

**2012 Manpower Survey Report**

**Retail Trade**

零售業

**2012年人力調查報告**

**Retail Trade Training Board**

**Vocational Training Council**

職業訓練局

零售業訓練委員會



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# SECTION I

## EXECUTIVE SUMMARY

### The Survey

1.1 The Retail Trade Training Board, with the assistance of the Census and Statistics Department (C&SD), conducted a biennial manpower survey from 8 October 2012 to 7 November 2012 with a view to assessing the manpower situation and identifying the manpower requirements and training needs of the retail trade. Followed-up field work with non-respondents was completed in March 2013.

1.2 Based on the advice of the Census and Statistics Department (C&SD), a sample of 918 out of a total of 37 955\* companies were selected from the central register maintained by the C&SD. The stratified random sampling method was used for the sample selection. Data collected from these 918 selected companies (samples) were processed by the C&SD and statistically grossed up to reflect the overall picture of the manpower situation of the retail trade industry.

1.3 The Hong Kong Standard Industrial Classification (HSIC) (Version 2.0) was employed and the following 11 Branches are included in this survey.

- (i) 112 Food, Beverages and Tobacco
- (ii) 27 Supermarkets
- (iii) 94 Fuel and Transport Equipment
- (iv) 163 Clothing, Footwear and Allied Product
- (v) 123 Consumer Goods, n.e.c.
- (vi) 32 Department Stores
- (vii) 76 Jewellery
- (viii) 65 Medicines and Cosmetics
- (ix) 66 Durable Goods, n.e.c.
- (x) 65 Telecommunications Equipment and Electrical Goods
- (xi) 95 Retail Trade not via Stores and Mobile Stalls

1.4 To enhance the response rate, companies employing four persons or less were only requested to complete Part I (basic information) of the questionnaire without any training related questions asked.

1.5 The overall effective response rate (including partial response and response) for the current survey was 95.1% which is slightly higher than the 93.7% achieved in 2010.

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Note:

\* The figure of 37 955 refers to the number of registered companies at company level based on the record of Central Register of Establishments (CRE) excluding those inactive companies in the trade. The total number of companies at company level in 2012 was 46 034.

## Objective

1.6 This Survey aims at looking at the retail trade from a macro stance to identify short to medium term trends of the manpower demand and training needs in the trade. The resulting trends therefore point to the general direction the trade is heading for and the implications of the survey findings to individual branch or entity might vary.

## Limitation

1.7 The statistics contained in this report were based on information obtained from the Survey which was carried out during October 2012 to November 2012, with follow-up action taken with the sampled companies for data collection in the subsequent months. In consideration of the duration of the survey period and also the time gap between the carrying out of the Survey and the publication of this report, there could be changes in the growing economy of Hong Kong and cyclical fluctuations in the retail trade, rendering deviations of the findings from actual scenarios at the time the report is released.

1.8 As the Survey is conducted by drawing a sample of companies in the relevant trades using scientific sampling method for data collection, the statistics derived from the Survey are also subject to sampling error.

## Business Outlook

1.9 The slowdown of the Hong Kong economy with a modest growth of 1.4% in 2012 after expanding by 4.9% in 2011 was mainly due to the uncertainty of the global economy characterized by the lingering euro debt crisis and fragile recovery of the major advanced economies. For 2013, according to the information from the Census and Statistics Department (C&SD), the economy is forecast to grow by 1.5-3.5%. This growth rate is lower than the average over the past decade which is 4.5%.

1.10 The non-seasonally adjusted unemployment rate was 3.3% in both the first quarter and second quarter of 2012. There was a slight increase to 3.5% in the third quarter of 2012 and a drop to 3.1% in the fourth quarter of 2012. It was noted that the labor market is rather stable throughout 2012, notwithstanding the tepid economic growth. Nevertheless, the sales value and volume is forecast to register a modest growth in 2013 due to more cautious spending behavior of the public under the uncertain economic environment.

1.11 The “Statutory Minimum Wage” (SMW) has come into force since 1 May 2011. With effect from **1 May 2013**, the SMW rate is revised from \$28 per hour to **\$30 per hour**. This policy would undoubtedly increase the wages of employees involved in the retail business and other relevant trades. Its ripple effect in narrowing the wage differentials across various sectors and occupations would put pressure on the employers to offer more competitive wage rates to retain or attract talents under a tight labor market. Eventually, it would result in pushing up the operating cost and further built up recruitment difficulties.

1.12 According to the information from the Rating and Valuation Department, the buying activities in retail sector intensified as investors would prefer to shift their focus to non-domestic properties which were not subject to “Special Stamp Duty” (SSD). Hence, in the fourth quarter of 2012, the prices of retail properties surged 38% over a year earlier while rents leapt 13%. The surging retail rents posed an extra huge burden on the retailers.

1.13 According to the information from the C&SD, the retail sales in March 2013 recorded an increase of 9.8% in value and 10.2% in volume, down from 17.1% in value and 13.2% in volume as compared with the month of March 2012. Apart from the highly uncertain global economic climate, locally the retail industry is also facing with the great challenges of the surging operating costs, the pressure of imported inflation and the problem of labor shortage. Hence, the overall retail sales and volume of Hong Kong is forecast with a modest growth rate in 2013.

1.14 As indicated by the National Bureau of Statistics of China, the first three months of 2013 of the annual Gross Domestic Product (GDP) growth rate in Mainland China eased back to 7.7% which was a slight decline from 7.9 % set in the final quarter of last year. The data suggested China's economic growth is slowing after a second-half revival last year.

1.15 According to the source from the C&SD, there were 48.6 million visitors to Hong Kong in 2012, with the Mainlanders being the primary driver of growth in visitor number, accounting for 72% of all arrivals. The total Tourism Expenditure Associated to Inbound Tourism (TEAIT) in 2012 had increased by 16.5% to exceed HK\$300 billion. The buoyant inbound tourism should remain conducive to the retail business in 2013. The spending pattern of Mainland Chinese visitors to Hong Kong has shifted from high-end to mid-to-low end and this trend is expected to persist in 2013. Nevertheless, for those Hong Kong retailers focus on the mid-end and mass markets would benefit.

1.16 As set out in "The 2013 Policy Address", some large-scale tourist facilities under the support of the HKSAR Government had been / would be launched in 2013-14. For instance, the terminal building and the first berth of the Kai Tak Cruise Terminal had been commissioned in June 2013. This helped to exploit the potential of cruise tourism in Asia Pacific and attract more high-spending cruise trip visitors to Hong Kong. In addition, the Government would also offer a \$2.3 billion loan to Ocean Park for building an all-weather Water World at Tai Shu Wan. The theme park is actively pursuing new hotel projects to provide better complementary service for tourists. It is forecast that the tourism industry will continue to flourish and spur growth in retail business in the years ahead.

1.17 According to the World Health Organization, 87 cases of a new kind of bird flu in humans were reported in Mainland China in early 2013, and these cases were found in four provinces spread around the country. This problem had raised concerns among infectious disease experts around the world. Nevertheless, its impact on tourism and retail business was not significant as the possibility of the pandemic outbreak had been considered as not likely.

1.18 It is considered possible that the rents for retail outlets might ease slightly in 2013 as a result of the Government's attempt to cool down the hot-red property markets in late 2012. Retail rents in Hong Kong are expected to grow at a more moderate pace in 2013. Nevertheless, the limited availability of retail space and the high rents in prime shopping districts would still be the main concerns for those cost-sensitive retailers. They will continue to move out of high-street and prime areas by expanding and opening new outlets on fringe streets with lower rents. In view of rising day-trip Mainland tourists with average individual spending of HK\$2,000 to HK\$6,000 per trip, higher sales and growing demand for store locations in the emerging shopping districts are expected. To this end, it would continue to benefit the decentralized shopping malls.

1.19 According to the current round of review in August 2013, the GDP growth forecast for 2013 was revised from 1.5-3.5% to 2.5-3.5% after taking into consideration of the actual outturn of the 3.1% year-on-year real GDP growth in the first half of 2013 coupled with the somewhat reduced downside risks to the global economy.

1.20 Despite the modest growth of the retail sales expected in 2013, the year 2014 would be a better year for Hong Kong retailers though at a slower growth pace, as visitors from Mainland may regain their enthusiasm to purchase high-end goods for gifts. The present attractiveness of Hong Kong as a shopping destination might not be as strong as before, but the overall retail sales in the Hong Kong may start to regain its growth momentum in 2014 if supported by the recovery in global economies and rising local incomes.

1.21 Overall, the Manpower Survey Working Group members and participants of the in-depth interview believed that the business situation of retail sector in year 2013 would be modest and the prospects for the retail business remain positive. Also, a stable and healthy labor market, retailing opportunities in new and emerging shopping districts on the back of rising day-trip tourism, a vibrant inbound tourism which is likely to benefit from the fast growing Mainland economy as well as the continued development of other Asian economies should continue to lend support to the retail sector in future.

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Sources:

1. The National Bureau of Statistics of China
2. China Real-time Report
3. Census and Statistics Department
4. Hong Kong Tourism Board
5. Hong Kong Trade Development Council Research
6. The 2013-2014 Budget
7. Rating & Valuation Department HK Property Review 2013



## **Manpower Situation in 2012**

1.22 The total number of employees engaged in the retail trade was 257 976 (vs. 240 927 in 2010), representing an increase of 7.1% over the previous survey. Of the total, technical manpower consisted of 227 741 (88.3%) (vs. 214 424 in 2010) whilst non-technical manpower consisted of 30 235 (11.7%) (vs. 26 503 in 2010).

1.23 Technical manpower refers to employees engaged in principal jobs of the retail trade as listed in **Appendix 5 (refer to its enclosure on pages 70-73)** for which analysis is carried out in this report to show the pertinent needs of this trade. Non-technical manpower, on the other hand, refers to employees engaged in the more generic jobs such as finance / accounting, human resources, IT, administrative and other supportive functions.

1.24 Among the total manpower of 257 976 engaged in 2012, 14 272 (5.5%) were managerial staff, 27 047 (10.5%) were supervisory staff, 173 285 (67.2%) were clerical / operative staff (including part-time sales staff), 13 137 (5.1%) were owner / sole proprietor / working partner and 30 235 (11.7%) were non-technical manpower. Comparison on the composition between the 2010 and 2012 surveys is shown in the following table.

<b>Job Level</b>	<b>2010</b>	<b>2012</b>
Managerial staff	4.2%	5.5%
Supervisory staff	16.1%	10.5%
Clerical / Operative Staff	61.0%	67.2%
Owner / Sole Proprietor / Working Partner	7.7%	5.1%
Non-technical manpower	11.0%	11.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

1.25 The total number of vacancies was 8 988 comprising 231 for the managerial level, 462 for the supervisory level, 7 258 for the clerical/operative level, 66 for owner / sole proprietor / working partner and 971 for non-technical staff. As a result, the total manpower demand, which has taken into account the vacancies, would have been 266 964.

## **Manpower Forecast for 2013 by Employers**

1.26 Employers had forecast the manpower demand to be 267 960 in the next 12 months, representing an overall increase of 996 (+0.4%) over 2012.

1.27 The top three branches with the highest forecast increase in manpower demand are as follows:

- a. Supermarkets (+6.1%)
- b. Durable Goods, n.e.c. (+0.8%)
- c. Medicines and Cosmetics (+0.7%)

1.28 On the other hand, the top three branches with the highest forecast decrease in manpower demand are as follows:

- a. Clothing, Footwear and Allied Product (-1.4%)
- b. Department Stores (-0.6%)
- c. Food, Beverages and Tobacco (-0.5%)

1.29 By job level, the forecast manpower demand for managerial staff, supervisory staff and operative / clerical support staff increased by 125 (+0.9%), 15 (+0.05%) and 1 147 (+0.6%) respectively.

**Manpower Forecast for 2013 – 2015 Using the Labor Market Analysis Approach**

1.30 As in the 2010 survey, the Labor Market Analysis (“LMA”) approach has been applied in projecting manpower for the retail trade in the next three years. In the process, 7 principal components were selected from a pool of some 42 economic indicators which were then tested statistically to arrive at the projected figures. It would also be adopted for projecting manpower from 2013 to 2015 in the 2012 survey. A description of the LMA approach and the key assumptions used are shown in paragraphs 2.24 – 2.25 of Section II. The projected manpower requirements from 2013 to 2015 are shown below:

<b>Year</b>	<b>Actual Manpower</b>	<b>Employers’ Forecast</b>	<b>Manpower Projection by LMA Approach</b>
2012	266 964	-	-
2013	-	267 960 (+0.4%*)	273 513 (+2.5%*)
2014	-	-	280 928 (+2.7%**)
2015	-	-	289 346 (+3.0%**)

1.31 The manpower forecast derived from the LMA approach shows an increasing manpower trend from 2013 to 2015. The LMA approach has the advantage of objectivity and allows interim manpower projection updates when economic indicators become available.

Note:

\* As percentage change vs. actual manpower in 2012.

\*\* As percentage change vs. projected manpower in previous year.

## **Training Needs**<sup>#</sup>

1.32 In anticipation of the continued uncertainty of the global economy, most employers find it worth investing in human capital to upgrade the standard and professionalism of the retail workforce, and hence to stay ahead of the keen competition.

1.33 In 2012, 251 263 training places were provided or sponsored by employers. The number of forecast training places to be provided or sponsored by employers in 2013 will be 270 108 and there was a rise of about 7.5% when compared with 2012. In view of the optimistic economy to be expected in the year of 2013, employers would continue to invest resources in staff training and development for the benefit of their individual employees and their companies as a whole.

1.34 The ratio of the forecast training places to be provided internally and externally for 2013 by areas is:

<b>Subject Areas</b>	<b>Training Places to be Provided Internally</b>	<b>Training Places to be Provided Externally</b>
Managerial Training	79.6%	20.4%
Trade Specific Training	85.5%	14.5%
Languages	60.6%	39.4%
Others	92.3%	7.7%

1.35 The top three areas that needed training most as reflected in the 2012 Survey were:

- a. Product Knowledge
- b. Customer Services
- c. Store Operations

1.36 The top three areas that growth of training needed most as reflected in the 2012 Survey were:

- a. Store Operations
- b. Managerial / Supervisory Skills / Business Management
- c. Others (e.g. Occupational Health & Safety; First Aids and Customer Psychology etc.)

1.37 Regarding the needs for pre-employment training for frontline sales, about 22.7% of the respondents rated either a 'Pre-requisite' or 'Preferred' criteria, down from 32.1% in 2010. In consideration of the 'Pre-requisite' alone, the percentage of respondents apparently decreased from 14.2% in 2010 to 5.7% in this round, while "Preferred" percentage of respondents slightly decreased from 17.9% in 2010 to 17.0% in 2012. This indicated that most employers thought that pre-employment training was not a prerequisite for recruiting employees as they could provide them with on-the-job training.

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Note:

# All figures related to the training needs excluded companies with employment size of 4 persons or less.

## SECTION II

### SUMMARY OF SURVEY FINDINGS

#### A. MANPOWER SITUATION IN 2012

##### Total Manpower

2.1 Based on the survey findings, the retail industry employed 257 976 persons in October 2012. Out of this number, 227 741 (88%) were technical manpower and 30 235 (12%) were non-technical manpower, more or less in line with the situation in 2010 of which the percentages were 89% and 11% respectively.

2.2 A list of the principal jobs with brief descriptions broken down by job level used in this survey is shown in **Appendix 5 (refer to its enclosure on pages 70-73)**. In order to gain a holistic view of the total workforce engaged in the retail trade, both technical and non-technical manpower were under scrutiny for analysis in this survey and ‘manpower demand’ refers to the aggregate of these two categories, which also covers both the number employed and vacancies, throughout the report. Detailed statistics are shown in Tables 1 to 5 in Section V.

##### Distribution of Companies

2.3 The retail trade was classified into 11 branches and the distribution of companies by employment size at company level is shown below:

Branch	Employment Size of Four Persons or Less	Employment Size of Five Persons or Above	Total
1. Food, Beverages and Tobacco	6 471	2 200	8 671
2. Supermarkets	36	53	89
3. Fuel and Transport Equipment	843	245	1 088
4. Clothing, Footwear and Allied Product	6 956	1 222	8 178
5. Consumer Goods, n.e.c.	10 659	1 338	11 997
6. Department Stores	0	29	29
7. Jewellery	1 509	466	1 975
8. Medicines and Cosmetics	573	488	1 061
9. Durable Goods, n.e.c.	1 266	695	1 961
10. Telecommunications Equipment and Electrical Goods	1 528	275	1 803
11. Retail Trade Not via Stores and Mobile Stalls	1 004	99	1 103
<b>Total</b>	<b>30 845 (81.3%)</b>	<b>7 110 (18.7%)</b>	<b>37 955 * (100%)</b>

Note:

\* The figure of 37 955 refers to the number of registered companies at company level based on the record of Central Register of Establishments (CRE) excluding those inactive companies in the trade. The total number of companies at company level in 2012 was 46 034.

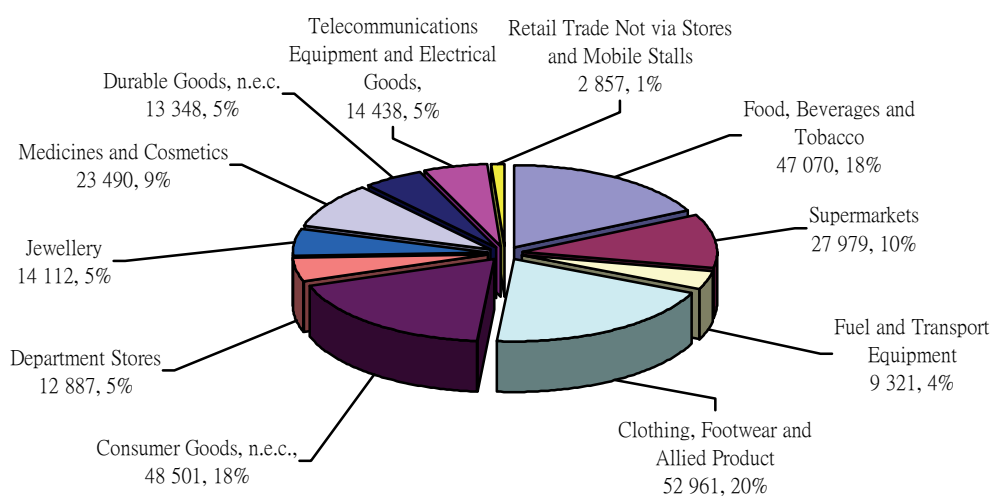
## Distribution of Manpower

2.4 For ease of review and comparison, the retail trade is classified into 11 branches and the distribution of manpower by branch is shown below:

Branch	Number Employed	Number of Vacancies	Manpower Demand
1. Food, Beverages and Tobacco	46 245	825	<b>47 070</b>
2. Supermarkets	26 353	1 626	<b>27 979</b>
3. Fuel and Transport Equipment	8 985	336	<b>9 321</b>
4. Clothing, Footwear and Allied Product	50 987	1 974	<b>52 961</b>
5. Consumer Goods, n.e.c.	47 733	768	<b>48 501</b>
6. Department Stores	12 351	536	<b>12 887</b>
7. Jewellery	13 810	302	<b>14 112</b>
8. Medicines and Cosmetics	21 806	1 684	<b>23 490</b>
9. Durable Goods, n.e.c.	12 885	463	<b>13 348</b>
10. Telecommunications Equipment and Electrical Goods	13 983	455	<b>14 438</b>
11. Retail Trade Not via Stores and Mobile Stalls	2 838	19	<b>2 857</b>
<b>Total</b>	<b>257 976</b>	<b>8 988</b>	<b>266 964</b>

**Figure 1: Manpower Demand by Branch**

(Total Manpower Demand: 266 964)

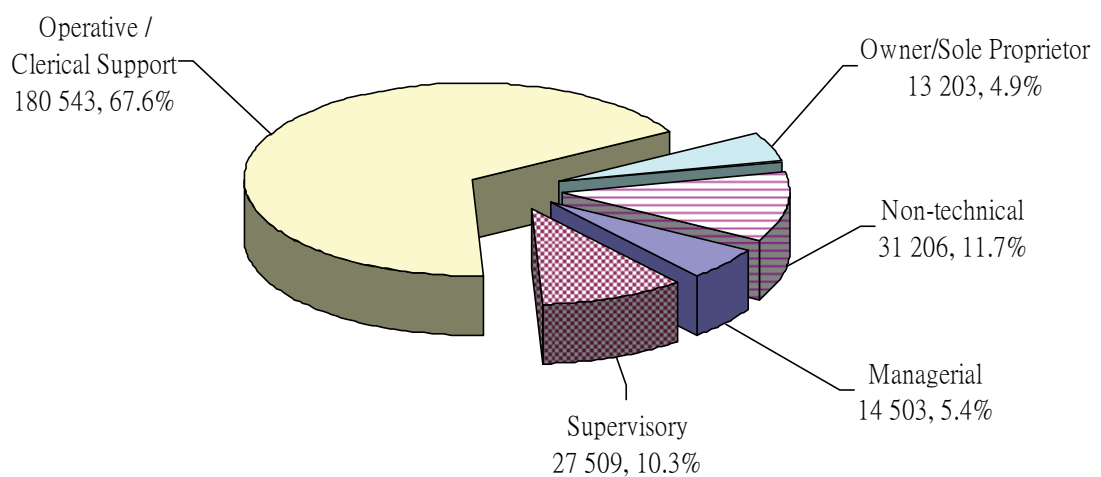


2.5 The total manpower demand of 266 964 was made up of 14 503 (5.4%) managerial staff, 27 509 (10.3%) supervisory staff, 180 543 (67.6%) clerical / operative staff, 13 203 (4.9%) owner / sole proprietor and 31 206 (11.7%) non-technical manpower. The distribution of total manpower demand by job level is shown below.

