長	1	1	1	3
	地位低微	0	66	0	66
	其他	0	0	21	21
	小計	5	265	158	428

行業類別	原因	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工級 (c)	總數 (a - c)
6. 零售產品公司					
	缺乏具相關訓練/資歷的人力資源	4	8	11	23
	缺乏具相關經驗求職者	8	15	20	43
	求職者對服務條件/薪酬要求過高	8	12	43	63
	工作時間過長	1	1	16	18
	地位低微	0	0	4	4
	其他	0	0	0	0
	小計	21	36	94	151
7. 美甲中心					
	缺乏具相關訓練/資歷的人力資源	0	0	0	0
	缺乏具相關經驗求職者	0	24	24	48
	求職者對服務條件/薪酬要求過高	0	0	2	2
	工作時間過長	0	0	2	2
	地位低微	0	0	0	0
	其他	0	0	0	0
	小計	0	24	28	52
8. 其他 (包括婚紗攝影及影視娛樂機構)					
	缺乏具相關訓練/資歷的人力資源	0	0	4	4
	缺乏具相關經驗求職者	0	1	5	6
	求職者對服務條件/薪酬要求過高	0	1	5	6
	工作時間過長	0	1	4	5
	地位低微	0	0	3	3
	其他	0	0	0	0
	小計	0	3	21	24
	總計	65	394	2,500	2,959

表七(b)：過去十二個內，招聘美容美髮從業員有否遇上困難（按行業類別劃分）

行業類別	有	否	未有招聘/ 未有嘗試招聘	未有說明/ 拒絕回應	總數
1. 美容及美髮學校	12	12	26	1	51
2. 化妝、美甲等學校	0	10	3	1	14
3. 美容院、健康中心及水療中心	402	651	2,193	159	3,405
4. 髮廊	760	578	1,666	241	3,245
5. 批發及出入口產品公司	217	72	557	39	885
6. 零售產品公司	60	71	310	32	473
7. 美甲中心	26	9	221	0	256
8. 其他（包括婚紗攝影及影視娛樂機構）	6	11	68	7	92
總計	1,483	1,414	5,044	480	8,421

表八(a)：過去十二個月內(31.1.2009 - 31.1.2010)離職的僱員人數 (按行業類別劃分)

行業類別	過去十二個月內離職的僱員人數			
	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工級 (c)	總離職人數 (a - c)
1. 美容及美髮學校	0	20	4	24
2. 化妝、美甲等學校	0	5	22	27
3. 美容院、健康中心及水療中心	28	158	1,922	2,108
4. 髮廊	18	68	4,004	4,090
5. 批發及出入口產品公司	9	377	343	729
6. 零售產品公司	14	89	1,375	1,478
7. 美甲中心	0	58	76	134
8. 其他 (包括婚紗攝影及影視娛樂機構)	0	3	23	26
總計	69	778	7,769	8,616

表八(b)：過去十二個月內(31.1.2009 - 31.1.2010)聘用的僱員人數 (按行業類別劃分)

行業類別	總招聘人數				入職前是從事美容美髮業 相關職務的人數			
	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工級 (c)	小計 (a-c)	經理級/ 技師級 (d)	主任級/ 技術員級 (e)	技工級/ 半熟練技工級 (f)	小計 (d-f)
1. 美容及美髮學校	0	26	3	29	0	23	3	26
2. 化妝、美甲等學校	0	5	22	27	0	5	22	27
3. 美容院、健康中心及水療中心	20	113	1,664	1,797	20	113	1,190	1,323
4. 髮廊	8	39	3,672	3,719	8	39	1,317	1,364
5. 批發及出入口產品公司	0	342	322	664	0	239	244	483
6. 零售產品公司	13	50	1,125	1,188	5	46	1,003	1,054
7. 美甲中心	0	64	78	142	0	64	68	132
8. 其他 (包括婚紗攝影及影視娛樂機構)	0	3	29	32	0	3	23	26
總計	41	642	6,915	7,598	33	532	3,870	4,435

表九：各類行業的機構數目（按規模劃分）

行業類別	僱員數目	機構數目
1. 美容及美髮學校		
	1 -- 4	4
	5 -- 9	27
	10 -- 19	14
	20 -- 49	1
	50 -- 99	3
	100 -- 199	0
	200及以上	2
	小計	51
2. 化妝、美甲等學校		
	1 -- 4	2
	5 -- 9	4
	10 -- 19	6
	20 -- 49	2
	50 -- 99	0
	100 -- 199	0
	200及以上	0
	小計	14
3. 美容院、健康中心及水療中心		
	1 -- 4	2,839
	5 -- 9	276
	10 -- 19	150
	20 -- 49	95
	50 -- 99	25
	100 -- 199	9
	200及以上	11
	小計	3,405
4. 髮廊		
	1 -- 4	2,138
	5 -- 9	842
	10 -- 19	202
	20 -- 49	34
	50 -- 99	21
	100 -- 199	7
	200及以上	1
	小計	3,245

行業類別	僱員數目	機構數目
5. 批發及出入口產品公司		
	1 -- 4	571
	5 -- 9	218
	10 -- 19	28
	20 -- 49	50
	50 -- 99	9
	100 -- 199	7
	200及以上	2
	小計	885
6. 零售產品公司		
	1 -- 4	296
	5 -- 9	67
	10 -- 19	40
	20 -- 49	35
	50 -- 99	9
	100 -- 199	14
	200及以上	12
	小計	473
7. 美甲中心		
	1 -- 4	183
	5 -- 9	58
	10 -- 19	12
	20 -- 49	0
	50 -- 99	3
	100 -- 199	0
	200及以上	0
	小計	256
8. 其他 (包括婚紗攝影及影視娛樂機構)		
	1 -- 4	49
	5 -- 9	15
	10 -- 19	10
	20 -- 49	7
	50 -- 99	0
	100 -- 199	4
	200及以上	7
	小計	92
	總計	8,421

表十：各類行業技術及非技術的僱員人數（按規模劃分）

行業類別	僱員數目	非技術 僱員人數 (a)	技術 僱員人數 (b)	總數 (a) + (b)
1. 美容及美髮學校				
	1 -- 4	0	12	12
	5 -- 9	10	146	156
	10 -- 19	6	124	130
	20 -- 49	2	30	32
	50 -- 99	82	124	206
	100 -- 199	0	0	0
	200及以上	0	14	14
	小計	100	450	550
2. 化妝、美甲等學校				
	1 -- 4	0	8	8
	5 -- 9	1	30	31
	10 -- 19	1	81	82
	20 -- 49	5	45	50
	50 -- 99	0	0	0
	100 -- 199	0	0	0
	200及以上	0	0	0
	小計	7	164	171
3. 美容院、健康中心及水療中心				
	1 -- 4	38	5,007	5,045
	5 -- 9	44	1,632	1,676
	10 -- 19	75	1,687	1,762
	20 -- 49	248	2,285	2,533
	50 -- 99	111	1,661	1,772
	100 -- 199	278	869	1,147
	200及以上	340	2,536	2,876
	小計	1,134	15,677	16,811
4. 髮廊				
	1 -- 4	0	3,877	3,877
	5 -- 9	20	4,731	4,751
	10 -- 19	8	2,410	2,418
	20 -- 49	26	765	791
	50 -- 99	64	1,184	1,248
	100 -- 199	57	661	718
	200及以上	0	255	255
	小計	175	13,883	14,058

行業類別	僱員數目	非技術 僱員人數 (a)	技術 僱員人數 (b)	總數 (a) + (b)
5. 批發及出入口產品公司				
	1 -- 4	26	1,086	1,112
	5 -- 9	184	1,135	1,319
	10 -- 19	40	352	392
	20 -- 49	388	999	1,387
	50 -- 99	280	335	615
	100 -- 199	394	570	964
	200及以上	136	384	520
	小計	1,448	4,861	6,309
6. 零售產品公司				
	1 -- 4	0	522	522
	5 -- 9	6	419	425
	10 -- 19	4	452	456
	20 -- 49	33	1,205	1,238
	50 -- 99	44	538	582
	100 -- 199	351	1,432	1,783
	200及以上	3,995	4,037	8,032
	小計	4,433	8,605	13,038
7. 美甲中心				
	1 -- 4	0	309	309
	5 -- 9	0	290	290
	10 -- 19	4	116	120
	20 -- 49	0	0	0
	50 -- 99	0	216	216
	100 -- 199	0	0	0
	200及以上	0	0	0
	小計	4	931	935
8. 其他 (包括婚紗攝影及影視娛樂機構)				
	1 -- 4	0	74	74
	5 -- 9	16	27	43
	10 -- 19	11	50	61
	20 -- 49	0	48	48
	50 -- 99	0	0	0
	100 -- 199	79	70	149
	200及以上	0	74	74
	小計	106	343	449
	總計	7,407	44,914	52,321

表十一：美容美髮業2010年人力調查反應分析

行業類別*	1. 美容服務	2. 理髮服務	3. 化妝品及香水批發及出口貿易	4. 化妝品零售	5. 體育機構	6. 學校	7. 結婚攝影機構	8. 影視娛樂事業機構	總數
結束營業	8	9	6	1	0	0	2	0	26
門上鎖	0	1	1	0	0	0	0	0	2
重複	0	0	0	0	0	0	0	1	1
合併	1	4	0	0	0	1	0	0	6
搬遷、地址無法確定	3	16	5	5	0	4	4	0	37
非技術僱員	0	0	0	2	0	9	14	2	27
無法取得聯絡	10	23	6	11	2	3	0	1	56
並無從事有關的單一業務	0	2	7	10	0	5	2	0	26
未開始營業	0	1	2	2	0	1	0	0	6
只提供部份資料	24	13	3	6	0	2	2	0	50
拒絕回應	3	9	8	4	0	1	0	0	25
雖已註冊／有通信地址但並無營業	0	2	2	0	0	0	0	0	4
有回應	256	259	45	48	8	59	22	4	701
暫時停業	5	4	3	3	0	5	0	0	20
空置單位	3	3	1	0	1	2	0	0	10
合共	313	346	89	92	11	92	46	8	997

*行業類別：根據統計處於其註冊機構的資料庫內抽出相關機構而設計出的抽樣方案。

2010 Manpower Survey Report of the Beauty Care, Hairdressing and Cosmetics Industry

Executive Summary

Introduction

1. The Beauty Care and Hairdressing Training Board (*the Training Board*) of the Vocational Training Council conducts a manpower survey biennially to assess the manpower situation of the industry and identify its manpower demand and training needs.
2. The fieldwork took place in February 2010, taking 31 January 2010 as the reference date for the survey data. Out of the 10 408 registered companies in the industry, 997 were selected using stratified random sampling method.
3. The 997 samples fell into the following six sectors:
 - i) School (Beauty & Hairdressing/Make-up/Nail) [abbreviated as “*School*”]
 - ii) Beauty Centre/Health Centre & Spa [abbreviated as “Beauty Centre”];
 - iii) Hairdressing Salon;
 - iv) Cosmetic Product Company – Wholesale, Import & Export [abbreviated as “Cosmetic Product Company - WIE”];
 - v) Cosmetic Product Company – Retail;
 - vi) Nail Salon.
4. The overall effective response rate was 96.8%, similar to that of 2007.

Objective

5. This survey aimed to collect the latest manpower statistics from the industry, identify the manpower demand and training needs, and hence recommend strategies for

curriculum development and training programmes for various jobs in the industry.

Limitations

6. Owing to limited resources, statistical sampling of companies was adopted for the survey. Inherent errors were inevitable and might affect the interpretation of the findings.

Economic Outlook

7. The global financial tsunami triggered by the bankruptcy of Lehman Brothers in September 2008 led to a significant slowdown of the rising local economy in 2009. Negative gross domestic product (GDP) growth was recorded in the first three quarters of 2009 and only slight improvement was seen in the fourth quarter.

8. The subprime mortgage crisis and financial turmoil weakened the performance of US and European markets, and thereby adversely affected the export and re-export income of Hong Kong. However, the overall local economy remained substantially stable as the subprime crisis did not brought about direct impacts; and also owing to an estimate of over \$100 billion “hot money” staying in Hong Kong. The GDP of the first quarter of 2010 even registered a 9.2% increase, representing a growth of 8.2% year-on-year. In the aspect of domestic demand, a respective growth of 7.1% and 2.6% was recorded in private consumption expenditure and government consumption expenditure, and domestic fixed capital increased as much as 22.7%. Benefited from domestic growth, the labour market was stable with a low unemployment rate (4.4% in the first quarter of 2010).

9. However, inflation in Hong Kong was heated up by the depreciation of US dollar and the continuous appreciation of Renminbi (RMB). The Composite Consumer Price Index recorded a year-on-year increase of 2.1% in the first quarter of 2010. The property market even hit record highs with the persistently low loan rates and hot money inflows. Rentals for shop and office space did not fall despite the repercussions of the financial tsunami, while property prices drew near the summit of 1997. Various business sectors, in particular personal and related services, were under mounted pressure as rents escalated.

10. To cope with rental hikes, small- and medium-sized enterprises (*SME*) with narrow profit margins had to cut back on other expenses to survive at times of shrinking revenue. Their growth in particular is significantly limited amidst the unfavourable business conditions, whose overall operating costs were fuelled by the relatively high wages of local workers than their counterparts elsewhere. Also, the intense competition among business operators would further weaken the business advantages of Hong Kong. As the introduction of statutory minimum wage was being legislated, the highly labour-intensive Beauty Care and Hairdressing sectors would have to brace for another challenge.

Business Outlook and Manpower Implications

11. Although it took less time than anticipated to absorb the impact of financial tsunami, the industry saw changes and adjustments in operating cost, business development and manpower demand owing to the absence of signs of rent reduction coupled with weaker consumption.

12. A rapid expansion of medical cosmetic services was witnessed in the Beauty Centre sector. Those beauty equipments and treatments using optical, acoustic, physio, micro-current and injection technologies became dominant. An increasing number of professionals from other fields (e.g. medical doctors, health care personnel and therapists) have been joining this sector. Numerous beauty care providers have sprung up in recent years, predominantly medium-sized and self-acclaimed as medical beauty centres or groups, etc. and managed by medical professionals. With their emergence, the manpower structure of the Beauty Centre sector has become more complex.

13. The Cosmetic Product Company – Retail sector benefited from the growing number of Mainland visitors encouraged by the ongoing policy of the Individual Visit Scheme (IVS) by the Central Government. As beauty care and cosmetic products were among the major items on the shopping lists of these visitors, retail sales saw sustained business growth and a marked increase in employee population. In response to these developments, employers were of the view that staff should receive more training on customer services and language skills.

14. Moreover, as retail shops have diversified their product sales in recent years, some

local shoppers have begun to buy skin care products from the retail shops instead of beauty centres. In the long run, such changes will bear on the business of Beauty Centre as well as the Cosmetic Product Company – WIE, which in turn would feel the pressure of little manpower growth caused by narrowing room for business development.

15. Besides product sales, some major brands have substantially expanded the share of beauty care services in their business portfolios in recent years. These brands are generally perceived as being more professional and assured in quality. Their business expansion will bring rising pressure on SME beauty centres. To stay competitive, these beauty centres must provide staff with more professional and quality training as well as pathways for accreditation so as to enhance consumer confidence.

16. Nail Salon was still an emerging sector yet to reach full potential for sustainable growth. This sector has seen a rise of both service providers and consumers, while nail, hand and foot care has been being considered essential to personal grooming and hygiene. The sector was characterised by modest requirements of shop size in general, which made it relatively easy for business start-ups. Also, in-service personnel and new entrants were predominantly female and generally fairly young. Hence, the sector had quite a lot of room for development. This was also evident in the findings of this survey. With a relatively small base for comparison, the sector registered only a growth of some 400 employees and yet had a nearly 100% increase in the total workforce.

17. Hairdressing Salon sector had a slightly different concern from that of the Beauty Centre and Cosmetic Product Company sectors. In recent years, local hairdressing salons, whether big chain-store enterprises or SME shops, have suffered manpower shortages. The main reason was that young people were mostly unwilling to join or take hairdressing as a long-term career. When compared with other careers, hairdressing required them to undergo a prolonged apprenticeship, and was more demanding while wages were not particularly attractive. With the natural wastage of experienced personnel and few new entrants, manpower shortages in the salons will worsen. This sector has seen a shrinking manpower even though it did not bear the brunt of the financial turmoil.

Manpower Situation in 2010

18. In consideration of the experiences of the past manpower surveys and the uniqueness of the industry, the Census and Statistics Department (*C&SD*) further improved the sampling framework of this survey to increase the accuracy of the data collected. After reviewing the findings, the Training Board was of the view that the data on the whole reflected the overall manpower situation of the industry during the survey period.

19. A total of 54 998 workers were employed in the six sectors of the industry in January 2010. 47 591 (86.5%) were technical employees engaged in principal jobs (including 44 914 Direct Employees, 1 282 Freelancers and 1 395 Part-time Employees), and the remaining 7 407 (13.5%) were non-technical employees engaged in non-principal jobs, more or less in line with the situation in 2007 with percentages of 87.3% and 12.7% respectively. Compared with the 45 293 technical employees in 2007, the 2009 survey recorded an increase of 2 298 employees, with a growth rate of 5.1% within 2 years.

20. Distribution of employees (including Freelancers and Part-time Employees), number of vacancies and employers' forecast of manpower growth for various sectors of the industry are shown in Table 1 and Table 2 respectively.

Table 1: Distribution of Employees by Sector

	Sector	Direct Employees	Freelancers	Part-time Employees
1.	School (Beauty & Hairdressing / Make-up & Nail)	575	19	114
2.	Beauty Centre / Health Centre & Spa	16 223	366	365
3.	Hairdressing Salon	13 713	870	502
4.	Cosmetic Product Company - Retail	9 023	3	165
5.	Cosmetic Product Company - Wholesale, Import & Export)	4 449	0	249
6.	Nail Salon	931	24	0
		44 914	1 282	1 395

21. Compared with the survey in 2007, the number of Direct Employees saw a slight increase of 5.7% (+2 423). A decrease of 152 Freelancers (-10.5%) was recorded. The number of Part-time Employees was more or less the same, with a slight increase of 2% (+27).

Manpower Projection

22. Employers forecast that there would be 46 763 posts (excluding posts for Freelancers and Part-time Employees) by January 2011, representing a slight decrease of 13 compared with 2010. By sector, Cosmetic Product Company – Retail and Hairdressing Salon would cut 121 and 15 posts respectively; while on the other hand, there would be 78 and 45 new posts offered by Cosmetic Product Company – WIE and Beauty Centre. A comparison of the manpower forecast between 2010 and 2011 is summarised in **Table 2**.

Table 2: Employers' Forecast of Manpower by Sector (by January 2011)

Sector	No. of Employees by Jan 2010 (a)	No. of Vacancies by Jan 2010 (b)	No. of Direct Employees by Jan 2010 (a + b)	Employers' Forecast by Jan 2011	Change (%)
1. School (Beauty & Hairdressing / Make-up& Nail)	575	3	578	578	0%
2. Beauty Centre / Health Centre & Spa	16 223	822	17 045	17 090	0.3%
3. Hairdressing Salon	13 713	632	14 345	14 330	-0.1%
4. Cosmetic Product Company - Wholesale, Import & Export	4 449	39	4 488	4 566	1.7%
5. Cosmetic Product Company - Retail	9 023	257	9 280	9 159	-1.3%
6. Nail Salon	931	109	1 040	1 040	0%
	44 914	1 862	46 776	46 763	0%

23. Considering various factors, the Training Board adopted the “Adaptive Filtering

Method” to extrapolate the average annual growth in manpower between 2010 and 2015. Besides manpower projections, the Training Board had to take into account the staff wastage rate. According to the above data, the industry will need to train in average per year the following numbers of additional workers:

**Average Additional Training Requirement Annually
by Sector in 2010-2015**

Sector	Wastage Rate in 2010	Average Annual Growth	Annual Additional Training Requirement
1. School (Beauty & Hairdressing / Make-up & Nail)	0%	5.2%	41
2. Beauty Centre / Health Centre & Spa	4.4%	1.0%	988
3. Hairdressing Salon	17.3%	-2.2%	2 246
4. Cosmetic Product Company - Retail	5.2%	0.7%	286
5. Cosmetic Product Company - Wholesale, Import & Export	4.5%	4.8%	979
6. Nail Salon	0.2%	13.5%	190
Total:			4 730

24. As shown in Table 4, the additional workers to be trained in the next five years would be mostly from Hairdressing Salon (47.5% of the total), followed by Beauty Centre (20.9%) and Cosmetic Product Company - WIE (20.7%), etc., close to the forecast of business development for the industry.

25. However, the allocation of training resources would need to take into account the changes in education policies. The implementation of the “3+3+4 academic system”, for example, would not only push back the age at which young people join the industry but also possibly bear on their career choices, thus impacting the industry on its attraction for young recruits.

Preferred and Actual Education of Employees

26. Direct comparison of the findings of the 2010 and 2007 surveys was not possible due to the reclassification of the preferred education of employees. However, as the industry overall was having a surge in manpower demand and difficulties in recruitment, some employers were relaxing their demand on the education level of Direct Employees. For instance, the proportion of employees preferred to have secondary 4 to 5 level was down to 45.3%, whereas those preferably with secondary 3 education or below up to 20.6%.

Preferred and Actual Working Experience of Employees

27. The findings of this survey closely matched those of the 2007 survey, and the distributions of employees by working experiences were basically similar. Direct employees with over ten years of relevant experience, however, saw a decrease in number from 23.9% to 17.7%. Such staff wastage was particularly notable among Beauticians and Hair Stylists. Employers were of the view that skills and relevant working experience were more important than education level.

Preferred and Actual Vocational Qualifications of Employees

28. As for vocational qualifications, like the findings of the 2007 survey, most employers believed that employees should hold relevant internationally recognised certificates. This shows they were more assured of the credibility of international qualifications.

Training Needs

29. Most employers found it necessary for their staff to receive training in management, generic skills and languages in the next 12 months. Among these three training areas, Customer Services topped the list, followed in order of priority by Spoken English, Sales and Marketing, Putonghua and Stores Operations, etc.

Recruitment Difficulties

30. 2 897 companies were conducting recruitment exercise during the survey period. Among them, 1 483 (51.2%) came across difficulties in filling the posts. Situation was most acute for Hairdressing Salon, followed by Beauty Centre. Unduly high expectations on working conditions/remuneration packages from recruits, and even a lack of candidates with relevant experience were the major factors.

Employees Leaving and Wastage Rate

31. A total of 8 616 workers were reported to have left the industry during the survey period. By sectors, the situation was most acute in Hairdressing Salon, where 4 090 employees had left (47.5%), followed by Beauty Centre and Cosmetic Product Company – Retail, where 2 108 employees (24.5 %) and 1 478 employees (17.2 %) had left respectively. At the same time, there were 7 598 recruits, of whom 4 435 were new recruits with relevant experience. In other words, 4 181 experienced staff left, amounting to 8.5% of the total technical employees (49 453 posts including vacancies) in 2010.

Recommendations

32. The Training Board projected that 4 730 additional workers would need to be trained, and most would be those from Hairdressing Salon, while the rest would be employees of Beauty Centre, and Cosmetic Product Company - WIE. In the long run, the industry would need to train new blood and retain talents, hence the need for training additional manpower would step up. However, the training recommendation above is for reference only and the actual manpower situation should be considered when planning for training resources.

33. Notwithstanding the fact that the Hong Kong economy is gradually picking up, the Beauty Care, Hairdressing and Cosmetics industry as a whole would undergo consolidation, as a result of high rents, rising inflation and external factors. This would call for prudence in business expansion.

34. The Training Board has the following recommendations for the industry during the period of consolidation :

- The industry should encourage employees and SME operators to better equip themselves through various training so as to enhance productivity and competitiveness and prepare themselves for new challenges and opportunities;
- The industry should consider providing training for frontline staff in the following areas: (i) customer services and sales & marketing, for upgrading service quality and maximising customer satisfaction, (ii) languages (such as Putonghua and spoken English), which will improve communication skills with customers. Senior technical staff should be offered management-related courses, which will help enhance business administration and operation, as well as preparing staff for promotion to management positions;
- Training organisations should provide pre-employment training that deepens trainees' understanding of the industry and enhances their professionalism. They should also arrange job attachment with industry operators so that trainees would have a full knowledge of the job nature and characteristics of the industry prior to employment. This would help reduce staff wastage;
- Employees should attach greater importance to lifelong learning. With the development of the Qualifications Framework and the Specification of Competency Standards for the industry, employers should encourage staff to pursue continuing education suited to their vocational competency and job requirements to help them stay competitive and better contribute to the industry;
- The government should consider allocating more resources for manpower training, particularly for SMEs which generally lack the resources for training;
- Industry operators should consider restructuring business and reallocating manpower resources in response to changes in the macro environment. For

example, more extensive and advanced training to be provided by large companies for their staff to prepare for business expansion that was previously held back by manpower shortages, as well as to maintain service quality; medium-sized companies should consider seeking more business opportunities and expanding business through partnerships with other operators; small companies should contemplate restructuring manpower resources, merging with larger companies or joining them as affiliates to reduce costs and boost revenue.

Section I

Survey Scope and Methodology

A. Beauty Care and Hairdressing Training Board

The Training Board

1.1 The Beauty Care and Hairdressing Training Board (*the Training Board*), formerly known as the “Beauty Care Training Board” under the Vocational Training Council (VTC) was set up in 2001 to be responsible for determining and assessing the manpower situation and training needs of the industry and to recommend measures to VTC, employers and educational/training institutions for the development of training facilities to meet the industry’s demand for trained manpower. Terms of reference and membership list of the Training Board are given in Appendices 1 and 2.

Working Group on Manpower Survey

1.2 A Working Group was formed under the Training Board to co-ordinate the manpower survey in the processes of questionnaire design, sampling, data analysis and reporting, with the assistance of the Census and Statistics Department (C&SD) of the HKSAR Government. The membership list of the Working Group is given in Appendix 3.

1.3 Previous manpower surveys of the Beauty Care, Hairdressing and Cosmetics Industry were conducted in 2003, 2005 and 2007. With the assistance of the C&SD, the fourth manpower survey was conducted at February 2010, aiming to:

- i) identify the manpower and training needs of principal jobs of the Beauty Care, Hairdressing and Cosmetics Industry;
- ii) forecast the manpower growth of the industry; and
- iii) recommend on how to meet the training needs of the industry.

B. Scope and Methodology of Survey

Scope of the Survey

1.4 There have been no significant changes in the manpower structure in recent years. In this regard the classification in the 2007 survey was adopted, covering principal jobs in six sectors of the industry as follows:

- i) School (Beauty & Hairdressing/Make-up/Nail) [abbreviated as “School”]
- ii) Beauty Centre/Health Centre & Spa [abbreviated as “Beauty Centre”];
- iii) Hairdressing Salon;
- iv) Cosmetic Product Company – Wholesale, Import & Export [abbreviated as “Cosmetic Product Company - WIE”];
- v) Cosmetic Product Company – Retail;
- vi) Nail Salon.

1.5 The above six sectors were then grouped with reference to the list of companies registered with C&SD, updated as at November, 2009. The classification is as follows:

- i) Branch 1: Beauty Service
- ii) Branch 2: Hairdressing Service
- iii) Branch 3: Cosmetic Products and Perfumes - Wholesale, Import & Export
- iv) Branch 4: Cosmetic Products - Retail
- v) Branch 5: Athletic Institute
- vi) Branch 6: School
- vii) Branch 7: Bridal Salon
- viii) Branch 8: Television & Entertainment Company

1.6 By stratified random sampling method, 997 out of the 10 408 companies were selected under the sampling plan as follows:

	Branch	Sampled Companies
1.	Beauty Service	313
2.	Hairdressing Service	346
3.	Cosmetic Products and Perfumes - Wholesale, Import & Export	89
4.	Cosmetic Products - Retail	92
5.	Athletic Institute	11
6.	School	92
7.	Bridal Salon	46
8.	Television & Entertainment Company	8
Total		997

1.7 Private training institutes/schools and non-profit making training institutes were also included in the School Branch for a better projection of the manpower engaged in training in the industry.

Methodology of the Survey

1.8 The survey aimed at collecting information on manpower and training situation of the Beauty Care, Hairdressing and Cosmetics Industry. Each of these 997 sampled companies was required to complete a questionnaire on manpower and training needs (Appendix 4). Interviewing officers of the C&SD then visited the companies to collect the completed questionnaires and assisted in completing the questionnaires when necessary.

1.9 Employers were requested to classify their employees by the actual duties the latter performed rather than the job titles they held in the organisation. A briefing on the nature of the various jobs was arranged for interviewing officers. Questionnaires collected were checked, coded and if necessary, verified with the respondents. The survey data obtained were statistically grossed up to project the overall manpower situation of the industry.

Analysis of the Responses

1.10 Of the 997 sampled companies, only 25 declined to respond. 757 were successfully enumerated with the required information collected. As for the rest of the companies, 215 had ceased operation, moved, were untraceable or no longer engaged in the related trade. The overall effective response rate was 96.8%.

Limitations

1.11 Owing to limited resources, companies were drawn by statistical sampling for this survey. Hence, inherent statistical errors were inevitable and the interpretation of survey findings might be affected.

Section II

Survey Findings

(1) Manpower Situation in 2010

Coverage of the Survey

2.1 The survey covers employees in the six sectors of the Beauty, Hairdressing and Cosmetics Industry:

- i) School (Beauty & Hairdressing/Make-up & Nail) [*abbreviated as "School"*];
- ii) Beauty Centre/Health Centre & Spa [*abbreviated as "Beauty Centre"*];
- iii) Hairdressing Salon;
- iv) Cosmetic Product Company – Wholesale, Import & Export [*abbreviated as "(Cosmetic Product Company – WIE)"*];
- v) Cosmetic Product Company – Retail;
- vi) Nail Salon.

Total Workforce

2.2 A total of **54 998** workers were employed in the six sectors of the industry in January 2010. **47 591 (86.5%)** were technical employees engaged in principal jobs (including 44 914 Direct Employees, 1 282 Freelancers and 1 395 Part-time Employees), and the remaining **7 407 (13.5%)** were non-technical employees engaged in non-principal jobs, more or less in line with the situation in 2007 with percentages of 87.3% and 12.7% respectively. Compared with the 45 293 technical employees in 2007 of, the 2009 survey recorded an increase of 2 298 employees, with a growth rate of 5.1% within 2 years.

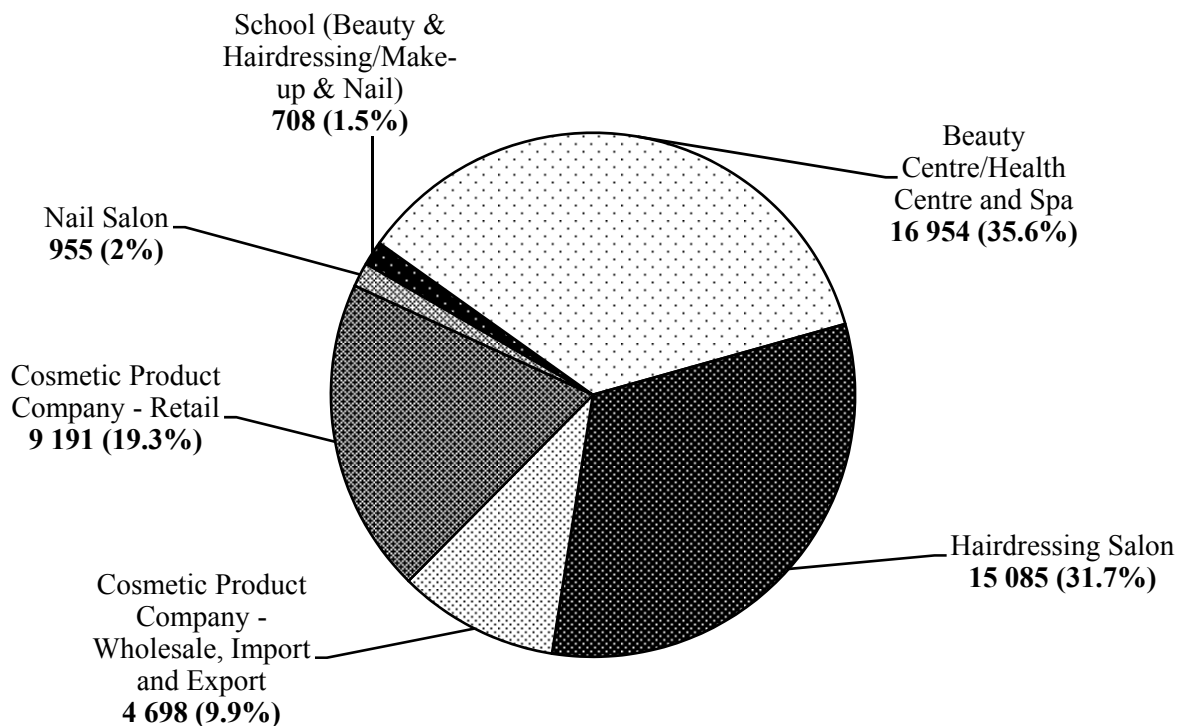
2.3 Same as the last survey, non-technical employees in administration, accounting and other supporting jobs have been excluded from all analysis in this report. With due consideration to the uniqueness of the industry, Direct Employees, Freelancers and Part-time

Employees were included in this survey, so as to reflect the manpower situation of the whole industry.