<b>Job Level</b>	<b>Number Employed</b>	<b>Number of Vacancies</b>	<b>Manpower Demand</b>
Managerial	14 272	231	<b>14 503</b>
Supervisory	27 047	462	<b>27 509</b>
Operative / Clerical Support	173 285	7 258	<b>180 543</b>
Owner / Sole Proprietor	13 137	66	<b>13 203</b>
<b>Technical Manpower</b>	<b>227 741</b>	<b>8 017</b>	<b>235 758</b>
Non-technical Manpower	30 235	971	31 206
<b>Total</b>	<b>257 976</b>	<b>8 988</b>	<b>266 964</b>

**Figure 2: Manpower Demand by Job Level**

(Total Manpower Demand: 266 964)



2.6 The top three principal jobs with the largest number of employees under each of the managerial, the supervisory and the operative / clerical support levels are shown below.

<b>Job Level</b>	<b>Number of Employees</b>	<b>% at the Respective Job Level</b>
<b>Managerial</b>		
1. Store Manager	6 734	46.4%
2. Operations / Retail Manager	2 246	15.5%
3. Sales Manager	1 382	9.5%
<b>Supervisory</b>		
1. Store Supervisor	22 439	81.6%
2. Merchandiser / Buyer	2 231	8.1%
3. Customer Services Supervisor	1 271	4.6%
<b>Operative / Clerical Support</b>		
1. Junior Sales Staff	86 138	47.7%
2. Senior Sales Staff	51 395	28.5%
3. Part-Time Sales Staff	35 499	19.7%

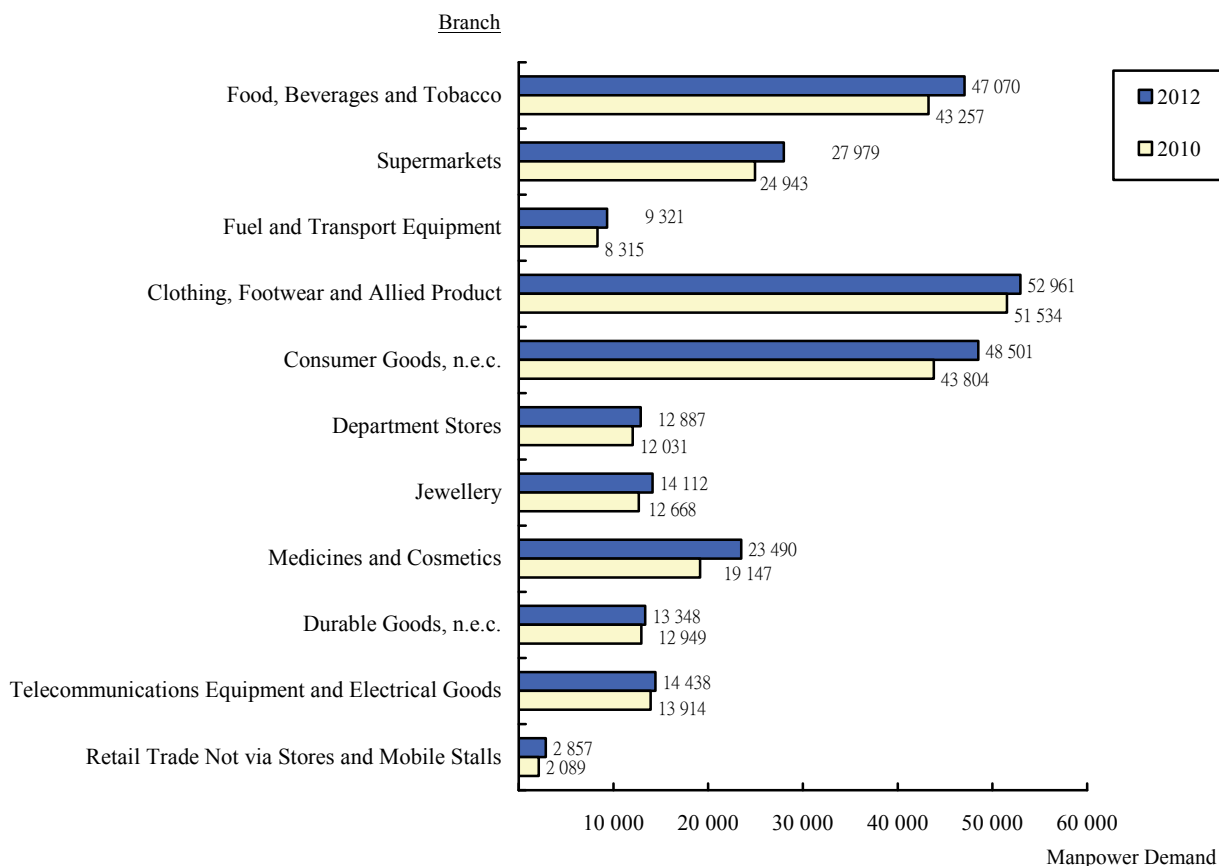
### **Comparison of Manpower Demand in 2010 & 2012**

2.7 Both the 2010 and 2012 surveys were conducted in October. The revised Hong Kong Standard Industrial Classification (Version 2.0) was employed with 11 branches included in both surveys for comparison purpose. When interpreting the data, however, care must be taken that the overall economy in 2012. The global and local factors in the economic situation would have a consequential impact on the manpower situation of the retail trade, as it is of the industries that most responsive to the economic trend.

2.8 As compared to 2010, the 2012 total manpower demand, comprising both technical and non-technical manpower, increased to 266 964 (+9.1% or 22 313 employees). A comparison of the manpower demand by branch between the two periods is shown in Table 3 in Section V.

2.9 All branches recorded a growth in manpower in 2012. Both the branches of 'Retail Trade Not via Stores and Mobile Stalls' (36.8%) and 'Medicines and Cosmetics' (22.7%) recorded a significant increase in manpower followed by the branches of 'Supermarkets' (12.2%), 'Fuel and Transport Equipment' (12.1%), 'Jewellery' (11.4%), 'Consumer Goods, n.e.c.' (10.7%), 'Food, Beverages and Tobacco' (8.8%), 'Department Stores' (7.1%), 'Telecommunications Equipment & Electrical Goods' (3.8%), 'Durable goods' (3.1%) and 'Clothing, Footwear and Allied Product' (2.8%)

**Figure 3: Comparison of Manpower Demand by Branch, 2010 & 2012**



2.10 The reason for the significant growth of manpower in the branch of ‘Retail Trade Not via Stores and Mobile Stalls’ (36.8%) was mainly because the on-line shopping had become a new trend with growing potential due to its convenience and advantages over the conventional market, such as being cheap, readily available and offering more varieties. The evolving technology and an ever increasing number of interactive devices did change consumer shopping behavior to a certain extent.

2.11 Since the “Individual Visitor Scheme” has been expanded to other cities, the higher demand for the Mainland tourist favorite products, such as cosmetics and drugs, watch and jewellery, luxury fashion items, and telecommunications equipment / electrical goods brought about increase in derived demand for practitioners in the branches of ‘Medicines and Cosmetics’ (22.7%), ‘Jewellery’ (11.4%), ‘Department Stores’ (7.1%) and ‘Telecommunications Equipment and Electrical Goods’ (3.8%). Nevertheless, the mild manpower growth in the branch of ‘Telecommunications Equipment and Electrical Goods’ was mainly because the mainland visitors had become more cautious on spending on the high-ends product.

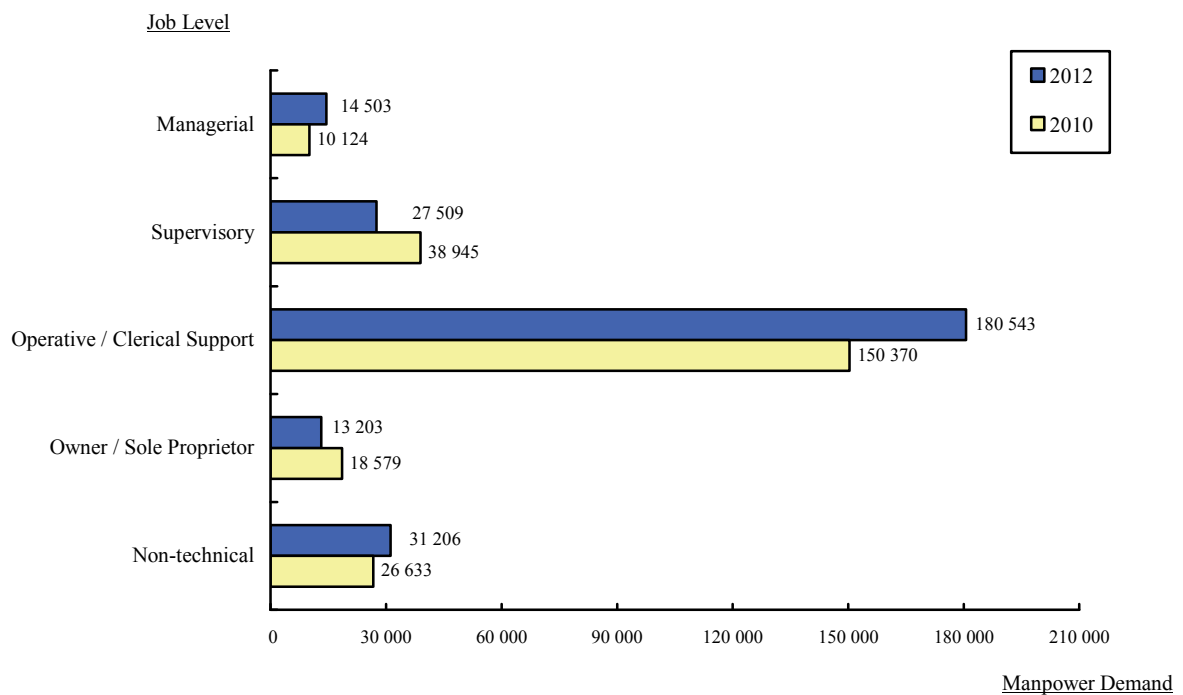
2.12 In addition, the other two branches namely ‘Durable Goods, n.e.c.’ and ‘Clothing, Footwear and Allied Product’ also reported a relatively mild increase of 3.1% and 2.8% (or 399 and 1 427 employees) in manpower respectively as compared to 2010 survey. It might due to the slow-down of the property market and the cautious spending behavior of the local customers as well.



2.13 Overall, the 2012 total manpower demand was up 9.1% (or 22 313 employees) as compared to 2010. If analyzed by job level, both managerial level and operative / clerical support level recorded manpower growth over 2010. The managerial level registered the highest growth of 43.3% (or 4 379 employees) {vs. 13.7% (or 1 216 employees) in 2010}, followed by the operative / clerical support level, 20.1% (or 30 173 employees) {vs. 0.3% or 512 employees in 2010}. However, the manpower of the supervisory level recorded a significant decrease of -29.4% (or -11 436 employees) {vs. +16.1% (or 5 387 employees) in 2010} while the manpower of the owner / sole proprietor level also decreased by -28.9% (or -5 376 employees) {vs. +0.5% (or 84 employees) in 2010}.

2.14 The survey revealed that more managerial level staff with lesser supervisory level staff were hired in 2012 when compared to 2010. This phenomenon might due to some operations had been undergone reorganization in order to survive in the more competitive business environment.

**Figure 4: Comparison of Manpower Demand by Job Level, 2010 & 2012**



## B. FORECAST MANPOWER DEMAND

### Employers' Forecast for 2013

2.15 Even though Hong Kong is vulnerable to global financial turbulence, the China's improving economic performance is one of key factors to let the trade positive. Taking the major economic indicators, including the Real GDP, Composite CPI, Private Consumption and Unemployment Rate, into consideration, the economic performance of 2013 would probably be optimistic. The two main drivers namely the internal spending and the tourism expenditure associated to inbound tourism, would be expected to display an upward momentum in the final quarter of 2013.

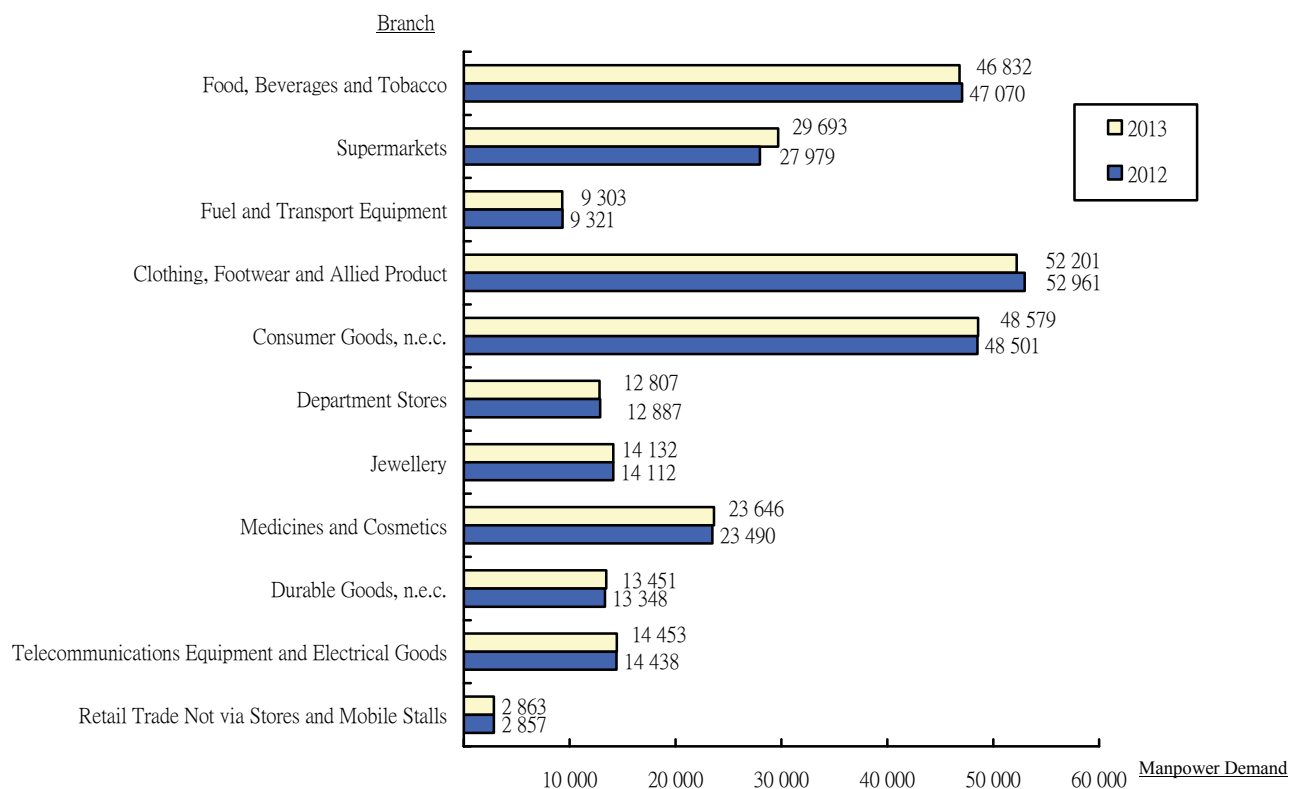
2.16 Of the total of 48.6 million visitors came to Hong Kong in 2012, 34.9 million tourists were come from the Mainland, which accounted for 72% of the total. The economy of the Mainland will continue to play an important role in supporting the performance of retail trade.

2.17 In view of the anticipated optimistic economic performance in both Hong Kong and the Mainland as well as a steady growth of the Mainland visitors, employers predicted a growth of manpower demand 267 960 in the next 12 months, which representing a modest increase of 0.4% (or 996 employees).

### Employers' Forecast Manpower Demand for 2013

<b>Branch</b>	<b>2012 Manpower Demand</b>	<b>2013 Forecast Demand</b>	<b>Changes</b>	
1. Food, Beverages and Tobacco	47 070	46 832	-238	(-0.5%)
2. Supermarkets	27 979	29 693	+1 714	(+6.1%)
3. Fuel and Transport Equipment	9 321	9 303	-18	(-0.2%)
4. Clothing, Footwear and Allied Product	52 961	52 201	-760	(-1.4%)
5. Consumer Goods, n.e.c.	48 501	48 579	+78	(+0.2%)
6. Department Stores	12 887	12 807	-80	(-0.6%)
7. Jewellery	14 112	14 132	+20	(+0.1%)
8. Medicines and Cosmetics	23 490	23 646	+156	(+0.7%)
9. Durable Goods, n.e.c.	13 348	13 451	+103	(+0.8%)
10. Telecommunications Equipment and Electrical Goods	14 438	14 453	+15	(+0.1%)
11. Retail Trade Not via Stores and Mobile Stalls	2 857	2 863	+6	(+0.2%)
<b>Total</b>	<b>266 964</b>	<b>267 960</b>	<b>+996</b>	<b>(+0.4%)</b>

**Figure 5: Employers' Forecast Manpower Demand by Branch, 2012 & 2013**



2.18 Despite an overall forecast manpower growth of +0.4% in 2013, Figure 5 above reveals that the manpower demand for 4 out of the 11 branches, namely 'Clothing, Footwear and Allied Product' (-1.4%), 'Department Stores' (-0.6%), 'Food, Beverages and Tobacco' (-0.5%) and 'Fuel and Transport Equipment' (-0.2%) are expected to decrease in 2013.

2.19 Employers' forecast manpower demand by job level is summarized below.

Job Level	2012 Manpower Demand	2013 Employers' Forecast Demand	Changes
Managerial	14 503	14 628	+125 (+0.9%)
Supervisory	27 509	27 524	+15 (+0.1%)
Operative/Clerical Support	180 543	181 690	+1 147 (+0.6%)
Owner/Sole Proprietor	13 203	12 649	-554 (-4.2%)
<b>Technical Manpower</b>	<b>235 758</b>	<b>236 491</b>	<b>+733 (+0.3%)</b>
Non-technical Manpower	31 206	31 469	+263 (+0.8%)

2.20 The top 5 principal jobs with the highest forecast increase in manpower demand are summarized below.

Principal Job	2012 Manpower Demand	2013 Employers' Forecast Demand	Changes
Visual Merchandising Assistant	135	143	+8 (+5.9%)
Visual Merchandising Supervisor	207	211	+4 (+1.9%)
Store Manager	6 734	6 834	+100 (+1.5%)
Head of Merchandising / Buying Manager	671	679	+8 (+1.2%)
Customer Services Manager	212	214	+2 (+1.0%)

2.21 This survey shows that employers will hire more staff at the post of 'Visual Merchandising Assistant' and more 'Visual Merchandising Supervisors' with forecast increase of 5.9% (or 8 employees) and 1.9% (or 4 employees) in 2013 respectively. It indicates that employers will continue to invest additional resources in executing visual merchandising activities such as the interiors changeovers, shop decoration and internal display in match with specific brand name's style and color theme of the season so as to enhance product image and raise customer awareness, which ultimately helps boost sales.

2.22 It is expected that the 'Store Manager' and 'Head of Merchandising / Buying Manager' are the next demanding job categories with the manpower demand to be increased by 1.5% and 1.2% respectively in 2013.

2.23 The manpower demand for the 'Customer Services Manager' also increased by 1.0% in 2013. This indicates that the employers will continue to strive for providing quality customer services so as to stay ahead in a competitive environment.

### **Manpower Forecast Using the Labor Market Analysis Approach**

2.24 In addition to the forecast made by employers, a Labor Market Analysis (LMA) approach, of which a detailed description of the mechanism involved is provided in **Appendix 6**, had been applied to project the next three years manpower demand for the retail trade from 2013 to 2015. Seven determinants below had been identified and grouped into principal components:

- a. Total loans and advances [LAI]
- b. Composite consumer price index [CCPI]
- c. Property price index (private domestic) [PPI]
- d. Number of visitor arrivals [VAI]
- e. Export of services [XSER]
- f. Export of goods in quantum index [XGDS]
- g. Import of goods in quantum index [MGDS]

2.25 Based on the statistical model under the LMA approach, the manpower requirements for 2013 will slightly increase by 2.5% or 6 549 when compared with 2012 figures. In the 2012 survey, the employers' forecast manpower demand for 2013 also showed a slight increase by 0.4% or 996. With the continuous growth of the economy in Hong Kong, it is forecasted that the manpower demand for 2014 and 2015 will continue to grow by 2.7% and 3.0% (or 7 415 and 8 418) respectively. As a whole, the projected manpower requirements for 2013 – 2015 are:

<b>Year</b>	<b>Actual</b>	<b>Employers' Forecast</b>	<b>LMA Forecast</b>
<b>2012</b>	<b>266 964</b>		-
<b>2013</b>	-	<b>267 960 (+0.4%)*</b>	<b>273 513 (+2.5%)*</b>
<b>2014</b>	-		<b>280 928 (+2.7%)**</b>
<b>2015</b>	-		<b>289 346 (+3.0%)**</b>

Note:

\* As percentage change vs. actual manpower in 2012.

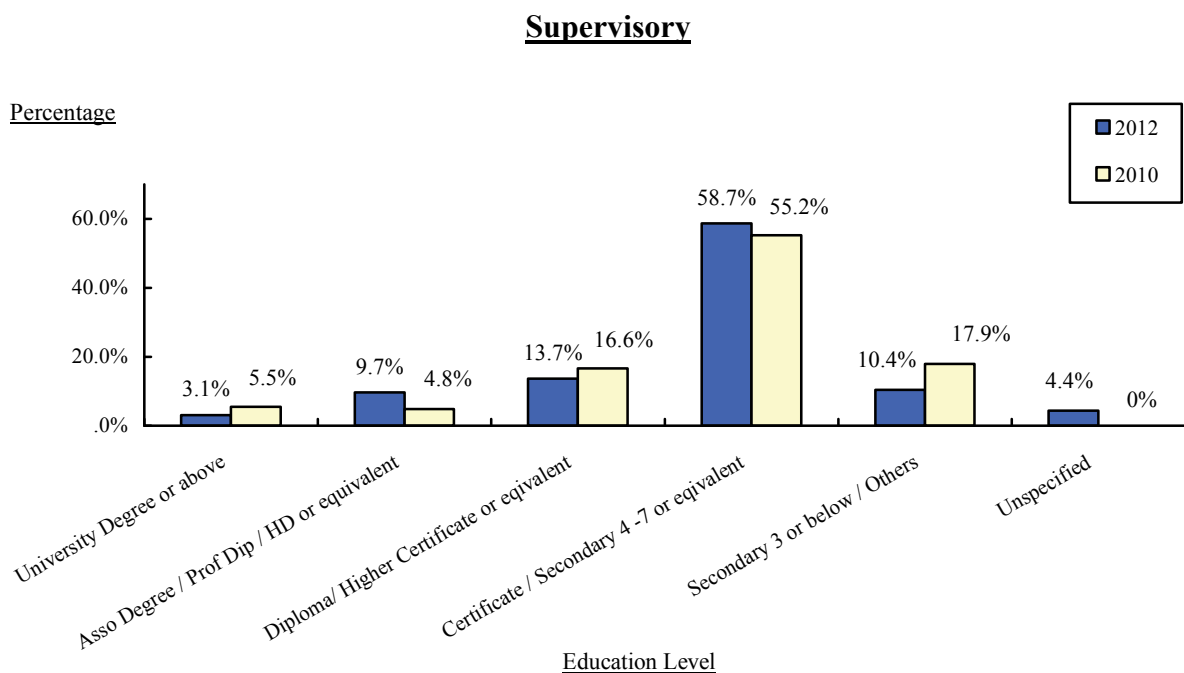
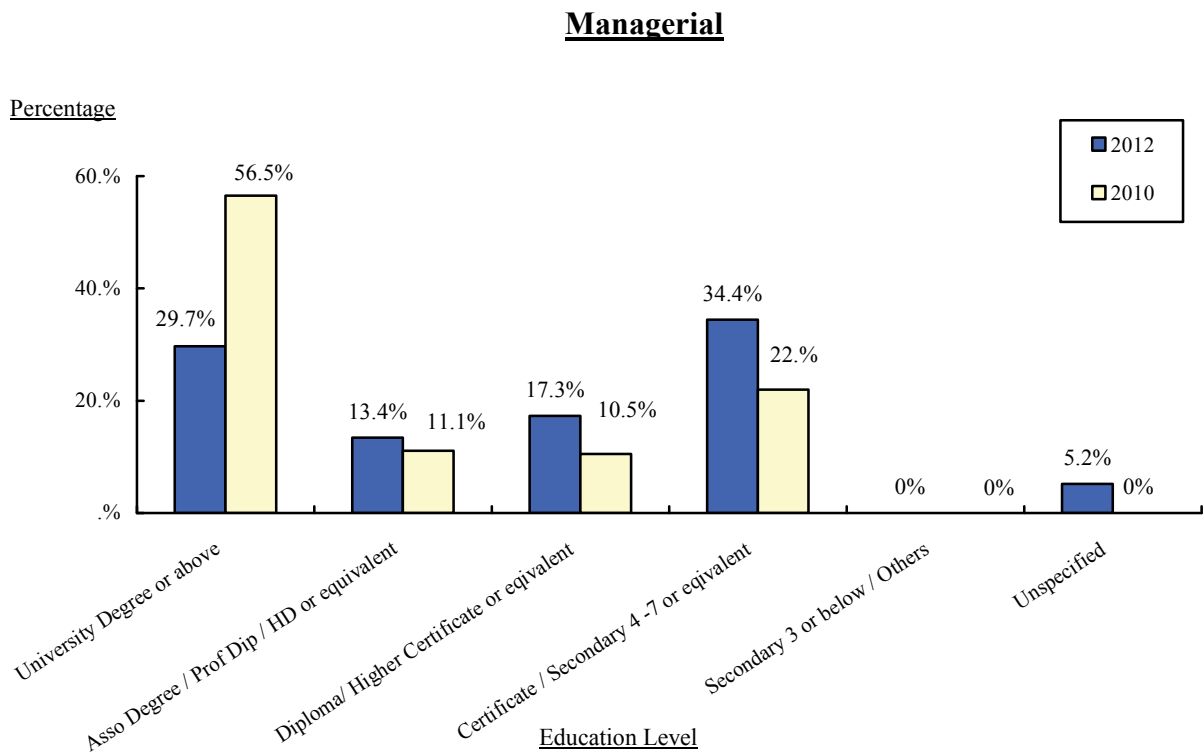
\*\* As percentage change vs. projected manpower in previous year.

## C. RECRUITMENT REQUIREMENTS

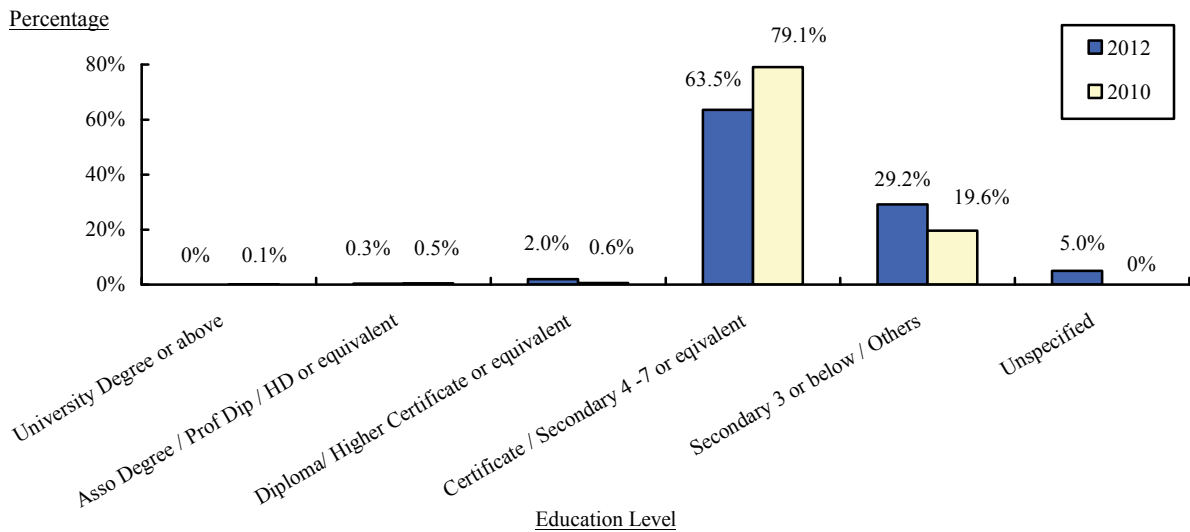
### Preferred Level of Education of Employees

2.26 Employers' preferred education level of employees is summarized below. Detailed statistics are shown in Table 6 in Section V.

**Figure 6: Preferred Education Level of Employees by Job Level, 2012 & 2010**



## Operative / Clerical Support



2.27 As shown in Figure 6 above, 29.7% and 30.7% of employers preferred managerial staff to have University or above level and sub-degree level respectively. Meanwhile, 34.4% of employers were also satisfied with Certificate / Secondary 4-7 or equivalent. For supervisory staff, only 3.1% of employers preferred University or above level, while 23.4% preferred sub-degree level and 58.7% were satisfied with Certificate / Secondary 4-7 or equivalent. Down to clerical/operative staff, a qualification of either Certificate / Secondary 4-7 or equivalent, or Secondary 3 or below / Others, comprising 92.7% in total, was already acceptable to employers.

2.28 Compared to 2010, fewer employers in 2012 required their managerial staff / supervisory staff to have University or above level. A phenomenon which deserved attention was that more employers who preferred managerial staff / supervisory staff to have sub-degree level or Certificate / Secondary 4-7. For many retail companies, recruitment of managerial and supervisory staff has not been easy. Recruitment difficulty might be the reason for explaining the above phenomenon. Employers also revealed in the survey that relevant retail experience carried more weight as recruitment criteria.

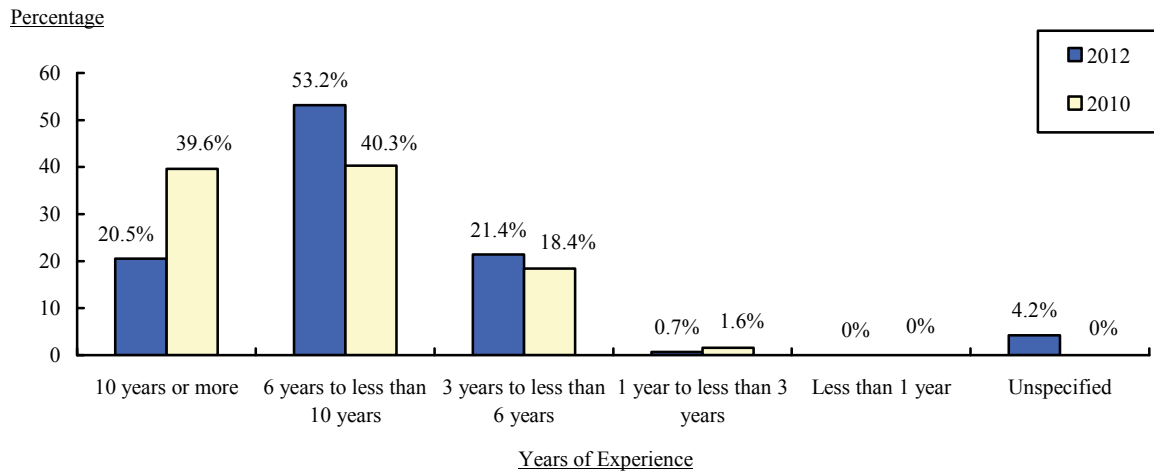
2.29 Compared to 2010, more employers tended to preferred their operative / clerical staff to have Secondary 3 or below instead of Certificate / Secondary 4-7.

## Preferred Relevant Years of Experience

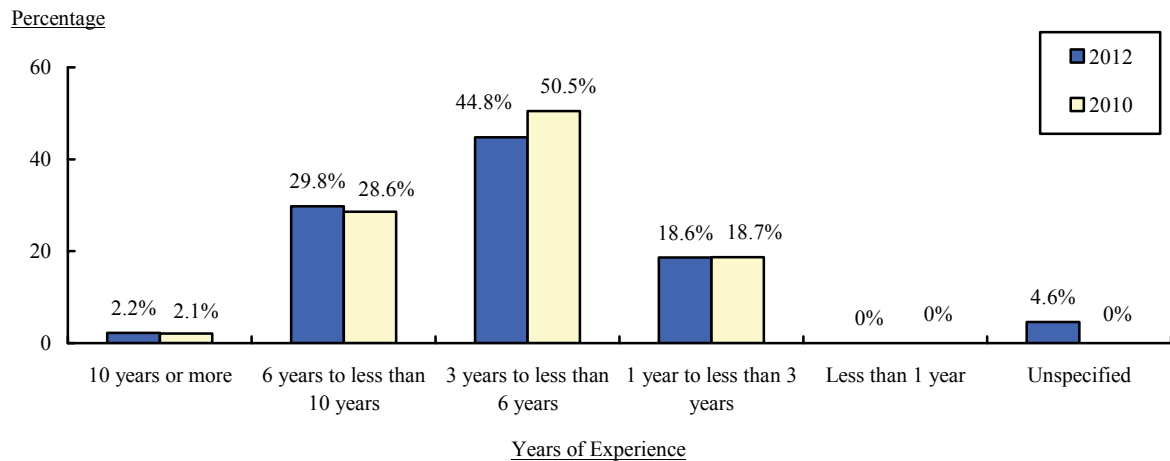
2.30 Employers' preferred relevant years of experience of employees are summarized in Figure 7 below. Detailed statistics are shown in Table 7 in Section V.

**Figure 7: Preferred Relevant Years of Experience by Job Level, 2012 & 2010**

### Managerial

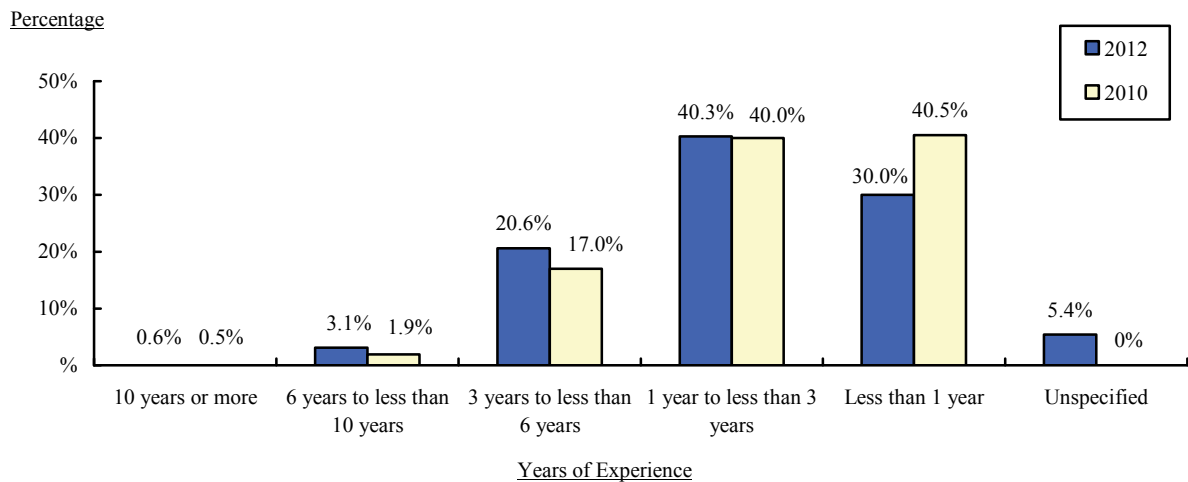


### Supervisory





## Operative / Clerical



2.31 Compared to 2010, more employers in 2012 preferred their managerial staff (53.2% vs. 40.3% in 2010) to have working experience from 6 to 10 years but the percentage of employers preferring more than 10 years of experience recorded a decrease by 19.1%. While for the supervisory staff, a slight increase in the percentage of employers preferring 6 to 10 years (29.8% vs. 28.6% in 2010), but '3 years to less than 6 years' is the more commonly accepted requirement as revealed in 2012 survey.

2.32 On the other hand, employers tended to raise their requirements on years of relevant experience for operative / clerical staff. Compared to 2010, the survey in 2012 revealed that more employers shifted from requiring 'less than 1 year experience' to '1 to less than 3 years' experience. There was even an increasing trend of requiring '3 years to less than 6 years'.

## **D. TRAINING REQUIREMENTS**

2.33 Attention should be paid to the presented figures related to the training requirements as only companies with employment size of five persons or above (18.7%) were required to answer the questionnaires on training questions during the survey.

### **Training Needs**

2.34 According to the survey, a total of 251 263 training places were either provided or sponsored by employers in 2012, representing a 57.6% rise as compared with 2010. Training place per person, increased from 0.7 in 2010 to approximately 0.9 in 2012 and most of the training places were reserved for the clerical / operative staff (74.6%). Compared to 2010, the provision of training places to the managerial and supervisory staff, and clerical / operative staff were increased by 88.8% and 49.2% respectively.

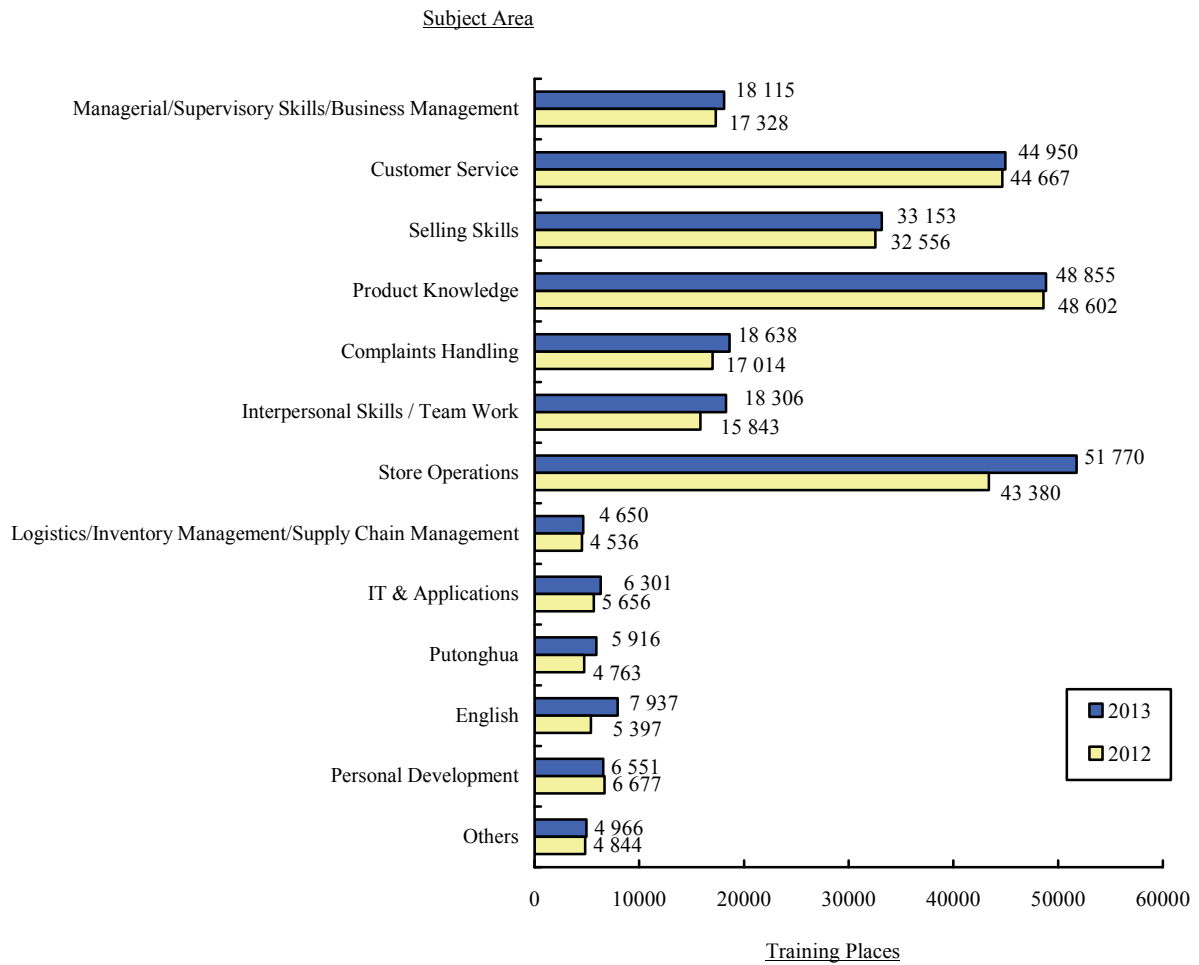
2.35 Compared to 2010, the Survey revealed significant increase of training places in the subject areas of 'Store Operations' (413.0%), 'Managerial / Supervisory Skills / Business Management' (296.0%) followed by 'Others' (182.4%) in 2012. As a whole, the total training places increased by 57.6% (or 91 853). Detailed statistics of training needs are shown in Table 8 to 10 in Section V.

2.36 The statistics revealed that the provision of more training places in the coming year is welcome by the employers. The training places to be provided or sponsored by employers would be expected to increase to 270 108 in 2013 (+7.5% vs. 2012). It is noted that both 'English' (47.1%) and 'Putonghua' (24.2%) would have a significant growth in training needs. This reflects the growing importance of language proficiency in English and Putonghua for the retailers in dealing with the visitors from overseas countries and the Mainland. The significant growth in training needs for other subject areas like the 'Store Operations' (19.3%), 'Interpersonal Skills / Team Work' (15.5%) and 'IT and Applications' (11.4%) would also be expected.