Distribution of Employees

2.4 The majority of employees (16 954, or 35.6% of the total workforce) were working in Beauty Centre, followed by Hairdressing Salon (15 085, 31.7%), Cosmetic Product Company – Retail (9 191, 19.3%), Cosmetic Product Company – WIE (4 698, 9.9%); Nail Salon (955, 2%), and School¹ (708, 1.5%). Distribution of employees by sector is shown below in **Figure 1**. Detailed manpower statistics are shown in **Table 1, Section 5**.

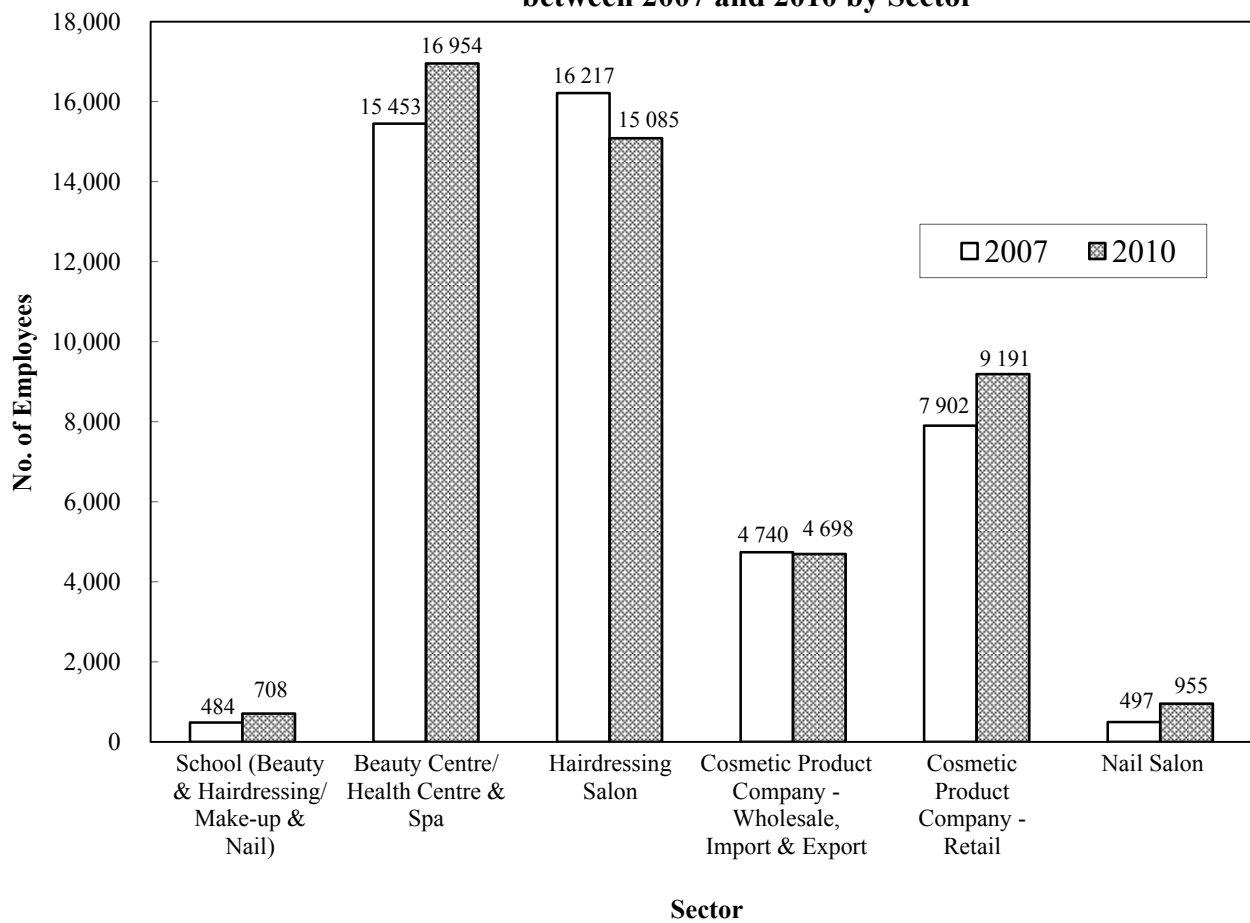
**Figure 1: Distribution of Employees by Sector
(Including Direct Employees, Freelancers and Part-time Employees)
Total : 47 591**



¹Private training institutes, schools and non-profit making training institutes were covered in the survey under the School sector.

2.5 Compared with the survey in 2007, Nail Salon recorded the highest manpower growth (458, +92.2%), followed by School (224, +46.2%), Cosmetic Product Company - Retail (1 289, +16.3%), and Beauty Centre (1 501, +9.7%). On the other hand, Hairdressing Salon recorded the highest manpower decline (1 132, -7%), followed by Cosmetic Product Company – WIE (42, -0.9%). Manpower growth by sector is shown in **Figure 2**. Detailed comparison of the manpower statistics between 2007 and 2010 is shown in **Table 2, Section 5**.

Figure 2 : Distribution of Employees between 2007 and 2010 by Sector



2.6 Distribution of employees by sector (including Freelancers and Part-time Employees) is shown in **Table 1**:

Table 1: Distribution of Employees by Sector

Sector	Direct Employees	Freelancers	Part-time Employees
1. School (Beauty & Hairdressing/Make-up & Nail)	575	19	114
2. Beauty Centre/Health Centre & Spa	16 223	366	365
3. Hairdressing Salon	13 713	870	502
4. Cosmetic Product Company – Retail	9 023	3	165
5. Cosmetic Product Company – Wholesale, Import & Export)	4 449	0	249
6. Nail Salon	931	24	0
	44 914	1 282	1 395

2.7 Compared with the survey in 2007, the number of Direct Employees saw a slight increase of 5.7% (+2 423). A decrease of 152 Freelancers (-10.5%) was recorded. The number of Part-time Employees was more or less the same, with a slight increase of 2% (+27).

2.8 By sector, when compared with the 2007 survey, School and Beauty Centre saw a marked increase in the number of Direct Employees, with a difference of 205(+55.4%) and 1 488(+10.1%) respectively. Besides, Cosmetic Product Company - Retail recorded a remarkable growth in the number of Direct Employees. However, Hairdressing Salon recorded a significant decrease in the number of Direct Employees, Freelancers and Part-time Employees, with a drop by 832 (-5.7%), 186 (-17.6%) and 114 (-18.5%) respectively.

2.9 The survey also revealed that in 2010 there were 1 282 Freelancers, representing a decrease of 152 compared with the survey in 2007. By sector, the manpower drop was most obvious in Hairdressing Salon, followed by School. The highest growth was seen in Beauty Centre.

2.10 In 2010, there were 1 395 Part-time Employees, representing an increase of 27 compared with the survey in 2007. The growth was most obvious in Cosmetic Product Company – WIE, followed by School. By sector, Hairdressing Salon, though with the majority of Part-time Employees, also recorded the biggest drop of these employees, followed by Beauty Centre.

2.11 The distribution of principal jobs with most employees by sector is summarised as follows:

Job Title	Number of Employees*			
	2007		2010	
1. Senior Beautician and Beautician	9 689	(21.4%) [#]	10 543	(22.2%) [#]
2. Senior Hair Stylist and Hair Stylist	9 328	(20.6%) [#]	8 950	(18.8%) [#]
3. Beauty Adviser (Counter) and Hair Care Adviser	5 487	(12.1%) [#]	6 843	(14.4%) [#]
4. Hairdressing Assistant	5 777	(12.8%) [#]	4 844	(10.2%) [#]
5. Sales Representative	1 914	(4.2%) [#]	1 563	(3.2%) [#]
6. Body Therapist	964	(2.1%) [#]	1 186	(2.5%) [#]
	33 159	(73.2%)[#]	33 929	(71.3%)[#]
(Total No. of Employees)	(45 293)	(100%)	(47 591)	(100%)

* Including Direct Employees, Part-time Employees and Freelancers

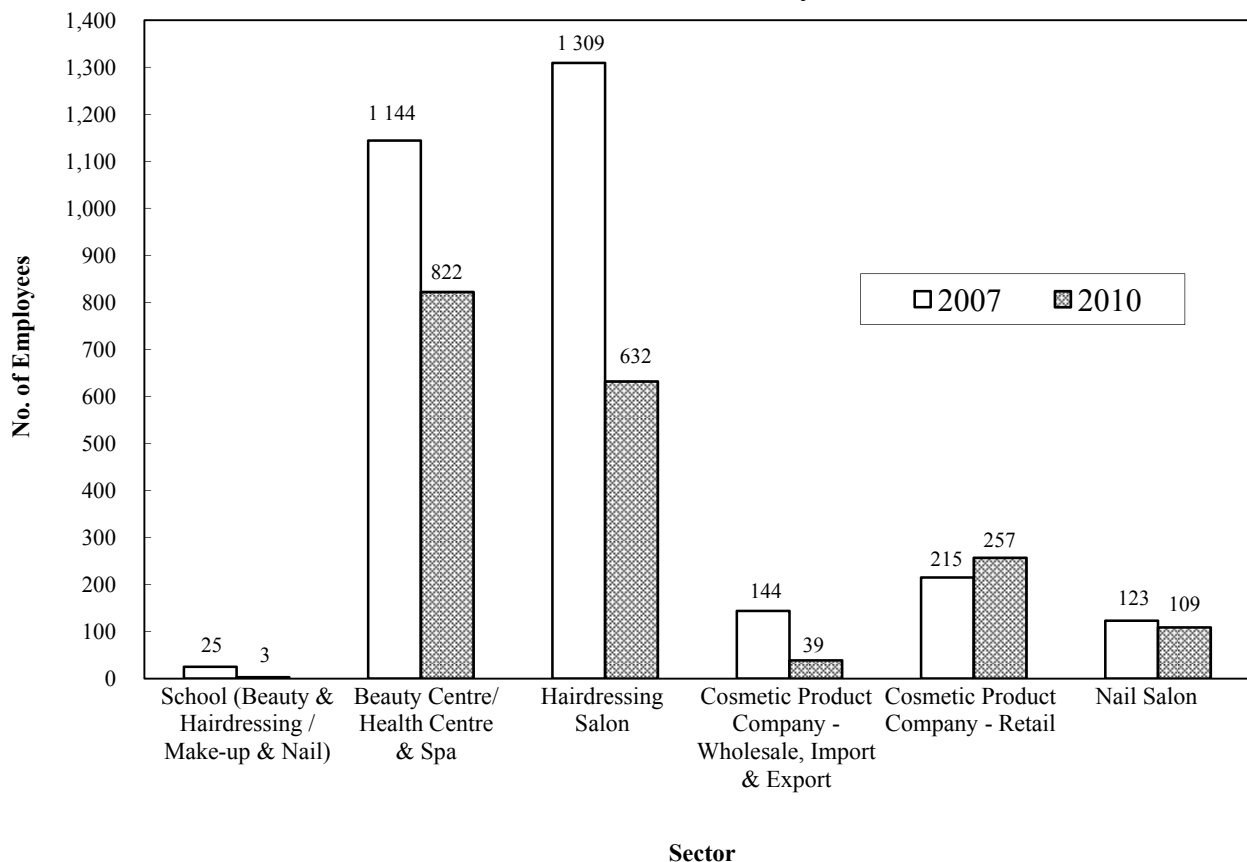
[#] Percentage over the total number of employees.

2.12 The percentage of the abovementioned employees in principal jobs over the total workforce was similar to that of 2007, with varying degree of growth/decrease among different sectors. The highest growth (up 1 356, +24.7%) was recorded in the posts of Beauty Adviser (Counter) and Hair Care Adviser, followed by Body Therapist (up 222, +23%). The highest decrease was recorded in the post of Sales Representative (down 351, -18.3%), followed by Hairdressing Assistant (down 933, -16.1%). Indeed Hairdressing Assistant was one of those posts most difficult to fill, according to the majority of Hairdressing Salon owners.

Existing Number of Vacancies

2.13 At the time of the survey, employers reported that there were 1 862 vacancies, 4% of the existing 46 776 employees (including Direct Employees and vacancies). Compared with 2007, there were 1 098 less vacancies. Beauty Centre had the largest number of 822 vacancies, followed by the Hairdressing Salon with 632 vacancies. Comparison of the number of vacancies by sector between 2007 and 2010 is shown in **Figure 3**.

Figure 3: Comparison of Number of Vacancies between 2007 and 2010 by Sector



* As Percentage of the total 46 776 employees (including Direct Employees and vacancies) in the same sector.

2.14 Vacancies of principal jobs are summarised below:

Job Titles	Number of Vacancies	Percentage over Total Vacancies
1. Hairdressing Assistant	399	21.4%
2. Beautician	332	17.8%
3. Beauty Adviser (Counter)	204	11.0%
4. Hair Stylist	190	10.2%
5. Beauty Assistant	138	7.4%
6. Body Therapist	103	5.6%
Sub-total	1 366	73.4%
Total Number of Vacancies	(1 862)	(100%)

Number of Existing Trainees

2.15 A total of 56 trainees were employed in the six sectors. Beauty Centre had the largest number of trainees (31), followed by Hairdressing Salon (25). Compared with 2007, the number of trainees dropped by 83.

(2) Forecast of Manpower Demand

Employers' Forecast of Manpower Demand by January 2011

2.16 Employers forecast that there would be 46 763 posts (excluding posts for Freelancers and Part-time Employees) by January 2011, representing a slight decrease of 13 compared with 2010. By sector, Cosmetic Product Company – Retail and Hairdressing Salon would cut 121 and 15 posts respectively; while on the other hand, there would be 78 and 45 new posts offered by Cosmetic Product Company – WIE and Beauty Centre. A comparison of the manpower forecast between 2010 and 2011 is summarised in **Table 2**.

Table 2 : Employers' Forecast of Manpower by Sector (by January 2010)

Sector	No. of Employees in Jan 2010 (a)	No. of Vacancies in Jan 2010 (b)	Total No of Posts in Jan 2010 (a + b)	Employers' Forecast in Jan 2011	Increase/Decrease (%)
1. School	575	3	578	578	0%
2. Beauty Centre/Health Centre & Spa	16 223	822	17 045	17 090	0.3%
3. Hairdressing Salon	13 713	632	14 345	14 330	-0.1%
4. Cosmetic Product Company - Wholesale, Import & Export	4 449	39	4 488	4 566	1.7%
5. Cosmetic Product Company – Retail	9 023	257	9 280	9 159	-1.3%
6. Nail Salon	931	109	1 040	1 040	0%
	44 914	1 862	46 776	46 763	0%

2.17 Principal jobs with significant change in the number of posts are as follows:

Job Titles	Increase/Decrease in Number of Posts
(i) Hair Stylist	+68
(ii) Hairdressing Assistant	-70
(iii) Sales/Marketing Officer	+65
(iv) Beauty Adviser (Counter)	-96

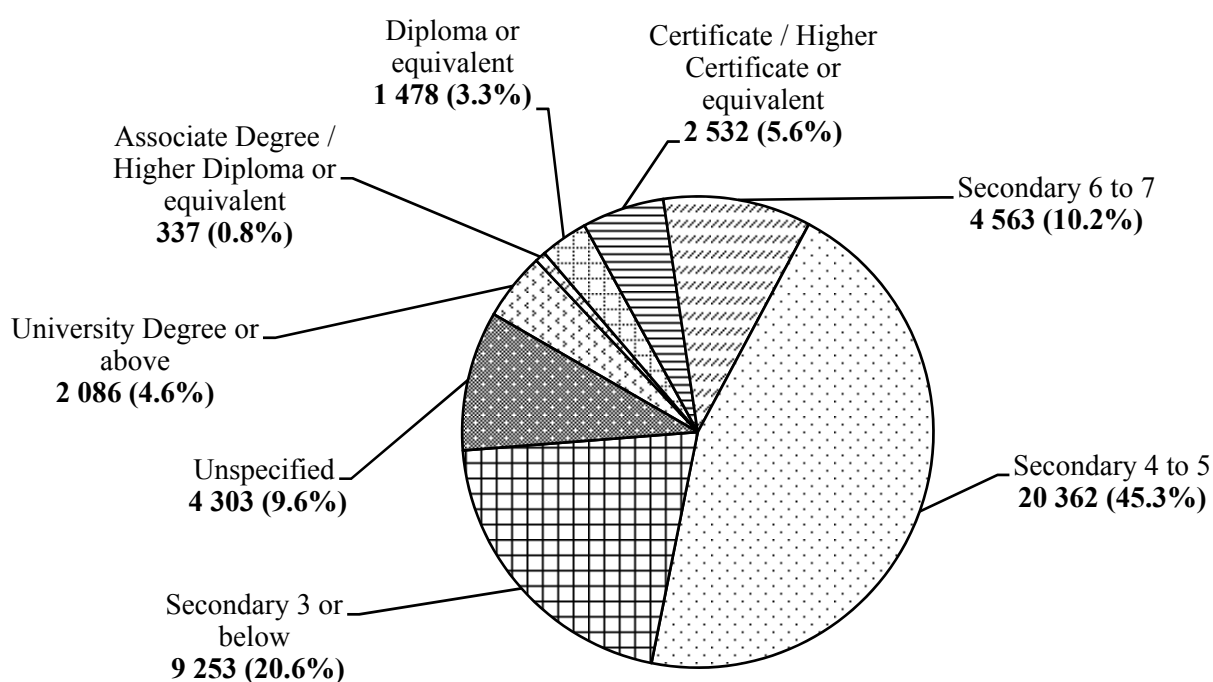
(3) Recruitment Requirement

Preferred Level of Education

2.18 The survey revealed that employers preferred 45.3% of Direct Employees to have attained education level at secondary 4 to 5, 20.6% at secondary 3 or below, and 10.2% at secondary 6 to 7. Detailed statistics are shown in **Table 3(a), Section 5**.

2.19 Since reclassification was made on the “Preferred Education of Employees” in the 2010 Survey, which was different from that of 2007, direct comparison between 2007 and 2010 was not recommended. Putting the whole industry in perspective, with rising manpower demand and employment difficulties, some employers tended to be less demanding on the education required of Direct Employees. In 2007, employers preferred 68.5% of their Direct Employees to have attained education level of secondary 4 to 5, and only would accept 11.3% of those employees to be at secondary 3 or below. But in 2010, they would accept a lower percentage of employees with secondary 4 to 5, a drop to 45.3%, and a higher percentage of employees with secondary 3 or below, a rise to 20.6%.

Figure 4a : Preferred Education of Employees in 2010



Actual Level of Education

2.20 As in the case of “Preferred Education of Employees”, reclassification was also made to the “Actual Education of Employees” in the 2010 survey and direct comparison between 2007 and 2010 was thus inappropriate. But as a whole, the percentages of the two main categories, namely “Secondary 3 or below” and “Associate Degree/Higher Diploma or equivalent” were more or less the same as those in the 2007 survey. An obvious change was found in the “Secondary 4 to 5” category, which dropped from 65.5% to 48.5%; and on the other hand, the total number of employees with Secondary 6 to 7, Certificate/Higher Certificate or equivalent, and Diploma or equivalent rose from 6.4% to 17.5%. Detailed statistics are given in **Table 3(b), Section 5**.

Figure 4b : Actual Education of Employees in 2010

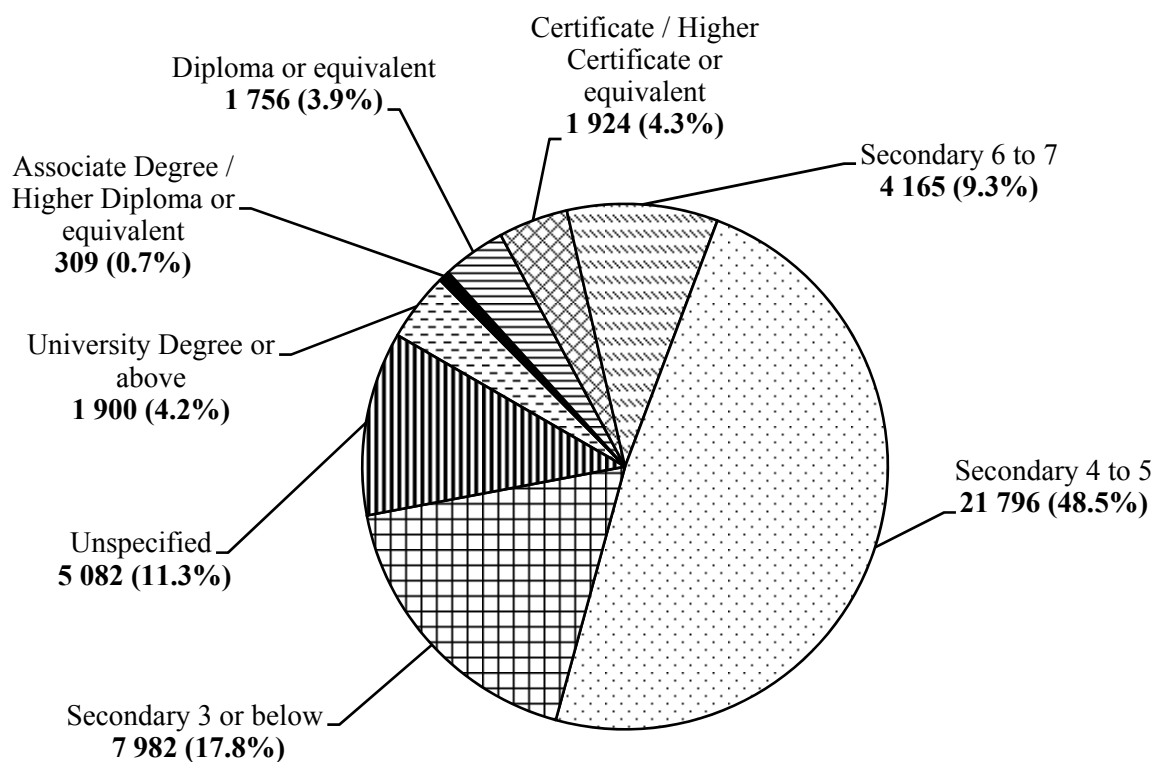
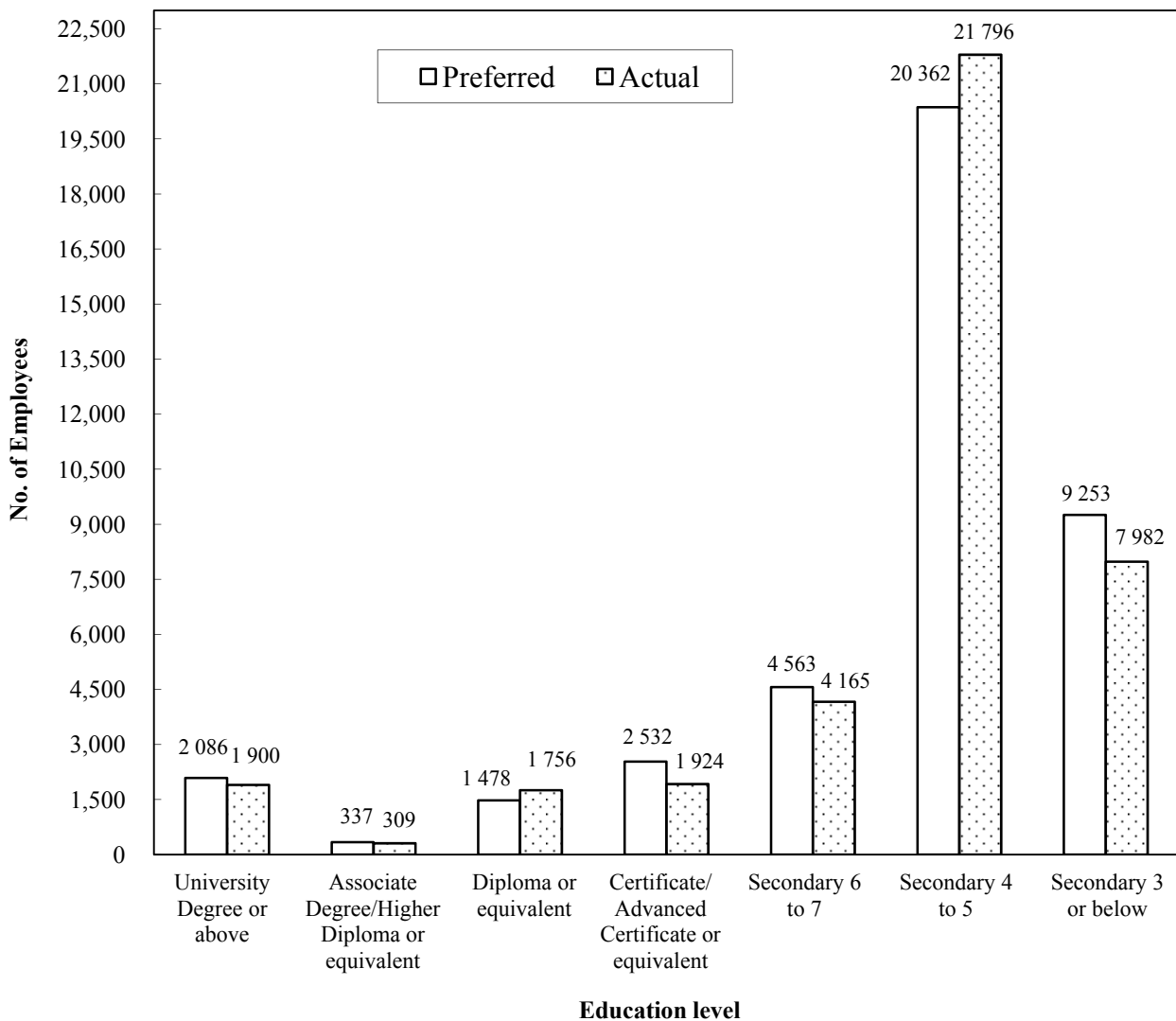


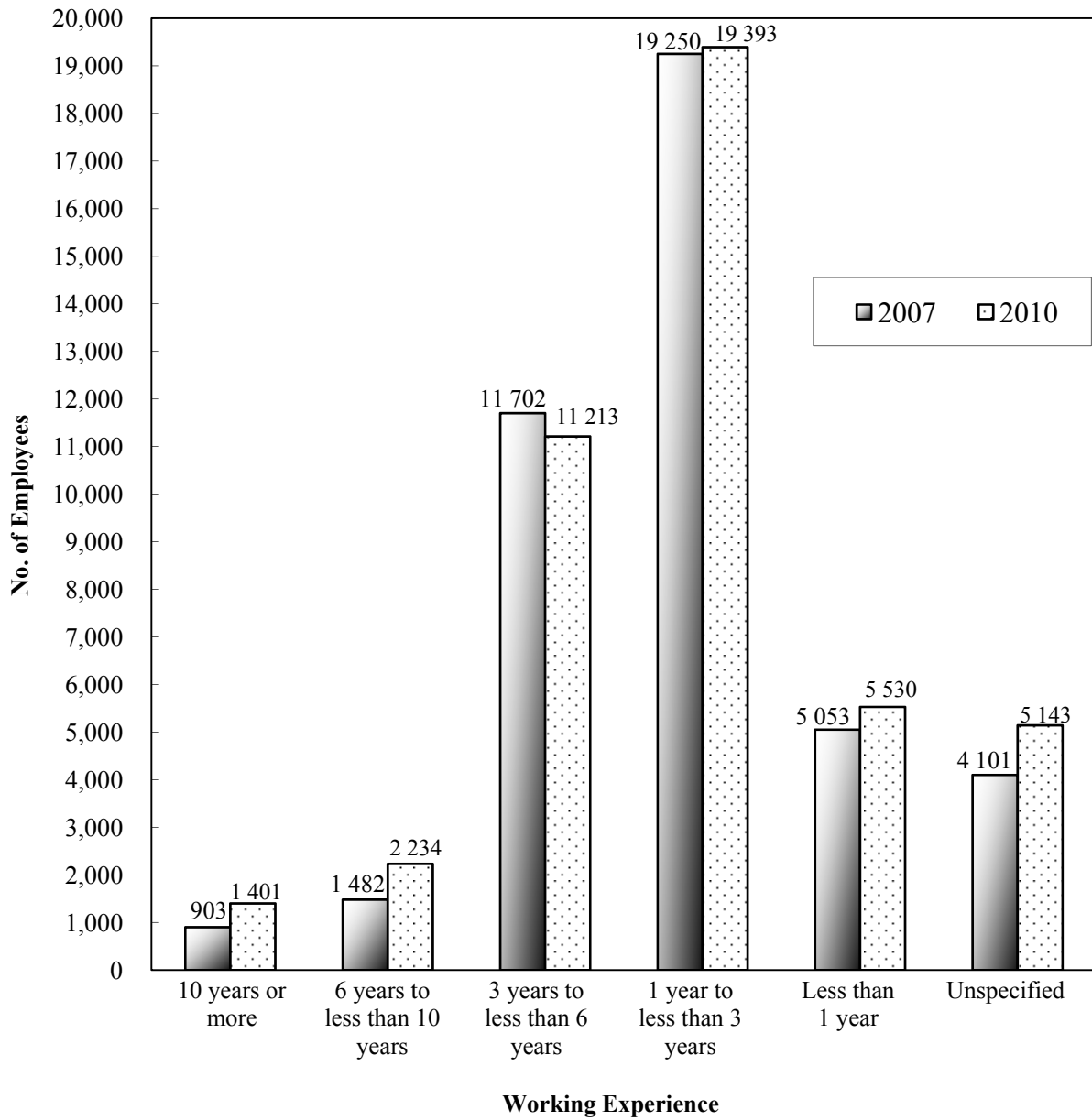
Figure 5 : Preferred and Actual Education of Employees in 2010 by Sector



Preferred Working Experiences

2.21 The survey found that 43% of Direct Employees in various sectors were required to possess 1 to 3 years of relevant working experience, and 25% to possess 3 to 6 years of experience. Compared with the percentages of 45.3% and 27.5% in 2007, the situation was grossly the same. Detailed statistics are given in **Table 4(a), Section 5**.

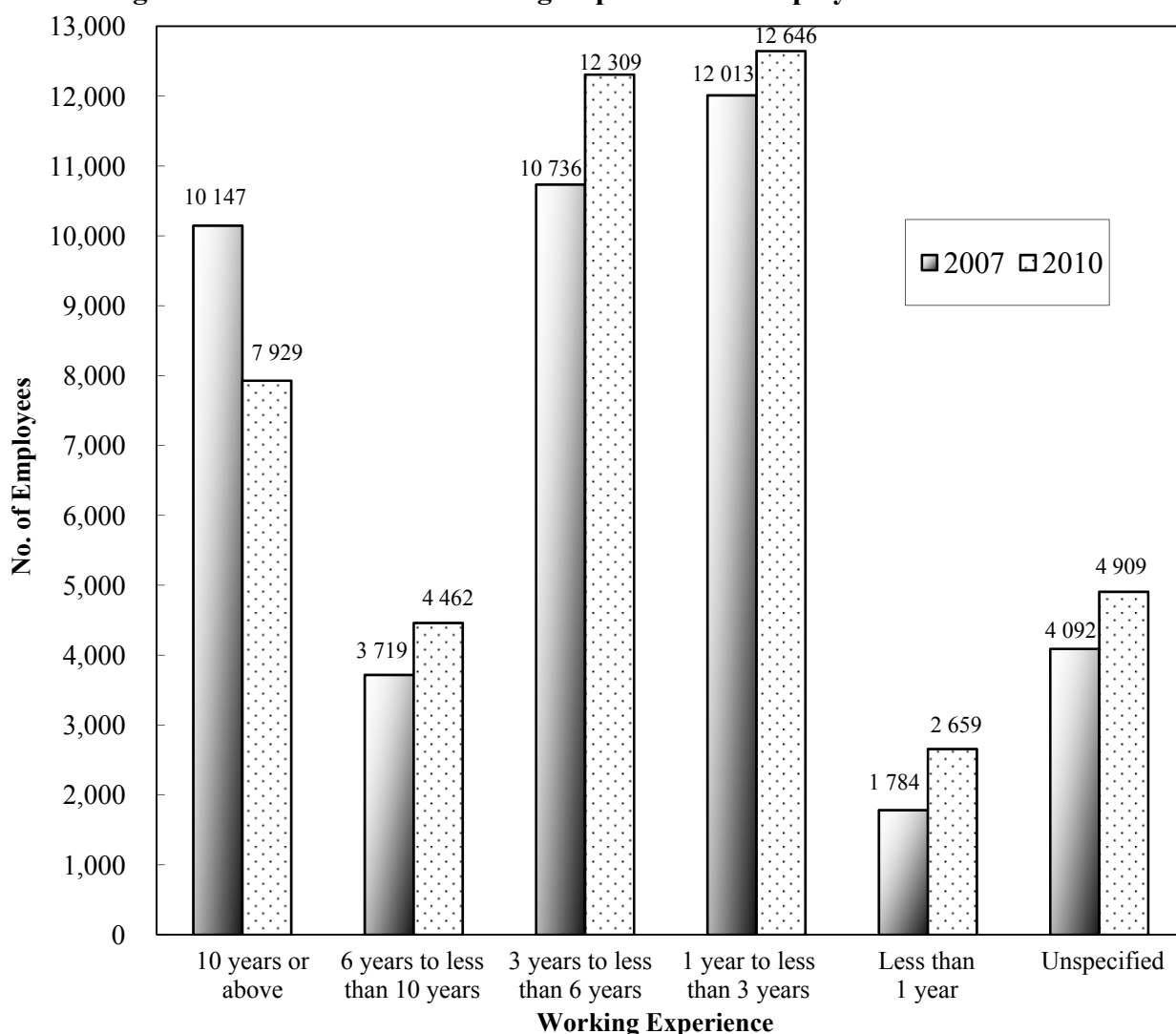
Figure 6: Preferred Years of Working Experience of Employees in 2007 and 2010



Actual Working Experience

2.22 Among all sectors, only 28.2% of Direct Employees possessed 1 to 3 years of relevant working experience, which was very close to the result of 28.3% obtained in the 2007 survey. Findings in the other categories of experience were also similar to those of the last survey. However, the number of employees with over 10 years of relevant experience dropped from 23.9% to 17.7%. The wastage was most obvious in the principal jobs of Beautician and Hair Stylist. Detailed statistics are given in **Table 4(b), Section 5**.

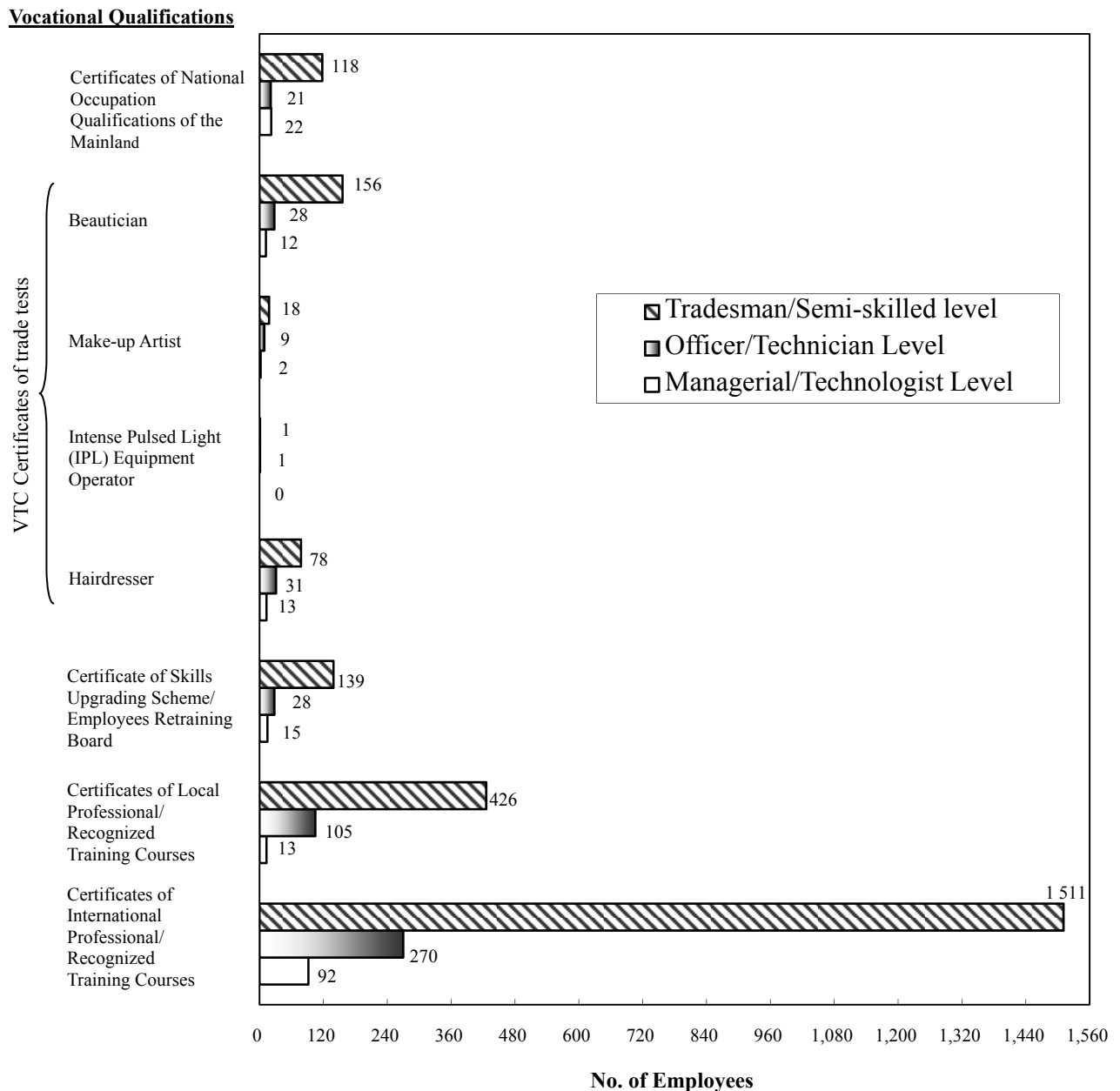
Figure 7: Actual Years of Working Experience of Employees in 2007 and 2010



Preferred Vocational Qualifications

2.23 The majority of employers preferred their employees to possess certificates of international professional/recognised training courses (60.3%), followed by certificates of local professional/recognised training courses (17.4%). Professional qualifications recognised by the industry were mainly awards of international certificate courses, indicating that employers had greater confidence in the quality of international courses. Types of preferred vocational qualifications of employees were shown in **Figure 8**; detailed statistical findings are given in **Table 5(a), Section 5**.

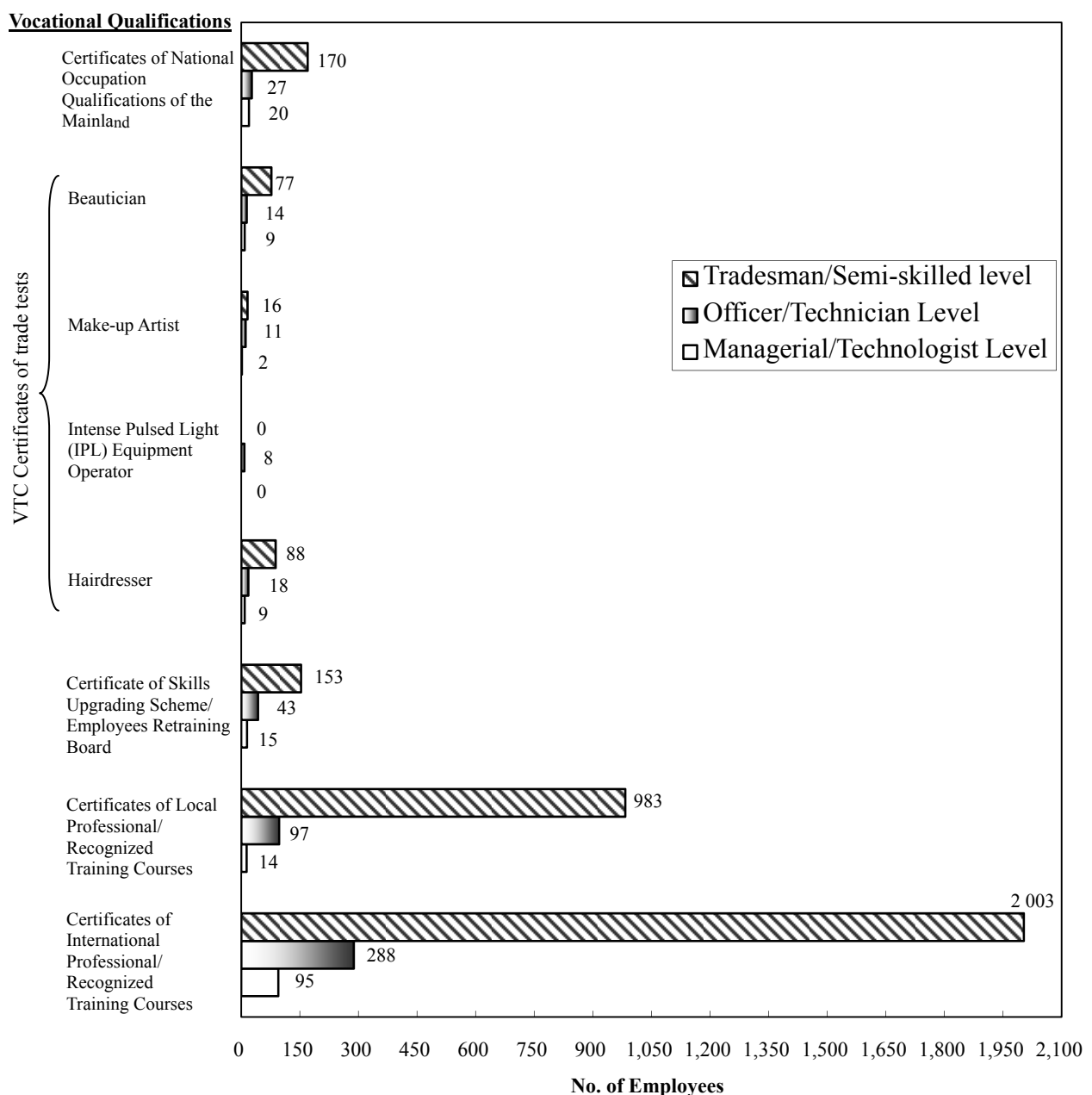
Figure 8 : Preferred Vocational Qualifications of Employee



Actual Vocational Qualifications

2.24 57.4% of the Direct Employees currently possessed certificates of international professional/recognised training courses, followed by certificates of local professional/recognised training courses (26.3%). 85.6% employees at Tradesmen and Semi-skilled level already possessed these certificates, which indicated the importance of such qualification to these employees. Actual vocational qualifications of employees are given in **Figure 9**, while detailed statistics are given in **Table 5(b)**, Section 5.

Figure 9: Actual Vocational Qualifications of Employees



(4) Manpower Training and Development

Training Needs

2.25 On top of the vocational skills, the majority of employers considered that employees should receive various types of training, including Management Skills, Generic Skills and Language Skills in the next 12 months. Among these three training areas, Customer Services Skill was in greatest demand, followed by Spoken English, Sales & Marketing Skill, Putonghua and Store Operation Skill. In terms of job level, Technician and Tradesman were considered the target group for training. Detailed statistics are given in **Table 6, Section 5.**

Recruitment Difficulties

2.26 Out of the 2 897 companies conducting recruitment exercise during the survey period, 1 483 (51.2%) reported that they met recruitment difficulties. The situation was most acute in the Hairdressing Salon, followed by Beauty Centre. The main reasons were “High expectation on working conditions/remuneration package from recruits”, and “Lack of candidates with relevant experiences”. Detailed statistics are given in **Table 7(a) and (b), Section 5.**

Staff Turnover

2.27 Employers reported that 8 616 employees had left in the past 12 months, representing 18.1% of the total workforce. In terms of job level, the highest turnover was reported in Tradesman/Semi-skilled workers (7 769 or 90.2%). In terms of sector, the highest turnover was recorded in Hairdressing Salon (4 090 or 47.5%), followed by Beauty Centre (2 108 or 24.5%), and Cosmetic product Company – Retail (1 478 or 17.2%).

Wastage of Employees

2.28 8 616 employees left their posts in the past 12 months, and 7 598 were recruited during the same period, of whom 4 435 were with related experience. In other words, 4 181 experienced employees had left the industries, representing 8.5% of the total technical employees (49 453, vacancies included) in 2010. Detailed statistics are given in **Table 8(a) and (b), Section 5.**

2.29 The survey also invited employers to provide information about the number of employees leaving their posts and new recruits with relevant experience. Findings from the information provided and the annual wastage rate are given in **Table 3.** “Wastage Rate” is defined as employees leaving their current jobs and taking up positions in a different industry, or establishing a different type of business, or leaving by reason of emigration, repatriation or retirement.

Table 3: Wastage in the past 12 months by Sector

Sector	No. of leaving employees (a)	No. of new recruits with relevant experiences (b)	No. of wastage (c=a-b)	Total number of employees [@] (d)	Wastage rate* (%) (c/d)
1. School	51	53	-2	711	-0.3*
2. Beauty Centre/Health Centre & Spa	2 108	1 323	785	17 776	4.4*
3. Hairdressing Salon	4 090	1 364	2 726	15 717	17.3*
4. Cosmetic Product Company – Retail	1 478	1 054	424	9 448	4.5*
5. Cosmetic Product Company – Wholesale, Import & Export	729	483	246	4 737	5.2*
6. Nail Salon	134	132	2	1 064	0.2*
Total⁺ :	8 616	4 435	4 181	49 453	8.5[#]

@ Include number of Direct Employees, Freelancers, Part-time Employees and Vacancies

* percentage over the total number of employees in the sector

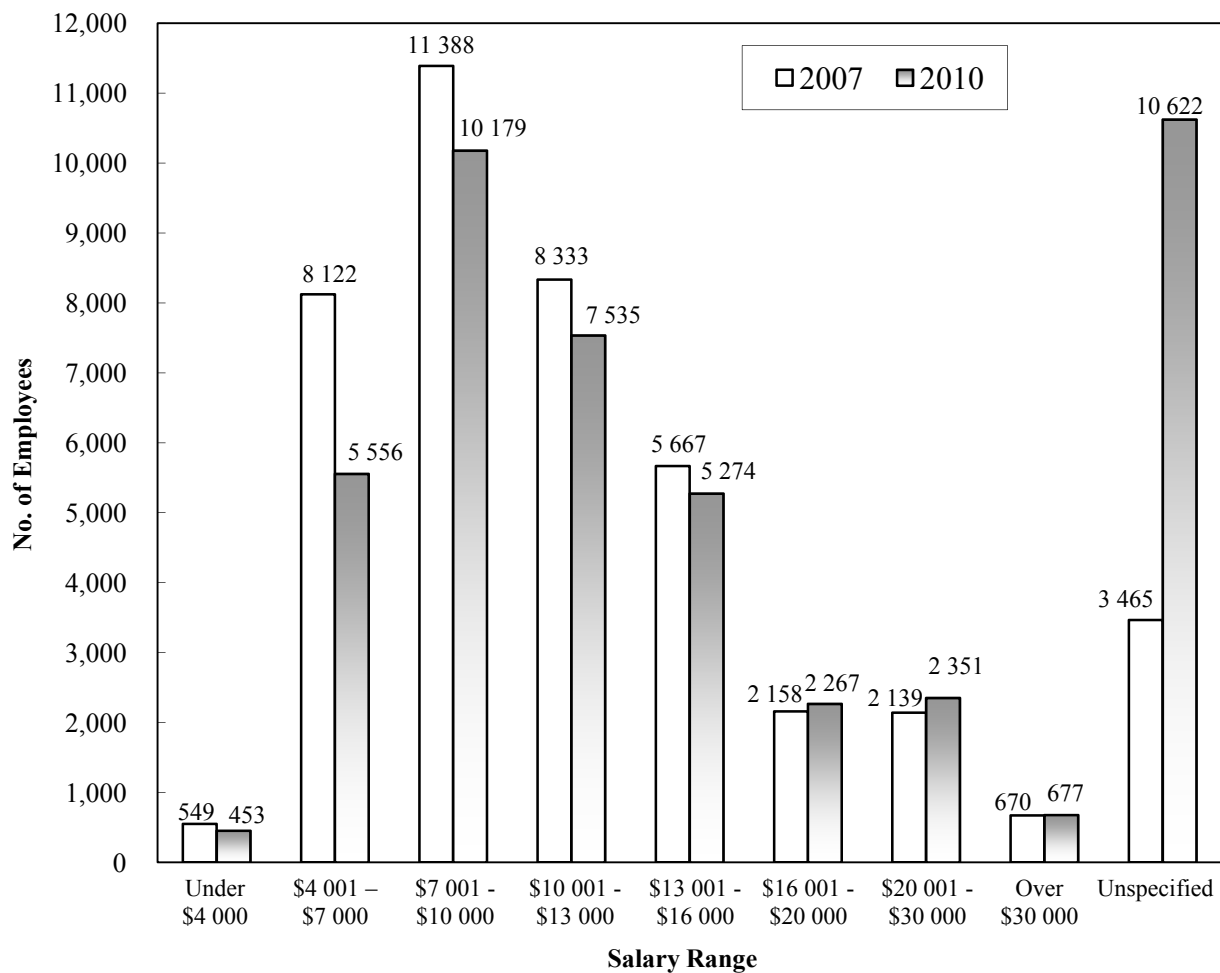
percentage over the total number of employees in the industry

+ Include Bridal Salon, and Television and Entertainment Company related to the beauty care industry

Income Distribution

2.30 “Total monthly income” includes basic salary, overtime pay, other allowances, commission and bonus. **Figure 5** lists out the income distribution of the whole industry. Similar to 2007, the majority of employees earned an average monthly income of \$7 000 to \$10 000, which was close to the income median released by C&SD. Since this is a survey on manpower needs of the industry rather than salaries, the information obtained is for reference purpose only.

Figure 10: Salary Range of Direct Employees between 2007 and 2010 by Sector



Section III

Conclusions

(1) Economic Outlook

3.1 The global financial tsunami triggered by the bankruptcy of Lehman Brothers in September 2008 led to a significant slowdown of the rising local economy in 2009. Negative gross domestic product (GDP) growth was recorded in the first three quarters of 2009 and only slight improvement was seen in the fourth quarter.

3.2 The subprime mortgage crisis and financial turmoil weakened the performance of US and European markets, and thereby adversely affected the export and re-export income of Hong Kong. However, the overall local economy remained substantially stable as the subprime crisis did not brought about direct impacts; and also owing to an estimate of over \$100 billion “hot money” staying in Hong Kong. The GDP of the first quarter of 2010 even registered a 9.2% increase, representing a growth of 8.2% year-on-year. In the aspect of domestic demand, a respective growth of 7.1% and 2.6% was recorded in private consumption expenditure and government consumption expenditure, and domestic fixed capital increased as much as 22.7%. Benefited from domestic growth, the labour market was stable with a low unemployment rate (4.4% in the first quarter of 2010).

3.3 However, inflation in Hong Kong was heated up by the depreciation of US dollar and the continuous appreciation of Renminbi (RMB). The Composite Consumer Price Index recorded a year-on-year increase of 2.1% in the first quarter of 2010. The property market even hit record highs with the persistently low loan rates and hot money inflows. Rentals for shop and office space did not fall despite the repercussions of the financial tsunami, while property prices drew near the summit of 1997. Various business sectors, in particular personal and related services, were under mounted pressure as rents escalated.

3.4 To cope with rental hikes, small- and medium-sized enterprises (*SME*) with narrow profit margins had to cut back on other expenses to survive at times of shrinking revenue. Their growth in particular is significantly limited amidst the unfavourable business conditions, whose overall operating costs were fuelled by the relatively high wages of local workers than

their counterparts elsewhere. Also, the intense competition among business operators would further weaken the business advantages of Hong Kong. As the introduction of statutory minimum wage was being legislated, the highly labour-intensive Beauty Care and Hairdressing sectors would have to brace for another challenge.

(2) Business Outlook and Manpower Implications

3.5 Although it took less time than anticipated to absorb the impact of financial tsunami, the industry saw changes and adjustments in operating cost, business development and manpower demand owing to the absence of signs of rent reduction coupled with weaker consumption.

3.6 A rapid expansion of medical cosmetic services was witnessed in the Beauty Centre sector. Those beauty equipments and treatments using optical, acoustic, physio, micro-current and injection technologies became dominant. An increasing number of professionals from other fields (e.g. medical doctors, health care personnel and therapists) have been joining this sector. Numerous beauty care providers have sprung up in recent years, predominantly medium-sized and self-acclaimed as medical beauty centres or groups, etc. and managed by medical professionals. With their emergence, the manpower structure of the Beauty Centre sector has become more complex.

3.7 The Cosmetic Product Company – Retail sector benefited from the growing number of Mainland visitors encouraged by the ongoing policy of the Individual Visit Scheme (IVS) by the Central Government. As beauty care and cosmetic products were among the major items on the shopping lists of these visitors, retail sales saw sustained business growth and a marked increase in employee population. In response to these developments, employers were of the view that staff should receive more training on customer services and language skills.

3.8 Moreover, as retail shops have diversified their product sales in recent years, some local shoppers have begun to buy skin care products from the retail shops instead of beauty centres. In the long run, such changes will bear on the business of Beauty Centre as well as

the Cosmetic Product Company – WIE, which in turn would feel the pressure of little manpower growth caused by narrowing room for business development.

3.9 Besides product sales, some major brands have substantially expanded the share of beauty care services in their business portfolios in recent years. These brands are generally perceived as being more professional and assured in quality. Their business expansion will bring rising pressure on SME beauty centres. To stay competitive, these beauty centres must provide staff with more professional and quality training as well as pathways for accreditation so as to enhance consumer confidence.

3.10 Nail Salon was still an emerging sector yet to reach full potential for sustainable growth. This sector has seen a rise of both service providers and consumers, while nail, hand and foot care has been being considered essential to personal grooming and hygiene. The sector was characterised by modest requirements of shop size in general, which made it relatively easy for business start-ups. Also, in-service personnel and new entrants were predominantly female and generally fairly young. Hence, the sector had quite a lot of room for development. This was also evident in the findings of this survey. With a relatively small base for comparison, the sector registered only a growth of some 400 employees and yet had a nearly 100% increase in the total workforce.

3.11 Hairdressing Salon sector had a slightly different concern from that of the Beauty Centre and Cosmetic Product Company sectors. In recent years, whether big chain-store enterprises or SME shops, local hairdressing salons have suffered manpower shortages. The main reason was that young people were mostly unwilling to join or take hairdressing as a long-term career. When compared with other careers, hairdressing required them to undergo a prolonged apprenticeship, and was more demanding while wages were not particularly attractive. With the natural wastage of experienced personnel and few new entrants, manpower shortages in the salons will worsen. This sector has seen a shrinking manpower even though it did not bear the brunt of the financial turmoil.

(3) Survey Findings

3.12 In order to accumulate data for a more accurate analysis of the long term manpower statistics of the industry, C&SD basically adopted the sampling framework of the 2007 survey and improved it with reference to the updated list of companies registered in November 2009. After reviewing the survey findings, the Training Board was of the view that the data on the whole reflected the overall manpower situation of the industry during the survey period.

Manpower Structure and Growth

3.13 As at January 2010, a total of 47 591 technical employees (including Direct Employees, Freelancers and Part-time Employees) were engaged in the industry. Among the six sectors, Beauty Centre had the greatest number of employees, followed by Hairdressing Salon.

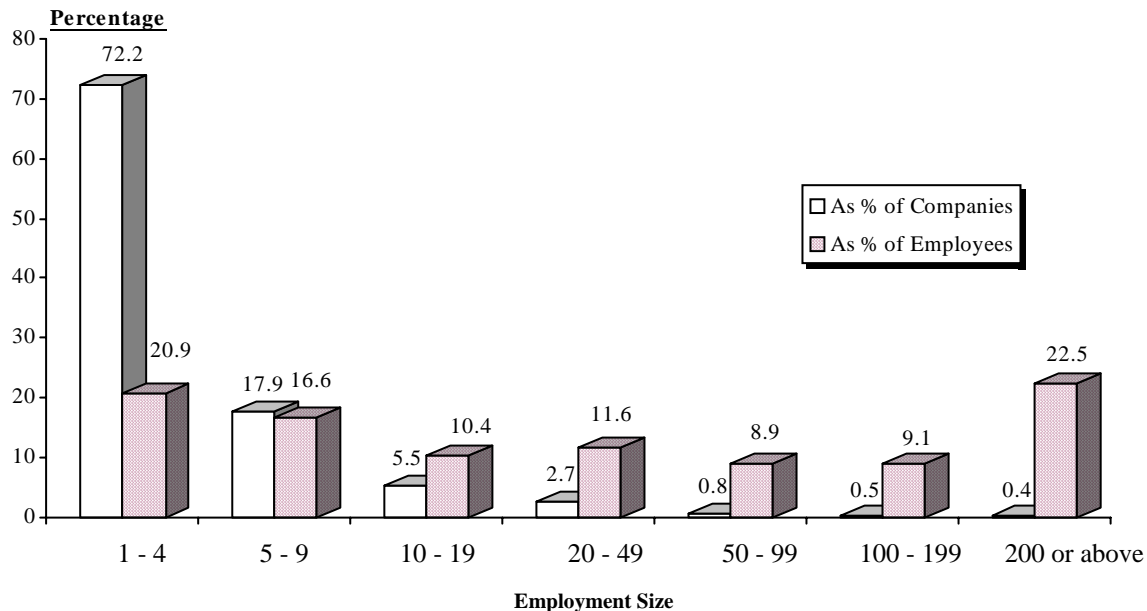
3.14 It is noteworthy that, compared with the 2007 survey, Nail Salon had a remarkable increase in technical employees (+92%), whereas Hairdressing Salon saw a significant decrease (-7%).

3.15 As for the School sector, technical manpower recorded a 46% growth over 2007 since more samples, not only private training institutes/schools but also non-profit-making training institutes, were taken for this sector in the 2010 survey. However, the gradual decline of private training organisations/schools in recent years could not be reflected in the survey findings. On the contrary a general rising trend in this category of employees was shown since Tutors/Instructors were also hired in the other five sectors.

3.16 The number of Freelancers and Part-time Employees was comparable to that in 2007, with a drop of 152 (-10.6%) and 27 (+2%) respectively.

3.17 For assessing the manpower structure of the industry, Figure 11 shows the distribution of Direct Employees by company and employment size.

Figure 11: Distribution of Direct Employees by Company and Employment Size



3.18 The survey revealed that the majority of operators in the industry were small companies with less than 10 employees. In fact, 90.1% of the operators employed 1- 9 workers. 37.5% of the employees worked in these companies. It should be noted that companies with 100 or more staff took up 31.6% of the employees within the trade. Such employee proportion for the large companies represented a significant growth from 20.5% in 2007, particularly in the two sectors of Beauty Centre, and Cosmetic Product Company - Retail.

3.19 A vacancy rate of about 4% was recorded for the technical manpower of the industry, down from 6.5% in 2007. Manpower shortage was most acute in Hairdressing Salon with 399 vacancies of Hairdressing Assistants, followed by 332 vacancies of Beauticians in Beauty Centres. The manpower shortage was due to similar reasons as those given in the previous survey. With the implementation of a series of education policies and a variety of training courses on offer in the market, young people and other prospective entrants have become less keen to join the industry.

3.20 The above two sectors also had much fewer vacancies than in 2007 (with 931 and 757 posts unfilled respectively) but for different reasons. According to this survey, competition among Hairdressing Salon operators intensified. Salons with less than 50 employees saw a significant cut in technical manpower, while those with over 50 staff had a soaring number of technical personnel. The trend has become apparent for the fittest to survive in the market and the number of vacancies fell amidst manpower reduction.

3.21 In contrast, in the Beauty Centre sector, especially the giant brand companies, expanded rapidly in the past two years. As employees could expect better career prospects in the industry and a lot of professionals from other fields were drawn to the Beauty Centre sector, vacancies dropped sharply.

Employers' Forecast of Manpower Demand by January 2011

3.22 Employers forecast that the industry would have a total of 46 763 posts (excluding Freelancers and Part-time Employees) in January 2011, representing a very slight decrease by less than 0.1% from 2010, indicating that the industry should maintain employment at the present level. Moreover, with persistently high operating costs and manpower shortages, the industry as a whole has been cautious about hiring more employees. Jobs with more new vacancies are as follows:

Job Titles	Change in Number of Posts
(i) Hair Stylist	+68
(ii) Sales/Marketing Officer	+65
(iii) Beautician	+30

Manpower Projections for 2010-2015 by Adaptive Filtering Method

3.23 Considering various factors, the Training Board adopted the “Adaptive Filtering Method” to extrapolate the average annual growth in manpower between 2010 and 2015. By this method, past survey data were weighted through computer analysis and heavier weighting was given to the more recent data. By adjusting the weighting factor (A = 0 to 1),

appropriate values were selected to generate the projections. The Training Board also considered factors that might affect the manpower demand of the industry, e.g. market trends, technological developments and the economic situation, in order to give appropriate projections. The projections by sector for the next five years based on this method are illustrated in Table 4.

3.24 Besides manpower projections, the Training Board had to take into account the staff wastage rate. As noted in the preceding section, the wastage rate for each sector was calculated based on the difference in number of leavers and experienced new recruits. According to the above data, the Beauty Care, Hairdressing and Cosmetics industry would need to train annually an average of the following number of additional workers:

Table 4: Average Additional Training Demand Annually by Sector in 2010-2015

Sector	Wastage Rate in 2010	Average Annual Growth	Annual Additional Training Requirement
1. School (Beauty & Hairdressing / Make-up & Nail)	0%	5.2%	41
2. Beauty Centre / Health Centre & Spa	4.4%	1.0%	988
3. Hairdressing Salon	17.3%	-2.2%	2 246
4. Cosmetic Product Company – Retail	5.2%	0.7%	286
5. Cosmetic Product Company – Wholesale, Import & Export	4.5%	4.8%	979
6. Nail Salon	0.2%	13.5%	190
Total:			4 730

3.25 As shown in Table 4, the additional workers to be trained in the next five years would be mostly from Hairdressing Salon (47.5% of the total). As young people today generally perceive hairdressing as a trade that requires a lengthy apprenticeship and is more demanding than other jobs, this sector has had relatively high staff wastage and persistent shortages in new recruits, and the headcount has even begun to fall. The manpower shortages may not be fully resolved even with an increase in training resources. To address the overall problem of manpower shortages and wastage, a well-defined training system and

career pathway should be in place so that well-equipped new entrants would be willing to join and stay on to develop their long-term career.