**Training Places Provided / Sponsored by Employers**

<b>Subject Area</b>	<b>2012</b>	<b>2013 Forecast</b>	<b>Changes</b>	
1. Managerial / Supervisory Skills / Business Management	17 328	18 115	+787	(+4.5%)
2. Customer Service	44 667	44 950	+283	(+0.6%)
3. Selling Skills	32 556	33 153	+597	(+1.8%)
4. Product Knowledge	48 602	48 855	+253	(+0.5%)
5. Complaints Handling	17 014	18 638	+1 624	(+9.5%)
6. Interpersonal Skills / Team Work	15 843	18 306	+2 463	(+15.5%)
7. Store Operations	43 380	51 770	+8 390	(+19.3%)
8. Logistics / Inventory Management / Supply Chain Management	4 536	4 650	+114	(+2.5%)
9. IT and Applications	5 656	6 301	+645	(+11.4%)
10. Putonghua	4 763	5 916	+1 153	(+24.2%)
11. English	5 397	7 937	+2 540	(+47.1%)
12. Personal Development	6 677	6 551	-126	(-1.9%)
13. Others	4 844	4 966	+122	(+2.5%)
<b>Total</b>	<b>251 263</b>	<b>270 108</b>	<b>+18 845</b>	<b>(+7.5%)</b>

**Figure 8: Comparison of Training Needs by Subject Area, 2012 & 2013**



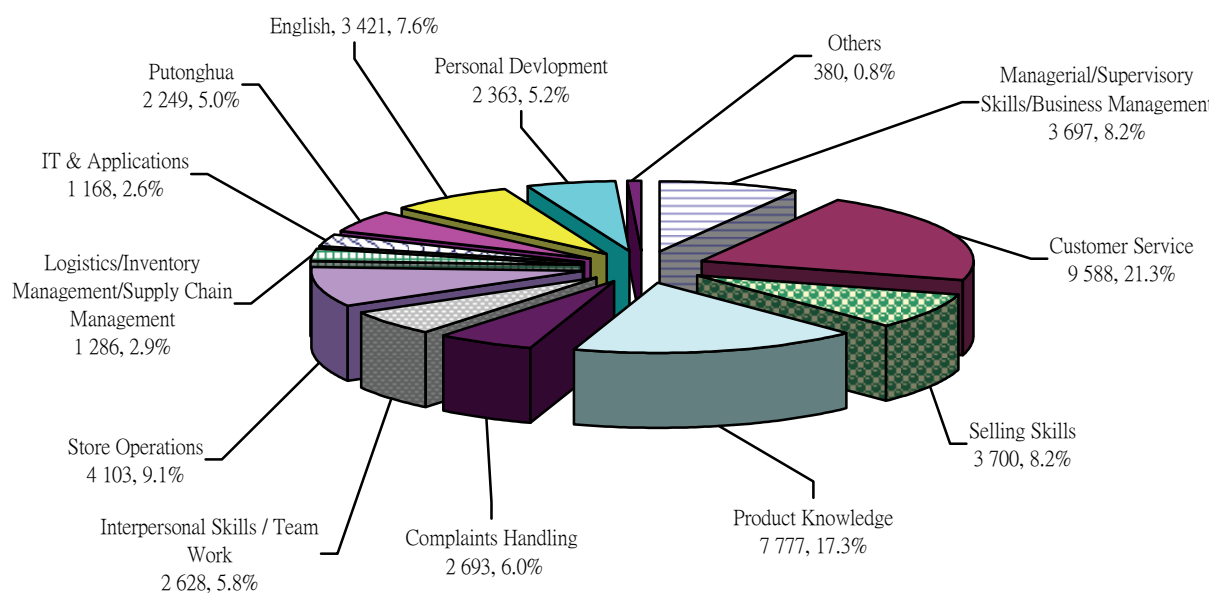
2.37 Of the 270 108 training places required in 2013, 225 055 places (83.3%) will be fulfilled by in-house training while external sources will be required to look after the remaining 45 053 (16.7%) training places.

2.38 Specifically, external training places required for the different subject areas in 2013 will be:

Subject Areas	External Training Places Needed	Percentage of External Training Places Needed
1. Managerial / Supervisory Skills / Business Management	3 697	8.2%
2. Customer Service	9 588	21.3%
3. Selling Skills	3 700	8.2%
4. Product Knowledge	7 777	17.3%
5. Complaints Handling	2 693	6.0%
6. Interpersonal Skills / Team Work	2 628	5.8%
7. Store Operations	4 103	9.1%
8. Logistics / Inventory Management / Supply Chain Management	1 286	2.9%
9. IT & Applications	1 168	2.6%
10. Putonghua	2 249	5.0%
11. English	3 421	7.6%
12. Personal Development	2 363	5.2%
13. Others	380	0.8%
<b>Total</b>	<b>45 053</b>	<b>100%</b>

Figure 9 : Needs for External Training Places by Subject Area

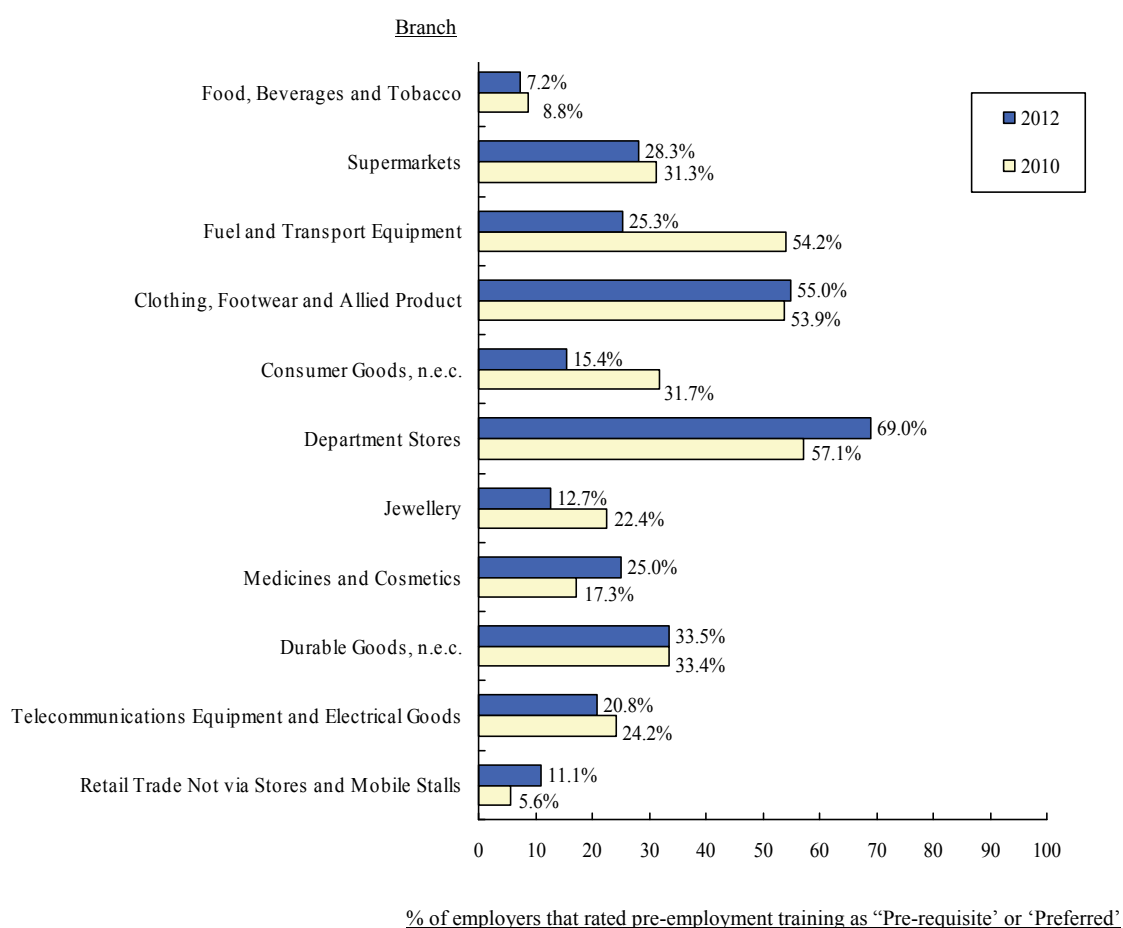
(Total External Training Places Required: 45 053)



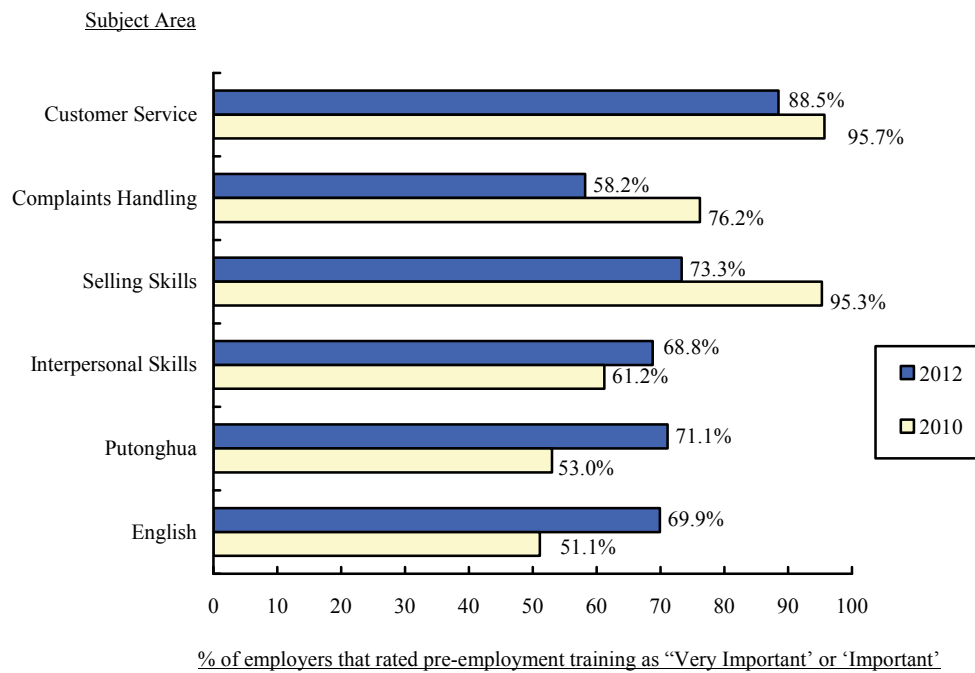
## Pre-employment Training

2.39 Pre-employment training refers to training provided to people before they enter the workforce or before they are employed in a particular industry. In the 2012 survey, 22.7% (32.1% in 2010 vs. 50.8% in 2008) indicated that pre-employment training was either a 'Pre-requisite' or 'Preferred', following the downward trend of past years. The figures indicated that employers did not have a strong preference to hire already-trained employees. As shown in Figure 10 below, 'Department Stores', 'Clothing, Footwear and Allied Product' and 'Durable Goods, n.e.c.' were the top three branches which showed the highest needs for pre-employment training for frontline sales staff in this survey. Detailed statistics are shown in Tables 11 and 12 in Section V.

**Figure 10: Needs for Pre-employment Training for Frontline Sales Staff by Branch, 2010 & 2012**



**Figure 11: Needs for Pre-employment Training for Frontline Sales Staff by Subject Area, 2010 & 2012**



2.40 Six subject areas were used to assess the need for pre-employment training and the top three areas where employers signified either 'Very Important' or 'Important' are shown in the following table. The survey revealed that the subject area in "Putonghua" had replaced 'Complaints Handling' when compared to the findings in 2010.

Subject Areas	Needs for Pre-employment Training either 'Very Important' or 'Important'
1. Customer Service	88.5%
2. Selling Skills	73.3%
3. Putonghua	71.1%

2.41 The pre-employment training is most needed in the areas of 'Customer Service', 'Selling Skills' & 'Putonghua'. This points to the growing requirement to upgrade the professionalism and service quality of frontline employees in order to sustain the competitive edge in industry.

## **E. THE TRENDS**

2.42 To coincide with the objective of the Survey in respect of the identification of the development of the overall manpower and training situation of the retail trade, trends over the past few years of several indicative parameters which warrant attention had been prepared and given below. The trends should, at the time of interpretation, be read in conjunction with the underlying economic environment and direct comparison is not recommended.

2.43 It is noted that the percentage of vacancies was increased by 3.4% when compared to 2010 due to the problem of recruitment and retention difficulties in retail sector. In addition, the trend of overall training needs recorded a sharp increase of 66.8%. This was not conclusive in overall presentation as only companies with employment size of five persons or above (18.7%) were required to answer the questionnaires on training questions. This upward trend would be expected to continue as training and development provides both the company as a whole and the individual employees with benefits that make the cost and time a worthwhile investment. In fact, more employers have identified that additional training is essential to develop their workforce and support business growth. Hence, they would keep investing in human capital in order to upgrade the standard and professionalism of the retail workforce, for staying ahead of the keen competition.

2.44 Furthermore, more part-time sales staff were employed in 2012 with an increase by 43.7% when compared to 2010. This was mainly due to the operational need of maintaining a flexible staffing for the sake of better management and cost effectiveness. Whereas the average staff turnover rate also increased by 12.1% when compared to 2010.

### **(a) Total Manpower Demand**

<b>Year</b>	<b>Total Manpower Demand</b>	
	<b>In Number</b>	<b>Percentage Change (from previous survey)</b>
2000	167 813	-
2002	206 758	+23.2%
2004	206 971	+0.1%
2006	223 121	+7.8%
2008	236 371	+5.9%
2010	244 651	+3.5%
2012	266 964	+9.1%



(b) Vacancies

Year	Vacancies	
	In Number	As a percentage of the total manpower demand
2000	3 121	1.9%
2002	1 166	0.6%
2004	4 083	2.0%
2006	4 206	1.9%
2008	5 142	2.2%
2010	3 724	1.5%
2012	8 988	3.4%

(c) Overall Training Needs

Year	Training Needs	
	Estimated Training Places Required in the next 12 months	Percentage Change (from previous survey)
2000	92 411	-
2002	133 308	+44.3%
2004	158 708	+19.1%
2006	161 479	+1.7%
2008	119 950 <sup>#</sup>	-25.7%
2010	161 974 <sup>#</sup>	+35.0%
2012	270 108 <sup>#</sup>	+66.8%

(d) Part-Time Sales Staff

Year	Part-Time Sales Staff*	
	In Number	Percentage Change (from previous survey)
2002	19 211	-
2004	25 862	+34.6%
2006	27 031	+4.5%
2008	28 848	+6.7%
2010	24 697	-14.4%
2012	35 499	+43.7%

Note:

\* Including vacancies

# Only companies with employment size of 5 persons or above (18.7%) are required to indicate their training places.

(e) Staff Turnover Rate by Branch

Branch	Staff Turnover Rate				
	Man-times as a percentage of manpower demand by branch				
	2004	2006	2008	2010	2012
Food, Beverages and Tobacco	21.1%	16.4%	10.4%	9.5%	9.1%
Supermarkets	27.9%	13.7%	13.9%	1.1%	23.9%
Fuel & Transport Equipment	14.4%	14.4%	10.9%	7.1%	3.9%
Clothing, Footwear and Allied Product	30.0%	21.1%	14.6%	8.3%	14.7%
Consumer Goods, n.e.c.	18.3%	8.1%	9.2%	4.1%	7.2%
Department Stores	39.4%	10.0%	12.8%	8.3%	12.9%
Jewellery	20.6%	12.4%	11.8%	4.1%	8.3%
Medicines and Cosmetics	20.3%	13.6%	13.4%	11.2%	17.8%
Durable Goods, n.e.c.	27.6%	25.0%	13.1%	10.3%	6.5%
Telecommunications Equipment and Electrical Goods	23.6%	21.7%	23.5%	12.1%	13.0%
Retail Trade Not via Stores and Mobile Stalls	-	-	-	1.3%	3.2%
<b>Trade Average</b>	<b>23.7%</b>	<b>15.0%</b>	<b>12.7%</b>	<b>7.3%</b>	<b>12.1%</b>

(f) Staff Turnover Rate by Job Level

Job Level	Staff Turnover Rate				
	Man-times as a percentage of manpower demand by job level				
	2004	2006	2008	2010	2012
Managerial Staff	12.5%	10.1%	6.8%	2.2%	2.6%
Supervisory Staff	7.2%	8.5%	4.3%	2.3%	6.1%
Clerical/Operative Staff	31.5%	18.1%	18.7%	11.3%	14.4%

## SECTION III

### RECOMMENDATIONS

#### A. TRAINING NEEDS

3.1 According to the survey findings, 270 108 training places will be required in the next 12 months, of which 225 055 will be met by in-house training and 45 053 to be provided by external training bodies. The main external training subject areas are shown in the table below.

<b>Subject Areas</b>	<b>Training Places Provided by External Training Bodies</b>
Managerial / supervisory skills	3 697
Trade specific skills	32 943
Languages	5 670
Others	2 743
<b>Total</b>	<b>45 053</b>

3.2 The short to medium term business outlook for the retail trade in Hong Kong would remain positive though the chance of a sharp rebound still seems rather remote. It is expected that the Asian and emerging economies, especially the Mainland, would regain faster momentum in 2013 with their sounder fundamentals and increased efforts to increase domestic demand. It is expected that Hong Kong will continue to deepen its economic integration with the Mainland while striving to maintain and enhance its competitive edge as a knowledge-based and a high value-added economy. In order to diversify and broaden the economic base of Hong Kong, new growth areas will be identified and new markets will be explored. Private consumption should continue to be underpinned by improving job and income conditions. The mentioned factors are conducive to the retail business. An upward trend of growth in the retail trade is still expecting despite various challenges. Though retailers tend to be more cautious in cost control, but they are strongly recommended to offer various training opportunities to their employees as that is crucial and vital to help the employees to sustain competitive edge in the retail industry.

3.3 To match with external training needs as indicated by employers, the Training Board recommends:

- (a) For those companies with little and no resources for internal training, the Skills Upgrading Scheme Plus (SUS Plus) and Continuing Education Fund (CEF) funded by the HKSAR Government provide financial assistance for in-services training to meet the skills requirement of the industry. Hence, the Training Board supports the continuation of these financial measures.

- (b) The relaxation of the eligibility criteria and the increase in the number of retraining places offered by the Employees Retraining Board (ERB) help the unemployed persons of the industry re-enter into the workforce to stabilize the employment rate.
- (c) The retail-related competencies as Applied Learning Course and experiential learning in the New Secondary School Curriculum should be included so as to enable students to understand the fundamental theories and concepts of the retail trade, and provide students with opportunities to explore their career aspirations in retail sector.
- (d) The retail-related modules could be implemented to sub-degree courses in colleges or in the New Secondary School Curriculum. The mode of learning is easy-penetration to the students who can apply the theory to their daily lives easily.

### **Qualifications Framework**

3.4 The Qualifications Framework (QF) launched by the Government is a seven-level cross-sectorial hierarchy covering both academic and vocational qualifications required by various industries. With unified standards of qualifications and clear indication of the articulation ladders between them, the QF enables learners to set clear goals and direction for obtaining quality-assured qualifications. The Government has been assisting in various industries setting up their Industry Training Advisory Committees (ITACs) in stages and the ITAC for retail industry under the QF had been established in September 2010. The Specifications of Competency Standards (SCSs) drafted by the ITAC for retail industry had identified eight functional areas namely Human Resource Management & Development, Information Technology, Store Operations, Sales and Marketing, Customer Services, Merchandising and Supply Chain Management, Specific Product Knowledge and Strategic Management. The consultation process is now underway. The QF for the retail industry would help to provide a set of comprehensive and systematic benchmarks for the skills, knowledge and attributes required for properly performing the duties of various positions in retail sector.

### **The Training Services Providers**

3.5 The inflow of mainland visitors to Hong Kong has helped retail industry still stay afloat amid the uncertainty of global economy. The prospect of retail business is expected to be optimistic and good retail skill training is essential to increase the retail sales and profits. Hence, training services providers are advised to offer more training courses in language, retail selling skills, retail management, retail operation and product training.

3.6 Training services providers are also advised to design more courses with multiple training modes so as to offer more flexibility to those employees who could not attend training programs due to the need of working long hours or on-shift.

3.7 Apart from in-service training, pre-employment training including internship and placement opportunities could help to deliver the essential skills necessary to work in retail for those who have never worked in the retail industry before.

## **Employers**

3.8 Training on product knowledge, selling skills, customer service and handling complaints are the core areas for the retail sector. To achieve this, companies could invite some training services providers to develop tailor-made training courses for their employees in trade specific skills.

3.9 Effectiveness of training relies very much on employers' support. Employers are recommended to provide / sponsor training to employees as a continuous endeavor to upgrade the professionalism of the retail industry.

## **Employees**

3.10 To capitalize on the efforts and resource pooled by the other stakeholders most effectively, the mindsets of the employees are equally important. They should strive to develop a vision and be aware of the importance of life-long learning. Employees have to face the changing needs of the trade in order to stay ahead in the competitive and volatile retail industry.

## **B. FUTURE SURVEYS**

3.11 The Training Board recommends that **manpower surveys** should continue to be conducted **once every two years** with a view to bringing stakeholders to a better understanding of the manpower situation in the retail trade and be proactive in taking appropriate actions in anticipation of forthcoming changes.

## SECTION IV

### SCOPE AND METHODOLOGY OF SURVEY

#### A. RETAIL TRADE TRAINING BOARD

##### The Training Board

4.1 The Retail Trade Training Board of the Vocational Training Council is appointed by the HKSAR Government to be responsible for, among other duties, assessing the manpower situation and training needs in the retail trade and recommending to the Vocational Training Council measures to meet these needs. The Training Board's Terms of Reference and Membership List are given in **Appendices 1 and 2**.

##### Working Group on Manpower Survey

4.2 Under the Training Board, a Working Group had been formed to manage and guide the survey in the processes of questionnaire design, sampling, data analysis and reporting, with the assistance of the Census and Statistics Department. Membership of the Working Group is given in **Appendix 3**.

##### In-Depth Interviews

4.3 Several in-depth interviews had been conducted to collect views on the outlook of the economic and manpower perspective of the Industry. The list of the In-Depth Interviews participants is given in **Appendix 4**.

##### Changes made in the 2012 Survey

4.4 As compared with the 2010 survey, the following changes had been adopted to further enhance the effectiveness of data collection and to follow more closely the market trend:

- (a) The "Preferred Level of Education" in Part I of the questionnaire for "companies with employment size of 4 persons or less" and for "companies with employment size of 5 persons or above" were revised;
- (b) The job descriptions of some jobs related to online business involved in information technology had been revised; and
- (c) The job descriptions for the two principal jobs namely "Visual Merchandising Manager" and "Visual Merchandising Assistant" had been added.