3.26 Additional training would also be required in Beauty Centre (20.9%) and Cosmetic Product Company – WIE (20.7%), etc. Such projections also match the current developments of the industry.

3.27 However, the allocation of training resources would need to take into account the changes in education policies. The implementation of the “3+3+4 academic system”, for example, would not only push back the age at which young people join the industry but also possibly bear on their career choices, thus impacting the industry on its attraction for young recruits.

Preferred and Actual Education of Employees

3.28 As the industry as a whole saw a sharp increase in manpower demand, employers tended to relax their requirements as regards the education level of Direct Employees. By education level, it was found that for the stratum of secondary 5 or below, employers preferred 45.3% of Direct Employees to have attained secondary 4 to 5, down from 68.5% in 2007, while the proportion of those preferably with secondary 3 or below rose from 11.3% to 20.6%. At the secondary 6 or above stratum, employees preferred to have an Associate Degree, Higher Diploma or even University Degree also dropped from 7.9% to 5.4%, but the proportion of employees preferably with only secondary 6 to 7, Diploma, Advanced Certificate or Certificate went up from 10.3% to 19.1%

3.29 Regarding their actual education, the percentages of Direct Employees with University Degree, Associate Degree / Higher Diploma or equivalent qualifications and those with Secondary 3 level or below were comparable to the figures in 2007. However, the proportion of those with Secondary 4 to 5 level declined from 65.5% to 48.5%, whereas those with Secondary 6 to 7 level, Certificate or equivalent qualifications, or Diploma or equivalent qualifications rose drastically from 6.4% to 17.5%.

3.30 The above situation was attributable to the rapid development of the Beauty Centre sector in the past two years, which attracted numerous candidates with Secondary 5 or above

level to join the industry as Beauticians, Sales Representatives or Beauty Advisers (Counter), thus leading to changes in employee distribution by actual education. However, due to concerns over uncertainties in industry outlook and manpower demands, employers were becoming less demanding on the education level of employees.

Preferred and Actual Working Experience of Employees

3.31 On top of education, employers considered skills and working experience a prerequisite. As shown in this survey, the actual working experience of employees on the whole matched employers' expectations. Employee distribution by years of working experience was also similar to the findings in 2007. However, a marked decrease was recorded for Direct Employees with over ten years of relevant experience, particularly those at the Tradesman level such as Beauticians and Hair Stylists. To alleviate staff wastage, some employers encouraged the senior staff to take management courses or advance training, for example, in-service training on the latest know-how/technology. For the other employees of various working experiences and job types, some relevant on-job training were provided.

Preferred and Actual Vocational Qualifications of Employees

3.32 Regarding vocational qualifications, most employers preferred employees to have internationally recognised certificates, and more than half of the employees possessed such qualifications. Compared with 2007, these certificates were more widely recognised in the industry and became increasingly important for employees at Tradesman/Semi-skill levels.

Training Needs

3.33 As in 2007, most employers attached great importance to providing frontline staff (including those at Technician and Tradesman levels) with training in Customer Services, Sales and Marketing, as well as Language Skills, indicating their wish to upgrade the overall service standard of the industry.

3.34 As many industry operators were SME companies which could not arrange in-house training in the above areas, most of them could only expect their employees to

attend relevant external courses during non-business hours. However, instead of training in Customer Service and Language Skills, employees studying at their own cost were more inclined to take technical subjects in order to enhance their competitiveness in the labour market. The training they received might not meet the specific training needs of the companies.

Recruitment Difficulties

3.35 As noted in the previous section, 2 897 companies were conducting recruitment exercise during the survey period. Among them, 1 483 (51.2%) came across difficulties in filling the posts. As in 2007, it was most difficult to recruit for vacancies at Tradesman/Semi-skilled levels, i.e. frontline or entry-level posts.

3.36 Recruitment was most difficult for Hairdressing Salon, of which 23.4% of the operators found it hard to hire employees. There were several reasons for the difficulties: a general perception that the working hours were excessively long; unduly high expectations of working conditions/remuneration packages from recruits; and even a lack of candidates with relevant experiences. A similar situation was reported in the 2007 survey. It was evident that local young people generally saw hairdressing as a demanding job with unattractive remuneration and therefore would not have a high commitment to career choices in the industry, resulting in the persistent shortage of new recruits in this sector.

3.37 Beauty Centre was faced with a similar situation. 11.8% of the companies in this sector had recruitment difficulties. According to the employers, they lacked candidates with relevant experience and there was insufficient trained/qualified manpower in related disciplines.

Staff Wastage Rate

3.38 According to the findings in the preceding section, a total of 8 616 workers left the industry during the survey period, and there were 4 435 new recruits with relevant experience. By sectors, Hairdressing Salon recorded the greatest loss (17.3%), followed by Cosmetic Product Company – WIE (5.2%). Cosmetic Product Company – Retail and Beauty Centre had similar rates of wastage, 4.5% and 4.4% respectively. In fact, the Hairdressing industry

has had great difficulties in recruitment in recent years. It was equally difficult to attract new/young recruits (working as Hairdressing Assistants, etc.), especially so for Hairdressing Salon to have new recruits with relevant experience.

Section IV

Recommendations

(1) Training Requirements

4.1 In projecting the additional annual training demand, employees wastage is an integral factor to consider, in addition to the forecast of manpower growth. The Training Board recommended that in the next five years, the Beauty Care, Hairdressing and Cosmetics industry should train up additional manpower as follows:

	Total Manpower Requirement in 2010*	Average Manpower Growth Per Year (%)	Wastage in 2010 (%)	Annual Additional Training Requirement
1. School (Beauty & Hairdressing/Make-up & Nail)	711	5.2%	0%	41
2. Beauty Centre/Health Centre & Spa	17 776	1.0%	4.4%	988
3. Hairdressing Salon	15 717	-2.2%	17.3%	2 246
4. Cosmetic Product Company – Retail	4 737	0.7%	5.2%	286
5. Cosmetic Product Company - Wholesale, Import & Export)	9 448	4.8%	4.5%	979
6. Nail Salon	1 064	13.5%	0.2%	190
Total	49 453			4 730

* Including direct employees, freelancers, part-time employees and vacancies.

4.2 Of the 4 730 additional workers to be trained, most would be those from Hairdressing Salon, while the rest will be employees of Beauty Centre, and Cosmetic Product Company - WIE. In the long run, the industry would need to train new blood and retain talents, hence the need for training additional manpower would step up. However, the training recommendation above is for reference only and the actual manpower situation should be considered when planning for training resources.

4.3 Notwithstanding the fact that the Hong Kong economy is gradually picking up, the Beauty Care, Hairdressing and Cosmetics industry as a whole would undergo consolidation, as a result of high rents, rising inflation and external factors. This would call for prudence in business expansion.

4.4 The Training Board has the following recommendations for the industry during the period of consolidation :

- The industry should encourage employees and SME operators to better equip themselves through various training so as to enhance productivity and competitiveness and prepare themselves for new challenges and opportunities;
- The industry should consider providing training for frontline staff in the following areas: (i) customer services and sales & marketing, for upgrading service quality and maximising customer satisfaction, (ii) languages (such as Putonghua and spoken English), which will improve communication skills with customers. Senior technical staff should be offered management-related courses, which will help enhance business administration and operation, as well as preparing staff for promotion to management positions;
- Training organisations should provide pre-employment training that deepens trainees' understanding of the industry and enhances their professionalism. They should also arrange job attachment with industry operators so that trainees would have a full knowledge of the job nature and characteristics of the industry prior to employment. This would help reduce staff wastage;
- Employees should attach greater importance to lifelong learning. With the development of the Qualifications Framework and the Specification of Competency Standards for the industry, employers should encourage staff to pursue continuing education suited to their vocational competency and job requirements to help them stay competitive and better contribute to the industry;

- The government should consider allocating more resources for manpower training, particularly for SMEs which generally lack the resources for training;
- Industry operators should consider restructuring business and reallocating manpower resources in response to changes in the macro environment. For example, more extensive and advanced training to be provided by large companies for their staff to prepare for business expansion that was previously held back by manpower shortages, as well as to maintain service quality; medium-sized companies should consider seeking more business opportunities and expanding business through partnerships with other operators; small companies should contemplate restructuring manpower resources, merging with larger companies or joining them as affiliates to reduce costs and boost revenue.

(2) Future Surveys

4.5 The Training Board recommends that biennial surveys should continue to be conducted to collect manpower information of the industry for projecting future development and formulating of relevant policies.

Section V

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Table 1(a): Direct Employees, Freelancers, Part-time Employees, Vacancies and Total Manpower Demand by Sector

Principal Jobs in the Industry	Direct Employees (a)	Freelancers (b)	Part-time Employees (c)	Total (a - c)	Vacancies (d)	Total Manpower Demand (a - d)	Percentage (%)
1. Beauty & Hairdressing School							
Director / Principal (School)	12	0	0	12	0	12	0.0%
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	45	0	10	55	0	55	0.1%
Tutor / Instructor - Beauty Care	146	12	70	228	0	228	0.5%
Tutor / Instructor - Hairdressing	19	1	9	29	0	29	0.1%
Assistant Tutor / Instructor - Beauty Care	38	0	0	38	0	38	0.1%
Administrative Staff	65	0	1	66	1	67	0.1%
Receptionist	27	0	1	28	1	29	0.1%
Sub-total	352	13	91	456	2	458	0.9%
2. Make-up & Nail School							
Director / Principal (School)	14	0	0	14	0	14	0.0%
Senior Tutor / Senior Instructor - Make-up and Nail	30	0	0	30	0	30	0.1%
Tutor / Instructor - Make-up	72	5	16	93	0	93	0.2%
Tutor / Instructor - Nail	13	1	7	21	1	22	0.0%
Assistant Tutor / Instructor - Make-up	22	0	0	22	0	22	0.0%
Assistant Tutor / Instructor - Nail	4	0	0	4	0	4	0.0%
Administrative Staff	57	0	0	57	0	57	0.1%
Receptionist	11	0	0	11	0	11	0.0%
Sub-total	223	6	23	252	1	253	0.5%
3. Beauty Centre / Health Centre & Spa							
Director / General Manager	119	0	0	119	14	133	0.3%
Chief Shop Manager / Operation Manager	423	0	0	423	25	448	0.9%
Brand / Sales / Marketing Director / Manager	64	0	0	64	0	64	0.1%
Sales / Marketing Officer	258	0	0	258	11	269	0.5%
Senior Beautician	1,085	32	0	1,117	23	1,140	2.3%
Senior Make-up Artist	23	1	0	24	0	24	0.0%
Slimming Consultant	161	0	0	161	9	170	0.3%
Beautician	9,003	183	240	9,426	332	9,758	19.7%
Assistant to Medical Practitioner (Beauty Care)	53	0	2	55	8	63	0.1%
Make-up Artist	197	121	35	353	6	359	0.7%
Body Therapist	1,144	25	17	1,186	103	1,289	2.6%
Manicurist / Pedicurist	97	1	4	102	0	102	0.2%
Nail Artist	88	0	0	88	0	88	0.2%
Slimming Therapist	631	0	1	632	76	708	1.4%
Beauty Consultant	586	0	0	586	14	600	1.2%
Beauty Assistant	775	0	25	800	138	938	1.9%
Marketing Assistant	112	0	0	112	0	112	0.2%
Promoter	117	0	0	117	0	117	0.2%
Administrative Staff	355	0	25	380	2	382	0.8%
Receptionist	857	0	14	871	53	924	1.9%
Medical Personnel	75	3	2	80	8	88	0.2%
Sub-total	16,223	366	365	16,954	822	17,776	35.9%

Principal Jobs in the Industry	Direct Employees (a)	Freelancers (b)	Part-time Employees (c)	Total (a - c)	Vacancies (d)	Total Manpower Demand (a - d)	Percentage (%)
4. Hairdressing Salon							
Director / General Manager	32	0	0	32	0	32	0.1%
Chief Shop Manager / Operation Manager	66	0	0	66	5	71	0.1%
Art Director	54	0	0	54	0	54	0.1%
Technical Director	12	0	0	12	0	12	0.0%
Senior Hair Stylist	653	148	2	803	29	832	1.7%
Hair Stylist	7,325	585	237	8,147	190	8,337	16.9%
Technician (perm and color)	312	15	0	327	6	333	0.7%
Manicurist / Pedicurist	162	24	4	190	0	190	0.4%
Nail Artist	26	0	25	51	0	51	0.1%
Hairdressing Assistant	4,543	98	203	4,844	399	5,243	10.6%
Administrative Staff	153	0	0	153	0	153	0.3%
Receptionist	375	0	31	406	3	409	0.8%
Sub-total	13,713	870	502	15,085	632	15,717	31.8%
5. Cosmetic Product Company - Wholesale, Import & Export							
Director / General Manager	173	0	0	173	0	173	0.3%
Brand / Sales / Marketing Director / Manager	221	0	0	221	0	221	0.4%
Product / Technical Manager	194	0	0	194	0	194	0.4%
Sales / Marketing Officer	709	0	33	742	0	742	1.5%
Trainer	45	0	0	45	0	45	0.1%
Technical Adviser	60	0	0	60	0	60	0.1%
Sales Representative	1,547	0	16	1,563	1	1,564	3.2%
Marketing Assistant	240	0	0	240	0	240	0.5%
Promoter	332	0	200	532	38	570	1.2%
Administrative Staff	856	0	0	856	0	856	1.7%
Receptionist	72	0	0	72	0	72	0.1%
Sub-total	4,449	0	249	4,698	39	4,737	9.6%
6. Cosmetic Product Company - Retail							
Director / General Manager	54	0	0	54	0	54	0.1%
Corporate & Brand Image Sales Director / Manager	70	0	0	70	0	70	0.1%
Chief Shop Manager / Operation Manager	109	0	0	109	3	112	0.2%
Marketing Manager	90	0	0	90	0	90	0.2%
Product / Technical Manager	45	0	0	45	0	45	0.1%
Sales / Marketing Officer	238	0	0	238	1	239	0.5%
Trainer	77	0	0	77	0	77	0.2%
Buying Officer	95	0	0	95	0	95	0.2%
Shop Manager / Supervisor	699	0	0	699	5	704	1.4%
Technical Adviser	62	0	0	62	0	62	0.1%
Beauty Adviser (Counter)	6,417	0	71	6,488	204	6,692	13.5%
Hair Care Adviser	355	0	0	355	13	368	0.7%
Make-up Artist	72	3	0	75	0	75	0.2%
Marketing Assistant	160	0	3	163	28	191	0.4%
Promoter	139	0	91	230	2	232	0.5%
Administrative Staff	291	0	0	291	1	292	0.6%
Receptionist	50	0	0	50	0	50	0.1%
Sub-total	9,023	3	165	9,191	257	9,448	19.1%

Principal Jobs in the Industry	Direct Employees (a)	Freelancers (b)	Part-time Employees (c)	Total (a - c)	Vacancies (d)	Total Manpower Demand (a - d)	Percentage (%)
7. Nail Salon							
Director / General Manager	13	0	0	13	0	13	0.0%
Chief Shop Manager / Operation Manager	25	0	0	25	0	25	0.1%
Senior Nail Technician (Fingernail / Toenail)	83	0	0	83	20	103	0.2%
Nail Technician (Fingernail / Toenail)	164	24	0	188	24	212	0.4%
Manicurist / Pedicurist	189	0	0	189	0	189	0.4%
Nail Artist	265	0	0	265	41	306	0.6%
Hand and Foot Care Therapist	25	0	0	25	0	25	0.1%
Junior Nail Technician (Fingernail / Toenail)	138	0	0	138	24	162	0.3%
Administrative Staff	6	0	0	6	0	6	0.0%
Receptionist	23	0	0	23	0	23	0.0%
Sub-total	931	24	0	955	109	1,064	2.2%
Total	44,914	1,282	1,395	47,591	1,862	49,453	100.0%

Table 1(b): Direct Employees, Vacancies, Trainees and Employers' Forecast for 2011 by Sector

Principal Jobs in the Industry	Direct Employees (a)	Vacancies (b)	Total Manpower Demand (a - b)	Trainees (c)	Employers' Forecast for 2011 (d)	Comparison of 2011 and 2010	Comparison of 2011 and 2010 (%)
1. Beauty & Hairdressing School							
Director / Principal (School)	12	0	12	0	12	0	0.0%
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	45	0	45	0	45	0	0.0%
Tutor / Instructor - Beauty Care	146	0	146	0	146	0	0.0%
Tutor / Instructor - Hairdressing	19	0	19	0	19	0	0.0%
Assistant Tutor / Instructor - Beauty Care	38	0	38	0	38	0	0.0%
Administrative Staff	65	1	66	0	66	0	0.0%
Receptionist	27	1	28	0	28	0	0.0%
Sub-total	352	2	354	0	354	0	0.0%
2. Make-up & Nail School							
Director / Principal (School)	14	0	14	0	14	0	0.0%
Senior Tutor / Senior Instructor - Make-up and Nail	30	0	30	0	30	0	0.0%
Tutor / Instructor - Make-up	72	0	72	0	72	0	0.0%
Tutor / Instructor - Nail	13	1	14	0	14	0	0.0%
Assistant Tutor / Instructor - Make-up	22	0	22	0	22	0	0.0%
Assistant Tutor / Instructor - Nail	4	0	4	0	4	0	0.0%
Administrative Staff	57	0	57	0	57	0	0.0%
Receptionist	11	0	11	0	11	0	0.0%
Sub-total	223	1	224	0	224	0	0.0%
3. Beauty Centre / Health Centre & Spa							
Director / General Manager	119	14	133	0	133	0	0.0%
Chief Shop Manager / Operation Manager	423	25	448	0	448	0	0.0%
Brand / Sales / Marketing Director / Manager	64	0	64	0	64	0	0.0%
Sales / Marketing Officer	258	11	269	0	263	-6	-2.2%
Senior Beautician	1,085	23	1,108	0	1,110	2	0.2%
Senior Make-up Artist	23	0	23	0	23	0	0.0%
Slimming Consultant	161	9	170	0	170	0	0.0%
Beautician	9,003	332	9,335	21	9,365	30	0.3%
Assistant to Medical Practitioner (Beauty Care)	53	8	61	0	61	0	0.0%
Make-up Artist	197	6	203	0	203	0	0.0%
Body Therapist	1,144	103	1,247	0	1,247	0	0.0%
Manicurist / Pedicurist	97	0	97	0	97	0	0.0%
Nail Artist	88	0	88	0	88	0	0.0%
Slimming Therapist	631	76	707	0	708	1	0.1%
Beauty Consultant	586	14	600	0	607	7	1.2%
Beauty Assistant	775	138	913	10	923	10	1.1%
Marketing Assistant	112	0	112	0	112	0	0.0%
Promoter	117	0	117	0	117	0	0.0%
Administrative Staff	355	2	357	0	358	1	0.3%
Receptionist	857	53	910	0	910	0	0.0%
Medical Personnel	75	8	83	0	83	0	0.0%
Sub-total	16,223	822	17,045	31	17,090	45	0.3%

Principal Jobs in the Industry	Direct Employees (a)	Vacancies (b)	Total Manpower Demand (a - b)	Trainees (c)	Employers' Forecast for 2011 (d)	Comparison of 2011 and 2010	Comparison of 2011 and 2010 (%)
4. Hairdressing Salon							
Director / General Manager	32	0	32	0	32	0	0.0%
Chief Shop Manager / Operation Manager	66	5	71	0	66	-5	-7.0%
Art Director	54	0	54	0	56	2	3.7%
Technical Director	12	0	12	0	14	2	16.7%
Senior Hair Stylist	653	29	682	0	679	-3	-0.4%
Hair Stylist	7,325	190	7,515	25	7,583	68	0.9%
Technician (perm and color)	312	6	318	0	320	2	0.6%
Manicurist / Pedicurist	162	0	162	0	162	0	0.0%
Nail Artist	26	0	26	0	26	0	0.0%
Hairdressing Assistant	4,543	399	4,942	0	4,872	-70	-1.4%
Administrative Staff	153	0	153	0	151	-2	-1.3%
Receptionist	375	3	378	0	369	-9	-2.4%
Sub-total	13,713	632	14,345	25	14,330	-15	-0.1%
5. Cosmetic Product Company - Wholesale, Import & Export							
Director / General Manager	173	0	173	0	173	0	0.0%
Brand / Sales / Marketing Director / Manager	221	0	221	0	221	0	0.0%
Product / Technical Manager	194	0	194	0	194	0	0.0%
Sales / Marketing Officer	709	0	709	0	774	65	9.2%
Trainer	45	0	45	0	45	0	0.0%
Technical Adviser	60	0	60	0	60	0	0.0%
Sales Representative	1,547	1	1,548	0	1,561	13	0.8%
Marketing Assistant	240	0	240	0	240	0	0.0%
Promoter	332	38	370	0	370	0	0.0%
Administrative Staff	856	0	856	0	856	0	0.0%
Receptionist	72	0	72	0	72	0	0.0%
Sub-total	4,449	39	4,488	0	4,566	78	1.7%
6. Cosmetic Product Company - Retail							
Director / General Manager	54	0	54	0	51	-3	-5.6%
Corporate & Brand Image Sales Director / Manager	70	0	70	0	70	0	0.0%
Chief Shop Manager / Operation Manager	109	3	112	0	109	-3	-2.7%
Marketing Manager	90	0	90	0	87	-3	-3.3%
Product / Technical Manager	45	0	45	0	45	0	0.0%
Sales / Marketing Officer	238	1	239	0	239	0	0.0%
Trainer	77	0	77	0	77	0	0.0%
Buying Officer	95	0	95	0	95	0	0.0%
Shop Manager / Supervisor	699	5	704	0	701	-3	-0.4%
Technical Adviser	62	0	62	0	62	0	0.0%
Beauty Adviser (Counter)	6,417	204	6,621	0	6,525	-96	-1.4%
Hair Care Adviser	355	13	368	0	358	-10	-2.7%
Make-up Artist	72	0	72	0	72	0	0.0%
Marketing Assistant	160	28	188	0	188	0	0.0%
Promoter	139	2	141	0	141	0	0.0%
Administrative Staff	291	1	292	0	289	-3	-1.0%
Receptionist	50	0	50	0	50	0	0.0%
Sub-total	9,023	257	9,280	0	9,159	-121	-1.3%

Principal Jobs in the Industry	Direct Employees (a)	Vacancies (b)	Total Manpower Demand (a - b)	Trainees (c)	Employers' Forecast for 2011 (d)	Comparison of 2011 and 2010	Comparison of 2011 and 2010 (%)
7. Nail Salon							
Director / General Manager	13	0	13	0	13	0	0.0%
Chief Shop Manager / Operation Manager	25	0	25	0	25	0	0.0%
Senior Nail Technician (Fingernail / Toenail)	83	20	103	0	103	0	0.0%
Nail Technician (Fingernail / Toenail)	164	24	188	0	188	0	0.0%
Manicurist / Pedicurist	189	0	189	0	189	0	0.0%
Nail Artist	265	41	306	0	306	0	0.0%
Hand and Foot Care Therapist	25	0	25	0	25	0	0.0%
Junior Nail Technician (Fingernail / Toenail)	138	24	162	0	162	0	0.0%
Administrative Staff	6	0	6	0	6	0	0.0%
Receptionist	23	0	23	0	23	0	0.0%
Sub-total	931	109	1,040	0	1,040	0	0.0%
Total	44,914	1,862	46,776	56	46,763	-13	0.0%

Table 2: Comparison of Direct Employees, Freelancers and Part-time Employees in 2007 and 2010 by Sector

Principal Jobs in the Industry	2007	2010	Comparison of 2007 and 2010 (%)	2007	2010	Comparison of 2007 and 2010 (%)	2007	2010	Comparison of 2007 and 2010 (%)
	Direct Employees			Freelancers			Part-time Employees		
1. Beauty & Hairdressing School									
Director / Principal (School)	25	12	-52.00%	0	0	N/A	0	0	N/A
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	49	45	-8.16%	0	0	N/A	0	10	N/A
Tutor / Instructor - Beauty Care	119	146	22.69%	11	12	9.09%	33	70	112.12%
Tutor / Instructor - Hairdressing	5	19	280.00%	8	1	-87.50%	15	9	-40.00%
Assistant Tutor / Instructor - Beauty Care	29	38	31.03%	0	0	N/A	0	0	N/A
Assistant Tutor / Instructor - Hairdressing	0	0	N/A	0	0	N/A	0	0	N/A
Administrative Staff	50	65	30.00%	0	0	N/A	0	1	N/A
Receptionist	27	27	0.00%	0	0	N/A	0	1	N/A
Sub-total	304	352	15.79%	19	13	-30.83%	48	91	89.58%
2. Make-up & Nail School									
Director / Principal (School)	6	14	133.33%	0	0	N/A	0	0	N/A
Senior Tutor / Senior Instructor - Make-up and Nail	4	30	650.00%	0	0	N/A	0	0	N/A
Tutor / Instructor - Make-up	17	72	323.53%	10	5	-50.00%	10	16	60.00%
Tutor / Instructor - Nail	6	13	116.67%	12	1	-91.67%	3	7	133.33%
Assistant Tutor / Instructor - Make-up	3	22	633.33%	0	0	N/A	2	0	-100.00%
Assistant Tutor / Instructor - Nail	3	4	33.33%	9	0	-100.00%	0	0	N/A
Administrative Staff	12	57	375.00%	0	0	N/A	1	0	-100.00%
Receptionist	15	11	-26.67%	0	0	N/A	0	0	N/A
Sub-total	66	223	237.88%	31	6	-80.65%	16	23	43.75%
3. Beauty Centre / Health Centre & Spa									
Director / General Manager	83	119	43.37%	0	0	N/A	0	0	N/A
Chief Shop Manager / Operation Manager	399	423	6.02%	0	0	N/A	0	0	N/A
Brand / Sales / Marketing Director / Manager	34	64	88.24%	0	0	N/A	0	0	N/A
Sales / Marketing Officer	91	258	183.52%	0	0	N/A	0	0	N/A
Senior Beautician	963	1,085	12.67%	0	32	N/A	0	0	N/A
Senior Make-up Artist	22	23	4.55%	0	1	N/A	0	0	N/A
Slimming Consultant	202	161	-20.30%	0	0	N/A	0	0	N/A
Beautician	8,397	9,003	7.22%	160	183	14.38%	169	240	42.01%
Assistant to Medical Practitioner (Beauty Care)	38	53	39.47%	0	0	N/A	0	2	N/A
Make-up Artist	203	197	-2.96%	80	121	51.25%	9	35	288.89%
Body Therapist	880	1,144	30.00%	52	25	-51.92%	32	17	-46.88%
Manicurist / Pedicurist	102	97	-4.90%	7	1	-85.71%	1	4	300.00%
Nail Artist	116	88	-24.14%	0	0	N/A	1	0	-100.00%
Slimming Therapist	614	631	2.77%	4	0	-100.00%	0	1	N/A
Beauty Consultant	549	586	6.74%	0	0	N/A	0	0	N/A
Beauty Assistant	881	775	-12.03%	0	0	N/A	194	25	-87.11%
Marketing Assistant	43	112	160.47%	0	0	N/A	0	0	N/A
Promoter	53	117	120.75%	0	0	N/A	0	0	N/A
Administrative Staff	283	355	25.44%	0	0	N/A	2	25	1150.00%
Receptionist	723	857	18.53%	0	0	N/A	4	14	250.00%
Medical Personnel	59	75	27.12%	0	3	N/A	3	2	-33.33%
Sub-total	14,735	16,223	10.10%	303	366	20.79%	415	365	-12.05%

Principal Jobs in the Industry	2007	2010	Comparison of 2007 and 2010 (%)	2007	2010	Comparison of 2007 and 2010 (%)	2007	2010	Comparison of 2007 and 2010 (%)
	Direct Employees			Freelancers			Part-time Employees		
4. Hairdressing Salon									
Director / General Manager	37	32	-13.51%	0	0	N/A	0	0	N/A
Chief Shop Manager / Operation Manager	89	66	-25.84%	0	0	N/A	0	0	N/A
Art Director	33	54	63.64%	0	0	N/A	0	0	N/A
Technical Director	19	12	-36.84%	0	0	N/A	0	0	N/A
Senior Hair Stylist	400	653	63.25%	16	148	825.00%	26	2	-92.31%
Hair Stylist	7,845	7,325	-6.63%	909	585	-35.64%	132	237	79.55%
Technician (perm and color)	229	312	36.24%	10	15	50.00%	0	0	N/A
Manicurist / Pedicurist	117	162	38.46%	36	24	-33.33%	0	4	N/A
Nail Artist	5	26	420.00%	25	0	-100.00%	0	25	N/A
Hairdressing Assistant	5,272	4,543	-13.83%	60	98	63.33%	445	203	-54.38%
Administrative Staff	87	153	75.86%	0	0	N/A	2	0	-100.00%
Receptionist	412	375	-8.98%	0	0	N/A	11	31	181.82%
Sub-total	14,545	13,713	-5.72%	1,056	870	-17.61%	616	502	-18.51%
5. Cosmetic Product Company - Wholesale, Import & Export									
Director / General Manager	232	173	-25.43%	0	0	N/A	0	0	N/A
Brand / Sales / Marketing Director / Manager	306	221	-27.78%	0	0	N/A	0	0	N/A
Product / Technical Manager	281	194	-30.96%	0	0	N/A	0	0	N/A
Sales / Marketing Officer	752	709	-5.72%	0	0	N/A	0	33	N/A
Trainer	102	45	-55.88%	0	0	N/A	0	0	N/A
Technical Adviser	24	60	150.00%	0	0	N/A	0	0	N/A
Sales Representative	1,816	1,547	-14.81%	0	0	N/A	98	16	-83.67%
Marketing Assistant	161	240	49.07%	0	0	N/A	0	0	N/A
Promoter	51	332	550.98%	0	0	N/A	4	200	4900.00%
Administrative Staff	751	856	13.98%	0	0	N/A	16	0	-100.00%
Receptionist	146	72	-50.68%	0	0	N/A	0	0	N/A
Sub-total	4,622	4,449	-3.74%	0	0	N/A	118	249	111.02%
6. Cosmetic Product Company - Retail									
Director / General Manager	76	54	-28.95%	0	0	N/A	0	0	N/A
Corporate & Brand Image Sales Director / Manager	77	70	-9.09%	0	0	N/A	0	0	N/A
Chief Shop Manager / Operation Manager	126	109	-13.49%	0	0	N/A	0	0	N/A
Marketing Manager	80	90	12.50%	0	0	N/A	0	0	N/A
Product / Technical Manager	37	45	21.62%	0	0	N/A	0	0	N/A
Sales / Marketing Officer	314	238	-24.20%	0	0	N/A	0	0	N/A
Trainer	85	77	-9.41%	0	0	N/A	0	0	N/A
Buying Officer	102	95	-6.86%	0	0	N/A	0	0	N/A
Shop Manager / Supervisor	663	699	5.43%	0	0	N/A	0	0	N/A
Technical Adviser	38	62	63.16%	0	0	N/A	0	0	N/A
Beauty Adviser (Counter)	5,015	6,417	27.96%	0	0	N/A	94	71	-24.47%
Hair Care Adviser	359	355	-1.11%	0	0	N/A	19	0	-100.00%
Make-up Artist	72	72	0.00%	0	3	N/A	14	0	-100.00%
Marketing Assistant	247	160	-35.22%	0	0	N/A	0	3	N/A
Promoter	112	139	24.11%	0	0	N/A	3	91	2933.33%
Administrative Staff	295	291	-1.36%	0	0	N/A	0	0	N/A
Receptionist	74	50	-32.43%	0	0	N/A	0	0	N/A
Sub-total	7,772	9,023	16.10%	0	3	N/A	130	165	26.92%

Principal Jobs in the Industry	2007	2010	Comparison of 2007 and 2010 (%)	2007	2010	Comparison of 2007 and 2010 (%)	2007	2010	Comparison of 2007 and 2010 (%)
	Direct Employees			Freelancers			Part-time Employees		
7. Nail Salon									
Director / General Manager	0	13	N/A	0	0	N/A	0	0	N/A
Chief Shop Manager / Operation Manager	36	25	-30.56%	0	0	N/A	0	0	N/A
Nail Consultant (Fingernail / Toenail)	27	0	-100.00%	0	0	N/A	0	0	N/A
Senior Nail Technician (Fingernail / Toenail)	25	83	232.00%	0	0	N/A	0	0	N/A
Nail Technician (Fingernail / Toenail)	128	164	28.13%	0	24	N/A	25	0	-100.00%
Manicurist / Pedicurist	41	189	360.98%	0	0	N/A	0	0	N/A
Nail Artist	112	265	136.61%	0	0	N/A	0	0	N/A
Hand and Foot Care Therapist	0	25	N/A	0	0	N/A	0	0	N/A
Junior Nail Technician (Fingernail / Toenail)	50	138	176.00%	25	0	-100.00%	0	0	N/A
Foot Reflexologist	5	0	-100.00%	0	0	N/A	0	0	N/A
Administrative Staff	4	6	50.00%	0	0	N/A	0	0	N/A
Receptionist	19	23	21.05%	0	0	N/A	0	0	N/A
Sub-total	447	931	108.28%	25	24	-4.00%	25	0	-100.00%
Total	42,491	44,914	5.70%	1,434	1,282	-10.59%	1,368	1,395	1.97%

Table 3(a): Preferred Education of Direct Employees by Sector

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
1. Beauty & Hairdressing School									
Director / Principal (School)	6	0	0	3	0	3	0	0	12
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	12	3	7	14	0	9	0	0	45
Tutor / Instructor - Beauty Care	14	3	23	36	1	67	0	2	146
Tutor / Instructor - Hairdressing	0	0	10	9	0	0	0	0	19
Assistant Tutor / Instructor - Beauty Care	0	2	5	17	3	11	0	0	38
Administrative Staff	1	1	0	3	7	49	0	4	65
Receptionist	0	2	0	1	6	17	0	1	27
Sub-total	33	11	45	83	17	156	0	7	352
<i>Percentage by Educational Level (Total: 352)</i>	<i>9.4%</i>	<i>3.1%</i>	<i>12.8%</i>	<i>23.6%</i>	<i>4.8%</i>	<i>44.3%</i>	<i>0.0%</i>	<i>2.0%</i>	<i>100.0%</i>
2. Make-up & Nail School									
Director / Principal (School)	12	1	0	0	0	0	0	1	14
Senior Tutor / Senior Instructor - Make-up and Nail	9	1	5	2	5	8	0	0	30
Tutor / Instructor - Make-up	1	4	3	13	20	26	0	5	72
Tutor / Instructor - Nail	0	0	3	1	0	9	0	0	13
Assistant Tutor / Instructor - Make-up	0	0	2	0	0	20	0	0	22
Assistant Tutor / Instructor - Nail	0	0	0	0	0	4	0	0	4
Administrative Staff	0	0	0	0	3	50	0	4	57
Receptionist	0	0	1	0	0	9	0	1	11
Sub-total	22	6	14	16	28	126	0	11	223
<i>Percentage by Educational Level (Total: 223)</i>	<i>9.9%</i>	<i>2.7%</i>	<i>6.3%</i>	<i>7.2%</i>	<i>12.6%</i>	<i>56.5%</i>	<i>0.0%</i>	<i>4.9%</i>	<i>100.0%</i>
3. Beauty Centre / Health Centre & Spa									
Director / General Manager	31	3	13	0	9	48	4	11	119
Chief Shop Manager / Operation Manager	115	16	79	6	88	95	6	18	423
Brand / Sales / Marketing Director / Manager	48	0	0	4	0	10	0	2	64
Sales / Marketing Officer	38	3	15	46	65	70	0	21	258
Senior Beautician	3	12	117	114	188	503	59	89	1,085
Senior Make-up Artist	0	6	0	11	1	3	0	2	23
Slimming Consultant	50	0	21	6	2	72	3	7	161
Beautician	0	3	248	830	1,287	4,371	1,468	796	9,003
Assistant to Medical Practitioner (Beauty Care)	0	30	3	8	0	12	0	0	53
Make-up Artist	25	0	1	30	12	109	15	5	197
Body Therapist	0	0	20	112	63	728	178	43	1,144
Manicurist / Pedicurist	0	0	20	19	20	25	12	1	97
Nail Artist	0	0	2	8	0	78	0	0	88
Slimming Therapist	20	0	6	95	70	424	0	16	631
Beauty Consultant	20	0	16	134	114	274	2	26	586
Beauty Assistant	0	0	0	12	32	401	310	20	775
Marketing Assistant	1	11	2	17	13	68	0	0	112
Promoter	0	0	0	0	0	52	36	29	117
Administrative Staff	17	12	56	20	52	167	3	28	355

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
3. Beauty Centre, Health Centre & Spa (Cont')									
Receptionist	0	5	0	47	163	589	8	45	857
Medical Personnel	60	0	0	0	0	3	0	12	75
Sub-total	428	101	619	1,519	2,179	8,102	2,104	1,171	16,223
<i>Percentage by Educational Level (Total: 16,223)</i>	<i>2.6%</i>	<i>0.6%</i>	<i>3.8%</i>	<i>9.4%</i>	<i>13.4%</i>	<i>49.9%</i>	<i>13.0%</i>	<i>7.2%</i>	<i>100.0%</i>
4. Hairdressing Salon									
Director / General Manager	11	0	3	0	2	13	1	2	32
Chief Shop Manager / Operation Manager	0	25	12	6	3	10	4	6	66
Art Director	0	0	4	4	24	15	0	7	54
Technical Director	0	0	10	0	0	0	0	2	12
Senior Hair Stylist	0	1	0	47	86	276	189	54	653
Hair Stylist	0	0	1	37	354	2,491	3,544	898	7,325
Technician (perm and color)	0	0	0	0	28	168	99	17	312
Manicurist / Pedicurist	0	0	0	0	21	61	28	52	162
Nail Artist	0	0	0	0	0	12	10	4	26
Hairdressing Assistant	0	0	0	8	83	1,001	2,949	502	4,543
Administrative Staff	9	9	0	0	10	83	33	9	153
Receptionist	0	0	0	2	43	227	45	58	375
Sub-total	20	35	30	104	654	4,357	6,902	1,611	13,713
<i>Percentage by Educational Level (Total: 13,713)</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>1%</i>	<i>5%</i>	<i>32%</i>	<i>50%</i>	<i>12%</i>	<i>100%</i>
5. Cosmetic Product Company - Wholesale, Import & Export									
Director / General Manager	169	0	1	0	0	0	0	3	173
Brand / Sales / Marketing Director / Manager	214	0	0	0	0	0	0	7	221
Product / Technical Manager	152	0	12	20	0	0	0	10	194
Sales / Marketing Officer	284	16	78	34	65	56	0	176	709
Trainer	22	0	16	0	0	3	0	4	45
Technical Adviser	0	0	6	30	0	16	0	8	60
Sales Representative	340	18	92	91	188	524	0	294	1,547
Marketing Assistant	12	0	71	0	4	125	12	16	240
Promoter	0	0	0	0	0	307	0	25	332
Administrative Staff	3	89	92	0	162	466	0	44	856
Receptionist	0	0	0	0	8	24	0	40	72
Sub-total	1,196	123	368	175	427	1,521	12	627	4,449
<i>Percentage by Educational Level (Total: 4,449)</i>	<i>26.9%</i>	<i>2.8%</i>	<i>8.3%</i>	<i>3.9%</i>	<i>9.6%</i>	<i>34.2%</i>	<i>0.3%</i>	<i>14.1%</i>	<i>100.0%</i>
6. Cosmetic Product Company - Retail									
Director / General Manager	29	0	0	0	2	3	0	20	54
Corporate & Brand Image Sales Director / Manager	50	0	4	4	0	0	0	12	70
Chief Shop Manager / Operation Manager	36	7	13	8	1	31	0	13	109
Marketing Manager	44	3	0	0	0	0	0	43	90
Product / Technical Manager	40	0	0	0	0	0	0	5	45
Sales / Marketing Officer	48	8	11	15	0	77	0	79	238
Trainer	32	7	8	4	2	21	0	3	77
Buying Officer	20	0	2	0	4	66	0	3	95
Shop Manager / Supervisor	58	31	175	113	38	196	0	88	699
Technical Adviser	2	0	0	0	0	58	0	2	62
Beauty Adviser (Counter)	0	0	101	482	1,042	4,249	25	518	6,417
Hair Care Adviser	0	0	0	0	0	263	92	0	355

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
6. Cosmetic Product Company - Retail (Cont')									
Make-up Artist	0	0	60	0	0	12	0	0	72
Marketing Assistant	16	0	0	3	21	120	0	0	160
Promoter	0	0	0	0	0	91	0	48	139
Administrative Staff	8	5	25	5	129	78	0	41	291
Receptionist	0	0	3	1	1	44	0	1	50
Sub-total	383	61	402	635	1,240	5,309	117	876	9,023
<i>Percentage by Educational Level (Total: 9,023)</i>	<i>4.2%</i>	<i>0.7%</i>	<i>4.5%</i>	<i>7.0%</i>	<i>13.7%</i>	<i>58.8%</i>	<i>1.3%</i>	<i>9.7%</i>	<i>100.0%</i>
7. Nail Salon									
Director / General Manager	4	0	0	0	9	0	0	0	13
Chief Shop Manager / Operation Manager	0	0	0	0	9	16	0	0	25
Senior Nail Technician (Fingernail / Toenail)	0	0	0	0	0	83	0	0	83
Nail Technician (Fingernail / Toenail)	0	0	0	0	0	164	0	0	164
Manicurist / Pedicurist	0	0	0	0	0	189	0	0	189
Nail Artist	0	0	0	0	0	183	82	0	265
Hand and Foot Care Therapist	0	0	0	0	0	25	0	0	25
Junior Nail Technician (Fingernail / Toenail)	0	0	0	0	0	105	33	0	138
Administrative Staff	0	0	0	0	0	6	0	0	6
Receptionist	0	0	0	0	0	20	3	0	23
ALL	4	0	0	0	18	791	118	0	931
<i>Percentage by Educational Level (Total: 931)</i>	<i>0.4%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>1.9%</i>	<i>85.0%</i>	<i>12.7%</i>	<i>0.0%</i>	<i>100.0%</i>
Total	2,086	337	1,478	2,532	4,563	20,362	9,253	4,303	44,914
<i>Percentage by Educational Level (Total: 44,914)</i>	<i>4.6%</i>	<i>0.8%</i>	<i>3.3%</i>	<i>5.6%</i>	<i>10.2%</i>	<i>45.3%</i>	<i>20.6%</i>	<i>9.6%</i>	<i>100.0%</i>

Table 3(b): Actual Education of Direct Employees by Sector

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
1. Beauty & Hairdressing School									
Director / Principal (School)	6	0	0	3	2	1	0	0	12
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	8	1	8	13	0	9	0	6	45
Tutor / Instructor - Beauty Care	14	7	24	24	2	73	0	2	146
Tutor / Instructor - Hairdressing	0	0	10	3	0	0	0	6	19
Assistant Tutor / Instructor - Beauty Care	0	2	5	12	0	19	0	0	38
Administrative Staff	3	1	0	3	6	48	0	4	65
Receptionist	1	2	0	1	6	16	0	1	27
Sub-total	32	13	47	59	16	166	0	19	352
<i>Percentage by Educational Level (Total: 352)</i>	<i>9.1%</i>	<i>3.7%</i>	<i>13.4%</i>	<i>16.8%</i>	<i>4.5%</i>	<i>47.2%</i>	<i>0.0%</i>	<i>5.4%</i>	<i>100.0%</i>
2. Make-up & Nail School									
Director / Principal (School)	13	0	0	0	0	0	0	1	14
Senior Tutor / Senior Instructor - Make-up and Nail	10	5	5	2	5	3	0	0	30
Tutor / Instructor - Make-up	4	4	6	3	17	33	0	5	72
Tutor / Instructor - Nail	0	0	3	0	0	10	0	0	13
Assistant Tutor / Instructor - Make-up	0	0	2	0	0	20	0	0	22
Assistant Tutor / Instructor - Nail	0	0	0	0	0	4	0	0	4
Administrative Staff	0	0	3	0	0	50	0	4	57
Receptionist	0	0	1	0	0	10	0	0	11
Sub-total	27	9	20	5	22	130	0	10	223
<i>Percentage by Educational Level (Total: 223)</i>	<i>12.1%</i>	<i>4.0%</i>	<i>9.0%</i>	<i>2.2%</i>	<i>9.9%</i>	<i>58.3%</i>	<i>0.0%</i>	<i>4.5%</i>	<i>100.0%</i>
3. Beauty Centre / Health Centre & Spa									
Director / General Manager	23	1	16	0	9	49	0	21	119
Chief Shop Manager / Operation Manager	64	13	74	44	92	93	6	37	423
Brand / Sales / Marketing Director / Manager	14	0	3	31	0	10	0	6	64
Sales / Marketing Officer	34	6	8	16	101	62	0	31	258
Senior Beautician	3	3	156	134	107	524	68	90	1,085
Senior Make-up Artist	0	1	0	4	0	16	0	2	23
Slimming Consultant	50	0	3	24	2	62	13	7	161
Beautician	25	0	607	588	973	5,114	992	704	9,003
Assistant to Medical Practitioner (Beauty Care)	0	30	0	11	12	0	0	0	53
Make-up Artist	50	0	1	22	9	110	0	5	197
Body Therapist	0	0	3	112	60	735	147	87	1,144
Manicurist / Pedicurist	0	0	2	5	20	69	0	1	97
Nail Artist	0	0	2	8	0	78	0	0	88
Slimming Therapist	20	0	6	95	70	424	0	16	631
Beauty Consultant	20	0	0	101	112	277	2	74	586
Beauty Assistant	0	0	3	12	64	508	168	20	775
Marketing Assistant	0	12	21	1	13	65	0	0	112
Promoter	0	0	3	0	0	83	3	28	117
Administrative Staff	17	12	60	20	69	110	3	64	355

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
3. Beauty Centre, Health Centre & Spa (Cont')									
Receptionist	0	20	2	41	140	514	33	107	857
Medical Personnel	56	0	0	0	0	0	0	19	75
Sub-total	376	98	970	1,269	1,853	8,903	1,435	1,319	16,223
<i>Percentage by Educational Level (Total: 16,223)</i>	<i>2.3%</i>	<i>0.6%</i>	<i>6.0%</i>	<i>7.8%</i>	<i>11.4%</i>	<i>54.9%</i>	<i>8.8%</i>	<i>8.1%</i>	<i>100.0%</i>
4. Hairdressing Salon									
Director / General Manager	11	0	4	0	5	10	0	2	32
Chief Shop Manager / Operation Manager	0	2	0	10	8	39	0	7	66
Art Director	0	0	0	0	30	16	0	8	54
Technical Director	0	4	0	0	0	8	0	0	12
Senior Hair Stylist	0	1	14	36	68	293	188	53	653
Hair Stylist	0	0	1	61	318	3,064	3,147	734	7,325
Technician (perm and color)	0	0	0	0	20	184	83	25	312
Manicurist / Pedicurist	0	0	0	0	9	101	31	21	162
Nail Artist	0	0	0	0	4	4	8	10	26
Hairdressing Assistant	0	0	0	0	89	1,117	2,873	464	4,543
Administrative Staff	9	0	9	0	18	79	33	5	153
Receptionist	0	0	0	4	14	253	33	71	375
Sub-total	20	7	28	111	583	5,168	6,396	1,400	13,713
<i>Percentage by Educational Level (Total: 13,713)</i>	<i>0.1%</i>	<i>0.1%</i>	<i>0.2%</i>	<i>0.8%</i>	<i>4.3%</i>	<i>37.7%</i>	<i>46.6%</i>	<i>10.2%</i>	<i>100.0%</i>
5. Cosmetic Product Company - Wholesale, Import & Export									
Director / General Manager	111	0	0	0	17	0	0	45	173
Brand / Sales / Marketing Director / Manager	202	0	0	0	0	12	0	7	221
Product / Technical Manager	135	17	12	20	0	0	0	10	194
Sales / Marketing Officer	300	26	80	0	39	127	0	137	709
Trainer	22	0	0	0	0	19	0	4	45
Technical Adviser	0	0	6	30	8	8	0	8	60
Sales Representative	328	18	126	57	192	570	8	248	1,547
Marketing Assistant	12	0	71	0	4	137	0	16	240
Promoter	0	0	0	0	1	306	0	25	332
Administrative Staff	3	89	101	0	185	434	13	31	856
Receptionist	0	0	6	0	2	24	0	40	72
Sub-total	1,113	150	402	107	448	1,637	21	571	4,449
<i>Percentage by Educational Level (Total: 4,449)</i>	<i>25.0%</i>	<i>3.4%</i>	<i>9.0%</i>	<i>2.4%</i>	<i>10.1%</i>	<i>36.8%</i>	<i>0.5%</i>	<i>12.8%</i>	<i>100.0%</i>
6. Cosmetic Product Company - Retail									
Director / General Manager	23	0	0	0	0	8	0	23	54
Corporate & Brand Image Sales Director / Manager	48	0	0	8	0	0	0	14	70
Chief Shop Manager / Operation Manager	15	6	21	12	1	32	0	22	109
Marketing Manager	47	0	0	0	0	0	0	43	90
Product / Technical Manager	36	4	0	0	0	0	0	5	45
Sales / Marketing Officer	48	0	11	0	18	77	0	84	238
Trainer	21	9	7	5	4	19	0	12	77
Buying Officer	16	4	2	0	4	66	0	3	95
Shop Manager / Supervisor	38	9	59	98	67	217	0	211	699
Technical Adviser	2	0	2	0	0	56	0	2	62
Beauty Adviser (Counter)	0	0	101	222	1,007	3,834	25	1,228	6,417
Hair Care Adviser	0	0	0	0	0	343	12	0	355

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
6. Cosmetic Product Company - Retail (Cont')									
Make-up Artist	0	0	60	0	0	6	0	6	72
Marketing Assistant	16	0	0	0	21	120	3	0	160
Promoter	0	0	0	28	0	68	0	43	139
Administrative Staff	16	0	25	0	103	109	0	38	291
Receptionist	2	0	1	0	0	43	0	4	50
Sub-total	328	32	289	373	1,225	4,998	40	1,738	9,023
<i>Percentage by Educational Level (Total: 9,023)</i>	<i>3.6%</i>	<i>0.4%</i>	<i>3.2%</i>	<i>4.1%</i>	<i>13.6%</i>	<i>55.4%</i>	<i>0.4%</i>	<i>19.3%</i>	<i>100.0%</i>
7. Nail Salon									
Director / General Manager	4	0	0	0	9	0	0	0	13
Chief Shop Manager / Operation Manager	0	0	0	0	9	16	0	0	25
Senior Nail Technician (Fingernail / Toenail)	0	0	0	0	0	83	0	0	83
Nail Technician (Fingernail / Toenail)	0	0	0	0	0	139	0	25	164
Manicurist / Pedicurist	0	0	0	0	0	189	0	0	189
Nail Artist	0	0	0	0	0	183	82	0	265
Hand and Foot Care Therapist	0	0	0	0	0	25	0	0	25
Junior Nail Technician (Fingernail / Toenail)	0	0	0	0	0	130	8	0	138
Administrative Staff	0	0	0	0	0	6	0	0	6
Receptionist	0	0	0	0	0	23	0	0	23
Sub-total	4	0	0	0	18	794	90	25	931
<i>Percentage by Educational Level (Total: 931)</i>	<i>0.4%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>1.9%</i>	<i>85.3%</i>	<i>9.7%</i>	<i>2.7%</i>	<i>100.0%</i>
Total	1,900	309	1,756	1,924	4,165	21,796	7,982	5,082	44,914
<i>Percentage by Educational Level (Total: 44,914)</i>	<i>4.2%</i>	<i>0.7%</i>	<i>3.9%</i>	<i>4.3%</i>	<i>9.3%</i>	<i>48.5%</i>	<i>17.8%</i>	<i>11.3%</i>	<i>100.0%</i>

Table 4(a): Preferred Relevant Years of Experience of Direct Employees by Sector

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
1. Beauty & Hairdressing School							
Director / Principal (School)	6	2	0	0	0	4	12
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	8	23	8	1	0	5	45
Tutor / Instructor - Beauty Care	0	35	53	40	0	18	146
Tutor / Instructor - Hairdressing	0	0	19	0	0	0	19
Assistant Tutor / Instructor - Beauty Care	0	0	12	8	0	18	38
Administrative Staff	1	0	18	13	22	11	65
Receptionist	1	0	11	12	2	1	27
Sub-total	16	60	121	74	24	57	352
<i>Percentage by Relevant Years of Experience (Total: 352)</i>	<i>4.5%</i>	<i>17.0%</i>	<i>34.4%</i>	<i>21.0%</i>	<i>6.8%</i>	<i>16.2%</i>	<i>100.0%</i>
2. Make-up & Nail School							
Director / Principal (School)	10	1	0	2	0	1	14
Senior Tutor / Senior Instructor - Make-up and Nail	1	15	4	10	0	0	30
Tutor / Instructor - Make-up	3	5	28	31	0	5	72
Tutor / Instructor - Nail	0	0	3	10	0	0	13
Assistant Tutor / Instructor - Make-up	0	0	2	20	0	0	22
Assistant Tutor / Instructor - Nail	0	0	0	4	0	0	4
Administrative Staff	0	0	20	29	4	4	57
Receptionist	0	0	4	5	1	1	11
Sub-total	14	21	61	111	5	11	223
<i>Percentage by Relevant Years of Experience (Total: 223)</i>	<i>6.3%</i>	<i>9.4%</i>	<i>27.4%</i>	<i>49.8%</i>	<i>2.2%</i>	<i>4.9%</i>	<i>100.0%</i>
3. Beauty Centre / Health Centre & Spa							
Director / General Manager	34	11	55	8	0	11	119
Chief Shop Manager / Operation Manager	86	65	211	34	6	21	423
Brand / Sales / Marketing Director / Manager	0	45	1	16	0	2	64
Sales / Marketing Officer	5	63	117	42	0	31	258
Senior Beautician	36	71	378	491	15	94	1,085
Senior Make-up Artist	0	5	16	0	0	2	23
Slimming Consultant	0	9	91	51	3	7	161
Beautician	102	364	2,455	4,729	403	950	9,003
Assistant to Medical Practitioner (Beauty Care)	0	0	37	16	0	0	53
Make-up Artist	25	0	71	87	6	8	197
Body Therapist	20	23	378	622	58	43	1,144
Manicurist / Pedicurist	0	0	24	72	0	1	97
Nail Artist	0	0	81	4	3	0	88
Slimming Therapist	0	3	374	238	0	16	631
Beauty Consultant	25	8	282	228	17	26	586
Beauty Assistant	0	0	7	319	445	4	775
Marketing Assistant	8	3	16	82	2	1	112
Promoter	0	0	4	35	77	1	117

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
3. Beauty Centre, Health Centre & Spa (Cont')							
Administrative Staff	0	3	60	217	47	28	355
Receptionist	2	0	51	464	247	93	857
Medical Personnel	0	16	4	23	20	12	75
Sub-total	343	689	4,713	7,778	1,349	1,351	16,223
<i>Percentage by Relevant Years of Experience (Total: 16,223)</i>	<i>2.1%</i>	<i>4.2%</i>	<i>29.1%</i>	<i>47.9%</i>	<i>8.3%</i>	<i>8.3%</i>	<i>100.0%</i>
4. Hairdressing Salon							
Director / General Manager	15	2	6	9	0	0	32
Chief Shop Manager / Operation Manager	38	11	13	0	0	4	66
Art Director	20	20	11	0	0	3	54
Technical Director	10	0	2	0	0	0	12
Senior Hair Stylist	151	165	186	91	20	40	653
Hair Stylist	144	644	1,952	3,193	483	909	7,325
Technician (perm and color)	0	3	173	71	48	17	312
Manicurist / Pedicurist	1	1	65	13	30	52	162
Nail Artist	0	0	6	20	0	0	26
Hairdressing Assistant	19	27	356	1,415	2,174	552	4,543
Administrative Staff	1	4	42	67	34	5	153
Receptionist	0	8	52	135	124	56	375
Sub-total	399	885	2,864	5,014	2,913	1,638	13,713
<i>Percentage by Relevant Years of Experience (Total: 13,713)</i>	<i>2.9%</i>	<i>6.5%</i>	<i>20.9%</i>	<i>36.6%</i>	<i>21.2%</i>	<i>11.9%</i>	<i>100.0%</i>
5. Cosmetic Product Company - Wholesale, Import & Export							
Director / General Manager	87	68	1	0	0	17	173
Brand / Sales / Marketing Director / Manager	20	44	111	9	0	37	221
Product / Technical Manager	33	63	21	59	0	18	194
Sales / Marketing Officer	108	43	199	161	0	198	709
Trainer	0	0	37	4	0	4	45
Technical Adviser	0	0	22	30	0	8	60
Sales Representative	61	100	337	747	0	302	1,547
Marketing Assistant	0	0	117	33	14	76	240
Promoter	0	0	39	35	233	25	332
Administrative Staff	33	86	89	555	25	68	856
Receptionist	0	0	0	28	2	42	72
Sub-total	342	404	973	1,661	274	795	4,449
<i>Percentage by Relevant Years of Experience (Total: 4,449)</i>	<i>7.7%</i>	<i>9.1%</i>	<i>21.9%</i>	<i>37.3%</i>	<i>6.2%</i>	<i>17.9%</i>	<i>100.0%</i>
6. Cosmetic Product Company - Retail							
Director / General Manager	23	6	3	0	0	22	54
Corporate & Brand Image Sales Director / Manager	34	20	0	0	0	16	70
Chief Shop Manager / Operation Manager	37	11	40	0	0	21	109
Marketing Manager	5	31	7	0	0	47	90
Product / Technical Manager	5	27	4	0	0	9	45
Sales / Marketing Officer	16	0	59	74	0	89	238
Trainer	6	5	26	22	0	18	77

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
6. Cosmetic Product Company - Retail (Cont')							
Buying Officer	7	0	8	77	0	3	95
Shop Manager / Supervisor	0	58	437	65	13	126	699
Technical Adviser	0	2	52	6	0	2	62
Beauty Adviser (Counter)	123	0	1,470	3,618	338	868	6,417
Hair Care Adviser	0	0	20	60	275	0	355
Make-up Artist	0	0	66	6	0	0	72
Marketing Assistant	21	0	70	45	24	0	160
Promoter	0	0	12	51	44	32	139
Administrative Staff	10	11	10	190	35	35	291
Receptionist	0	0	8	39	0	3	50
Sub-total	287	171	2,292	4,253	729	1,291	9,023
<i>Percentage by Relevant Years of Experience (Total: 9,023)</i>	<i>3.2%</i>	<i>1.9%</i>	<i>25.4%</i>	<i>47.1%</i>	<i>8.1%</i>	<i>14.3%</i>	<i>100.0%</i>
7. Nail Salon							
Director / General Manager	0	4	0	9	0	0	13
Chief Shop Manager / Operation Manager	0	0	0	25	0	0	25
Senior Nail Technician (Fingernail / Toenail)	0	0	67	16	0	0	83
Nail Technician (Fingernail / Toenail)	0	0	97	67	0	0	164
Manicurist / Pedicurist	0	0	0	75	114	0	189
Nail Artist	0	0	25	212	28	0	265
Hand and Foot Care Therapist	0	0	0	25	0	0	25
Junior Nail Technician (Fingernail / Toenail)	0	0	0	73	65	0	138
Administrative Staff	0	0	0	0	6	0	6
Receptionist	0	0	0	0	23	0	23
Sub-total	0	4	189	502	236	0	931
<i>Percentage by Relevant Years of Experience (Total: 931)</i>	<i>0.0%</i>	<i>0.4%</i>	<i>20.3%</i>	<i>53.9%</i>	<i>25.3%</i>	<i>0.0%</i>	<i>100.0%</i>
Total	1,401	2,234	11,213	19,393	5,530	5,143	44,914
<i>Percentage by Relevant Years of Experience (Total: 44,914)</i>	<i>3.1%</i>	<i>5.0%</i>	<i>25.0%</i>	<i>43.2%</i>	<i>12.3%</i>	<i>11.5%</i>	<i>100.0%</i>

Table 4(b): Actual Relevant Years of Experience of Direct Employees by Sector

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
1. Beauty & Hairdressing School							
Director / Principal (School)	6	2	0	0	0	4	12
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	12	20	2	0	0	11	45
Tutor / Instructor - Beauty Care	33	37	49	9	0	18	146
Tutor / Instructor - Hairdressing	0	0	13	0	0	6	19
Assistant Tutor / Instructor - Beauty Care	0	1	12	7	0	18	38
Administrative Staff	1	0	36	17	0	11	65
Receptionist	1	1	11	12	1	1	27
Sub-total	53	61	123	45	1	69	352
<i>Percentage by Relevant Years of Experience (Total: 352)</i>	<i>15.1%</i>	<i>17.3%</i>	<i>34.9%</i>	<i>12.8%</i>	<i>0.3%</i>	<i>19.6%</i>	<i>100.0%</i>
2. Make-up & Nail School							
Director / Principal (School)	12	1	0	0	0	1	14
Senior Tutor / Senior Instructor - Make-up and Nail	1	21	6	2	0	0	30
Tutor / Instructor - Make-up	7	8	26	26	0	5	72
Tutor / Instructor - Nail	1	0	3	9	0	0	13
Assistant Tutor / Instructor - Make-up	0	0	2	20	0	0	22
Assistant Tutor / Instructor - Nail	0	0	0	4	0	0	4
Administrative Staff	0	0	23	29	1	4	57
Receptionist	0	0	5	5	1	0	11
Sub-total	21	30	65	95	2	10	223
<i>Percentage by Relevant Years of Experience (Total: 223)</i>	<i>9.4%</i>	<i>13.5%</i>	<i>29.1%</i>	<i>42.6%</i>	<i>0.9%</i>	<i>4.5%</i>	<i>100.0%</i>
3. Beauty Centre / Health Centre & Spa							
Director / General Manager	38	11	55	0	0	15	119
Chief Shop Manager / Operation Manager	116	79	167	29	0	32	423
Brand / Sales / Marketing Director / Manager	15	40	1	2	0	6	64
Sales / Marketing Officer	5	63	126	38	0	26	258
Senior Beautician	165	140	468	238	0	74	1,085
Senior Make-up Artist	8	6	7	0	0	2	23
Slimming Consultant	9	43	43	59	0	7	161
Beautician	1,764	855	3,175	2,429	56	724	9,003
Assistant to Medical Practitioner (Beauty Care)	0	34	0	16	3	0	53
Make-up Artist	34	56	50	43	6	8	197
Body Therapist	135	90	404	426	2	87	1,144
Manicurist / Pedicurist	0	13	44	39	0	1	97
Nail Artist	0	0	81	7	0	0	88
Slimming Therapist	0	10	397	208	0	16	631
Beauty Consultant	45	33	295	139	0	74	586
Beauty Assistant	0	0	25	341	405	4	775
Marketing Assistant	8	3	19	79	2	1	112
Promoter	0	2	12	54	49	0	117