4.5 The Training Board is of the view that the above changes would result in an improvement in the quality of data collected and better fulfill the purpose of identifying both the manpower and training needs of the retail industry, thus enabling different stakeholders to take appropriate actions, if required.

## **B. SCOPE AND PROCEDURES**

### **Scope of the Survey**

4.6 Out of the 37 955\* registered companies in the retail industry, a sample comprising 918 companies covering 11 branches was selected by the stratified random sampling method, broken down according to the table below.

	<b>Branch</b>	<b>Sample Size</b>
1	Food, Beverages and Tobacco	112
2	Supermarkets	27
3	Fuel and Transport Equipment	94
4	Clothing, Footwear and Allied Product	163
5	Consumer Goods, n.e.c.	123
6	Department Stores	32
7	Jewellery	76
8	Medicines and Cosmetics	65
9	Durable Goods, n.e.c.	66
10	Telecommunications Equipment and Electrical Goods	65
11	Retail Trade Not via Stores and Mobile Stalls	95
	<b>Total</b>	<b>918</b>

Note:

\* The figure of 37 955 refers to the number of registered companies at company level based on the record of Central Register of Establishments (CRE) excluding those inactive companies in the trade. The total size of the trade of 2012 was 46 034.

## **Procedures of the Survey**

4.7 A Briefing Session was held on 8 October 2012. The main purpose of the Session was to brief fieldwork officers of the Census and Statistics Department (C&SD) on the manpower situation and the nature of various jobs of the retail trade. Also, it helped the officers to have a better understanding of the retail sector before they carried out the fieldwork.

4.8 The fieldwork took place in October 2012 and the followed-up field work with non-respondents was completed at the end of March 2013 under the supervision of the C&SD.

4.9 Questionnaires with explanatory notes and job descriptions were first sent to the sampled companies before the fieldwork. The survey documents are attached in **Appendix 5**.

4.10 Interviewing officers from the C&SD visited the sampled companies to assist the completion of questionnaire and to ensure proper collection of information. The completed questionnaires were scrutinized, coded and where necessary verified with the respondents in case of doubt. The survey data collected were then processed and tabulated by the C&SD.

## **Response Rate**

4.11 Of the 918 companies selected, 685 complete questionnaires had been received while 35 companies refused to respond and 24 responded partially. The rest of the companies were either non-contactable, were not engaged in retail trade or had merged, moved, ceased operation or closed down. The overall effective response rate was 95.1%.



## SECTION V

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**2012 Retail Trade Manpower Survey**

**Table 1 : Number of Companies, Employees, Vacancies and Total Manpower Demand by Branch**

	Branch	Number of Companies	No. of Employees at Date of Survey	No. of Vacancies at Date of Survey	Total Manpower Demand (Numbers Employed + Vacancies)	Employers' Forecast for 2013	Changes on 2012	Changes (%) on 2012
1	Food, Beverages and Tobacco	8 671	46 245	825	47 070	46 832	- 238	-0.5%
2	Supermarkets	89	26 353	1 626	27 979	29 693	1 714	6.1%
3	Fuel and Transport Equipment	1 088	8 985	336	9 321	9 303	- 18	-0.2%
4	Clothing, Footwear and Allied Product	8 178	50 987	1 974	52 961	52 201	- 760	-1.4%
5	Consumer Goods, n.e.c.	11 997	47 733	768	48 501	48 579	78	0.2%
6	Department Stores	29	12 351	536	12 887	12 807	- 80	-0.6%
7	Jewellery	1 975	13 810	302	14 112	14 132	20	0.1%
8	Medicines and Cosmetics	1 061	21 806	1 684	23 490	23 646	156	0.7%
9	Durable Goods, n.e.c.	1 961	12 885	463	13 348	13 451	103	0.8%
10	Telecommunications Equipment and Electrical Goods	1 803	13 983	455	14 438	14 453	15	0.1%
11	Retail Trade Not via Stores and Mobile Stalls	1 103	2 838	19	2 857	2 863	6	0.2%
	<b>Total</b>	<b>37 955*</b>	<b>257 976<sup>#</sup></b>	<b>8 988</b>	<b>266 964</b>	<b>267 960</b>	<b>996</b>	<b>0.4%</b>

Note:  
 \* The figure of 37 955 refers to the number of registered companies at company level based on the record of Central Register of Establishment (CRE) excluding those inactive companies in the trade. The total number of companies at company level in 2012 was 46 034.  
 # Including both Technical Manpower (227 741) and Non-Technical Manpower (30 235).

**2012 Retail Trade Manpower Survey**  
**Table 2 : Distribution of Employees by Branch and Job Level**

	Branch	Managerial	Supervisory	Clerical/ Operative	Part Time Sales/ Service Staff <sup>#</sup>	Owner/Sole Proprietor	Branch Total	% to Total
1	Food, Beverages and Tobacco	3 094	6 045	28 995	4 967	3 144	46 245	17.9%
2	Supermarkets	1 689	3 059	10 507	11 098	0	26 353	10.2%
3	Fuel and Transport Equipment	679	1 055	6 983	143	125	8 985	3.5%
4	Clothing, Footwear and Allied Product	3 244	5 857	31 070	7 650	3 166	50 987	19.8%
5	Consumer Goods, n.e.c.	2 396	5 482	31 496	4 247	4 112	47 733	18.5%
6	Department Stores	829	1 552	7 841	2 129	0	12 351	4.8%
7	Jewellery	1 294	2 013	9 240	481	782	13 810	5.4%
8	Medicines and Cosmetics	1 951	2 379	14 598	2 591	287	21 806	8.4%
9	Durable Goods, n.e.c.	561	1 419	9 564	931	410	12 885	5.0%
10	Telecommunications Equipment and Electrical Goods	576	1 759	10 709	568	371	13 983	5.4%
11	Retail Trade Not via Stores and Mobile Stalls	285	318	1 426	69	740	2 838	1.1%
		<b>16 598</b>	<b>30 938</b>	<b>162 429</b>	<b>34 874</b>	<b>13 137</b>	<b>257 976*</b>	<b>100.0%</b>

Note:

\* Including both Technical Manpower (227 741) and Non-Technical Manpower (30 235)

# The number refers to headcounts.

**2012 Retail Trade Manpower Survey**

**Table 3 : 2010 and 2012 Manpower Comparison by Branch**

	Branch	2010 Total Manpower Demand	2012 Total Manpower Demand	2012 vs 2010 (%)	2013 Forecast	2013 vs 2012 (%)
1	Food, Beverages and Tobacco	43 257	47 070	8.8%	46 832	-0.5%
2	Supermarkets	24 943	27 979	12.2%	29 693	6.1%
3	Fuel and Transport Equipment	8 315	9 321	12.1%	9 303	-0.2%
4	Clothing, Footwear and Allied Product	51 534	52 961	2.8%	52 201	-1.4%
5	Consumer Goods, n.e.c.	43 804	48 501	10.7%	48 579	0.2%
6	Department Stores	12 031	12 887	7.1%	12 807	-0.6%
7	Jewellery	12 668	14 112	11.4%	14 132	0.1%
8	Medicines and Cosmetics	19 147	23 490	22.7%	23 646	0.7%
9	Durable Goods, n.e.c.	12 949	13 348	3.1%	13 451	0.8%
10	Telecommunications Equipment and Electrical Goods	13 914	14 438	3.8%	14 453	0.1%
11	Retail Trade Not via Stores and Mobile Stalls	2 089	2 857	36.8%	2 863	0.2%
	<b>Total</b>	<b>244 651</b>	<b>266 964</b>	<b>9.1%</b>	<b>267 960</b>	<b>0.4%</b>

**2012 Retail Trade Manpower Survey**  
**Table 4 : Number of Employees, Vacancies and Total Manpower Demand by Job**

Job Code	Job	2012			Forecast for 2013		
		No. of Employees at Date of Survey	No. of Vacancies at Date of Survey	Total Manpower Demand (Numbers Employed + Vacancies)	Employers' Forecast for 2013	Changes on 2012	Changes (%)
<b>Managerial</b>							
111	General Manager	1 270	2	1 272	1 275	3	0.2%
112	Operations / Retail Manager	2 232	14	2 246	2 250	4	0.2%
113	District / Area Manager	838	37	875	880	5	0.6%
114	Store Manager	6 600	134	6 734	6 834	100	1.5%
115	Marketing Manager	539	23	562	564	2	0.4%
116	Sales Manager	1 379	3	1 382	1 384	2	0.1%
117	Customer Services Manager	208	4	212	214	2	1.0%
118	Head of Merchandising / Buying Manager	666	5	671	679	8	1.2%
119	Logistics / Distribution / Warehouse Manager	332	1	333	333	0	0.0%
120	Training Manager	124	2	126	125	-1	-0.8%
121	Visual Merchandising Manager	84	6	90	90	0	0.0%
	<b>Sub Total</b>	<b>14 272</b>	<b>231</b>	<b>14 503</b>	<b>14 628</b>	<b>125</b>	<b>0.9%</b>
<b>Supervisory</b>							
211	Store Supervisor	22 081	358	22 439	22 640	201	0.9%
212	Visual Merchandising Supervisor	198	9	207	211	4	1.9%
213	Logistics / Distribution / Warehouse Supervisor	703	10	713	718	5	0.7%
214	Public Relations Officer / Advertising Officer	454	13	467	469	2	0.4%
215	Customer Services Supervisor	1 265	6	1 271	1 272	1	0.1%
216	Merchandiser / Buyer	2 174	57	2 231	2 033	- 198	-8.9%
217	Training Officer	172	9	181	181	0	0.0%
	<b>Sub Total</b>	<b>27 047</b>	<b>462</b>	<b>27 509</b>	<b>27 524</b>	<b>15</b>	<b>0.1%</b>
<b>Operative / Clerical Support</b>							
311	Senior Sales Staff	50 034	1 361	51 395	51 619	224	0.4%
312	Junior Sales Staff	81 104	5 034	86 138	86 574	436	0.5%
313	Stock / Purchasing Clerk	2 301	21	2 322	2 338	16	0.7%
314	Stock Assistant	3 857	211	4 068	4 073	5	0.1%
315	Order Assistant (Online services)	985	1	986	989	3	0.3%
316	Visual Merchandising Assistant	130	5	135	143	8	5.9%
411	Part Time Sales / Service Staff*	34 874	625	35 499	35 954	455	1.3%
	<b>Sub Total</b>	<b>173 285</b>	<b>7 258</b>	<b>180 543</b>	<b>181 690</b>	<b>1 147</b>	<b>0.6%</b>
198	Owner / Sole Proprietor / Working Partner	13 137	66	13 203	12 649	-554	-4.2%
<b>Total Technical Manpower</b>							
		227 741	8 017	235 758	236 491	733	0.3%
199	Other Managers	2 326	51	2 377	2 418	41	1.7%
299	Other Supervisors	3 891	52	3 943	4 003	60	1.5%
399	Other Clerks / Supportive Staff	24 018	868	24 886	25 048	162	0.7%
<b>Total Workforce</b>							
		<b>257 976</b>	<b>8 988</b>	<b>266 964</b>	<b>267 960</b>	<b>996</b>	<b>0.4%</b>

\* The number refers to headcounts.

**2012 Retail Trade Manpower Survey**  
**Table 5 : 2010 and 2012 Manpower Comparison by Job**

Job Code	Job	2010 Total Manpower Demand	2012 Total Manpower Demand	2012 vs 2010	2013 Forecast	2013 vs 2012
<b>Managerial</b>						
111	General Manager	598	1 272	112.7%	1 275	0.2%
112	Operations / Retail Manager	1 690	2 246	32.9%	2 250	0.2%
113	District / Area Manager	793	875	10.3%	880	0.6%
114	Store Manager	4 311	6 734	56.2%	6 834	1.5%
115	Marketing Manager	667	562	-15.7%	564	0.4%
116	Sales Manager	784	1 382	76.3%	1 384	0.1%
117	Customer Services Manager	226	212	-6.2%	214	1.0%
118	Head of Merchandising / Buying Manager	618	671	8.6%	679	1.2%
119	Logistics / Distribution / Warehouse Manager	203	333	64.0%	333	0.0%
120	Training Manager	210	126	-40.0%	125	-0.8%
121	Visual Merchandising Manager	24	90	275.0%	90	0.0%
	<b>Sub Total</b>	<b>10 124</b>	<b>14 503</b>	<b>43.3%</b>	<b>14 628</b>	<b>0.9%</b>
<b>Supervisory</b>						
211	Store Supervisor	31 928	22 439	-29.7%	22 640	0.9%
212	Visual Merchandising Supervisor	345	207	-40.0%	211	1.9%
213	Logistics / Distribution / Warehouse Supervisor	786	713	-9.3%	718	0.7%
214	Public Relations Officer / Advertising Officer	639	467	-26.9%	469	0.4%
215	Customer Services Supervisor	945	1 271	34.5%	1 272	0.1%
216	Merchandiser / Buyer	4 132	2 231	-46.0%	2 033	-8.9%
217	Training Officer	170	181	6.5%	181	0.0%
	<b>Sub Total</b>	<b>38 945</b>	<b>27 509</b>	<b>-29.4%</b>	<b>27 524</b>	<b>0.1%</b>
<b>Operative / Clerical Support</b>						
311	Senior Sales Staff	46 340	51 395	10.9%	51 619	0.4%
312	Junior Sales Staff	70 028	86 138	23.0%	86 574	0.5%
313	Stock / Purchasing Clerk	2 158	2 322	7.6%	2 338	0.7%
314	Stock Assistant	5 954	4 068	-31.7%	4 073	0.1%
315	Order Assistant (Online services)	1 164	986	-15.3%	989	0.3%
316	Visual Merchandising Assistant	29	135	365.5%	143	5.9%
411	Part Time Sales / Service Staff*	24 697	35 499	43.7%	35 954	1.3%
	<b>Sub Total</b>	<b>150 370</b>	<b>180 543</b>	<b>20.1%</b>	<b>181 690</b>	<b>0.6%</b>
198	Owner / Sole Proprietor / Working Partner	18 579	13 203	-28.9%	12 649	-4.2%
<b>Total Technical Manpower</b>		<b>218 018</b>	<b>235 758</b>	<b>8.1%</b>	<b>236 491</b>	<b>0.3%</b>
199	Other Managers	2 309	2 377	2.9%	2 418	1.7%
299	Other Supervisors	3 738	3 943	5.5%	4 003	1.5%
399	Other Clerks / Supportive Staff	20 586	24 886	20.9%	25 048	0.7%
<b>Total Workforce</b>		<b>244 651</b>	<b>266 964</b>	<b>9.1%</b>	<b>267 960</b>	<b>0.4%</b>

\* The number refers to headcounts.

**2012 Retail Trade Manpower Survey**  
**Table 6 : Preferred Education of Employees by Job**

Job	University Degree or above	Associate Degree / Professional Diploma / Higher Diploma or equivalent	Diploma / Higher Certificate or equivalent	Certificate / Secondary 4 - 7 or equivalent	Secondary 3 or below / Others	Unspecified	Total
<b>Managerial Level</b>							
General Manager	831	85	31	295	0	28	1 270
Operations / Retail Manager	841	266	280	591	0	254	2 232
District / Area Manager	253	126	85	305	0	69	838
Store Manager	646	737	1732	3295	0	190	6 600
Marketing Manager	421	35	25	2	0	56	539
Sales Manager	374	430	125	387	0	63	1 379
Customer Services Manager	160	17	19	1	0	11	208
Head of Merchandising / Buying Manager	473	117	27	12	0	37	666
Logistics / Distribution / Warehouse Manager	103	61	133	22	0	13	332
Training Manager	87	10	8	1	0	18	124
Visual Merchandising Manager	51	21	2	2	0	8	84
<b>Sub Total</b>	<b>4 240</b>	<b>1 905</b>	<b>2 467</b>	<b>4 913</b>	<b>0</b>	<b>747</b>	<b>14 272</b>
<b>% by Job Level (Total : 14 272)</b>	<b>29.7%</b>	<b>13.4%</b>	<b>17.3%</b>	<b>34.4%</b>	<b>0.0%</b>	<b>5.2%</b>	<b>100.0%</b>
<b>Supervisory Level</b>							
Store Supervisor	259	1308	2193	14701	2742	878	22 081
Visual Merchandising Supervisor	18	81	51	6	13	29	198
Logistics / Distribution / Warehouse Supervisor	14	115	205	258	19	92	703
Public Relations Officer / Advertising Officer	101	121	88	96	5	43	454
Customer Services Supervisor	107	402	571	167	1	17	1 265
Merchandiser / Buyer	302	529	593	619	23	108	2 174
Training Officer	39	70	15	19	4	25	172
<b>Sub Total</b>	<b>840</b>	<b>2 626</b>	<b>3 716</b>	<b>15 866</b>	<b>2 807</b>	<b>1 192</b>	<b>27 047</b>
<b>% by Job Level (Total : 27 047)</b>	<b>3.1%</b>	<b>9.7%</b>	<b>13.7%</b>	<b>58.7%</b>	<b>10.4%</b>	<b>4.4%</b>	<b>100.0%</b>
<b>Operative / Clerical Support Level</b>							
Senior Sales Staff	0	48	2132	34049	11706	2099	50 034
Junior Sales Staff	0	256	765	54871	21629	3583	81 104
Stock / Purchasing Clerk	0	0	154	1887	189	71	2 301
Stock Assistant	0	0	3	2128	1279	447	3 857
Order Assistant (Online services)	6	46	34	861	38	0	985
Visual Merchandising Assistant	1	13	40	72	1	3	130
Part Time Sales / Service Staff*	24	158	278	16 122	15773	2519	34 874
<b>Sub Total</b>	<b>31</b>	<b>521</b>	<b>3 406</b>	<b>109 990</b>	<b>50 615</b>	<b>8 722</b>	<b>173 285</b>
<b>% by Job Level (Total : 173 285)</b>	<b>0.0%</b>	<b>0.3%</b>	<b>2.0%</b>	<b>63.5%</b>	<b>29.2%</b>	<b>5.0%</b>	<b>100.0%</b>

\* The number refers to headcounts.

**2012 Retail Trade Manpower Survey**  
**Table 7 : Preferred Relevant Years of Experience of Employees by Job**

Job	10 years or more	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
<b>Managerial Level</b>							
General Manager	539	510	184	0	0	37	1 270
Operations / Retail Manager	347	1186	598	61	0	40	2 232
District / Area Manager	319	329	82	29	0	79	838
Store Manager	1043	4011	1359	0	0	187	6 600
Marketing Manager	75	266	141	0	0	57	539
Sales Manager	228	710	334	0	0	107	1 379
Customer Services Manager	30	56	108	1	0	13	208
Head of Merchandising / Buying Manager	185	307	132	5	0	37	666
Logistics / Distribution / Warehouse Manager	101	145	68	3	0	15	332
Training Manager	42	38	19	4	0	21	124
Visual Merchandising Manager	15	33	28	0	0	8	84
<b>Sub Total</b>	<b>2 924</b>	<b>7 591</b>	<b>3 053</b>	<b>103</b>	<b>0</b>	<b>601</b>	<b>14 272</b>
<b>% by Job Level (Total : 14 272)</b>	<b>20.5%</b>	<b>53.2%</b>	<b>21.4%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>4.2%</b>	<b>100.0%</b>
<b>Supervisory Level</b>							
Store Supervisor	546	7169	9639	3826	0	901	22 081
Visual Merchandising Supervisor	1	24	104	33	0	36	198
Logistics / Distribution / Warehouse Supervisor	24	185	309	86	0	99	703
Public Relations Officer / Advertising Officer	2	64	227	111	0	50	454
Customer Services Supervisor	1	314	667	262	0	21	1 265
Merchandiser / Buyer	2	309	1088	664	0	111	2 174
Training Officer	16	9	71	39	0	37	172
<b>Sub Total</b>	<b>592</b>	<b>8 074</b>	<b>12 105</b>	<b>5 021</b>	<b>0</b>	<b>1 255</b>	<b>27 047</b>
<b>% by Job Level (Total : 27 047)</b>	<b>2.2%</b>	<b>29.8%</b>	<b>44.8%</b>	<b>18.6%</b>	<b>0.0%</b>	<b>4.6%</b>	<b>100.0%</b>
<b>Operative / Clerical Support Level</b>							
Senior Sales Staff	848	4939	32379	8494	1198	2176	50 034
Junior Sales Staff	106	338	2231	51939	22440	4050	81 104
Stock / Purchasing Clerk	4	7	291	1503	423	73	2 301
Stock Assistant	37	116	298	1683	1242	481	3 857
Order Assistant (Online services)	3	0	118	349	515	0	985
Visual Merchandising Assistant	4	0	0	118	5	3	130
Part Time Sales / Service Staff*	0	0	361	5 729	26 262	2 522	34 874
<b>Sub Total</b>	<b>1 002</b>	<b>5 400</b>	<b>35 678</b>	<b>69 815</b>	<b>52 085</b>	<b>9 305</b>	<b>173 285</b>
<b>% by Job Level (Total : 173 285)</b>	<b>0.6%</b>	<b>3.1%</b>	<b>20.6%</b>	<b>40.3%</b>	<b>30.0%</b>	<b>5.4%</b>	<b>100.0%</b>

\* The number refers to headcounts.