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
3. Beauty Centre, Health Centre & Spa (Cont')							
Administrative Staff	0	10	105	192	12	36	355
Receptionist	0	10	80	481	179	107	857
Medical Personnel	15	4	4	36	0	16	75
Sub-total	2,357	1,502	5,558	4,856	714	1,236	16,223
<i>Percentage by Relevant Years of Experience (Total: 16,223)</i>	<i>14.5%</i>	<i>9.3%</i>	<i>34.3%</i>	<i>29.9%</i>	<i>4.4%</i>	<i>7.6%</i>	<i>100.0%</i>
4. Hairdressing Salon							
Director / General Manager	23	2	6	1	0	0	32
Chief Shop Manager / Operation Manager	38	9	13	0	0	6	66
Art Director	38	2	11	0	0	3	54
Technical Director	10	2	0	0	0	0	12
Senior Hair Stylist	334	114	104	67	0	34	653
Hair Stylist	3,306	1,414	1,289	649	139	528	7,325
Technician (perm and color)	16	20	174	61	32	9	312
Manicurist / Pedicurist	63	16	24	24	22	13	162
Nail Artist	0	4	6	16	0	0	26
Hairdressing Assistant	476	132	775	1,491	1,271	398	4,543
Administrative Staff	39	53	38	9	9	5	153
Receptionist	18	0	86	134	75	62	375
Sub-total	4,361	1,768	2,526	2,452	1,548	1,058	13,713
<i>Percentage by Relevant Years of Experience (Total: 13,713)</i>	<i>31.8%</i>	<i>12.9%</i>	<i>18.4%</i>	<i>17.9%</i>	<i>11.3%</i>	<i>7.7%</i>	<i>100.0%</i>
5. Cosmetic Product Company - Wholesale, Import & Export							
Director / General Manager	40	73	1	0	0	59	173
Brand / Sales / Marketing Director / Manager	20	56	108	0	0	37	221
Product / Technical Manager	49	106	4	17	0	18	194
Sales / Marketing Officer	264	126	127	36	0	156	709
Trainer	0	6	35	0	0	4	45
Technical Adviser	0	8	14	30	0	8	60
Sales Representative	166	270	289	546	0	276	1,547
Marketing Assistant	0	12	104	48	0	76	240
Promoter	35	21	39	12	200	25	332
Administrative Staff	156	191	73	381	0	55	856
Receptionist	0	0	0	28	2	42	72
Sub-total	730	869	794	1,098	202	756	4,449
<i>Percentage by Relevant Years of Experience (Total: 4,449)</i>	<i>16.4%</i>	<i>19.5%</i>	<i>17.8%</i>	<i>24.7%</i>	<i>4.5%</i>	<i>17.0%</i>	<i>100.0%</i>
6. Cosmetic Product Company - Retail							
Director / General Manager	21	6	3	0	0	24	54
Corporate & Brand Image Sales Director / Manager	24	12	8	0	0	26	70
Chief Shop Manager / Operation Manager	24	37	27	0	0	21	109
Marketing Manager	5	14	12	0	0	59	90
Product / Technical Manager	5	17	4	0	0	19	45
Sales / Marketing Officer	16	0	47	73	0	102	238
Trainer	4	6	21	25	0	21	77

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
6. Cosmetic Product Company - Retail (Cont')							
Buying Officer	3	4	17	68	0	3	95
Shop Manager / Supervisor	20	43	467	43	0	126	699
Technical Adviser	2	2	50	6	0	2	62
Beauty Adviser (Counter)	88	60	2,094	2,838	59	1,278	6,417
Hair Care Adviser	130	0	20	195	0	10	355
Make-up Artist	0	0	66	6	0	0	72
Marketing Assistant	24	0	72	55	5	4	160
Promoter	0	30	12	65	0	32	139
Administrative Staff	10	0	14	219	8	40	291
Receptionist	2	1	6	36	0	5	50
Sub-total	378	232	2,940	3,629	72	1,772	9,023
Percentage by Relevant Years of Experience (Total: 9,023)	4.2%	2.6%	32.6%	40.2%	0.8%	19.6%	100.0%
7. Nail Salon							
Director / General Manager	4	0	9	0	0	0	13
Chief Shop Manager / Operation Manager	0	0	25	0	0	0	25
Senior Nail Technician (Fingernail / Toenail)	0	0	5	78	0	0	83
Nail Technician (Fingernail / Toenail)	0	0	164	0	0	0	164
Manicurist / Pedicurist	0	0	50	75	64	0	189
Nail Artist	0	0	50	207	0	8	265
Hand and Foot Care Therapist	0	0	0	25	0	0	25
Junior Nail Technician (Fingernail / Toenail)	25	0	0	57	56	0	138
Administrative Staff	0	0	0	6	0	0	6
Receptionist	0	0	0	23	0	0	23
Sub-total	29	0	303	471	120	8	931
Percentage by Relevant Years of Experience (Total: 931)	3.1%	0.0%	32.5%	50.6%	12.9%	0.9%	100.0%
Total	7,929	4,462	12,309	12,646	2,659	4,909	44,914
Percentage by Relevant Years of Experience (Total: 44,914)	17.7%	9.9%	27.4%	28.2%	5.9%	10.9%	100.0%

Table 5(a): Preferred Vocational Qualification of Direct Employees by Sector

Sector	Preferred Vocational Qualification of Employees	Managerial / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
1. Beauty & Hairdressing School					
	Certificates of National Occupation Qualifications of the Mainland	2	2	0	4
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	1	1	0	2
	• Make-up Artist	1	1	0	2
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	2	2	0	4
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	10	11	1	22
	Certificates of international professional / recognized training courses	18	37	5	60
	Sub-total	34	54	6	94
2. Make-up & Nail School					
	Certificates of National Occupation Qualifications of the Mainland	0	0	0	0
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	1	2	1	4
	Certificates of international professional / recognized training courses	2	2	1	5
	Sub-total	3	4	2	9
3. Beauty Centre, Health Centre & Spa					
	Certificates of National Occupation Qualifications of the Mainland	4	3	62	69
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	6	20	144	170
	• Make-up Artist	0	5	9	14
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	4	13	74	91
	Certificates of local professional / recognized training courses / qualifications	1	15	194	210
	Certificates of international professional / recognized training courses	51	101	1,343	1,495
	Sub-total	66	157	1,826	2,049
4. Hairdressing Salon					
	Certificates of National Occupation Qualifications of the Mainland	6	4	51	61
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	2	2
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	11	27	75	113
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	7	12	54	73
	Certificates of local professional / recognized training courses / qualifications	0	5	224	229
	Certificates of international professional / recognized training courses	10	10	78	98
	Sub-total	34	58	484	576

Sector	Preferred Vocational Qualification of Employees	Managerial / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
5. Product Company - Wholesale, Import & Export					
	Certificates of National Occupation Qualifications of the Mainland	0	0	0	0
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	0	46	3	49
	Certificates of international professional / recognized training courses	1	67	6	74
	Sub-total	1	113	9	123
6. Product Company - Retail					
	Certificates of National Occupation Qualifications of the Mainland	0	2	1	3
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	5	7	12	24
	• Make-up Artist	1	1	2	4
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	4	1	5	10
	Certificates of local professional / recognized training courses / qualifications	0	0	0	0
	Certificates of international professional / recognized training courses	7	22	24	53
	Sub-total	17	33	44	94
7. Nail Salon					
	Certificates of National Occupation Qualifications of the Mainland	9	9	0	18
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	0	24	0	24
	Certificates of international professional / recognized training courses	0	27	25	52
	Sub-total	9	60	25	94
8. Others (Including Bridal Salon and Television & Entertainment Company)					
	Certificates of National Occupation Qualifications of the Mainland	1	1	4	6
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	2	5	7
	• Intense Pulsed Light (IPL) Equipment Operator	0	1	1	2
	• Hairdresser	0	2	3	5
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	2	6	8
	Certificates of local professional / recognized training courses / qualifications	1	2	3	6
	Certificates of international professional / recognized training courses	3	4	29	36
	Sub-total	5	14	51	70
	Total	169	493	2,447	3,109

Table 5(b): Present Vocational Qualification Employees Have Acquired by Sector

Sector	Present Vocational Qualification of Employees	Managerial/ Technologist (a)	Officer/ Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
1. Beauty & Hairdressing School					
	Certificates of National Occupation Qualifications of the Mainland	2	2	0	4
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	2	3	0	5
	• Make-up Artist	2	3	0	5
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	3	2	0	5
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	1	2	0	3
	Certificates of local professional / recognized training courses / qualifications	12	11	1	24
	Certificates of international professional / recognized training courses	19	40	4	63
	Sub-total	41	63	5	109
2. Make-up & Nail School					
	Certificates of National Occupation Qualifications of the Mainland	0	0	0	0
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	1	2	1	4
	Certificates of international professional / recognized training courses	7	8	2	17
	Sub-total	8	10	3	21
3. Beauty Centre, Health Centre & Spa					
	Certificates of National Occupation Qualifications of the Mainland	3	9	104	116
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	3	7	64	74
	• Make-up Artist	0	5	9	14
	• Intense Pulsed Light (IPL) Equipment Operator	0	8	0	8
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	2	10	62	74
	Certificates of local professional / recognized training courses / qualifications	1	23	582	606
	Certificates of international professional / recognized training courses	50	138	1,665	1,853
	Sub-total	59	200	2,486	2,745
4. Hairdressing Salon					
	Certificates of National Occupation Qualifications of the Mainland	5	4	60	69
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	2	2	4
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	6	14	86	106
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	8	5	77	90
	Certificates of local professional / recognized training courses / qualifications	0	10	355	365
	Certificates of international professional / recognized training courses	8	11	263	282
	Sub-total	27	46	843	916

Sector	Present Vocational Qualification of Employees	Managerial/ Technologist (a)	Officer/ Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
5. Product Company - Wholesale, Import & Export					
	Certificates of National Occupation Qualifications of the Mainland	0	0	0	0
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	0	15	3	18
	Certificates of international professional / recognized training courses	2	56	6	64
	Sub-total	2	71	9	82
6. Product Company - Retail					
	Certificates of National Occupation Qualifications of the Mainland	0	3	3	6
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	4	2	11	17
	• Make-up Artist	0	1	2	3
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	4	1	10	15
	Certificates of local professional / recognized training courses / qualifications	0	0	0	0
	Certificates of international professional / recognized training courses	7	20	23	50
	Sub-total	15	27	49	91
7. Nail Salon					
	Certificates of National Occupation Qualifications of the Mainland	9	9	0	18
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	24	0	24
	Certificates of local professional / recognized training courses / qualifications	0	34	34	68
	Certificates of international professional / recognized training courses	0	11	9	20
	Sub-total	9	78	43	130
8. Others (Including Bridal Salon and Television & Entertainment Company)					
	Certificates of National Occupation Qualifications of the Mainland	1	0	3	4
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	2	5	7
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	2	2	4
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	1	4	5
	Certificates of local professional / recognized training courses / qualifications	0	2	7	9
	Certificates of international professional / recognized training courses	2	4	31	37
	Sub-total	3	11	52	66
	Total	164	506	3,490	4,160

Table 6: Types of Training Needs for Employees in the Next 12 Months by Sector

Sector	Areas of Training	Managerial	Technologist	Officer	Technician	Tradesman	Semi-skilled	Total
1. Beauty & Hairdressing School								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	5	10	0	3	0	0	18
	Human Resource Management	4	1	0	0	0	0	5
	Marketing Management	4	2	0	0	0	0	6
	Quality Management	2	10	0	1	0	0	13
	Others	0	0	0	0	0	0	0
	Sub-total (a)	15	23	0	4	0	0	42
	Generic Skills							
	Customer Services	0	2	0	18	5	1	26
	Complaints Handling	0	1	0	8	1	0	10
	Sales & Marketing	0	2	0	6	1	0	9
	Stores Operations	0	2	0	11	3	0	16
	Others	0	1	0	10	0	0	11
	Sub-total (b)	0	8	0	53	10	1	72
	Language Skills							
	Putonghua	0	1	0	4	1	0	6
	Written Chinese	0	1	0	3	0	0	4
	Written English	0	10	0	11	0	0	21
	Spoken English	3	13	0	15	1	0	32
	Others	0	0	0	0	0	0	0
	Sub-total (c)	3	25	0	33	2	0	63
	Total (a - c)	18	56	0	90	12	1	177
2. Make-up & Nail School								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	1	0	0	0	0	0	1
	Human Resource Management	0	0	0	0	0	0	0
	Marketing Management	0	0	0	0	0	0	0
	Quality Management	0	0	0	0	0	0	0
	Others	0	0	0	0	0	0	0
	Sub-total (a)	1	0	0	0	0	0	1
	Generic Skills							
	Customer Services	1	1	0	2	0	0	4
	Complaints Handling	0	0	0	1	0	0	1
	Sales & Marketing	0	0	0	1	0	0	1
	Stores Operations	0	0	0	1	0	0	1
	Others	0	0	0	0	0	0	0
	Sub-total (b)	1	1	0	5	0	0	7
	Language Skills							
	Putonghua	0	1	0	2	0	0	3
	Written Chinese	0	0	0	0	0	0	0
	Written English	1	1	0	1	0	0	3
	Spoken English	0	2	0	3	0	0	5
	Others	0	0	0	0	0	0	0
	Sub-total (c)	1	4	0	6	0	0	11
	Total (a - c)	3	5	0	11	0	0	19

Sector	Areas of Training	Managerial	Technologist	Officer	Technician	Tradesman	Semi-skilled	Total
3. Beauty Centre, Health Centre & Spa								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	38	0	0	10	98	0	146
	Human Resource Management	24	0	0	0	40	0	64
	Marketing Management	36	0	0	0	59	0	95
	Quality Management	39	0	0	10	63	0	112
	Others	0	0	0	0	0	0	0
	Sub-total (a)	137	0	0	20	260	0	417
	Generic Skills							
	Customer Services	40	0	21	181	809	188	1,239
	Complaints Handling	39	0	7	90	227	10	373
	Sales & Marketing	31	0	19	67	485	41	643
	Stores Operations	36	0	10	26	137	133	342
	Others	3	0	0	2	59	25	89
	Sub-total (b)	149	0	57	366	1,717	397	2,686
	Language Skills							
	Putonghua	14	0	3	30	423	1	471
	Written Chinese	11	0	1	7	46	0	65
	Written English	11	0	1	7	70	0	89
	Spoken English	13	0	11	30	439	1	494
	Others	0	0	0	1	1	0	2
	Sub-total (c)	49	0	16	75	979	2	1,121
	Total (a - c)	335	0	73	461	2,956	399	4,224
4. Hairdressing Salon								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	10	3	0	19	9	0	41
	Human Resource Management	6	7	0	12	0	0	25
	Marketing Management	11	6	0	5	0	0	22
	Quality Management	9	7	0	8	0	0	24
	Others	0	0	0	0	0	2	2
	Sub-total (a)	36	23	0	44	9	2	114
	Generic Skills							
	Customer Services	7	10	0	25	356	133	531
	Complaints Handling	9	10	0	21	40	4	84
	Sales & Marketing	5	6	0	6	97	28	142
	Stores Operations	8	7	0	28	74	33	150
	Others	1	1	0	2	47	2	53
	Sub-total (b)	30	34	0	82	614	200	960
	Language Skills							
	Putonghua	9	7	0	18	217	26	277
	Written Chinese	3	2	0	6	6	2	19
	Written English	6	2	0	10	10	9	37
	Spoken English	14	7	0	19	244	45	329
	Others	1	1	0	1	1	1	5
	Sub-total (c)	33	19	0	54	478	83	667
	Total (a - c)	99	76	0	180	1,101	285	1,741

Sector	Areas of Training	Managerial	Technologist	Officer	Technician	Tradesman	Semi-skilled	Total
5. Product Company - Wholesale, Import & Export								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	3	0	9	0	12	0	24
	Human Resource Management	1	0	0	0	0	0	1
	Marketing Management	3	0	5	0	0	0	8
	Quality Management	0	0	0	0	0	0	0
	Others	0	0	0	0	0	0	0
	Sub-total (a)	7	0	14	0	12	0	33
	Generic Skills							
	Customer Services	0	0	1	72	45	0	118
	Complaints Handling	0	0	3	3	0	0	6
	Sales & Marketing	1	0	9	81	37	0	128
	Stores Operations	0	0	12	54	0	0	66
	Others	0	0	0	0	3	0	3
	Sub-total (b)	1	0	25	210	85	0	321
	Language Skills							
	Putonghua	2	0	1	59	70	0	132
	Written Chinese	0	0	1	1	0	0	2
	Written English	1	0	1	1	0	0	3
	Spoken English	1	0	1	50	66	0	118
	Others	0	0	0	0	0	0	0
	Sub-total (c)	4	0	4	111	136	0	255
	Total (a - c)	12	0	43	321	233	0	609
6. Product Company - Retail								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	16	0	15	0	0	0	31
	Human Resource Management	10	0	12	0	0	0	22
	Marketing Management	15	0	4	0	0	0	19
	Quality Management	9	0	10	0	0	0	19
	Others	0	0	0	0	0	0	0
	Sub-total (a)	50	0	41	0	0	0	91
	Generic Skills							
	Customer Services	12	0	35	6	71	8	132
	Complaints Handling	10	0	30	1	59	0	100
	Sales & Marketing	8	0	19	3	76	0	106
	Stores Operations	13	0	13	1	36	4	67
	Others	0	0	2	1	28	4	35
	Sub-total (b)	43	0	99	12	270	16	440
	Language Skills							
	Putonghua	12	0	12	0	25	0	49
	Written Chinese	5	0	4	0	8	0	17
	Written English	8	0	8	0	8	0	24
	Spoken English	6	0	10	0	22	0	38
	Others	1	0	0	0	0	0	1
	Sub-total (c)	32	0	34	0	63	0	129
	Total (a - c)	125	0	174	12	333	16	660

Sector	Areas of Training	Managerial	Technologist	Officer	Technician	Tradesman	Semi-skilled	Total
7. Nail Salon								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	11	0	0	33	0	0	44
	Human Resource Management	9	0	0	24	0	0	33
	Marketing Management	9	0	0	24	0	0	33
	Quality Management	9	0	0	24	0	0	33
	Others	0	0	0	0	0	0	0
	Sub-total (a)	38	0	0	105	0	0	143
	Generic Skills							
	Customer Services	11	0	0	11	60	0	82
	Complaints Handling	9	0	0	9	60	0	78
	Sales & Marketing	9	0	0	0	51	0	60
	Stores Operations	9	0	0	0	51	0	60
	Others	0	0	0	0	0	0	0
	Sub-total (b)	38	0	0	20	222	0	280
	Language Skills							
	Putonghua	9	0	0	33	34	0	76
	Written Chinese	9	0	0	0	0	0	9
	Written English	9	0	0	0	0	0	9
	Spoken English	9	0	0	35	59	0	103
	Others	0	0	0	0	0	0	0
	Sub-total (c)	36	0	0	68	93	0	197
	Total (a - c)	112	0	0	193	315	0	620
8. Others (Including Bridal Salon and Television & Entertainment Company)								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	3	0	0	0	0	0	3
	Human Resource Management	2	0	0	0	0	0	2
	Marketing Management	2	0	0	0	0	0	2
	Quality Management	2	0	0	0	0	0	2
	Others	0	0	0	0	0	0	0
	Sub-total (a)	9	0	0	0	0	0	9
	Generic Skills							
	Customer Services	2	0	1	4	10	0	17
	Complaints Handling	3	0	1	3	5	0	12
	Sales & Marketing	1	0	1	2	6	0	10
	Stores Operations	1	0	1	2	7	0	11
	Others	0	0	0	0	1	0	1
	Sub-total (b)	7	0	4	11	29	0	51
	Language Skills							
	Putonghua	2	1	0	2	7	0	12
	Written Chinese	0	0	0	0	0	0	0
	Written English	0	0	0	0	0	0	0
	Spoken English	0	0	0	2	7	0	9
	Others	0	0	0	0	1	0	1
	Sub-total (c)	2	1	0	4	15	0	22
	Total (a - c)	18	1	4	15	44	0	82
	Total	722	138	294	1,283	4,994	701	8,132

Table 7(a): Reasons of Recruitment Difficulties in the Past 12 Months by Sector

Sector	Reasons	Managerial / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
1. Beauty & Hairdressing School					
	Insufficient Trained / Qualified Manpower in Related Disciplines	9	9	1	19
	Lack of Candidates with Relevant Experiences	9	11	1	21
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	1	1	2
	Long Working Hours	0	1	0	1
	Low Status	0	0	0	0
	Others	0	0	0	0
	Sub-total	18	22	3	43
2. Make-up & Nail School					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	0	0	0
	Lack of Candidates with Relevant Experiences	0	0	0	0
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	0	0	0
	Long Working Hours	0	0	0	0
	Low Status	0	0	0	0
	Others	0	0	0	0
	Sub-total	0	0	0	0
3. Beauty Centre, Health Centre & Spa					
	Insufficient Trained / Qualified Manpower in Related Disciplines	3	13	195	211
	Lack of Candidates with Relevant Experiences	4	11	257	272
	High Expectation on Working Conditions / Remuneration Package from Recruits	3	5	187	195
	Long Working Hours	1	2	120	123
	Low Status	0	0	23	23
	Others	0	0	93	93
	Sub-total	11	31	875	917
4. Hairdressing Salon					
	Insufficient Trained / Qualified Manpower in Related Disciplines	3	3	85	91
	Lack of Candidates with Relevant Experiences	6	4	216	226
	High Expectation on Working Conditions / Remuneration Package from Recruits	1	6	327	334
	Long Working Hours	0	0	376	376
	Low Status	0	0	201	201
	Others	0	0	116	116
	Sub-total	10	13	1,321	1,344
5. Product Company - Wholesale, Import & Export					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	34	33	67
	Lack of Candidates with Relevant Experiences	2	71	69	142
	High Expectation on Working Conditions / Remuneration Package from Recruits	2	93	34	129
	Long Working Hours	1	1	1	3
	Low Status	0	66	0	66
	Others	0	0	21	21
	Sub-total	5	265	158	428

Sector	Reasons	Managerial / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
6. Product Company - Retail					
	Insufficient Trained / Qualified Manpower in Related Disciplines	4	8	11	23
	Lack of Candidates with Relevant Experiences	8	15	20	43
	High Expectation on Working Conditions / Remuneration Package from Recruits	8	12	43	63
	Long Working Hours	1	1	16	18
	Low Status	0	0	4	4
	Others	0	0	0	0
	Sub-total	21	36	94	151
7. Nail Salon					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	0	0	0
	Lack of Candidates with Relevant Experiences	0	24	24	48
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	0	2	2
	Long Working Hours	0	0	2	2
	Low Status	0	0	0	0
	Others	0	0	0	0
	Sub-total	0	24	28	52
8. Others (Including Bridal Salon and Television & Entertainment Company)					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	0	4	4
	Lack of Candidates with Relevant Experiences	0	1	5	6
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	1	5	6
	Long Working Hours	0	1	4	5
	Low Status	0	0	3	3
	Others	0	0	0	0
	Sub-total	0	3	21	24
	Total	65	394	2,500	2,959

Table 7(b): Difficulties encountered in recruitment in the Past 12 Months by Sector

Sector	Yes	No	No Recruitment Nor Tried to Recruit	Unspecified/Refusal	Total
1. Beauty & Hairdressing School	12	12	26	1	51
2. Make-up & Nail School	0	10	3	1	14
3. Beauty Centre, Health Centre & Spa	402	651	2,193	159	3,405
4. Hairdressing Salon	760	578	1,666	241	3,245
5. Product Company - Wholesale, Import & Export	217	72	557	39	885
6. Product Company - Retail	60	71	310	32	473
7. Nail Salon	26	9	221	0	256
8. Others (Including Bridal Salon and Television & Entertainment Company)	6	11	68	7	92
Total	1,483	1,414	5,044	480	8,421

Table 8(a): Number of Employees left in the Past 12 Months (31.1.2009 - 31.1.2010)

Sector	Number of Employees left in the Past 12 Months			
	Managerial / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
1. Beauty & Hairdressing School	0	20	4	24
2. Make-up & Nail School	0	5	22	27
3. Beauty Centre, Health Centre & Spa	28	158	1,922	2,108
4. Hairdressing Salon	18	68	4,004	4,090
5. Product Company - Wholesale, Import & Export	9	377	343	729
6. Product Company - Retail	14	89	1,375	1,478
7. Nail Salon	0	58	76	134
8. Others (Including Bridal Salon and Television & Entertainment Company)	0	3	23	26
Total	69	778	7,769	8,616

Table 8(b): Number of Recruits In the Past 12 Months (31.1.2009 - 31.1.2010)

Sector	Total number of recruits				Total number of recruits have performed services related duties in their last jobs			
	Manager/ Technologist (a)	Officer/ Technician (b)	Tradesman/ Semi-skilled (c)	Subtotal (a - c)	Manager/ Technologist (d)	Officer/ Technician (e)	Tradesman/ Semi-skilled (f)	Subtotal (d - f)
1. Beauty & Hairdressing School	0	26	3	29	0	23	3	26
2. Make-up & Nail School	0	5	22	27	0	5	22	27
3. Beauty Centre, Health Centre & Spa	20	113	1,664	1,797	20	113	1,190	1,323
4. Hairdressing Salon	8	39	3,672	3,719	8	39	1,317	1,364
5. Product Company - Wholesale, Import & Export	0	342	322	664	0	239	244	483
6. Product Company - Retail	13	50	1,125	1,188	5	46	1,003	1,054
7. Nail Salon	0	64	78	142	0	64	68	132
8. Others (Including Bridal Salon and Television & Entertainment Company)	0	3	29	32	0	3	23	26
Total	41	642	6,915	7,598	33	532	3,870	4,435

Table 9: Number of Companies in the Industry by Employment Size

Sector	Number of Employees	Number of Companies
1. Beauty & Hairdressing School		
	1 -- 4	4
	5 -- 9	27
	10 -- 19	14
	20 -- 49	1
	50 -- 99	3
	100 -- 199	0
	200 or above	2
	Sub-total	51
2. Make-up & Nail School		
	1 -- 4	2
	5 -- 9	4
	10 -- 19	6
	20 -- 49	2
	50 -- 99	0
	100 -- 199	0
	200 or above	0
	Sub-total	14
3. Beauty Centre, Health Centre & Spa		
	1 -- 4	2,839
	5 -- 9	276
	10 -- 19	150
	20 -- 49	95
	50 -- 99	25
	100 -- 199	9
	200 or above	11
	Sub-total	3,405
4. Hairdressing Salon		
	1 -- 4	2,138
	5 -- 9	842
	10 -- 19	202
	20 -- 49	34
	50 -- 99	21
	100 -- 199	7
	200 or above	1
	Sub-total	3,245

Sector	Number of Employees	Number of Companies
5. Product Company - Wholesale, Import & Export		
	1 -- 4	571
	5 -- 9	218
	10 -- 19	28
	20 -- 49	50
	50 -- 99	9
	100 -- 199	7
	200 or above	2
	Sub-total	885
6. Product Company - Retail		
	1 -- 4	296
	5 -- 9	67
	10 -- 19	40
	20 -- 49	35
	50 -- 99	9
	100 -- 199	14
	200 or above	12
	Sub-total	473
7. Nail Salon		
	1 -- 4	183
	5 -- 9	58
	10 -- 19	12
	20 -- 49	0
	50 -- 99	3
	100 -- 199	0
	200 or above	0
	Sub-total	256
8. Others (Including Bridal Salon and Television & Entertainment Company)		
	1 -- 4	49
	5 -- 9	15
	10 -- 19	10
	20 -- 49	7
	50 -- 99	0
	100 -- 199	4
	200 or above	7
	Sub-total	92
Total		8,421

Table 10: Number of Technical and Non-technical Employees by Company Size by Sector

Sector	Number of Employees	Non-technical Manpower (a)	Technical Manpower (b)	Total (a) + (b)
1. Beauty & Hairdressing School				
	1 -- 4	0	12	12
	5 -- 9	10	146	156
	10 -- 19	6	124	130
	20 -- 49	2	30	32
	50 -- 99	82	124	206
	100 -- 199	0	0	0
	200 or above	0	14	14
	Sub-total	100	450	550
2. Make-up & Nail School				
	1 -- 4	0	8	8
	5 -- 9	1	30	31
	10 -- 19	1	81	82
	20 -- 49	5	45	50
	50 -- 99	0	0	0
	100 -- 199	0	0	0
	200 or above	0	0	0
	Sub-total	7	164	171
3. Beauty Centre, Health Centre & Spa				
	1 -- 4	38	5,007	5,045
	5 -- 9	44	1,632	1,676
	10 -- 19	75	1,687	1,762
	20 -- 49	248	2,285	2,533
	50 -- 99	111	1,661	1,772
	100 -- 199	278	869	1,147
	200 or above	340	2,536	2,876
	Sub-total	1,134	15,677	16,811
4. Hairdressing Salon				
	1 -- 4	0	3,877	3,877
	5 -- 9	20	4,731	4,751
	10 -- 19	8	2,410	2,418
	20 -- 49	26	765	791
	50 -- 99	64	1,184	1,248
	100 -- 199	57	661	718
	200 or above	0	255	255
	Sub-total	175	13,883	14,058

Sector	Number of Employees	Non-technical Manpower (a)	Technical Manpower (b)	Total (a) + (b)
5. Product Company - Wholesale, Import & Export				
	1 -- 4	26	1,086	1,112
	5 -- 9	184	1,135	1,319
	10 -- 19	40	352	392
	20 -- 49	388	999	1,387
	50 -- 99	280	335	615
	100 -- 199	394	570	964
	200 or above	136	384	520
	Sub-total	1,448	4,861	6,309
6. Product Company - Retail				
	1 -- 4	0	522	522
	5 -- 9	6	419	425
	10 -- 19	4	452	456
	20 -- 49	33	1,205	1,238
	50 -- 99	44	538	582
	100 -- 199	351	1,432	1,783
	200 or above	3,995	4,037	8,032
	Sub-total	4,433	8,605	13,038
7. Nail Salon				
	1 -- 4	0	309	309
	5 -- 9	0	290	290
	10 -- 19	4	116	120
	20 -- 49	0	0	0
	50 -- 99	0	216	216
	100 -- 199	0	0	0
	200 or above	0	0	0
	Sub-total	4	931	935
8. Others (Including Bridal Salon and Television & Entertainment Company)				
	1 -- 4	0	74	74
	5 -- 9	16	27	43
	10 -- 19	11	50	61
	20 -- 49	0	48	48
	50 -- 99	0	0	0
	100 -- 199	79	70	149
	200 or above	0	74	74
	Sub-total	106	343	449
Total		7,407	44,914	52,321

Table 11: Response Analysis of the 2010 Manpower Survey

All Branch* Result	1. Beauty Shop	2. Hairdressing Salon	3. Wholesales and Import / Export of Cosmetics and perfumes	4. Retail of Cosmetics stores	5. Athletic Institute	6. School	7. Wedding Photographic Service	8. Television & Entertainmen t Company	Total
Closed	8	9	6	1	0	0	2	0	26
Door Locked	0	1	1	0	0	0	0	0	2
Duplication	0	0	0	0	0	0	0	1	1
Merged	1	4	0	0	0	1	0	0	6
Moved, address cannot be located/untraceable	3	16	5	5	0	4	4	0	37
No Technical Manpower	0	0	0	2	0	9	14	2	27
Non-contact	10	23	6	11	2	3	0	1	56
Not engaged in specific trade	0	2	7	10	0	5	2	0	26
Not yet start operation	0	1	2	2	0	1	0	0	6
Partial Response	24	13	3	6	0	2	2	0	50
Refusal	3	9	8	4	0	1	0	0	25
Registered office/ Corresponding address	0	2	2	0	0	0	0	0	4
Response	256	259	45	48	8	59	22	4	701
Temporary Ceased	5	4	3	3	0	5	0	0	20
Vacant	3	3	1	0	1	2	0	0	10
Total	313	346	89	92	11	92	46	8	997

*Branch: Random sampling of registered companies from the database of the Census and Statistics Department.

美容美髮業訓練委員會職權範圍

1. 確定業內的人力需求，包括收集、分析相關的人力和學生／學員統計數字，以及關於社會經濟、科技及人力市場發展的資料。
2. 評估及研究本業的人力供求是否平衡。
3. 就發展業內職業教育及訓練設施應付人力需求，向職業訓練局提供意見。
4. 就相關學科的課程發展方向及策略，向香港專業教育學院(IVE)、訓練及發展中心提出建議。
5. 就 IVE、訓練及發展中心的課程策劃、課程發展及質素保證制度提供意見。
6. 擬訂本業主要職務的工作範圍，界定所需的技能、知識及訓練。
7. 建議本業主要職務訓練方案，訂定每種技能所需的訓練期。
8. 對技術評估、技能測驗及證書頒發制度提供意見，以確定從業員、學徒及見習員的技能水平。
9. 就本業主要行業舉辦技能比賽提供意見，以推廣專業教育與訓練和派員參加國際賽事。
10. 就本業專業教育及訓練的發展與推廣事宜，與僱主、僱主聯會、工會、專業團體、訓練及教育機構、政府部門等聯絡。
11. 為本業舉辦有關專業教育及訓練的研討會與會議。
12. 就業內訓練委員會工作、有關職訓局專業教育及訓練課程的宣傳事宜提供意見。
13. 每年向局方呈交訓練委員會工作報告，以及相關學科課程發展策略建議。
14. 根據《職業訓練局條例》第 7 條，負責局方所委派的其他工作。

**Beauty Care and Hairdressing Training Board
Terms of Reference**

1. To determine the manpower demand of the industry, including the collection and analysis of relevant manpower and student/trainee statistics and information on socio-economic, technological and labour market developments.
2. To assess and review whether the manpower supply for the industry matches with the manpower demand.
3. To recommend to the Vocational Training Council the development of vocational education and training facilities to meet the assessed manpower demand.
4. To advise the Hong Kong Institute of Vocational Education (IVE) and training & development centres on the direction and strategic development of their programmes in the relevant disciplines.
5. To advise on the course planning curriculum development and quality assurance systems of the IVE and training & development centres.
6. To prescribe job specifications for the principal jobs in the industry defining the skills, knowledge and training required.
7. To advise on training programmes for the principal jobs in the industry specifying the time a trainee needs to spend on each skill elements.
8. To tender advice in respect of skill assessments, trade tests and certification for in-service workers, apprentices and trainees, for the purpose of ascertaining that the specified skill standards have been attained.
9. To advise on the conduct of skill competitions in key trades in the industry for the promotion of vocational education and training as well as participation in international competitions.
10. To liaise with relevant bodies on matters pertaining to the development and promotion of vocational education and training in the industry, including employers, employers' associations, trade unions, professional institutions, training and educational institutions and government departments.
11. To organize seminars/conferences/symposia on vocational education and training for the industry.
12. To advise on the publicity relating to the activities of the Training Board and relevant vocational education and training programmes of the VTC.
13. To submit to the Council an annual report on the Training Board's work and its recommendations on the strategies for programmes in the relevant disciplines.
14. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.

美容美髮訓練委員會
委員名單

主席：

蔡浩生先生 (香港化粧品同業協會提名)

副主席：

彭錦釗先生 (香港髮型設計師聯盟提名)

委員：

陳婉儀女士 (國際專業化粧品師協會(香港)提名)

陳沅盈女士 (香港國際專業美容師協會提名)

陳玉冰女士 (香港美髮美容業商會提名)

趙小玲女士 (香港美容業總會提名)

蔡明峰先生 (國際專業護甲師協會提名)

傅嘉賢女士 (國際專業美容師協會提名)

何紹忠先生 (香港化粧品同業協會提名)

何淑娟女士 (L'Oreal Hong Kong Ltd 提名)

洪德泳女士 (國際斯佳美容協會提名)

江樹林先生 (亞洲美髮美容協會提名)

鞠玲真女士 (香港美容業總會提名)

郭莉女士 (聖迪斯哥國際美容協會(中國)分會提名)

羅小華女士 (國際斯佳美容協會提名)

彭玉玲女士 (香港美髮美容業商會提名)

石志芬女士 (IBCA 國際美容文化協會提名)

蔡麗霞女士 (香港美容美髮職工會提名)

黃智美博士 (香港工會聯合會提名)

張淑敏小姐 (勞工處處長代表)

梁協雄博士 (職業訓練局執行幹事代表)

譚秀娥女士 (消費者委員會代表)

顧問：

鄭明明教授

馮譚佩玲女士

葉世雄先生

楊慧君女士

列席者：

張正嫻女士 (職業訓練局青年學院(蘇屋)代表)

秘書：

何仲之小姐 (職業訓練局)

**Beauty Care and Hairdressing Training Board
Membership List**

<u>Name</u>	<u>Nominated by</u>
<u>Chairman</u>	
Mr CHOI Ho-sang, Jacky	(The Cosmetic & Perfumery Association of Hong Kong Ltd.)
<u>Vice-chairman</u>	
Mr PANG Kam-chiu	(Hong Kong Hairdesigners Associations)
<u>Members</u>	
Ms CHAN Yuen-yee, Angel	(International Professional Make Up Artists Federation (Hong Kong))
Ms CHAN Yuen-ying, Jessica	(Hong Kong Association of Professional Aestheticians International)
Ms CHAN Yuk-bing, Josephine	(Hong Kong Hair and Beauty Merchants Association)
Ms CHIU Siu-ling, Frances	(Federation of Beauty Industry (H.K.))
Mr CHOY Orpheus	(International Professional Nail Therapists' Association)
Ms FU Ka-yin, Doris	(International Professional Cosmetology Association)
Mr HO Shiu-chung, Joseph	(The Cosmetic & Perfumery Association of Hong Kong Ltd.)
Ms HO Shuk Kuen, Gloria	(L' Oreal Hong Kong Ltd.)
Ms HUNG Ellen	(The International CICA Association of Esthetics)
Mr KONG Shu-lam	(Asian Hair and Beauty Association)
Ms KUK Ling-chun, Cecilia	(Federation of Beauty Industry (H.K.))

<u>Name</u>	<u>Nominated by</u>
Ms KWOK Lee, Cally	(CIDESCO Section China)
Ms LAW Siu-wa, Sara	(The International CICA Association of Esthetics)
Ms PANG Yuk-ling, Carmen	(Hong Kong Hair and Beauty Merchants Association)
Ms SHEK Chi-fun, Shirley	(International Beauty Culture Association)
Ms TSOI Lai-ha, Sandra	(Hong Kong Beauty and Hair Care Employees' Union)
Dr WONG Chi-mei	(The Hong Kong Federation of Trade Unions)
Miss CHEUNG Shuk-man, Candy	(The Commissioner for Labour)
Dr LEUNG Hip-hung	(The Executive Director of Vocational Training Council)
Ms TAM Sau-ngor, Vera	(The Consumer Council)

Advisor

Prof CHENG Ming-ming
Mrs FUNG TAM Pui-ling, Christine
Mr IP Sai-hung, Nelson
Ms YANG Hui-chun, Juliana

In Attendance

Ms CHEUNG Ching-fai, Nancy (VTC Youth College (So Uk))

Secretary

Miss HO Chung-chi, Gigi (The Vocational Training Council)

工作小組之委員名單

召集人

蔡明峰先生

委員

張淑敏小姐

趙小玲女士

何紹忠先生

何淑娟女士

葉世雄先生

江樹林先生

郭莉女士

黃智美博士

列席者

林瑋廉先生

(統計處代表)

秘書

何仲之小姐

**Working Party on Manpower Survey
Membership List**

Convenor

Mr CHOY Orpheus

Members

Miss CHEUNG Shuk-man, Candy

Ms CHIU Siu-ling, Frances

Mr HO Shiu-chung, Joseph

Ms HO Shuk Kuen, Gloria

Mr IP Sai-hung, Nelson

Mr KONG Shu-lam

Ms KWOK Lee, Cally

Dr WONG Chi-mei

In Attendance

Mr LAM Wai-lim, William

(Representative of the Census and Statistics
Department)

Secretary

Miss HO Chung-chi, Gigi

Headquarters Division 2 總辦事處二科
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www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號

Your Reference 來函檔號



各位僱主：

美容、美髮及化妝品業 2010 年人力調查

謹代表職業訓練局屬下美容美髮訓練委員會致函，懇請 貴機構提供協助，以便本會進行 2010 年美容、美髮及化妝品業人力調查。

美容美髮訓練委員會由香港特別行政區行政長官委任，負責業內的訓練事宜。本會每兩年進行一次人力調查，以評估業內人力情況，以及制訂訓練計劃。2010 年人力調查將於 2 月 24 日至 3 月 24 日期間進行。

過往人力調查收集所得的數據均被僱主及培訓機構廣泛應用於制訂人力及商業計劃上，而 貴機構的參與實是人力調查取得成功的關鍵。本會期望是次人力調查能為 貴機構提供相關的人力數據，以便制訂人力資源發展計劃和策略。

---- 現隨函附上調查表、附註及主要職務工作說明表，以供參閱填寫。調查期間，政府統計處職員將造訪貴機構負責人或其授權代表，解答有關問題，同時收回填妥的調查表，作資料處理。

調查所得資料絕對保密，只以摘要統計數字發表，並不會提及個別機構。此外，香港特別行政區政府或會使用是次調查收集所得的數據，以制定人力發展政策。基於私隱條例規定，現請 貴機構明確表示，同意本會與香港特別行政區政府分享所得數據，以供政府作人力規劃之用，本會與香港特別行政區政府將會嚴格遵守保密原則。

人力調查報告書會上載本局網頁，網址為 <http://bhtb.vtc.edu.hk>，歡迎下載。請於夾附調查表內填上 貴機構的電郵地址，以便通知報告書的發表日期。

多謝貴機構積極參與及對美容、美髮及化妝品業作出貢獻。如對調查有任何疑問，可致電 2116 8301 與政府統計處人力統計組聯絡。

A handwritten signature in black ink, appearing to read '蔡浩生' (Tsang Ho-sing).

美容美髮業訓練委員會主席
蔡浩生

2010 年 2 月 10 日

Headquarters Division 2 總辦事處二科
20F, Skyline Tower, 39 Wang Kwong Road, Kowloon Bay, Kowloon, Hong Kong
香港九龍九龍灣宏光道39號宏天廣場20樓
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Telephone No 電話

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Our Reference 本局檔號

Your Reference 來函檔號



10 February 2010

Dear Sir/Madam,

The 2010 Manpower Survey of the
Beauty Care, Hairdressing and Cosmetics Sector

I am writing to solicit your cooperation in the 2010 Manpower Survey, conducted by the Beauty Care and Hairdressing Training Board (BHTB) of the Vocational Training Council.

The Beauty Care and Hairdressing Training Board is appointed by the Chief Executive of the Hong Kong Special Administrative Region (HKSAR) to be responsible for training matters in the beauty care and hairdressing field. To enable it to assess the manpower situation of the sector and formulate training plans, the Training Board has been conducting manpower surveys on a biennial basis. The 2010 Manpower Survey will be conducted from 24 February to 24 March 2010.

Over the past years, the manpower survey findings were widely used by employers and training institutions as reference materials for formulating their manpower and business plans. Your participation in the survey is important to its success and I sincerely hope that the survey will provide you with the relevant manpower statistics to assist in the formulation of your company's human resources development plans and strategies.

--- I enclose one copy each of the Survey Questionnaire, Explanatory Notes and Job Descriptions of Principal Jobs for your reference and completion. During the survey period, an officer from Census and Statistics Department (C&SD) will call and visit you or your authorized representative to answer any queries and collect the completed questionnaire for data processing.

I wish to assure you that the information collected will be handled in strict confidence and will be published only in the form of statistical summaries without reference to individual organizations. May I also draw your kind attention to the fact that the HKSAR may use the data collected from this survey to assist in the formulation of manpower development policies. For compliance with the Privacy Ordinance, we wish to solicit your explicit consent for us to share our data with the HKSAR for the specific purpose of government's manpower planning and training, with the understanding that confidentiality will again be strictly observed.

The Manpower Survey Report will be uploaded onto the VTC website at <http://bhtb.vtc.edu.hk>. Kindly provide us with your e-mail address in the enclosed questionnaire and you will be informed of the release of the Survey Report in due course.

Thank you for your kind participation and contribution to the Beauty Care, Hairdressing and Cosmetics Sector. Should you have any queries in connection with the survey, please contact the Manpower Statistics Section of the C&SD by telephoning 2116 8301.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Choi Ho Sang'.

(Choi Ho Sang, Jacky)
Chairman

Beauty Care and Hairdressing Training Board

Questionnaire (Part I)
調查表 (第一部份)

(A) Job 職務		(B) Direct Employees (excluding trainees) 直接僱員 (受訓者除外)		(C) Number of Part-time Employees	(D) Number of Freelancers	(E) Forecast of Number Employed 12 Months from Now (excluding trainees) 預計 十二個月後 僱員人數 (受訓者除外)	(F) Number of Vacancies (excluding trainees)	(G) No. of Trainees	(H) Actual Level of Education	(I) Preferred Level of Education	(J) Actual Years of Experience	(K) Preferred Years of Experience	(L) Average Monthly Income 平均每月收入	(M) Code 編號	
Title 職稱	Rec. Type	No. 編號	Total Monthly Income Code 每月 總收入 編號	Number 人數	兼職人士 人數	自由職 人士人數	24-27	28-30	31-33	34	35	36	37		
			8-10												11
1	2													under \$4,001 以下	1
2	2													\$4,001 - \$7,000	2
3	2													\$7,001 - \$10,000	3
4	2													\$10,001 - \$13,000	4
5	2													\$13,001 - \$16,000	5
6	2													\$16,001 - \$20,000	6
7	2													\$20,001 - \$30,000	7
8	2													over \$30,000 以上	8
9	2														
10	2														
11	2														
12	2														
13	2														
14	2														
15	2														
16	2														
17	2														
18	2														
19	2														
20	2														
21	2														
22	2														
23	2														
24	2														
25	2														
26	2														
27	2														
28	2														
29	2														
30	2														
31	2														
32	2														
33	2														
34	2														
35	2														

(f) Column (B) : Please base on the following appropriate code numbers, enter the average monthly income range of the employee(s) after probation period. The monthly income should include basic salary, overtime pay, other allowances, commission and bonus.

(B) 欄：請按下列編號，填上僱員試用期後平均每月收入的幅度。每月收入包括底薪、逾時工作津貼、其他津貼、佣金及花紅。

Average Monthly Income 平均每月收入	Code 編號
under \$4,001 以下	1
\$4,001 - \$7,000	2
\$7,001 - \$10,000	3
\$10,001 - \$13,000	4
\$13,001 - \$16,000	5
\$16,001 - \$20,000	6
\$20,001 - \$30,000	7
over \$30,000 以上	8

(ii) Column (H) & (I) : Please base on the following appropriate code number, enter the actual highest education level of the employees and the highest education level which an employer prefers his employees to have respectively.

(H) 及(I) 欄：請按下列編號，分別填入僱員現有的最高教育程度及僱主期望僱員具有的最高教育程度。

Education 教育程度	Code 編號
University Degree or above 大學學位或以上	1
Associate Degree, Higher Diploma or equivalent 副學士學位 / 高級文憑或同等學歷	2
Diploma or equivalent 文憑或同等學歷	3
Certificate, Advanced Certificate or equivalent 證書 / 高級證書或同等學歷	4
Secondary 6-7 中學六年級至七年級	5
Secondary 4-5 中學四年級至五年級	6
Secondary 3 or below 中學三年級或以下	7

(iii) Column (J) & (K) : Please base on the following appropriate code numbers, enter the actual and preferred years of experience respectively.

(J) 及(K) 欄：請按下列編號，分別填入僱員現有及直有的相關年資。

Actual/ Preferred Years of Experience 現有/直有的相關年資	Code 編號
10 years or more 十年或以上	1
6 years to less than 10 years 六年至十年以下	2
3 years to less than 6 years 三年至六年以下	3
1 year to less than 3 years 一年至三年以下	4
Less than 1 year 一年以下	5

2010 Manpower Survey of the Beauty Care, Hairdressing and Cosmetics Industry
2010 年美容、美髮及化妝品業人力調查

Questionnaire (Part II)
調查表 (第二部份)

FOR OFFICIAL USE ONLY 此欄毋須填寫
Est. No. _____
ER No. _____

I. Present / Preferred Vocational Qualification
僱員現有／宜有職業資格

1. Present Vocational Qualification
 僱員現有職業資格

Please tick the vocation qualification which **employees have acquired** in a particular job level in your company.
 (You may wish to tick more than 1 box for each job level.)

請選擇貴機構內各職級類別**現有**的相關職業資格。(每職級可選擇一項或以上。)

<u>Vocational Qualifications</u> 職業資格	<u>Manager / Technologist</u> 經理／技師	<u>Officer / Technician</u> 主任／技術員	<u>Tradesman / Semi-skilled</u> 技工／半熟練技工
i. Certificates of National Occupation Qualifications of the Mainland 國家職業資格 (技能鑒定) 證書	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10
ii. Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, Vocational Training Council 職業訓練局美容美髮訓練委員會技能測驗證書			
● Beautician 美容師	<input type="checkbox"/> 11	<input type="checkbox"/> 12	<input type="checkbox"/> 13
● Make-up Artist 化妝師	<input type="checkbox"/> 14	<input type="checkbox"/> 15	<input type="checkbox"/> 16
● Intense Pulsed Light (IPL) Equipment Operator 強烈脈衝光儀器操作員	<input type="checkbox"/> 17	<input type="checkbox"/> 18	<input type="checkbox"/> 19
● Hairdresser 髮型師	<input type="checkbox"/> 20	<input type="checkbox"/> 21	<input type="checkbox"/> 22
iii. Certificates of Skills Upgrading Scheme / Employees Retraining Board 技能提升課程證書／僱員再培訓局課程證書	<input type="checkbox"/> 23	<input type="checkbox"/> 24	<input type="checkbox"/> 25
iv. Certificates of local professional / recognized training courses / qualifications (e.g. Recognition of Prior Learning under Qualifications Framework, please specify): 其他本地專業／認可課程證書／資格 (例如於資歷架構下的過往資歷認可，請列明)：	<input type="checkbox"/> 26	<input type="checkbox"/> 27	<input type="checkbox"/> 28

v. Certificates of international professional / recognized training courses (please specify): 其他國際性專業／認可課程證書 (請列明)：	<input type="checkbox"/> 29	<input type="checkbox"/> 30	<input type="checkbox"/> 31

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2. Preferred Vocational Qualification

僱員宜有職業資格

Please tick the vocation qualification which **your company prefers** an employee has acquired in a particular job level. (You may wish to tick more than 1 box for each job level.)

請選擇貴機構認為各職級類別**宜有**的相關職業資格。(每職級可選擇一項或以上。)

<u>Vocational Qualifications</u> 職業資格	Manager / Technologist 經理／技師	Officer / Technician 主任／技術員	Tradesman/ Semi-skilled 技工／半熟練技工
i. Certificates of National Occupation Qualifications of the Mainland 國家職業資格(技能鑒定)證書	<input type="checkbox"/> 35	<input type="checkbox"/> 36	<input type="checkbox"/> 37
ii. Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, Vocational Training Council 職業訓練局美容美髮訓練委員會技能測驗證書			
● Beautician 美容師	<input type="checkbox"/> 38	<input type="checkbox"/> 39	<input type="checkbox"/> 40
● Make-up Artist 化妝師	<input type="checkbox"/> 41	<input type="checkbox"/> 42	<input type="checkbox"/> 43
● Intense Pulsed Light (IPL) Equipment Operator 強烈脈衝光儀器操作員	<input type="checkbox"/> 44	<input type="checkbox"/> 45	<input type="checkbox"/> 46
● Hairdresser 髮型師	<input type="checkbox"/> 47	<input type="checkbox"/> 48	<input type="checkbox"/> 49
iii. Certificates of Skills Upgrading Scheme / Employees Retraining Board 技能提升課程證書／僱員再培訓局課程證書	<input type="checkbox"/> 50	<input type="checkbox"/> 51	<input type="checkbox"/> 52
iv. Certificates of local professional / recognized training courses / qualifications (e.g. Recognition of Prior Learning under Qualifications Framework, please specify): 其他本地專業／認可課程證書／資格 (例如於資歷架構下的過往資歷認可，請列明)：	<input type="checkbox"/> 53	<input type="checkbox"/> 54	<input type="checkbox"/> 55

v. Certificates of international professional / recognized training courses (please specify): 其他國際性專業／認可課程證書(請列明)：	<input type="checkbox"/> 56	<input type="checkbox"/> 57	<input type="checkbox"/> 58

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II. Manpower Training and Development Plan
人力培訓及發展計劃

3. What types of training you think the personnel in the beauty care & hairdressing industry needs to enhance their skills in the next 12 months? (You may wish to choose more than one type of training.)
在未來十二個月內，閣下認為美容美髮業從業員須接受那類培訓？
(可選擇一項或以上的培訓類別。)

	<u>Manager</u> 經理	<u>Technologist</u> 技師	<u>Officer</u> 主任	<u>Technician</u> 技術員	<u>Tradesman</u> 技工	<u>Semi-skilled</u> 半熟練技工
<u>General Management skills</u> 一般管理技能						
i. Principal of management (e.g. problem solving, decision making, leadership, crisis management) 管理技能 (如解決問題、決策、領導才能及危機管理)	<input type="checkbox"/> 62	<input type="checkbox"/> 63	<input type="checkbox"/> 64	<input type="checkbox"/> 65	<input type="checkbox"/> 66	<input type="checkbox"/> 67
ii. Human resource management 人力資源	<input type="checkbox"/> 68	<input type="checkbox"/> 69	<input type="checkbox"/> 70	<input type="checkbox"/> 71	<input type="checkbox"/> 72	<input type="checkbox"/> 73
iii. Marketing management 市場管理	<input type="checkbox"/> 74	<input type="checkbox"/> 75	<input type="checkbox"/> 76	<input type="checkbox"/> 77	<input type="checkbox"/> 78	<input type="checkbox"/> 79
iv. Quality management 優質服務管理	<input type="checkbox"/> 80	<input type="checkbox"/> 81	<input type="checkbox"/> 82	<input type="checkbox"/> 83	<input type="checkbox"/> 84	<input type="checkbox"/> 85
v. Others (please specify): 其他 (請說明) :	<input type="checkbox"/> 86	<input type="checkbox"/> 87	<input type="checkbox"/> 88	<input type="checkbox"/> 89	<input type="checkbox"/> 90	<input type="checkbox"/> 91

Generic skills

通用技能

i. Customer services 顧客服務技巧	<input type="checkbox"/> 92	<input type="checkbox"/> 93	<input type="checkbox"/> 94	<input type="checkbox"/> 95	<input type="checkbox"/> 96	<input type="checkbox"/> 97
ii. Complaints handling 處理投訴技巧	<input type="checkbox"/> 98	<input type="checkbox"/> 99	<input type="checkbox"/> 100	<input type="checkbox"/> 101	<input type="checkbox"/> 102	<input type="checkbox"/> 103
iii. Sales & marketing 銷售及市場推廣技巧	<input type="checkbox"/> 104	<input type="checkbox"/> 105	<input type="checkbox"/> 106	<input type="checkbox"/> 107	<input type="checkbox"/> 108	<input type="checkbox"/> 109
iv. Stores operations 店鋪營運技巧	<input type="checkbox"/> 110	<input type="checkbox"/> 111	<input type="checkbox"/> 112	<input type="checkbox"/> 113	<input type="checkbox"/> 114	<input type="checkbox"/> 115
v. Others (please specify): 其他 (請說明) :	<input type="checkbox"/> 116	<input type="checkbox"/> 117	<input type="checkbox"/> 118	<input type="checkbox"/> 119	<input type="checkbox"/> 120	<input type="checkbox"/> 121

Language skills

語文技能

i. Putonghua 普通話	<input type="checkbox"/> 122	<input type="checkbox"/> 123	<input type="checkbox"/> 124	<input type="checkbox"/> 125	<input type="checkbox"/> 126	<input type="checkbox"/> 127
ii. Written Chinese 中文書寫能力	<input type="checkbox"/> 128	<input type="checkbox"/> 129	<input type="checkbox"/> 130	<input type="checkbox"/> 131	<input type="checkbox"/> 132	<input type="checkbox"/> 133
iii. Written English 英文書寫能力	<input type="checkbox"/> 134	<input type="checkbox"/> 135	<input type="checkbox"/> 136	<input type="checkbox"/> 137	<input type="checkbox"/> 138	<input type="checkbox"/> 139
iv. Spoken English 英語會話	<input type="checkbox"/> 140	<input type="checkbox"/> 141	<input type="checkbox"/> 142	<input type="checkbox"/> 143	<input type="checkbox"/> 144	<input type="checkbox"/> 145
v. Others (please specify): 其他 (請說明) :	<input type="checkbox"/> 146	<input type="checkbox"/> 147	<input type="checkbox"/> 148	<input type="checkbox"/> 149	<input type="checkbox"/> 150	<input type="checkbox"/> 151

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III. Employee Leaving the Company

離職人數

4. The total number of employees left the company in the past 12 months.
過去十二個月內(31.1.2009 - 31.1. 2010)離職的僱員人數。

Manager / Technologist
經理／技師

158			

Officer / Technician
主任／技術員

161			

Tradesman / Semi-skilled
技工／半熟練技工

164			

IV. Recruitment

招聘

5. Please state the number of recruits of your company in the past 12 months. (31.1.2009 - 31.1.2010)
請列出貴機構在過去十二個月內(31.1.2009 - 31.1. 2010)招聘的僱員。

Manager /
Technologist
經理／技師

Officer /
Technician
主任／技術員

Tradesman /
Semi-skilled
技工／半熟練技工

- i. Total number of recruits
總招聘人數

167			

170			

173			

- ii. Number of recruits who have performed
beauty care and hairdressing services related duties in their
last jobs from item (i) above

上列(i)項中，入職前是從事美容美髮業相關職務的人數

176			

179			

182			

V. Recruitment Problems

招聘問題

6. Did your company encounter any difficulties in recruitment of beauty care, hairdressing and cosmetics
personnel at various job levels in the past year?

貴機構在過去十二個月內在招聘美容或美髮從業員有沒有困難？

Yes
(please go to Q.7)
有 (請答第7題)

185

No
否

186

No recruitment nor tried to recruit
未有/未有嘗試招聘

187

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7. Please choose the possible reasons for encountering recruitment difficulties.
(You may tick more than 1 box for each job level).

請選擇遇到招聘困難的原因。(每職級可選擇一項或以上。)

	Manager / Technologist 經理／技師	Officer / Technician 主任／技術員	Tradesman / Semi-skilled 技工／半熟練技工
i. Insufficient trained / qualified manpower in related disciplines 缺乏具相關訓練／資歷的人力資源	<input type="checkbox"/> 193	<input type="checkbox"/> 194	<input type="checkbox"/> 195
ii. Lack of candidates with relevant experiences 缺乏具相關經驗求職者	<input type="checkbox"/> 196	<input type="checkbox"/> 197	<input type="checkbox"/> 198
iii. High expectation on working conditions / remuneration package from recruits 求職者對服務條件／薪酬要求過高	<input type="checkbox"/> 199	<input type="checkbox"/> 200	<input type="checkbox"/> 201
iv. Long working hours 工作時間過長	<input type="checkbox"/> 202	<input type="checkbox"/> 203	<input type="checkbox"/> 204
v. Low status 地位低微	<input type="checkbox"/> 205	<input type="checkbox"/> 206	<input type="checkbox"/> 207
vi. Others (please specify): 其他 (請說明) :	<input type="checkbox"/> 208	<input type="checkbox"/> 209	<input type="checkbox"/> 210

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211

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End of questionnaire. Thank you for your cooperation.
問卷完，多謝合作

2010 Manpower Survey of the Beauty Care, Hairdressing and Cosmetics industry

二〇一〇年美容、美髮及化妝品業人力調查

Explanatory Notes

附註

Questionnaire (Part I)
調查表 (第一部份)

1. Please complete all columns ('A' to 'K') of the questionnaire which are applicable to your business sector and insert a zero (0) in any column which is not. Please refer to the information as at 31.1.2010.

請填寫表內 (A) 至 (K) 欄。如不適用，請填 (0) 符號。填寫之資料請參照 2010 年 1 月 31 日當天資料作準。

2. Column 'A' - Titles of Principal Jobs in the Beauty Care, Hairdressing and Cosmetics Industry

(A) 欄 — 美容、美髮及化妝品業主要職務名稱

Some of the job titles may not be the same as those used in your organization. Please classify an employee according to his/her major duty and supply the required information if the jobs have similar or related functions.

表內部分職稱可能有別於貴機構所採用的名稱。若員工職責與表內某職務的職責相近，可視作相同職務。請根據僱員的主要職責分類，並提供所需資料。

3. Column 'B' - Total Monthly Income Range of Direct Employees (excluding trainees)

(B) 欄 — 直接僱員每月總收入 (受訓者除外)

Please enter in this column the appropriate code number showing the average monthly income range after probation period for the employee(s). The total monthly income should include basic salary, overtime pay, other allowances, commission and bonus. If there is more than one employee doing the same job, please enter the code of the average monthly income for the 12 months prior to the survey.

請填寫僱員試用期後平均每月收入幅度的編號。「每月收入」包括底薪、逾時工作津貼、其他津貼、佣金及花紅。如多於一名僱員擔任同一職位，請填上調查前十二個月該職務僱員的平均每月收入編號。

<u>Average Monthly Income</u> <u>平均每月收入</u>	<u>Code</u> <u>編號</u>
Under \$4,001 以下	1
\$4001 - \$7,000	2
\$7,001 - \$10,000	3
\$10,001 - \$13,000	4
\$13,001 - \$16,000	5
\$16,001 - \$20,000	6
\$20,001 - \$30,000	7
Over \$30,000 以上	8

4. Column 'B' - Number of Direct Employees (excluding trainees)
(B) 欄 — 直接僱員人數 (受訓者除外)

'Employees' refer to those working full-time under the payroll of the organization. These include proprietors, partners and sales working full-time for the organization. This definition also applies to 'employee (s)' appearing in other parts of the questionnaire.

「僱員」指在貴機構內全職工作的受薪人員，其中包括在機構內全職工作的東主、合夥人及營業員。在調查表其他地方出現的「僱員」一詞，定義亦同。

5. Column 'C' - Number of Part-time Employees (at 31.1.2010)
(C) 欄 — 兼職人士人數 (在 2010 年 1 月 31 日)

'Part-time Employees' refer to those working part-time under the payroll of the organization. These include proprietors, partners and sales working part-time for the organization. This definition also applies to 'part-time employee (s)' appearing in other parts of the questionnaire.

「兼職人士」指在貴機構內兼職工作的受薪人員，其中包括在機構內兼職工作的東主、合夥人及營業員。在調查表其他地方出現的「兼職人士」一詞，定義亦同。

6. Column 'D' - Number of Freelancers (at 31.1.2010)
(D) 欄 — 自由職人士人數 (在 2010 年 1 月 31 日)

'Freelancers' refer to those providing services on appointment basis and not under the payroll of the organization. This definition also applies to 'freelancer (s)' appearing in other parts of the questionnaire.

「自由職人士」指非貴機構職員而在貴機構以差事形式提供服務的人士。在調查表其他地方出現的「自由職人士」一詞，定義亦同。

7. Column 'E' - Forecast of Number Employed 12 Months from Now (excluding trainees)
(E) 欄 — 預計十二個月後僱員人數 (受訓者除外)

The forecast of number employed means the number of employees the organization will be employing 12 months from now (31.1.2011). The number given could be more/less than that in column 'B' if a expansion/contraction is expected.

預計僱員人數指貴機構在十二個月後 (2011 年 1 月 31 日) 的僱員人數。如估計業務屆時可能擴張／收縮，此欄所填的數字應多於／少於 (B) 欄。

8. Column 'F' - Number of Vacancies

(F) 欄 — 空缺額

'Vacancies' refer to those unfilled, immediately available job openings for which the organisation is actively trying to recruit personnel.

「空缺額」指該職位仍懸空，須立刻填補而現正積極招聘人員填補。

9. Column 'G' - Number of Trainees

(G) 欄 — 受訓者人數

Please fill in the total number of trainees undergoing training or apprentices.