**2012 Retail Trade Manpower Survey**  
**Table 8 : Number of Training Places Provided / Sponsored by Employers in the Past 12 Months by Job Level**

Subject Areas	Full-time Managerial and Supervisory Staff	Full-time Sales, Operative and Clerical Support Staff	Total	Forecast for 2013	2013 vs 2012
<b>Managerial Training</b>					
Managerial / Supervisory Skills / Business Management	13 315	4 013	17 328	18 115	4.5%
<b>Trade Specific Training</b>					
Customer Service	8 480	36 187	44 667	44 950	0.6%
Selling Skills	4 314	28 242	32 556	33 153	1.8%
Product Knowledge	8 061	40 541	48 602	48 855	0.5%
Complaints Handling	3 419	13 595	17 014	18 638	9.5%
Interpersonal Skills / Team Work	5 836	10 007	15 843	18 306	15.5%
Store Operations	11 595	31 785	43 380	51 770	19.3%
Logistics / Inventory Management / Supply Chain Management	2 222	2 314	4 536	4 650	2.5%
IT & Applications	1 082	4 574	5 656	6 301	11.4%
<b>Languages</b>					
Putonghua	800	3 963	4 763	5 916	24.2%
English	894	4 503	5 397	7 937	47.1%
Personal Development	3 117	3 560	6 677	6 551	-1.9%
<b>Others</b>	733	4 111	4 844	4 966	2.5%
<b>Total</b>	<b>63 868</b>	<b>187 395</b>	<b>251 263</b>	<b>270 108</b>	<b>7.5%</b>

Note:

1. Companies with employment size of 4 persons or less were excluded

**2012 Retail Trade Manpower Survey**

**Table 9 : Forecast Number of Training Places to be Provided / Sponsored by Employers in the Next 12 Months by Job Level**

Subject Areas	Managerial & Supervisory	Operative / Clerical Support	Total	% of Training Places to be Provided Internally	% of Training Places to be Provided Externally	External Training Places Required
<b>Managerial Training</b>						
Managerial / Supervisory Skills / Business Management	13 767	4 348	18 115	79.6%	20.4%	3 697
<b>Trade Specific Training</b>						
Customer Service	7 986	36 964	44 950	78.7%	21.3%	9 588
Selling Skills	4 625	28 528	33 153	88.8%	11.2%	3 700
Product knowledge	6 830	42 025	48 855	84.1%	15.9%	7 777
Complaints Handling	3 801	14 837	18 638	85.6%	14.4%	2 693
Interpersonal Skills / Team Work	7 648	10 658	18 306	85.6%	14.4%	2 628
Store Operations	13 788	37 982	51 770	92.1%	7.9%	4 103
Logistics / Inventory Management / Supply Chain Management	2 462	2 188	4 650	72.3%	27.7%	1 286
IT & Applications	1 178	5 123	6 301	81.5%	18.5%	1 168
<b>Languages</b>						
Putonghua	1 049	4 867	5 916	62.0%	38.0%	2 249
English	2 613	5 324	7 937	56.9%	43.1%	3 421
Personal Development	1 737	4 814	6 551	63.9%	36.1%	2 363
<b>Others</b>	957	4 009	4 966	92.3%	7.7%	380
<b>Total</b>	<b>68 441</b>	<b>201 667</b>	<b>270 108</b>	<b>83.3%</b>	<b>16.7%</b>	<b>45 053</b>

Note:

1. Companies with employment size of 4 persons or less were excluded.

**2012 Retail Trade Manpower Survey**

**Table 10 : 2012 and 2010 Comparison of Training Places Provided / Sponsored by Employers**

Subject Areas	2010	2012	2012 vs 2010	2013 Forecast	2013 vs 2012
<b>Managerial Training</b>					
Managerial / Supervisory Skills / Business Management	4 376	17 328	296.0%	18 115	4.5%
<b>Trade Specific Training</b>					
Customer Service	30 584	44 667	46.0%	44 950	0.6%
Selling Skills	30 824	32 556	5.6%	33 153	1.8%
Product Knowledge	35 602	48 602	36.5%	48 855	0.5%
Handling Complaints	17 753	17 014	-4.2%	18 638	9.5%
Interpersonal Skills / Team Work	10 220	15 843	55.0%	18 306	15.5%
Store Operations	8 456	43 380	413.0%	51 770	19.3%
Logistics / Inventory Management / Supply Chain Management	3 253	4 536	39.4%	4 650	2.5%
IT & Applications	3 314	5 656	70.7%	6 301	11.4%
<b>Languages</b>					
Putonghua	4 972	4 763	-4.2%	5 916	24.2%
English	5 561	5 397	-2.9%	7 937	47.1%
Personal Development	2 780	6 677	140.2%	6 551	-1.9%
<b>Others</b>	1 715	4 844	182.4%	4 966	2.5%
<b>Total</b>	<b>159 410</b>	<b>251 263</b>	<b>57.6%</b>	<b>270 108</b>	<b>7.5%</b>

Note:

1. Companies with employment size of 4 persons or less were excluded.

2012 Retail Trade Manpower Survey

Table 11 : Needs for Pre-employment Training for Frontline Sales Staff by Branch

	Branch	Pre-requisite	Preferred	No comment	Not necessary	Unspecified	Total
1	Food, Beverages and Tobacco	127	30	1 193	849	1	2 200
		5.8%	1.4%	54.2%	38.6%	0.0%	
2	Supermarkets	9	6	21	16	1	53
		17.0%	11.3%	39.6%	30.2%	1.9%	
3	Fuel and Transport Equipment	11	51	136	37	10	245
		4.5%	20.8%	55.5%	15.1%	4.1%	
4	Clothing, Footwear and Allied Product	102	571	380	151	18	1 222
		8.3%	46.7%	31.1%	12.4%	1.5%	
5	Consumer Goods, n.e.c.	24	182	714	404	14	1 338
		1.8%	13.6%	53.4%	30.2%	1.0%	
6	Department Stores	10	10	5	1	3	29
		34.5%	34.5%	17.2%	3.4%	10.3%	
7	Jewellery	25	34	158	248	1	466
		5.4%	7.3%	33.9%	53.2%	0.2%	
8	Medicines and Cosmetics	43	79	154	196	16	488
		8.8%	16.2%	31.6%	34.1%	3.3%	
9	Durable Goods, n.e.c.	41	192	260	201	1	695
		5.9%	27.6%	37.4%	28.9%	0.1%	
10	Telecommunications Equipment and Electrical Goods	12	45	168	44	6	275
		4.4%	16.4%	61.1%	16.0%	2.2%	
11	Retail Trade Not Via Stores and Mobile Stalls	0	11	53	35	0	99
		0.0%	11.1%	53.5%	35.4%	0.0%	
	<b>Total</b>	<b>404</b>	<b>1 211</b>	<b>3 242</b>	<b>2 182</b>	<b>71</b>	<b>7 110</b>
		<b>5.7%</b>	<b>17.0%</b>	<b>45.6%</b>	<b>30.7%</b>	<b>1.0%</b>	<b>100.0%</b>

Note:

1. Companies with employment size of 4 persons or less were excluded.
2. The number refers to the establishments.

**2012 Retail Trade Manpower Survey**

**Table 12 : Needs for Pre-employment Training for Frontline Sales Staff by Subject Area**

Subject Areas		Very Important		Important		Not Very Important		Not necessary	
		Number	%	Number	%	Number	%	Number	%
1	Managerial / Supervisory Skills / Business Managemnt	221	13.9%	172	10.8%	510	32.1%	686	43.2%
2	Customer Service	816	51.4%	589	37.1%	145	9.1%	39	2.5%
3	Selling Skills	637	40.1%	527	33.2%	414	26.1%	11	0.7%
4	Product Knowledge	674	42.4%	458	28.8%	456	28.7%	1	0.1%
5	Complaints Handling	276	17.4%	649	40.8%	565	35.6%	99	6.2%
6	Interpersonal Skills	587	36.9%	507	31.9%	334	21.0%	161	10.1%
7	Store Operations	268	16.9%	577	36.3%	341	21.5%	403	25.4%
8	Logistics / Inventroy Management / Supply Chain Management	178	11.2%	139	8.7%	602	37.9%	670	42.2%
9	IT & Applications	11	0.7%	544	34.2%	532	33.5%	502	31.6%
10	Putonghua	184	11.6%	946	59.5%	353	22.2%	106	6.7%
11	English	178	11.2%	933	58.7%	370	23.3%	108	6.8%
12	Personal Development	46	2.9%	373	23.5%	611	38.5%	559	35.2%
13	Others	135	97.1%	1	0.7%	3	2.2%	0	0.0%

Note:

1. Companies with employment size of 4 persons or less were excluded.

## VOCATIONAL TRAINING COUNCIL

### Terms of Reference of Training Boards

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 Pro-Act 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 Pro-Act 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, including employers, employers' associations, trade unions, professional institutions, training and educational institutions and government departments, on matters pertaining to the development and promotion of vocational education and training in the industry.
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.

## RETAIL TRADE TRAINING BOARD

### Membership List

#### Chairman

Mr JIM Tak-hing, Nicholas (nominated by a retail chain)

#### Vice-chairman

Mr YIP Cheuk-tak, Henry\* (nominated by the Hong Kong Retail Management Association)

#### Members

Mr CHOW Wun-sing, Winston<sup>+</sup> (nominated by the Hong Kong Retail Management Association)

Mr CHOY Jing-man, Ian<sup>#</sup> (nominated by a retail chain)

Mr CHU Chi-ming, Samson\* (nominated by a retail chain)

Mr FUNG Kai-wah, Nicholas\* (nominated by a retail chain)

Mr KOO Yin-lun, Antonio\* (nominated by a retail chain)

Dr KWAN Mun-yee, Stella (nominated by a retail chain)

Mr LAU Hak-bun, Dennis (nominated by a retail chain)

Ms SO Man-wa, Elsa<sup>##</sup> (nominated by a retail chain)

Mr TANG Cheung-sing (nominated by the Hong Kong Department Stores and Commercial Staff General Union)

Mr WAI Yau-on, Angus (nominated by a retail chain)

Mr WAN Chi-cheung, Ronald<sup>+</sup> (nominated by a retail chain)

Ms WONG Nga-lai, Alice<sup>+</sup> (nominated by a retail chain)

Ms YU Lai-yiu, Ruth<sup>+</sup> (nominated by the Hong Kong Retail Management Association)

Ms KEA Chi-shun, Josephine (representative of the Executive Director of the Vocational Training Council)

Secretary

Mr CHENG Tai-man<sup>^</sup> (Vocational Training Council)

Ms WONG Szee-ving, Venus<sup>@</sup> (Vocational Training Council)

- # Appointment term ended on 23<sup>rd</sup> July 2012
- ## Appointment term commenced on 1<sup>st</sup> November 2012
- \* Appointment term expired on 31<sup>st</sup> March 2013
- + Appointment term commenced on 1<sup>st</sup> April 2013
- ^ Appointment term ended on 19 May 2013
- @ Appointment term commenced on 20 May 2013



**WORKING GROUP ON THE  
2012 RETAIL TRADE MANPOWER SURVEY**

**Membership List**

Convenor

Dr KWAN Mun-yee, Stella (MTR Corporation Limited)

Members

Ms CHOW Winnie (A.S. Watson Group)  
Dr TSO Geoffrey (City University of Hong Kong)  
Mr WAI Angus (Fairton International Group Ltd.)  
Mr WU Chris (Li & Fung (Retailing) Ltd.)  
Ms YU Ruth (Hong Kong Retail Management Association)  
Ms KEA Chi-shun, Josephine (Vocational Training Council)

In Attendance

Ms LAI Yuk-ling, Carly (Census & Statistics Department)  
Ms LI Hon-ling, Ada (Census & Statistics Department)  
Mr WONG Tat-lam, William (Business Services Centre)

Secretary

Mr CHENG Tai-man<sup>^</sup> (Vocational Training Council)  
Ms WONG Szee-ving, Venus<sup>@</sup> (Vocational Training Council)

<sup>^</sup> Appointment term ended on 19 May 2013

<sup>@</sup> Appointment term commenced on 20 May 2013

**IN-DEPTH INTERVIEWS ON THE  
2012 RETAIL TRADE MANPOWER SURVEY**

**Membership List**

Ms Carmen CHENG	(CSL Limited)
Ms Jacequine CHU	(Revlon HK & Taiwan)
Mr Agnes CHUI	(Kao (HK) Limited)
Mr Frederick KWONG	(Chow Sang Sang Jewellery Company Limited)
Mr David LAM	(IBM China/Hong Kong Limited)
Mr LEUNG Tat-ming	(Zung Fu Company Limited)
Ms TSANG Tsz Yee, Sonia	(Hung Fook Tong Holdings Limited)
Ms Elma WONG	(Fairton International Group Limited)

Secretary

Ms WONG Szee-ving, Venus	(Vocational Training Council)
--------------------------	-------------------------------

## Vocational Training Council 職業訓練局

Headquarters Division 2 總辦事處二科  
 6F, 20A Tsing Yi Road, Tsing Yi Island, New Territories, Hong Kong  
 香港新界青衣島青衣路20A號6樓  
 www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

(852) 2574 3759

Our Reference 本局檔號 (3) in RT/4/2 (2012)

Your Reference 來函檔號



3 October 2012

Dear Sir/Madam,

**2012 Manpower Survey of the Retail Trade**

The Retail Trade Training Board of the Vocational Training Council (VTC) is appointed by the Chief Executive of the Government of the Hong Kong Special Administrative Region to be responsible for matters pertaining to manpower training in the retail trade. The Training Board will conduct the 2012 Manpower Survey of the Retail Trade from 8 October to 7 November 2012 to assess the latest manpower situation and training needs, so that the Training Board could formulate appropriate recommendations on manpower training for the retail industry. On behalf of the VTC, I am writing to solicit your kind cooperation in the survey.

----

I enclose the following documents in both English and Chinese for your completion and reference:

1. The questionnaire (Appendix A);
2. Explanatory notes (Appendix B); and
3. Descriptions of principal jobs (Appendix C).

During the survey period, an interviewing officer from the Census and Statistics Department will contact your office. The officer will answer any questions you may have, and assist in the completion of the questionnaire, if necessary.

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 companies.


You are welcome to download the previous Manpower Survey Reports on the Retail Trade from the VTC website at <http://rttb.vtc.edu.hk>. The 2012 Manpower Survey Report will be uploaded onto the website when it is ready.



Should you have any questions regarding the survey, please contact the Manpower Statistics Section of the Census and Statistics Department at 2116 8172.

Thank you for your cooperation.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'T H JIM', with a long horizontal flourish extending to the left.

(T H JIM)  
Chairman  
Retail Trade Training Board

**VOCATIONAL TRAINING COUNCIL**  
職業訓練局

For companies with employment size of 4 persons or less  
適用於僱員人數四人或以下的公司

**2012 MANPOWER SURVEY OF THE RETAIL TRADE**  
2012 年 零 售 業 人 力 調 查

**QUESTIONNAIRE**  
調查表

*PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE*  
填表前請詳閱附註

<u>For official use only:</u> 此欄毋須填寫	Rec. Type	Survey Code	Industry Code	Establishment No.	Enumerator's No.	Editor's No.	Check Digit	No. of Employees Covered by the Questionnaire
	<div style="border: 1px solid black; width: 20px; height: 20px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">1</div> 1	<div style="border: 1px solid black; width: 30px; height: 20px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">3 0</div> 2 3	<div style="border: 1px solid black; width: 100px; height: 20px; margin: 0 auto; display: flex; align-items: center; justify-content: space-around;">                   </div> 4 5 6 7 8 9	<div style="border: 1px solid black; width: 100px; height: 20px; margin: 0 auto; display: flex; align-items: center; justify-content: space-around;">               </div> 10 11 12 13 14 15	<div style="border: 1px solid black; width: 40px; height: 20px; margin: 0 auto; display: flex; align-items: center; justify-content: space-around;">   </div> 16 17	<div style="border: 1px solid black; width: 40px; height: 20px; margin: 0 auto; display: flex; align-items: center; justify-content: space-around;">   </div> 18 19	<div style="border: 1px solid black; width: 60px; height: 20px; margin: 0 auto; display: flex; align-items: center; justify-content: space-around;">     </div> 20 21 22	<div style="border: 1px solid black; width: 100px; height: 20px; margin: 0 auto; display: flex; align-items: center; justify-content: space-around;">               </div> 23 24 25 26 27

NAME OF COMPANY: \_\_\_\_\_  
公司名稱

ADDRESS: \_\_\_\_\_  
地址

TYPE OF PRODUCTS / SERVICES: \_\_\_\_\_  
產品/服務種類

TOTAL NUMBER OF PERSONS ENGAGED: \_\_\_\_\_  
僱員總人數

NAME OF PERSON TO CONTACT: \_\_\_\_\_  
聯絡人姓名

POSITION: \_\_\_\_\_  
職位

TEL. NO.: \_\_\_\_\_ - \_\_\_\_\_  
電話

FAX NO.: \_\_\_\_\_  
圖文傳真

E-MAIL: \_\_\_\_\_  
電郵

(A) Job 工作			(B) No. of Employees at Date of Survey  現有的 僱員人數	(C) No. of Vacancies at Date of Survey  現有的 空缺額	(D) Forecast of No. Employed 12 Months from Now  預計12個月 後僱員人數	(E) Preferred Level of Education  僱員宜有的 教育程度	(F) Preferred Relevant Years of Experience  僱員宜有的 相關年資	Codes 編號說明
Title 職稱  (See Appendix C) (參閱附錄C)	Rec. Type	Job Code 職位編號	11 - 14	15 - 17	18 - 21	22	23	<p><u>Column (E) (E欄)</u></p> <p>Enter in Column (E) the preferred level of education for employees according to the following codes: 請將僱員宜有的教育程度，按下列編號填入「E」欄內：</p> <p><u>Codes Preferred Level of Education</u> 編號 宜有的教育程度</p> <p>1 University Degree or above 大學學位或以上</p> <p>2 Associate Degree/Professional Diploma/ Higher Diploma/Higer Certificate or equivalent 副學士學位/專業文憑/高級文憑/高級證書或同等學歷</p> <p>3 Diploma/ Certificate or equivalent 文憑/證書或同等學歷</p> <p>4 Certificate/Secondary 4 - 7 or equivalent 證書/中四至中七或同等學歷</p> <p>5 Secondary 3 or below/Others 中三或以下/其他</p>
		8 - 10						
1.	2							
2.	2							
3.	2							
4.	2							
5.	2							
6.	2							
7.	2							
8.	2							
9.	2							
10.	2							

Column (F) (F欄)

Enter in Column (F) the preferred relevant years of experience for employee according to the following codes:  
請將僱員宜有的相關年資，按下列編號填入「F」欄內：

Codes Preferred Relevant Years of Experience

編號 宜有的相關年資

1 10 years or more 十年或以上

2 6 years to less than 10 years 六年至十年以下

3 3 years to less than 6 years 三年至六年以下

4 1 year to less than 3 years 一年至三年以下

5 Less than 1 year 一年以下

Please tick in the appropriate box if your company wants a complimentary copy of the 2012 Manpower Survey Report.

如貴公司欲收到二〇一二年人力調查報告贈閱版，請於方格內加上 "✓" 號。

 388

Booklet 書冊

 389

CD-ROM 光碟

 390

Email 電郵

End of questionnaire. Thank you for your co-operation.

問卷完，多謝合作。

**CONFIDENTIAL**  
WHEN DATA ENTERED

填入數據後即成  
**機密文件**

**Appendix A**  
附錄A

**VOCATIONAL TRAINING COUNCIL**

職業訓練局

For companies with employment size of 5 persons or above  
適用於僱員人數五人或以上的公司

**2012 MANPOWER SURVEY OF THE RETAIL TRADE**  
2012 年 零 售 業 人 力 調 查

**QUESTIONNAIRE**  
調查表

PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE

填表前請詳閱附註

For official use only: 此欄毋須填寫	Rec. Type	Survey Code	Industry Code	Establishment No.	Enumerator's No.	Editor's No.	Check Digit	No. of Employees Covered by the Questionnaire
	1	3 0	4 5 6 7 8 9	10 11 12 13 14 15	16 17	18 19	20 21 22	23 24 25 26 27

NAME OF COMPANY: \_\_\_\_\_  
公司名稱

ADDRESS: \_\_\_\_\_  
地址

TYPE OF PRODUCTS / SERVICES: \_\_\_\_\_  
產品/服務種類

TOTAL NUMBER OF PERSONS ENGAGED: \_\_\_\_\_  
僱員總人數

NAME OF PERSON TO CONTACT: \_\_\_\_\_  
聯絡人姓名 28 47

POSITION: \_\_\_\_\_  
職位

TEL. NO.: \_\_\_\_\_  
電話 48 55 56 63

FAX NO.: \_\_\_\_\_  
圖文傳真

E-MAIL: \_\_\_\_\_  
電郵 64 98

**Part I**  
第一部份

(A) Job 工作			(B) No. of Employees at Date of Survey	(C) No. of Vacancies at Date of Survey	(D) Forecast of No. Employed 12 Months from Now	(E) Preferred Level of Education	(F) Preferred Relevant Years of Experience	Codes 編號說明
Title 職稱		Rec. Type	Job Code 職位編號	現有的 僱員人數	現有的 空缺額	預計12個月後 僱員人數	僱員宜有的 教育程度	僱員宜有的 相關年資
(See Appendix C) (參閱附錄C)			8 - 10	11 - 14	15 - 17	18 - 21	22	23
<b>Managerial Level (including Senior and Assistant Managers) 經理級(包括高級及助理經理)</b>								
1.	General Manager 總經理	2	1   1   1					
2.	Operations/Retail Manager 營運/零售經理	2	1   1   2					
3.	District/Area Manager 分區/地區經理	2	1   1   3					
4.	Store Manager 店舖經理	2	1   1   4					
5.	Marketing Manager 市場推廣經理	2	1   1   5					
6.	Sales Manager 營業經理	2	1   1   6					
7.	Customer Services Manager 客戶服務經理	2	1   1   7					
8.	Head of Merchandising; Buying Manager 採購主管/經理	2	1   1   8					
9.	Logistics/Distribution/Warehouse Manager 物流/運輸/倉庫經理	2	1   1   9					
10.	Training Manager 培訓經理	2	1   2   0					
11.	Visual Merchandising Manager 商品陳列經理	2	1   2   1					
12.	Owner; Sole Proprietor; Working Partner 東主; 獨資經營者; 執行合夥董事	2	1   9   8					
13.	Other Managers (please specify titles) 其他經理級人員(請說明其職稱)	2	1   9   9					
<b>Supervisory Level (including Senior and Assistant Supervisors) 主任級(包括高級及助理主任)</b>								
14.	Store Supervisor 店舖/分店主任	2	2   1   1					
15.	Visual Merchandising Supervisor 商品陳列主任	2	2   1   2					
16.	Logistics/Distribution/Warehouse Supervisor 物流/運輸/倉庫主任	2	2   1   3					
17.	Public Relations/Advertising Officer 公共關係/廣告主任	2	2   1   4					
18.	Customer Services Supervisor 客戶服務主任	2	2   1   5					
19.	Merchandiser; Buyer 採購主任	2	2   1   6					
20.	Training Officer 培訓主任	2	2   1   7					
21.	Other Supervisors (please specify titles) 其他主任級人員(請說明其職稱)	2	2   9   9					
<b>Operative/Clerical Support Level 技術人員/文員級</b>								
22.	Senior Sales Staff 高級售貨員	2	3   1   1					
23.	Junior Sales Staff 初級售貨員	2	3   1   2					
24.	Stock/Purchasing Clerk 存貨/採購文員	2	3   1   3					
25.	Stock Assistant 存貨助理	2	3   1   4					
26.	Order Assistant (online services) 訂單助理(網上服務)	2	3   1   5					
27.	Visual Merchandising Assistant 商品陳列助理	2	3   1   6					
28.	Other Clerks/Supporting Staff (please specify titles) 其他文員/輔助人員(請說明其職稱)	2	3   9   9					
29.	Part Time Sales/Service Staff 兼職售貨員/服務員	2	4   1   1					
30.		2						

Column (E)  
(E)欄  
Enter in Column (E) the preferred level of education for employee according to the following codes:  
請將僱員宜有的教育程度, 按下列編號填入「E」欄內:

Codes  
編號

Preferred Level of Education  
宜有的教育程度

1 University Degree or above  
大學學位或以上

2 Associate Degree/Professional Diploma/  
Higher Diploma or equivalent  
副學士學位/專業文憑/高級文憑/  
或同等學歷

3 Diploma/Higher Certificate or equivalent  
文憑/高級證書或同等學歷

4 Certificate/Secondary 4 - 7 or equivalent  
證書/中四至中七或同等學歷

5 Secondary 3 or below/Others  
中三或以下/其他

Column (F)  
(F)欄  
Enter in Column (F) the preferred relevant years of experience for employees according to the following codes:  
請將僱員宜有的相關年資, 按下列編號填入「F」欄內:

Codes  
編號

Preferred Relevant Years of Experience  
宜有的相關年資

1 10 years or more  
十年或以上

2 6 years to less than 10 years  
六年至十年以下

3 3 years to less than 6 years  
三年至六年以下

4 1 year to less than 3 years  
一年至三年以下

5 Less than 1 year  
一年以下

If additional lines are necessary, please tick here  and enter on supplementary sheet(s).

如此頁填滿, 請先將 "✓" 號填入此  內, 然後在附頁繼續填寫。



**Part II**  
**第二部份**

**For Full-time Employees**  
**全職僱員**

1. Number of full-time retail trade employees in October 2011 (12 months ago).  
2011年10月時(12個月前)的全職零售業僱員人數。

- (a) Managerial Level  
經理級       
8
- (b) Supervisory Level  
主任級       
12
- (c) Sales Staff  
售貨員       
16
- (d) Operative/Clerical Support Level  
輔助人員/文員級       
20

2. Number of full-time retail trade employees left in the past 12 months.  
過去12個月內離職的全職零售業僱員人數。

- (a) Managerial Level  
經理級       
25
- (b) Supervisory Level  
主任級       
29
- (c) Sales Staff  
售貨員       
33
- (d) Operative/Clerical Support Level  
輔助人員/文員級       
37

**For Part-time Sales/Service Staff**  
**兼職售貨員/服務員**

3. (a) Number of Part-time Sales/Service Staff in October 2011 (12 months ago).  
2011年10月時(12個月前)的兼職售貨員/服務員人數。

42

46

(b) Number of Part-time Sales/Service Staff left in the past 12 months.  
過去12個月內離職的兼職售貨員/服務員人數。

47

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Est. No. \_\_\_\_\_

ER No. \_\_\_\_\_

24

41

**Training**

**訓練**

4. How many training (either internal or external\*) places have you/will be sponsored or provided to full-time retail trade employees on the following subject areas?

貴公司向全職零售業僱員已／將會提供下列項目的培訓資助或訓練(包括內部及外間\*)的名額有多少？

	<u>Past 12 Months 過去12個月</u>		<u>Next 12 Months 未來12個月</u>	
	Full-time Managerial and Supervisory Staff 全職經理及主任級僱員	Full-time Sales, Operative and Clerical Support Staff 全職售貨員、輔助人員及文員	Full-time Managerial and Supervisory Staff 全職經理及主任級僱員	Full-time Sales, Operative and Clerical Support Staff 全職售貨員、輔助人員及文員
(a) Managerial/Supervisory Skills/ Business Management 管理／督導技巧／業務管理	52	55	59	62
(b) Customer Service 客戶服務	66	69	73	76
(c) Selling Skills 銷售技巧	80	83	87	90
(d) Product Knowledge 產品知識	94	97	101	104
(e) Complaints Handling 投訴處理	108	111	115	118
(f) Interpersonal Skills / Team Work 人際關係技巧／團隊工作	122	125	129	132
(g) Store Operations 店舖營運	136	139	143	146
(h) Logistics/Inventory Management/ Supply Chain Management 物流／存貨管理／供應鏈管理	150	153	157	160
(i) IT and Applications 資訊科技及應用	164	167	171	174
(j) Putonghua 普通話	178	181	185	188
(k) English 英語	192	195	199	202
(l) Personal Development 個人發展	206	209	213	216
(m) Others (please specify) : 其他(請說明)	220	223	227	230

Notes : \* Internal training refers to an in-house training offered by the company.

附註 : \* 內部培訓指由公司內部提供之訓練。

\* External training refers to a training offered by an external training provider.

\* 外間培訓指由公司以外的培訓機構提供之訓練。

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5. For each of the subject area, please indicate the relative percentage of internal and external training to be sponsored/ provided in the next 12 months.

就以下各項訓練範疇，請填寫貴公司將於未來12個月資助／提供的內部及外間培訓的相對百分比。

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	<u>Internal Training</u> 內部培訓 (%)	<u>External Training</u> 外間培訓 (%)	
(a) Managerial/Supervisory Skills/Business Management 管理／督導技巧／業務管理	<input type="text"/> <input type="text"/> <input type="text"/> 238	<input type="text"/> <input type="text"/> <input type="text"/> 241	<input type="text"/> 244
(b) Customer Service 客戶服務	<input type="text"/> <input type="text"/> <input type="text"/> 245	<input type="text"/> <input type="text"/> <input type="text"/> 248	<input type="text"/> 251
(c) Selling Skills 銷售技巧	<input type="text"/> <input type="text"/> <input type="text"/> 252	<input type="text"/> <input type="text"/> <input type="text"/> 255	<input type="text"/> 258
(d) Product Knowledge 產品知識	<input type="text"/> <input type="text"/> <input type="text"/> 259	<input type="text"/> <input type="text"/> <input type="text"/> 262	<input type="text"/> 265
(e) Complaints Handling 投訴處理	<input type="text"/> <input type="text"/> <input type="text"/> 266	<input type="text"/> <input type="text"/> <input type="text"/> 269	<input type="text"/> 272
(f) Interpersonal Skills / Team Work 人際關係技巧／團隊工作	<input type="text"/> <input type="text"/> <input type="text"/> 273	<input type="text"/> <input type="text"/> <input type="text"/> 276	<input type="text"/> 279
(g) Store Operations 店舖營運	<input type="text"/> <input type="text"/> <input type="text"/> 280	<input type="text"/> <input type="text"/> <input type="text"/> 283	<input type="text"/> 286
(h) Logistics/Inventory Management/Supply Chain Management 物流／存貨管理／供應鏈管理	<input type="text"/> <input type="text"/> <input type="text"/> 287	<input type="text"/> <input type="text"/> <input type="text"/> 290	<input type="text"/> 293
(i) IT and Applications 資訊科技及應用	<input type="text"/> <input type="text"/> <input type="text"/> 294	<input type="text"/> <input type="text"/> <input type="text"/> 297	<input type="text"/> 300
(j) Putonghua 普通話	<input type="text"/> <input type="text"/> <input type="text"/> 301	<input type="text"/> <input type="text"/> <input type="text"/> 304	<input type="text"/> 307
(k) English 英語	<input type="text"/> <input type="text"/> <input type="text"/> 308	<input type="text"/> <input type="text"/> <input type="text"/> 311	<input type="text"/> 314
(l) Personal Development 個人發展	<input type="text"/> <input type="text"/> <input type="text"/> 315	<input type="text"/> <input type="text"/> <input type="text"/> 318	<input type="text"/> 321
(m) Others (please specify) : 其他(請說明) _____	<input type="text"/> <input type="text"/> <input type="text"/> 322	<input type="text"/> <input type="text"/> <input type="text"/> 325	<input type="text"/> 328

6. Does your company sponsor or provide training to Part-time Sales/Service Staff?

貴公司有沒有為兼職售貨員／服務員提供培訓資助或訓練？

Yes   
有

No   
沒有

329

7. Pre-employment training refers to training provided to people before they enter the workforce or before they are employed in a particular industry. What is your view on pre-employment training for front-line sales persons?

「職前培訓」指為投身某個行業工作的人士，提供入職前訓練。你對前線銷售人員的職前培訓有何意見？

Pre-requisite (please go to Q.8)  
330 必須(請答第8題)

Preferred (please go to Q.8)  
331 宜有(請答第8題)

No comment  
332 (End of questionnaire. Thank you.)  
沒有意見(問卷完，多謝合作。)

Not necessary  
333 (End of questionnaire. Thank you.)  
不需要(問卷完，多謝合作。)

334

8. Which types of training you think a front-line sales person needs to acquire before employment?

(Please tick in the box with appropriate level of importance.)

你認為前線銷售人員入職前須接受哪些訓練？(請按重要性於合適方格內加上"✓"號)

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此欄毋須填寫

	Very Important 十分重要	Important 重要	Not Very Important 不太重要	Not Necessary 不需要
(a) Managerial/Supervisory Skills/ Business Management 管理/督導技巧/業務管理	<input type="checkbox"/> 335	<input type="checkbox"/> 336	<input type="checkbox"/> 337	<input type="checkbox"/> 338
(b) Customer Service 客戶服務	<input type="checkbox"/> 339	<input type="checkbox"/> 340	<input type="checkbox"/> 341	<input type="checkbox"/> 342
(c) Selling Skills 銷售技巧	<input type="checkbox"/> 343	<input type="checkbox"/> 344	<input type="checkbox"/> 345	<input type="checkbox"/> 346
(d) Product Knowledge 產品知識	<input type="checkbox"/> 347	<input type="checkbox"/> 348	<input type="checkbox"/> 349	<input type="checkbox"/> 350
(e) Complaints Handling 處理投訴	<input type="checkbox"/> 351	<input type="checkbox"/> 352	<input type="checkbox"/> 353	<input type="checkbox"/> 354
(f) Interpersonal Skills / Team Work 人際關係技巧/團隊工作	<input type="checkbox"/> 355	<input type="checkbox"/> 356	<input type="checkbox"/> 357	<input type="checkbox"/> 358
(g) Store Operations 店舖營運	<input type="checkbox"/> 359	<input type="checkbox"/> 360	<input type="checkbox"/> 361	<input type="checkbox"/> 362
(h) Logistics/Inventory Management/ Supply Chain Management 物流/存貨管理/供應鏈管理	<input type="checkbox"/> 363	<input type="checkbox"/> 364	<input type="checkbox"/> 365	<input type="checkbox"/> 366
(i) IT and Applications 資訊科技及應用	<input type="checkbox"/> 367	<input type="checkbox"/> 368	<input type="checkbox"/> 369	<input type="checkbox"/> 370
(j) Putonghua 普通話	<input type="checkbox"/> 371	<input type="checkbox"/> 372	<input type="checkbox"/> 373	<input type="checkbox"/> 374
(k) English 英語	<input type="checkbox"/> 375	<input type="checkbox"/> 376	<input type="checkbox"/> 377	<input type="checkbox"/> 378
(l) Personal Development 個人發展	<input type="checkbox"/> 379	<input type="checkbox"/> 380	<input type="checkbox"/> 381	<input type="checkbox"/> 382
(m) Others (please specify) : 其他(請說明)	<input type="checkbox"/> 383	<input type="checkbox"/> 384	<input type="checkbox"/> 385	<input type="checkbox"/> 386

387

Please tick in the appropriate box if your company wants a complimentary copy of the 2012 Manpower Survey Report.

如貴公司欲收到二〇一二年人力調查報告贈閱版，請於方格內加上"✓"號。

388

Booklet 書冊

389

CD-ROM 光碟

390

Email 電郵

**End of questionnaire. Thank you for your co-operation.**

問卷完，多謝合作。

**Appendix B**  
**For companies with**  
**employment size of 4 persons or less**

**2012 Manpower Survey of the Retail Trade**

**Explanatory Notes**

1. Please ignore the numbers in the row immediately beneath the boxes. They are purely for data processing.
2. Before completing the questionnaire, please read carefully the job titles and job descriptions in Appendix C.
3. Please fill in information as accurate as possible because the information collected from this survey is vital for determining the manpower requirements of the industry in order that the Retail Trade Training Board can make meaningful recommendations to Government on how to meet training needs.
4. Column “A” - Job Titles
  - (a) Please refer to Appendix C “Job Titles and Brief Job Descriptions of Principal Jobs”. Please note that some of the job titles may not be the same as those used in your company, but if the jobs have similar or related functions, please treat them as the same and supply the required information in the questionnaire.
  - (b) Please classify an employee according to his/her main duty irrespective of any additional secondary duties he/she may be required to perform.
  - (c) For other managers, supervisors or clerks/supporting staff whose duties require retail training, please specify their titles and fill in column ‘B’ to column ‘F’ accordingly.
5. Column “B” - Number of Employees at Date of Survey

Please fill in the total number of employees for each job title at date of survey. These include proprietors, partners and unpaid family members working for your company.
6. Column “C” - Number of Vacancies at Date of Survey

Please fill in the number of existing vacancies for each job title at date of survey. “Existing Vacancies” refer to those unfilled, immediately available job openings for which the company is actively trying to recruit.

7. Column “D” - Forecast of Number Employed 12 Months from Now

The forecast of number employed means the likely number of employees for each job title you will be employing in your company 12 months from now. If an expansion/contraction is expected, the number given could be more/less than that in column ‘B’.

8. Column “E” - Preferred Level of Education

Please enter the appropriate code representing the preferred level of education which your company requires an employee in a particular position to have. (Please refer to the codes in the last column of the same page of the questionnaire).

9. Column “F” - Preferred Relevant Years of Experience

Please enter the appropriate code representing the preferred relevant years of experience which your company requires an employee in a particular position to have. (Please refer to the codes in the last column of the same page of the questionnaire).

**Appendix B**  
**For companies with**  
**employment size of 5 persons or above**

**2012 Manpower Survey of the Retail Trade**

**Explanatory Notes**

1. Please ignore the numbers in the row immediately beneath the boxes. They are purely for data processing.
2. Before completing the questionnaire, please read carefully the job titles and job descriptions in Appendix C.
3. Please fill in information as accurate as possible because the information collected from this survey is vital for determining the manpower requirements of the industry in order that the Retail Trade Training Board can make meaningful recommendations to Government on how to meet training needs.

**Part I**

4. Column “A” - Job Titles

- (a) The job titles and job codes have been pre-printed.
- (b) Please refer to Appendix C “Job Titles and Brief Job Descriptions of Principal Jobs”. Please note that some of the job titles may not be the same as those used in your company, but if the jobs have similar or related functions, please treat them as the same and supply the required information in the questionnaire.
- (c) Please classify an employee according to his/her main duty irrespective of any additional secondary duties he/she may be required to perform.
- (d) For other managers, supervisors or clerks/supporting staff whose duties require retail training, please specify their titles and fill in column ‘B’ to column ‘F’ accordingly.

5. Column “B” - Number of Employees at Date of Survey

Please fill in the total number of employees for each job title at date of survey. These include proprietors, partners and unpaid family members working for your company.

6. Column “C” - Number of Vacancies at Date of Survey

Please fill in the number of existing vacancies for each job title at date of survey. “Existing Vacancies” refer to those unfilled, immediately available job openings for which the company is actively trying to recruit.

7. Column “D” - Forecast of Number Employed 12 Months from Now

The forecast of number employed means the likely number of employees for each job title you will be employing in your company 12 months from now. If an expansion/contraction is expected, the number given could be more/less than that in column ‘B’.

8. Column “E” - Preferred Level of Education

Please enter the appropriate code representing the preferred level of education which your company requires an employee in a particular position to have. (Please refer to the codes in the last column of the same page of the questionnaire).

9. Column “F” - Preferred Relevant Years of Experience

Please enter the appropriate code representing the preferred relevant years of experience which your company requires an employee in a particular position to have. (Please refer to the codes in the last column of the same page of the questionnaire).

**Part II**

10. Number of Full-time Retail Trade Employees 12 Months Ago

Please fill in the total number of full-time retail trade employees 12 months ago for each job level.

11. Number of Full-time Retail Trade Employees Left in the Past 12 Months

Please fill in the total number of full-time retail trade employees left in the past 12 months for each job level.

12. Number of Part-time Sales/Service Staff 12 Months Ago & Number of Part-time Sales/Service Staff Left in the Past 12 Months

Please fill in the total number of part-time sales/service staff 12 months ago and those left in the past 12 months.



13. Training to be Sponsored/Provided to Full-time Retail Trade Employees

Please fill in the number of training (either internal or external) places have been/will be sponsored/provided to full-time retail trade employees in the past/next 12 months for each subject area.

14. Relative Percentage of Internal and External Training to be Sponsored/Provided

Please fill in the relative percentage of internal and external training to be sponsored/provided in the next 12 months for each subject area.

15. Training to be Sponsored/Provided to Part-time Sales/Service Staff

Please indicate whether training has been sponsored/provided to part-time sales/service staff.

16. View on Pre-employment Training for Front-line Sales Persons

Please indicate the company's view on pre-employment training for front-line sales persons for each subject area.

**2012 Manpower Survey of the Retail Trade****Job Descriptions of Principal Jobs**

Code No.	Job Title	Brief Job Description
<b>MANAGERIAL LEVEL (including Senior and Assistant Managers)</b>		
111	General Manager	Assumes total responsibility for retail operations, merchandising, sales and marketing functions.
112	Operations/Retail Manager	Takes charge of the overall operations and management of stores/outlets/retail chain.
113	District/Area Manager	Takes charge of the operations and management of a number of stores/outlets usually within a geographical area.
114	Store Manager	Takes charge of the operations and management of a store/outlet.
115	Marketing Manager	Plans, directs and manages marketing functions including advertising, public relations and corporate communications.
116	Sales Manager	Plans, directs and manages sales-related activities aiming at maximizing sales. Directly contacts clients to promote sales.
117	Customer Services Manager	Plans, organizes, directs and controls activities relating to customer services. Contacts customers, liaises with internal departments to ensure provision of high standard customer services.
118	Head of Merchandising; Buying Manager	Plans, organizes, directs and controls merchandising or buying activities. Assesses market demand by carrying out market surveys or studies. Contacts suppliers, coordinates with appropriate departments to ensure continuity and quality of merchandise supply.
119	Logistics/Distribution/ Warehouse Manager	Plans, directs and manages logistics/distribution/warehousing activities to ensure smooth operation of merchandise flow.