請填寫正在接受訓練的僱員總數。

10. Column 'H' & 'I' – Actual and Preferred Education of Employees

(H) 及 (I) 欄 — 僱員現有及僱主期望僱員宜有教育程度

Please enter in column (H) & (I) the appropriate code number showing actual highest education level of the employees and the highest education level which an employer prefers his employees to have respectively.

請按下列編號，分別將僱員現有的最高教育程度及僱主期望僱員宜有的最高教育程度填入 (H) 及 (I) 欄內。

<u>Education</u> 教育程度	<u>Code</u> 編號
University Degree or above 大學學位或以上	1
Associate Degree, Higher Diploma or equivalent 副學士學位／高級文憑或同等學歷	2
Diploma or equivalent 文憑或同等學歷	3
Certificate, Advanced Certificate or equivalent 證書／高級證書或同等學歷	4
Secondary 6-7 中學六年級至七年級	5
Secondary 4-5 中學四年級至五年級	6
Secondary 3 or below 中學三年級或以下	7

11. Column 'J' & 'K' – Actual and Preferred Relevant Years of Experience
(J) 及 (K)欄 — 僱員現有及宜有的相關年資

Please enter in Column (J) & (K) the actual and preferred relevant years of experience according to the following codes:

請將僱員現有及宜有的相關年資，按下列編號分別填入 (J) 及 (K)欄內。

<u>Actual/ Preferred Years of Experience</u> 宜有的相關年資	<u>Code</u> 編號
10 years or more 十年或以上	1
6 years to less than 10 years 六年至十年以下	2
3 years to less than 6 years 三年至六年以下	3
1 year to less than 3 years 一年至三年以下	4
Less than 1 year 一年以下	5

Note: The information received will be treated in strict confidence and will be published only in the form of statistical summaries without reference to any individual company.

註：調查所得資料絕對保密，只以統計摘要方式發表，並不提及個別機構。

**Job Descriptions for the Principal Jobs
in the Beauty & Hairdressing Schools**
美容及美髮學校主要職務的工作說明

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 管理人員級		
111	Director/Principal (School) 總監／校長（學校）	Formulates and implements educational, administrative and business development strategies. Meets with tutors to evaluate and coordinate educational programmes. Arranges different levels of appropriate training programmes to tutors. Establishes and maintains relationship with professional bodies and communities. Procures and allocates supplies, equipment and instructional materials. 制訂及執行學院教育，行政及業務發展策略。與導師舉行會議評估及統籌各項教育課程，為各導師安排合適的培訓課程。與專業機構及社群建立及維持關係。訂購及分配所需的補給品、儀器及教學材料。
TECHNOLOGIST LEVEL 技師級		
211	Senior Tutor / Senior Instructor – Beauty Care and Hairdressing 高級導師 — 美容及美髮	Plans and directs training programmes. Instructs and suggests tutors to improve teaching methods and techniques. Conducts follow-up studies to evaluate effectiveness of training programmes in relation to activities of the school. 策劃及指導訓練計劃，督導及建議導師改進技巧及方式。進行訓練計劃及學校有關活動的效用評估。

Code No. 編號	Job Title 職稱	Job Description 工作說明
TECHNICIAN LEVEL 技術員級		
411	Tutor / Instructor – Beauty Care 美容導師	Conducts beauty care technique training courses. Plans and supervises students' works, tests and evaluates students' performance. 教授美容護理技術課程。策劃及督導學員習作，測試及評核學員表現。
412	Tutor / Instructor – Hairdressing 美髮導師	Conducts hairdressing technique training courses. Plans and supervises students' works, tests and evaluates students' performance. 教授美髮技術課程。策劃及督導學員習作，測試及評核學員表現。
413	Assistant Tutor / Instructor – Beauty Care 助理美容導師	Assists the Tutor / Instructor to conduct beauty care training courses. 協助導師教授美容護理課程。
414	Assistant Tutor / Instructor – Hairdressing 助理美髮導師	Assists the Tutor / Instructor to conduct hairdressing training courses. 協助導師教授美髮課程。
SUPPORTING STAFF 輔助僱員級		
711	Administrative Staff 行政僱員	Handles all administrative duties (including preparation of schedules, filing and record keeping etc). 負責各方面的行政工作，例如編制時間表、處理檔案及資料紀錄等。
712	Receptionist 接待員	Handles telephone enquires. Accepts appointments arrangement. Serves customers and provide relevant information. Maintains relationship with customers. 接聽電話，回答諮詢，接受預約安排，接待顧客及提供相關資訊，與顧客保持聯繫。

**Job Descriptions for the Principal Jobs
in the Make-up & Nail Schools**
化妝、美甲等學校主要職務的工作說明

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 管理人員級		
121	Director/Principal (School) 總監／校長（學校）	Formulates and implements educational, administrative and business development strategies. Meets with tutors to evaluate and coordinate educational programmes. Arranges different levels of appropriate training programmes to tutors. Establishes and maintains relationship with professional bodies and communities. Procures and allocates supplies, equipment and instructional materials. 制訂及執行學院教育，行政及業務發展策略。與導師舉行會議評估及統籌各項教育課程，為各導師安排合適的培訓課程。與專業機構及社群建立及維持關係。訂購及分配所需的補給品、儀器及教學材料。
TECHNOLOGIST LEVEL 技師級		
221	Senior Tutor / Senior Instructor – Make-up and Nail 高級導師－化妝及美甲	Plans and directs training programmes. Instructs and suggests tutors to improve teaching methods and techniques. Conducts follow-up studies to evaluate effectiveness of training programmes in relation to activities of the school. 策劃及指導訓練計劃，督導及建議導師改進技巧及方式。進行訓練計劃及學校有關活動的效用評估。
TECHNICIAN LEVEL 技術員級		
421	Tutor / Instructor – Make-up 化妝導師	Conducts make-up technique training courses. Plans and supervises students' works, tests and evaluates students' performance. 教授化妝技術課程。策劃及督導學員習作，測試及評核學員表現。
422	Tutor / Instructor – Nail 美甲導師	Conducts nail care technique training courses. Plans and supervises students' works, tests and evaluates students' performance. 教授美甲護理技術課程。策劃及督導學員習作，測試及評核學員表現。

Code No. 編號	Job Title 職稱	Job Description 工作說明
TECHNICIAN LEVEL 技術員級 (Continued) (續)		
423	Assistant Tutor / Instructor – Make-up 助理化妝導師	Assists the Tutor / Instructor to conduct make-up training courses. 協助導師教授化妝課程。
424	Assistant Tutor / Instructor – Nail 助理美甲導師	Assists the Tutor / Instructor to conduct nail care training courses. 協助導師教授美甲護理課程。
SUPPORTING STAFF 輔助僱員級		
721	Administrative Staff 行政僱員	Handles all administrative duties (including preparation of schedules, filing and record keeping etc). 負責各方面的行政工作，例如編制時間表、處理檔案及資料紀錄等。
722	Receptionist 接待員	Handles telephone enquires. Accepts appointments arrangement. Serves customers and provide relevant information. Maintains relationship with customers. 接聽電話，回答諮詢，接受預約安排，接待顧客及提供相關資訊，與顧客保持聯繫。

**Job Descriptions for the Principal Jobs
in the Beauty Centre, Health Centre & Spa**
美容院、健康中心及水療中心
主要職務的工作說明

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 管理人員級		
131	Director/General Manager 總監／總經理	Formulates and implements company policies. Oversees and manages the operations of all the departmental and branches in order to achieve company objectives. 策劃、監督及管理各個部門及分公司的運作，以達到公司的目標。
132	Chief Shop Manager / Operation Manager 分區店長／營運經理	Takes charge of the overall operations and managements of stores. Supervises and instructs staff for works completion. Carries out company's strategic plans. Formulates and implements sales policies and promotion plans. Controls operational costs. 負責店鋪日常營運管理。監督及指導員工完成工作。實施公司的經營策略政策。推行及制定銷售、推廣方案、控制經營成本。
133	Brand / Sales / Marketing Director / Manager 品牌 / 營業 / 市場 總監 / 經理	Plans, coordinates and implements the organizational business development strategies and sales plans. Establishes the organizational branch image. Identifies potential opportunities in order to increase business volume and market share. Arranges sales conventions and seminars. Prepares sales reports and reviews sales/marketing strategies. 策劃、協調及執行業務發展策略和市場計劃。建立公司品牌形象。留意各種機會，以拓展業務和提高市場佔有率。安排業務會議及研討會。分析銷售報告及檢討銷售／市場策略。
OFFICER LEVEL 主任級		
331	Sales / Marketing Officer 營業／市場主任	Assists the Sales/Marketing Director/Manager to monitor sales/marketing activities. Prepares sales reports. Organizes sales promotion programmes to sales persons. 協助營業／市場 總監／經理監察銷售／市場推廣活動。編製銷售報告。為銷售員統籌推廣活動。

Code No. 編號	Job Title 職稱	Job Description 工作說明
TECHNICIAN LEVEL 技術員級		
431	Senior Beautician 高級美容師	Analyzes skin types. Recommends appropriate beauty services and products. Provides beauty care services. Supervises and advises beauticians on beauty care techniques and the services to customers. 分析皮膚，建議所需美容護理服務及產品，並提供美容護理服務。督導及指導美容師的美容技巧及提供予顧客的服務。
432	Senior Make-up Artist 高級化妝師	Applies appropriate cosmetics to customers. Provides proper make-up advices. Advises make-up artists on the application of make-up products and its technique. 提供適合的化妝予顧客。對顧客作出適當化妝指導。指導化妝師使用化妝品及化妝技巧。
433	Slimming Consultant 纖體顧問	Analyzes health conditions and problems based on professional knowledge and experiences. Recommends appropriate slimming programme. Advises customers to build up proper life style and suitable diets. 以專業知識及經驗分析身體狀況及問題，建議合適的纖體計劃，及指導顧客建立正確的生活和飲食習慣。
TRADESMAN LEVEL 技工級		
531	Beautician 美容師	Provides beauty care services including facial, body treatments and other related treatments by using electronic equipments, manicure, waxing and make-up services. 提供美容護理服務，包括面部護理、身體護理、與電子儀器有關的療程、修甲、脫毛及化粧等等。
532	Assistant to Medical Practitioner (Beauty Care) 醫護人員助理(美容)	Assist medical practitioners to provide different lasers / intense pulsed light / other light optics or cosmetic treatments. Provide other beauty care services. Perform duties assigned by medical practitioners. 協助醫護人員進行不同激光／強烈脈衝光及其他與光學儀器有關的療程。提供其他美容護理服務。執行醫護人員所委派的職務。

Code No. 編號	Job Title 職稱	Job Description 工作說明
TRADESMAN LEVEL 技工級 (Continued) (續)		
533	Make-up Artist 化妝師	Applies cosmetics and make-up techniques in order to meet customers' requirements for improved appearance. 按要求利用化妝品及化妝技巧去改變顧客外觀。
534	Body Therapist 按摩及身體護理師	Provides massage services and body conditioning treatments for hygienic or remedial purposes. Uses different techniques (hands / equipment) and care products to facilitate blood circulation, relax muscle tension and increase metabolism. Recommends body conditioning treatments. 提供按摩服務及進行身體健康護理療程。利用手部按摩技巧、儀器或護理產品以刺激血液流通，鬆弛肌肉及促進代謝。提供身體護理服務。
535	Manicurist / Pedicurist 修甲師 (指甲／趾甲)	Removes old nail polish. Cleans, shapes and smoothes out nails with tools. Applies clear and colour polish. 清除指甲上的甲油。清洗指甲，使用工具修剪指甲及令兩側平滑。用無色或有色甲油塗甲。
536	Nail Artist 甲藝師	Provides nail painting and drawing. Applies nail sticker and builds on three dimensional (3D) sculptures in order to beautify nail appearance for customers. Excludes nail and hand conditioning treatment. 透過著色、彩繪、貼紙或加上立體雕塑，為顧客美化或突顯含藝術性外觀之指甲。不包括指甲及手部護理療程。
537	Slimming Therapist 纖體師	Uses equipments and products to reduce weight, make slimming and firm up muscles on an overall or partial basis. 運用儀器及產品，進行全身或局部減重、修身及纖體的效果。
538	Beauty Consultant 美容顧問	Provides professional analysis of skin conditions and problems. Recommends proper skin care proposal and/or advises customers to establish appropriate life style and skin care concept. 提供對皮膚狀況及問題的專業分析，建議合適的護理方案，及指導顧客建立正確的生活和護膚概念。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SEMI-SKILLED LEVEL 半熟練技工級		
631	Beauty Assistant 美容師助理	Assists beauticians in providing beauty care services. Performs duties as assigned and instructed by beauticians. Receives theoretical and practical training to meet services requirements. 協助美容師提供美容護理服務。執行美容師委派及指導之職務。接受理論及實務訓練以達到服務要求。
SUPPORTING STAFF 輔助僱員級		
731	Marketing Assistant 市場推廣助理	Implements marketing plans and promotion activities. 執行公司的業務計劃及推廣活動。
732	Promoter 推廣員	Participates in promotion activities. Sells products to customers or visitors. 參與公司的推廣活動，向顧客或訪客銷售產品。
733	Administrative Staff 行政僱員	Handles all administrative duties (including preparation of schedules, filing and record keeping etc) of the stores. 負責店舖營運上各方面的行政工作，例如編制時間表、處理檔案及資料紀錄等。
734	Receptionist 接待員	Handles telephone enquires. Accepts appointments arrangement. Serves customers and provide relevant information. Maintains relationship with customers. 接聽電話，回答諮詢，接受預約安排，接待顧客及提供相關資訊，與顧客保持聯繫。
OTHERS 其他		
831	Medical Personnel 醫護人員	Includes Dentist, Doctor, Chinese Medicine Practitioner, Chiropractor, Occupational Therapist, Optometrist, Pharmacist, Physiotherapist, Radiographer, Dietitian, registered nurses and midwives and other personnel under the Supplementary Medical Profession Ordinance. 包括牙醫、西醫、中醫、脊醫、職業治療師、視光師、藥劑師、物理治療師、放射技師、營養師、註冊護士、助產士和其他根據輔助醫療業條例而註冊的有關人士。

Job Descriptions for the Principal Jobs
in the Hairdressing Salon
髮廊主要職務的工作說明

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 管理人員級		
141	Director/General Manager 總監／總經理	Formulates and implements company policies. Oversees and manages the operations of all the departmental and branches in order to achieve company objectives. 策劃、監督及管理各個部門及分公司的運作以達到公司的目標。
142	Chief Shop Manager / Operation Manager 分區店長／營運經理	Formulates and implements sales policies. Reviews sales figures and assesses market demands. Conducts sales briefings and implements sales campaigns. Supervises performance of staff. 參與推行及製訂銷售政策。檢討銷售情況及市場需要。主持簡短銷售會議，及執行推銷活動。督導僱員的表現。
TECHNOLOGIST LEVEL 技師級		
241	Art Director 髮型設計總監	Advises customers on appropriate hairstyle and designs tailor-made hairstyles to models for specified occasions. Provides hairdressing services. Trains and supervises hairdressers. 為顧客或模特兒美化外觀或改變外形作出建議，設計髮型配合指定場合。提供所需美髮服務。培訓及督導髮型師工作。
242	Technical Director 技術總監	Work closely with art directors and hairstylists for perm, color and related chemical treatments based on the hair image designs of customers. Conduct different treatments (i.e. perm, color and chemical etc) training to technicians (perm and color). Train and supervise technicians (perm and color). 與髮型設計總監及髮型師緊密合作，為顧客在造型設計上提供電髮、染髮及相關化學療程。教授電染技術員不同電髮、染髮及相關化學療程。培訓及指導電染技術員。

Code No. 編號	Job Title 職稱	Job Description 工作說明
TECHNICIAN LEVEL 技術員級		
441	Senior Hair Stylist 高級髮型師	Analyzes hair types and understands customer needs. Advises customers on appropriate hairstyle and designs tailor-made hairstyles to models for specified occasions. Provides hairdressing services. Assigns works to and supervises hairdressers. 分析髮質及了解顧客要求。為顧客或模特兒美化外觀或改變外形作出建議或設計髮型配合指定場合。提供所需美髮服務。策劃及督導髮型師工作。
TRADESMAN LEVEL 技工級		
541	Hair Stylist 髮型師	Analyzes hair types and provides hairdressing services. 分析髮質及提供所需美髮服務。
542	Technician (perm and color) 電染技術員	Provides technical services (e.g. perm and color treatments) to hairstylists for hair image design purpose. 根據髮型師為顧客所設計的造型要求提供電髮及染髮服務。
543	Manicurist / Pedicurist 修甲師 (指甲／趾甲)	Removes old nail polish. Cleans, shapes and smoothes out nails with tools. Applies clear or colour polish. 清除指甲上的甲油。清洗指甲，使用工具修剪指甲及令兩側平滑。用無色或有色甲油塗甲。
544	Nail Artist 甲藝師	Provides nail painting and drawing. Applies nail stickers and builds on three dimensional (3D) sculptures in order to beautify nail appearance for customers. Excludes nail and hand conditioning treatments. 透過著色、彩繪、貼紙或加上立體雕塑，為顧客美化或突顯含藝術性外觀之指甲。不包括指甲及手部護理服務。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SEMI-SKILLED LEVEL 半熟練技工級		
641	Hairdressing Assistant 髮型助理	Provides technical services (e.g. perm and color treatments) to hairstylists for hair image design purpose and basic hair services (including shampoo). Performs duties as assigned by hairdressers. Receives theoretical and practical training to meet services requirements. 根據髮型師所設計的造型要求提供電髮、染髮服務及基本髮型服務(包括洗頭服務)。執行髮型師委派及指導之職務。接受理論及實務訓練以達到服務要求。
SUPPORTING STAFF 輔助僱員級		
741	Administrative Staff 行政僱員	Handles all administrative duties (including preparation of schedules, filing and record keeping etc) of the stores. 負責店舖營運上各方面的行政工作，例如編制時間表、處理檔案及資料紀錄等。
742	Receptionist 接待員	Handles telephone enquires. Accepts appointments arrangement. Serves customers and provide relevant information. Maintains relationship with customers. 接聽電話，回答諮詢，接受預約安排，接待顧客及提供相關資訊，與顧客保持聯繫。

**Job Descriptions for the Principal Jobs
in the Product Company – Wholesale, Import & Export**
批發及出入口產品公司主要職務的工作說明

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 管理人員級		
151	Director/ General Manager 總監 / 總經理	Formulates and implements company policies. Oversees and manages the operations of all the departmental and branches in order to achieve company objectives. 策劃、監督及管理各個部門及分公司的運作以達到公司的目標。
152	Brand / Sales / Marketing Director / Manager 品牌 / 營業 / 市場 總監 / 經理	Plans, coordinates and implements the organizational business development strategies and sales plans. Establishes the organizational branch image. Identifies potential opportunities in order to increase business volume and market share. Arranges sales conventions and seminars. Prepares sales reports and reviews sales/marketing strategies. 策劃、協調及執行業務發展策略和市場計劃。建立公司品牌形象。留意各種機會，以拓展業務和提高市場佔有率。安排業務會議及研討會。分析銷售報告及檢討銷售／市場策略。
OFFICER LEVEL 主任級		
351	Product / Technical Manager 產品／技術經理	Takes charge of the overall stock of products. Gives technical advice on the quality and application of, and provides appropriate after-sales services. Oversees and follows up buyers or sales orders and product deliveries to sales stations. 負責公司一切有關產品及存放事務，就產品之素質、應用及適當之售後服務提供專業意見。統籌及處理買手／銷售訂單，確保產品能準時傳送至銷售點。
352	Sales / Marketing Officer 營業／市場主任	Assists the Sales/Marketing Director/Manager to monitor sales/marketing activities. Prepares sales reports. Organizes sales promotion programmes to sales persons. 協助營業／市場 總監／經理監察銷售／市場推廣活動。編製銷售報告。為銷售員統籌推廣活動。

Code No. 編號	Job Title 職稱	Job Description 工作說明
OFFICER LEVEL (Continued) 主任級 (續)		
353	Trainer 訓練主任	Organizes practical and technical courses including the demonstration of sales skills of products, and other theoretical and practical lectures. Tests and evaluates students' performance and assesses the effectiveness of training programmes. 組織實務及技術課程，包括產品的銷售技巧示範、理論、實務的講座。測試及評核學員的表現及課程的成效。
TECHNICIAN LEVEL 技術員級		
451	Technical Adviser 技術顧問	Provides technical advice on the quality and application of certain products. Assists managers in the preparation of technical manuals to beauty advisers / consultants for their reference. 對某類產品的素質及應用提供專業意見。協助經理級製訂技術手冊供美容顧問參考。
452	Sales Representative 營業代表	Identifies potential customers to promote products. Provides services to existing customers and gives advice on products. 確定有潛力的客戶以銷售產品。服務現有客戶及就產品提供意見。
SUPPORTING STAFF 輔助僱員級		
751	Marketing Assistant 市場推廣助理	Implements marketing plans and promotion activities. 執行公司的業務計劃及推廣活動。
752	Promoter 推廣員	Participates in promotion activities. Sells products to customers or visitors. 參與公司的推廣活動，向顧客或訪客銷售產品。
753	Administrative Staff 行政僱員	Handles all administrative duties (including preparation of schedules, filing and record keeping etc) of the stores. 負責店舖營運上各方面的行政工作，例如編制時間表、處理檔案及資料紀錄等。
754	Receptionist 接待員	Handles telephone enquires. Accepts appointments arrangement. Serves customers and provide relevant information. Maintains relationship with customers. 接聽電話，回答諮詢，接受預約安排，接待顧客及提供相關資訊，與顧客保持聯繫。

**Job Descriptions for the Principal Jobs
in the Product Company – Retail**
零售產品公司主要職務的工作說明

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 管理人員級		
161	Director / General Manager 總監／總經理	Formulates and implements company policies. Oversees and manages the operations of all the departmental and branches in order to achieve company objectives. 策劃、監督及管理各個部門及分公司的運作以達到公司的目標。
162	Corporate & Brand Image Sales Director / Manager 企業／品牌形象 營業總監／經理	Plans, coordinates and implements the organizational business development strategies and sales plans. Establishes the organizational branch image. Identifies potential opportunities in order to increase business volume and market share. Arranges sales conventions and seminars. Prepares sales reports and reviews sales/marketing strategies. 策劃、協調及執行銷售計劃。建立公司的品牌形象。留意各種機會，以拓展業務和提高市場佔有率。安排業務會議及研討會。分析銷售報告及檢討銷售策略。
163	Chief Shop Manager / Operation Manager 分區店長／營運經理	Formulates and implements sales policies. Reviews sales figures and assesses market demands. Conducts sales briefings and implements sales campaigns. Supervises performance of staff. 參與推行及製訂銷售政策。檢討銷售情況及市場需要。主持簡短銷售會議，及執行推銷活動。督導僱員的表現。
OFFICER LEVEL 主任級		
361	Marketing Manager 市場經理	Implements and coordinates marketing activities and launches promotion campaigns. Conducts market research. Liaises with advertising agencies for the preparation of promotion kits. Provides services to sales force. 執行及協調市場推廣工作，並舉辦推銷活動。進行市場研究。與廣告公司聯絡，製備宣傳套件。為營業人員提供服務。

Code No. 編號	Job Title 職稱	Job Description 工作說明
OFFICER LEVEL (Continued) 主任級 (續)		
362	Product / Technical Manager 產品／技術經理	Takes charge of the overall stock of products. Gives technical advice on the quality and application of, and provides appropriate after-sales services. Oversees and follows up buyers' or sales orders and product deliveries to sales stations. 負責公司一切有關產品及存放事務，就產品之素質、應用及適當之售後服務提供專業意見。統籌及處理買手／銷售訂單，確保產品能準時傳送至銷售點。
363	Sales / Marketing Officer 營業／市場主任	Assists the Sales Director / Marketing Manager to monitor sales/marketing activities. Prepares sales reports. Organizes sales promotion programmes. 協助營業總監／市場經理監察銷售／市場推廣活動。編製銷售報告。為銷售員統籌推廣活動。
364	Trainer 訓練主任	Organizes practical and technical courses including the demonstration of sales skills of products, and other theoretical and practical lectures. Tests and evaluates students' performance and assess the effectiveness of training programmes. 組織實務及技術課程，包括產品的銷售技巧示範、理論、實務的講座。測試及評核學員的表現及課程的成效。
365	Buying Officer 買手	Keeps eyes on the latest design and quality requirements of new and existing products. Collects samples and asks quotations from suppliers / manufacturers to place orders. Negotiates with suppliers / manufacturers and follows up the progress of product delivery. 密切留意市場最新及現有產品的設計及素質要求。向供應商／生產商收集樣辦及報價以便訂購。與供應商／生產商商談及留意付運進度。
366	Shop Manager / Supervisor 店長	Supervises beauty advisers to acquire business and serve customers. Contacts customers to promote sales. 督導美容顧問取得生意及為客人提供服務。與客人聯絡，推廣業務。
TECHNICIAN LEVEL 技術員級		
461	Technical Adviser 技術顧問	Provides technical advice on the quality and application of certain products. Assists managers in the preparation of technical manuals to beauty advisers / consultants for their reference. 對某類產品的素質及應用提供專業意見。協助經理級製訂技術手冊供美容顧問參考。

Code No. 編號	Job Title 職稱	Job Description 工作說明
TRADESMAN LEVEL 技工級		
561	Beauty Adviser (Counter) 美容顧問 (櫃位)	Analyzes skin types and recommends proper skin care products to improve skin conditions. Sells beauty care products. Gives advice on other skin care and beauty services. 分析皮膚，建議美容護理產品以改善皮膚情況及銷售產品。提供其他美容護理服務及意見。
562	Hair Care Adviser 頭髮護理顧問	Analyzes hair types and scalp conditions, recommends proper hair care products to improve hair conditions. Sells hair care products. Gives advice on other hair care and related services. 分析髮質及頭皮的狀況，建議頭髮護理產品以改善頭髮情況及銷售產品。提供其他頭髮護理服務及意見。
563	Make-up Artist 化妝師	Provides cosmetics and make-up services in order to meet customers' requirements for improved appearance. 按顧客要求利用化妝品及化妝技巧去改變個人外觀。
SUPPORTING STAFF 輔助僱員級		
761	Marketing Assistant 市場推廣助理	Implements marketing plans and promotion activities. 執行公司的業務計劃及推廣活動。
762	Promoter 推廣員	Participates in promotion activities and sells products to customers or visitors. 參與公司的推廣活動，向顧客或訪客銷售產品。
763	Administrative Staff 行政僱員	Handles all administrative duties (including preparation of schedules, filing and record keeping etc) of the stores. 負責店舖營運上各方面的行政工作，例如編制時間表、處理檔案及資料紀錄等。
764	Receptionist 接待員	Handles telephone enquires. Accepts appointments arrangement. Serves customers and provide relevant information. Maintains relationship with customers. 接聽電話，回答諮詢，接受預約安排，接待顧客及提供相關資訊，與顧客保持聯繫。

**Job Descriptions for the Principal Jobs
in the Nail Salon**

美甲中心主要職務的工作說明

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 管理人員級		
171	Director/General Manager 總監／總經理	Formulates and implements company policies. Oversees and manages the operations of all the departmental and branches in order to achieve company objectives. 策劃、監督及管理各個部門及分公司的運作以達到公司的目標。
172	Chief Shop Manager / Operation Manager 分區店長／營運經理	Formulates and implements sales policies. Reviews sales figures and assesses market demands. Conducts sales briefings and implements sales campaigns. Supervises performance of staff. 參與推行及製訂銷售政策。檢討銷售情況及市場需要。主持簡短銷售會議，及執行推銷活動。督導僱員的表現。
TECHNICIAN LEVEL 技術員級		
471	Nail Consultant (Fingernail / Toenail) 指甲顧問 (指甲／趾甲)	Supports Director / Manager on daily operations. Assigns jobs to and supervises subordinates. 支援總監／總經理之日常運作。需負責督導下屬及分配工作。
472	Senior Nail Technician (Fingernail / Toenail) 高級指甲技師 (指甲／趾甲)	Accumulates adequate experience as a nail technician. Assists nail consultant to provide natural nail care, nail shape improvement, nail extension or refill services by using artificial nail materials and different techniques. Analyzes the texture of fingernail / toenail. Suggests appropriate home care products to improve nail condition. 擁有足夠指甲技師工作經驗。協助指甲顧問透過分析指甲/趾甲後，提供適當的真指甲護理或以技術及人造指甲物料改善甲形、延長指甲或修補人造指甲的服務。建議合適產品作家居護理以改善情況。

Code No. 編號	Job Title 職稱	Job Description 工作說明
TECHNICIAN LEVEL (Continued) 技術員級 (續)		
473	Nail Technician (Fingernail / Toenail) 指甲技師 (指甲／趾甲)	Accumulates relevant experience as a junior nail technician. Provides natural nail care, nail shape improvement, nail extension or refill services by using artificial nail materials and different techniques. Analyzes the texture of fingernail / toenail. Suggests appropriate home care products to improve nail condition. Provides Nail Arts. 擁有相當初級指甲技師工作經驗。透過分析顧客指甲/趾甲後，提供適當的基本真指甲護理或以技術及人造指甲物料改善甲形、延長指甲或修補人造指甲的服務。建議合適產品作家居護理以改善情況。提供甲藝服務。
TRADESMAN LEVEL 技工級		
571	Manicurist / Pedicurist 修甲師 (指甲／趾甲)	Removes old nail polish. Cleans, shapes and smoothes out nails with tools. Applies clear or colour polish. 清除指甲上的甲油。清洗指甲，使用工具修剪指甲及令兩側平滑。用無色或有色甲油塗甲。
572	Nail Artist 甲藝師	Provides nail painting and drawing. Applies nail sticker and builds on three dimensional (3D) sculptures in order to beautify nail appearance for customers. Excludes nail and hand conditioning treatment. 透過著色、彩繪、貼紙或加上立體雕塑，為顧客美化或突顯含藝術性外觀之指甲。不包括指甲或手部護理服務。
573	Hand and Foot Care Therapist 手足護理師	Uses hand / foot care products to provide conditioning treatments on hand, arms, feet or legs (with or without massage) for hygienic or remedial purpose. Applies hand massage technique and uses equipment to facilitate blood circulation, relax muscle tension and release body toxins. Recommends hand, arm, feet or legs conditioning activities or treatments and furnishes with treatment records. 透過使用手足護理產品，進行手、臂、腳或腿（或連帶按摩）的健康護理療程。利用手部按摩技巧或儀器促進血液流通，鬆弛肌肉及排放體內毒素。提供手、臂、腳或腿的理方法及處理療程紀錄。

Code No. 編號	Job Title 職稱	Job Description 工作說明
TRADESMAN LEVEL (Continued) 技工級 (續)		
574	Junior Nail Technician (Fingernail / Toenail) 初級指甲技師 (指甲／趾甲)	Provides natural nail care, nail shape improvement, nail extension or refill services by using artificial nail materials and different techniques. Analyzes the texture of fingernail / toenail. Suggests appropriate home care products to improve nail condition. 透過分析指甲/趾甲，提供適當的基本真指甲護理或以技術及人造指甲物料改善甲形、延長指甲或修補人造指甲的服務。建議合適產品作家居護理以改善情況。
575	Foot Reflexologist 足底按摩師	Uses thumb, finger and hand pressures to concentrate on ten different reflex points which correspond to every part of the bodies in order to promote health and relaxation and achieve physiological effect. 為顧客以母指、手指及手技，對腳底十個不同的縱向身體反射部位施壓，達致身體的生理轉變效果。
SUPPORTING STAFF 輔助僱員級		
771	Administrative Staff 行政僱員	Handles all administrative duties (including preparation of schedules, filing and record keeping etc) of the stores. 負責店舖營運上各方面的行政工作，例如編制時間表、處理檔案及資料紀錄等。
772	Receptionist 接待員	Handles telephone enquires. Accepts appointments arrangement. Serves customers and provide relevant information. Maintains relationship with customers. 接聽電話，回答諮詢，接受預約安排，接待顧客及提供相關資訊，與顧客保持聯繫。