Code No.	Job Title	Brief Job Description
<b>MANAGERIAL LEVEL (including Senior and Assistant Managers) (Continued)</b>		
120	Training Manager	Plans, directs and manages training functions. Formulates training plans with reference to manpower plan, identifies training needs, delivers training programmes and monitors training effectiveness.
121	Visual Merchandising Manager	Develops and proposes visual merchandising direction for the store with creative display ideas which can enhance product and brand awareness. Designs and proposes the store layout, space planning and customer traffic flow to ensure the smooth set-up and maintenance of visual merchandising in stores.
198	Owner; Sole Proprietor; Working Partner	Owens and runs the business.
199	Other Managers (please specify titles)	Managers involve in accounting, finance, IT or other administrative work.
<b>SUPERVISORY LEVEL (including Senior and Assistant Supervisors)</b>		
211	Store Supervisor	Responsible for the sale of a particular merchandise or a range of merchandises in a store/outlet. Checks and studies sales figures, stock and customers' preference and makes subsequent recommendations. Supervises a team of sales staff.
212	Visual Merchandising Supervisor	Supervises and designs visual merchandise in shop window, showcase and display inside store. Plans and implements merchandise display in store.
213	Logistics/Distribution/Warehouse Supervisor	Supervises logistics, distribution and warehousing of merchandise to achieve planned levels of services to users and customers.
214	Public Relations/Advertising Officer	Plans and implements marketing programmes to promote sale of merchandise and to promote a company's image. Keeps close contact with the mass media and advertising agents.
215	Customer Services Supervisor	Supervises and implements activities relating to customer services. Provides services directly to customers.

Code No.	Job Title	Brief Job Description
<b>SUPERVISORY LEVEL (including Senior and Assistant Supervisors) (Continued)</b>		
216	Merchandiser; Buyer	Responsible for merchandising or buying functions. Liaises and negotiates with suppliers and appropriate departments to ensure continuity and quality of merchandise supply.
217	Training Officer	Implements training plans, conducts training programmes, maintains training records, and arranges for training administration.
299	Other Supervisors (please specify titles)	Supervisors performing administrative and supporting works.
<b>OPERATIVE/CLERICAL SUPPORT LEVEL</b>		
311	Senior Sales Staff	Sells merchandise, provides customer service, and/or operates cash register in retail store. Typically has more sales experiences and/or good sales records. (If companies do not have their own system of classification, sales staff having 5 years or more relevant experience in the industry will be classified as senior.)
312	Junior Sales Staff	Sells merchandise, provides customer service, and/or operates cash register in retail store. Usually has less sales experience. (If companies do not have their own system of classification, sales staff having less than 5 years of relevant experience in the industry will be classified as junior.)
313	Stock/Purchasing Clerk	Receives, stores and distributes supplies and commodities. Prepares purchase orders and maintains records of items purchased. Compiles and compares stock records to prepare purchase requisitions.
314	Stock Assistant	Delivers and receives merchandise, arranges storage, fills up shelves in warehouse and/or in stores.
315	Order Assistant (online services)	Receives online orders, checks stocks, arranges distribution of commodities, and confirms the delivery of commodities to destinations.
316	Visual Merchandising Assistant	Supports and performs setting up of shop window, in store display and styling.

Code No.	Job Title	Brief Job Description
OPERATIVE/CLERICAL SUPPORT LEVEL (Continued)		
399	Other Clerks/Supporting Staff (please specify titles)	Clerks provide supporting work.
411	Part Time Sales/Service Staff	Employed on part time basis. Sells merchandise, provides customer service, and/or operates cash register in retail store.

## **Manpower Projection of the Retail Trade for 2013-2015**

### **Labour Market Analysis Approach**

#### **Methodology**

The Labour Market Analysis (LMA) approach first examines a group of key statistical data collected by a reliable and independent authority that reflects important changes in the local economy, demography and labour market. It then selects some of the data as independent variables and attempts to build a statistical model that can be used to project manpower in the economic sector under study. In other words, the model makes use of some relevant and reliable economic indicators to project manpower demand in the short and medium term.

2. The LMA approach has been applied to manpower projection for the retail trade since 2002.

3. The building of a statistical model comprises two main steps. The first step is called “Diagnostic” because two sets of statistical data are tested to select independent variables as determinants. Set I comprises 9 core statistics in the National Accounts of Hong Kong (e.g. Gross Domestic Products (GDP) and its components). These statistics provide information about our key economic activities. Set II comprises 42 economic indicators with more disaggregate information about various economic sectors. Such information includes consumption, investment, trade, tourism, property and related activities, and information about the labour market, etc. From these two data sets, some determinants can be found. To minimize Types I & II and other errors, these determinants are statistically tested for multi-collinearity before they are grouped into Principal Components (PCs). The second step of statistical modeling is called “Prognostic” because PCs are used to build the statistical model for manpower projection.

#### **Manpower Projection for Retail Sector**

4. For the retail trade, 7 determinants below have been identified and grouped into PCs.

- i) Total loans and advances [LAI]
- ii) Composite consumer price index [CCPI]
- iii) Property price index (private domestic) [PPI]
- iv) Number of visitor arrivals [VAI]
- v) Export of services [XSER]
- vi) Export of goods in quantum index [XGDS]
- vii) Import of goods in quantum index [MGDS]

5. Due to insufficient manpower data for the second step, a method based on economic theories applied to the Input-Output (I/O) model will be adopted. Input-output model attempts to quantify the interdependency of the various sectors in an economy. In this I/O table, information on the economy will be presented with all outputs in either one of the two types: production (i.e. agriculture, manufacturing, services industries) or final demand (i.e. consumption or investment). In the I/O model, an industry uses certain primary inputs

(e.g. labour, capital equipment) to produce outputs. The industry is assumed to have fixed production coefficients (i.e. constant return to scale) over the short time span under consideration. To generate the employment effect, it is necessary to estimate a set of labour input requirements by determining the ratio of the production (or final demand) to the number of employees. The ratio, called employment coefficient, will represent the number of employees needed to produce a single unit of production (or final demand).

6. In the retail trade, the retail sales in volume index is defined as the output of the industry. Principal Component Regression is then applied to forecast retail sales in volume index. Multiplying the employment coefficient to the projected index will give projected manpower demand.

7. Based on the statistical model with LMA approach, the manpower demand of the retail trade for 2013-2015 is projected as below:

Year	Actual Manpower	Employers' Forecast	Projected Manpower
2012	266 964	-	-
2013	-	267 960 (+0.4%*)	273 513 (+2.5%*)
2014	-	-	280 928 (+2.7%**)
2015	-	-	289 346 (+3.0%**)
* as percentage change vs actual manpower in 2012			
** as percentage change vs projected manpower in previous year.			





# 第一章

## 緒論

### 人力調查

1.1 在政府統計處[統計處]協助下，零售業訓練委員會於 2012 年 10 月 8 日至 11 月 7 日期間進行每兩年一次的人力調查，以評估業內的人力情況，並了解人力需求和培訓需要。隨後就未有回覆個案進行跟進調查，並於 2013 年 3 月完成。

1.2 本會按照統計處的建議，採用分層隨機抽樣法，從統計處機構單位記錄庫內 37 955\*間零售業登記商號中，抽選出 918 間為調查樣本，所得調查數據交由統計處處理，並以統計方法倍大，以反映零售業的整體人力情況。

1.3 是次調查採用《香港標準行業分類 2.0 版》，範圍涵蓋以下11個類別的公司：

- (i) 食品、飲品及煙草（112 間）
- (ii) 超級市場（27 間）
- (iii) 燃料及運輸設備（94 間）
- (iv) 衣物、鞋類及有關製品（163 間）
- (v) 其他消費品（123 間）
- (vi) 百貨公司（32 間）
- (vii) 珠寶首飾（76 間）
- (viii) 藥物及化妝品（65 間）
- (ix) 其他耐用品（66 間）
- (x) 電訊設備及電器產品（65 間）
- (xi) 無店面和不經流動貨攤的零售（95 間）

1.4 為提高回應率，僱員在四人或以下的公司只需填寫調查表第一部分的基本資料，無須回答有關訓練的問題。

1.5 是次調查的整體有效回應率（包括「部分回應」及「完整回應」）為 95.1%，較 2010 年的 93.7% 輕微上升。

### 目的

1.6 調查旨在從宏觀角度研究零售業的中、短期人力需求及培訓需要趨勢。有關趨勢反映零售業的大體發展方向，而調查結果的適用程度會因業務類別或公司而異。

註：

\* 2012 年零售業公司的總數為 46 034 間。剔除機構單位記錄庫內不活躍商號後，登記公司數目有 37 955 間。

## 限制

1.7 本報告內的統計數字是根據於 2012 年 10 月至 11 月期間進行的調查，以及之後與受訪公司跟進搜集所得的資料編製而成。因搜集資料需時，而進行調查與出版報告之間亦相隔一段時間，期間香港經濟情況或已有轉變，而零售業亦可能經歷周期性的變動；受此影響，調查結果與報告發布時的實際情況會有差異。

1.8 本調查是採用科學抽樣方法從業內公司抽取樣本以進行數據搜集的抽樣調查；因此，調查所得的統計數字亦可能會受抽樣誤差所影響。

## 業務前景

1.9 全球的經濟環境不明朗，在歐債危機持續、主要先進經濟體復蘇乏力的情況下，香港經濟繼 2011 年錄得 4.9% 增長後，步伐明顯放緩，2012 年僅溫和增長 1.4%。根據統計處的資料，預計 2013 年香港經濟的增長約為 1.5% 至 3.5%，較過去十年的平均增幅 4.5% 為低。

1.10 未經季節性調整的失業率在 2012 年首季及第二季維持於 3.3%，第三季微升至 3.5%，及至第四季又下跌至 3.1%。據觀察，勞工市場在 2012 年全年均保持平穩，未受經濟增長放緩所影響。然而，由於經濟環境不明朗，市民消費漸趨謹慎，估計 2013 年零售業的營業額及銷售量只有溫和增長。

1.11 「法定最低工資」於 2011 年 5 月 1 日開始實施。由 2013 年 5 月 1 日起，最低工資水平由每小時 28 元調整至每小時 30 元。此政策不但會提高零售及相關行業僱員的薪酬，而所造成的漣漪效應（包括收窄不同行業及職位之間的薪酬差距）亦會對僱主構成壓力，需要提供更具有競爭力的薪酬條件，才能於勞工市場偏緊的情況下挽留及吸引人才，最終導致營運成本大增，招聘更為困難。

1.12 差餉物業估價署的資料顯示，由於投資者紛紛轉向不受「額外印花稅」[SSD] 約束的非住宅物業，使到零售物業的交投更加活躍。2012 年第四季，零售物業價格較去年同期急升 38%，租金亦飆升 13%。租金上漲令零售商需承受額外重擔。

1.13 統計處的資料顯示，零售業於 2013 年 3 月的營業額及銷售量分別上升 9.8% 和 10.2%，低於 2012 年 3 月的數字（營業額：17.1%；銷售量：13.2%）。除了受全球經濟氣候極不穩定影響外，本地零售業還要面對重重挑戰，包括營運成本增加、進口通脹壓力，以及勞工短缺問題。有見及此，估計 2013 年本港零售業的整體營業額及銷售量僅會錄得溫和增長。

1.14 根據國家統計局的資料，內地的按年本地生產總值[GDP]增長率於 2013 年首三個月回落至 7.7%，較去年最後一季所訂的 7.9% 輕微下跌。數字反映中國的經濟增長於去年下半年反彈後再度放緩。

1.15 根據統計處的資料，2012 年的訪港旅客錄得 4,860 萬人次，當中內地遊客成為增長源頭，佔整體訪港旅客 72%。2012 年與入境旅遊相關的總消

費增加 16.5%，超逾 3,000 億港元。由於訪港旅遊業蓬勃，預計 2013 年會繼續使零售業受惠。訪港內地旅客的消費模式逐漸轉型，由追求高檔次產品轉為搜羅中低檔次產品，估計此趨勢在 2013 年仍會持續。因此，專注開拓中檔次產品及大眾消費市場的香港零售商將會受惠。

1.16 《2013 施政報告》中提及，部分大型旅遊設施在特區政府的支持下已經／將於 2013-14 年推出，其中包括啟德郵輪碼頭的碼頭大樓和首個泊位已於 2013 年 6 月啟用，有助發揮亞太地區郵輪旅遊的發展潛力，以及吸引更多高消費旅客來港參加郵輪旅遊。此外，政府會向海洋公園提供 23 億元貸款，於大樹灣興建全天候水上樂園。海洋公園正積極籌備興建酒店，為旅客提供更佳配套服務。預計未來幾年，旅遊業可以持續興旺，並帶動零售業務增長。

1.17 根據世界衛生組織的資料，中國內地於 2013 年初錄得 87 宗人類感染新型禽流感的個案。這些個案主要發生在四個省份，繼而蔓延至國內其他地方。事件引起全球傳染病專家關注。不過，由於爆發疫症的機會不大，故事件對旅遊業及零售業務亦無造成太大影響。

1.18 隨著政府於 2012 年年底推出措施為亢奮的樓市降溫，相信零售店鋪的租金亦可望於 2013 年稍微回落，租金的升勢會較為溫和。不過，對易受成本壓力影響的零售商而言，主要購物區的零售空間不足及租金昂貴仍為主要憂慮。這些零售商仍會陸續遷離主要大街及地區，並於租金較低的地區開立新店鋪，擴展業務。由於即日往返香港的內地旅客不斷增加，每趟旅程的人均消費約為 2,000 至 6,000 港元，估計新興購物區的營業額會有所增加，而鋪位需求亦會續升。因此，預計位於非核心地區的商場仍會繼續受惠。

1.19 考慮到本港 GDP 在 2013 年上半年按年實質增長 3.1%，以及全球經濟的下行風險略有減退，政府於 2013 年 8 月最新一輪的預測內，將 2013 年全年的 GDP 增長由 1.5% 至 3.5% 修訂為 2.5% 至 3.5%。

1.20 雖然估計 2013 年零售業的營業額僅會溫和增長，但相信隨著內地旅客慢慢重拾購買高檔次產品送禮的熱情，2014 年將會續有增長，雖然速度較慢，但對本港零售商而言情況將會較 2013 年更好。香港作為購物熱點的吸引力雖然較以往遜色，但隨著全球經濟復蘇及本地收入增加，相信 2014 年本港零售業的整體營業額將會重拾增長動力。

1.21 總括來說，人力調查工作小組成員及接受深入訪談的業內人士均認為 2013 年零售業的業務增長溫和，業務前景維持樂觀。此外，預計多項因素會繼續利好本地零售業未來幾年的發展，包括發展穩定及健康的勞工市場、愈來愈多即日往返旅客帶動新興購物區的零售業務，以及內地經濟快速增長及其他亞洲經濟體持續發展帶動本地入境旅遊發展蓬勃等。

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資料來源：

1. 國家統計局
2. 中國實時報
3. 政府統計處
4. 香港旅遊發展局
5. 香港貿易發展局經貿研究
6. 2013-14 年度財政預算案
7. 差餉物業估價署《香港物業報告 2013》

## 2012年的人力情況

1.22 2012年的調查顯示，零售業共有 257 976 名僱員（2010年：240 927 名），較上次調查上升 7.1%。其中，主要職能人員有 227 741 人（88.3%）（2010年：214 424 人），非主要職能人員則有 30 235 人（11.7%）（2010年：26 503 人）。

1.23 「主要職能人員」指從事零售業主要職務的僱員，詳情見附錄 5（請參閱附件第 144 至 147 頁）。本報告會分析業界對此等人員的需求。另一方面，「非主要職能人員」指從事一般職務工作，例如財務／會計、人力資源、資訊科技、行政及其他支援工作的僱員。

1.24 在 2012 年調查錄得的 257 976 名僱員中，14 272 人（5.5%）為經理級、27 047 人（10.5%）為主任級、173 285 人（67.2%）為輔助人員／文員級（包括兼職售貨員）、13 137 人（5.1%）為東主／獨資經營者／執行合夥董事，30 235 人（11.7%）為非主要職能人員。2010 年與 2012 年人力調查的數字如下：

職級	2010	2012
經理級	4.2%	5.5%
主任級	16.1%	10.5%
輔助人員／文員級	61.0%	67.2%
東主／獨資經營者／執行合夥董事	7.7%	5.1%
非主要職能人員	11.0%	11.7%
總計	<b>100.0%</b>	<b>100.0%</b>

1.25 零售業共有 8 988 個職位空缺。其中，231 個為經理級、462 個是主任級、7 258 個屬輔助人員／文員級、66 個屬東主／獨資經營者／執行合夥董事空缺，另外有 971 個非主要職能人員空缺。連同空缺數目在內，人力需求總數為 266 964 人。

## 僱主對 2013 年的人力預測

1.26 僱主預期，未來 12 個月將需求 267 960 人，整體人數較 2012 年增加 996 人（0.4%）。

1.27 預測人力需求增長最大的三個類別如下：

- a. 超級市場 (+6.1%)
- b. 其他耐用品 (+0.8%)
- c. 藥物及化妝品 (+0.7%)

1.28 另一方面，預測人力需求跌幅最大的三個類別如下：

- a. 衣物、鞋類及有關製品 (-1.4%)
- b. 百貨公司 (-0.6%)
- c. 食品、飲品及煙草 (-0.5%)

1.29 如按職級劃分，預測經理級、主任級，以及輔助人員／文員級分別會增加 125人 (0.9%)、15人 (0.05%) 及 1 147人 (0.6%)。

### 採用人力市場分析法作人力預測 (2013 年至 2015 年)

1.30 與 2010 年的調查相同，本會採用人力市場分析法 [*Labor Market Analysis, LMA*] 推算未來三年零售業的人力需求，從 42 項經濟指標中挑選七項主要成分，通過統計測試，得出推算結果。2012 年的調查沿用此方法推算 2013 至 2015 年的人力情況。有關 LMA 及主要假設的描述，請參閱第二章第 2.24 至 2.25 段。推算 2013 至 2015 年人力需求如下：

年份	實際人數	僱主預測人數	採用 LMA 推算的人力需求
2012	266 964	-	-
2013	-	267 960 (+0.4%*)	273 513 (+2.5%*)
2014	-	-	280 928 (+2.7%**)
2015	-	-	289 346 (+3.0%**)

1.31 採用 LMA 方法推算所得的人力結果顯示，2013 至 2015 年的人力呈現上升趨勢。LMA 方法的好處是客觀，而且當新的經濟指標公布後，亦可隨之更新推算數據。

註：

\* 與 2012 年實際人力比較的百分率變幅。

\*\* 與前一年推算人力比較的百分率變幅。

## 訓練需求<sup>#</sup>

1.32 由於預期全球經濟不明朗將會持續，大部分僱主均認為值得投放資源於員工培訓，以提升零售業僱員的服務水準和專業水平，從而於激烈的競爭中保持領先的地位。

1.33 僱主於 2012 年提供或資助 251 263 個訓練名額，並計劃於 2013 年提供或資助 270 108 個訓練名額，較 2012 年上升約 7.5%。由於預期 2013 年的經濟前景樂觀，僱主將繼續投放資源於員工培訓及發展，令員工及公司一同受惠。

1.34 預測 2013 年由公司內部及外間機構提供的訓練名額比例如下（按訓練範疇劃分）：

訓練範疇	公司內部提供的訓練名額	外間機構提供的訓練名額
管理訓練	79.6%	20.4%
行業專門培訓	85.5%	14.5%
語文	60.6%	39.4%
其他	92.3%	7.7%

1.35 2012 年調查顯示，訓練需求最大的三個範疇分別為：

- a. 產品知識
- b. 客戶服務
- c. 店鋪營運

1.36 2012 年調查顯示，訓練需求增長最大的三個範疇分別為：

- a. 店鋪營運
- b. 管理／督導技巧／業務管理
- c. 其他（如職業健康及安全、急救及消費者心理等）

1.37 約 22.7% 僱主表示前線售貨員的職前培訓屬「必須」或「宜有」，較 2010 年的 32.1% 下跌。如單看「必須」一項，百分率則從 2010 年的 14.2% 大幅下降至是次調查的 5.7%；而「宜有」一項，百分率則從 2010 年的 17.9% 微跌至 2012 年的 17.0%。上述結果顯示，大部分僱主相對沒那麼看重職前培訓，認為可以為僱員提供在職培訓。

註：

# 所有與培訓需求相關的數字均不包括僱員人數少於四人的公司在內。

## 第二章

### 調查結果摘要

#### A. 2012 年人力情況

##### 人力總數

2.1 根據調查結果，2012 年10 月零售業共僱用 257 976人，其中 227 741人（88%）為主要職能人員，其餘 30 235 人（12%）為非主要職能人員，與 2010 年的情況大致相同（2010年：主要職能人員佔 89%；非主要職能人員佔 11%）。

2.2 附錄 5（請參閱附件第 144 至 147 頁）載列按職級劃分的主要職務名稱及工作說明。為了解零售業僱用人力的全貌，是次調查分析包括主要職能人員及非主要職能人員。「人力需求」是指上述兩類職能的僱員人數及空缺數目的總和。詳細人力統計數字見第五章表 1 至表 5。

##### 不同公司規模的人力分布情況

2.3 調查將零售業分為11個類別，以下為不同公司規模的人力分布情況：

類別	公司僱員 四人或以下	公司僱員 五人或以上	總計
1. 食品、飲品及煙草	6 471	2 200	8 671
2. 超級市場	36	53	89
3. 燃料及運輸設備	843	245	1 088
4. 衣物、鞋類及有關製品	6 956	1 222	8 178
5. 其他消費品	10 659	1 338	11 997
6. 百貨公司	0	29	29
7. 珠寶首飾	1 509	466	1 975
8. 藥物及化妝品	573	488	1 061
9. 其他耐用品	1 266	695	1 961
10. 電訊設備及電器產品	1 528	275	1 803
11. 無店面和不經流動貨攤的零售	1 004	99	1 103
<b>總計</b>	<b>30 845</b> <b>(81.3%)</b>	<b>7 110</b> <b>(18.7%)</b>	<b>37 955*</b> <b>(100%)</b>

註：

\* 2012年零售業公司的總數為 46 034 間。剔除機構單位記錄庫內不活躍商號後，登記公司數目有 37 955 間。

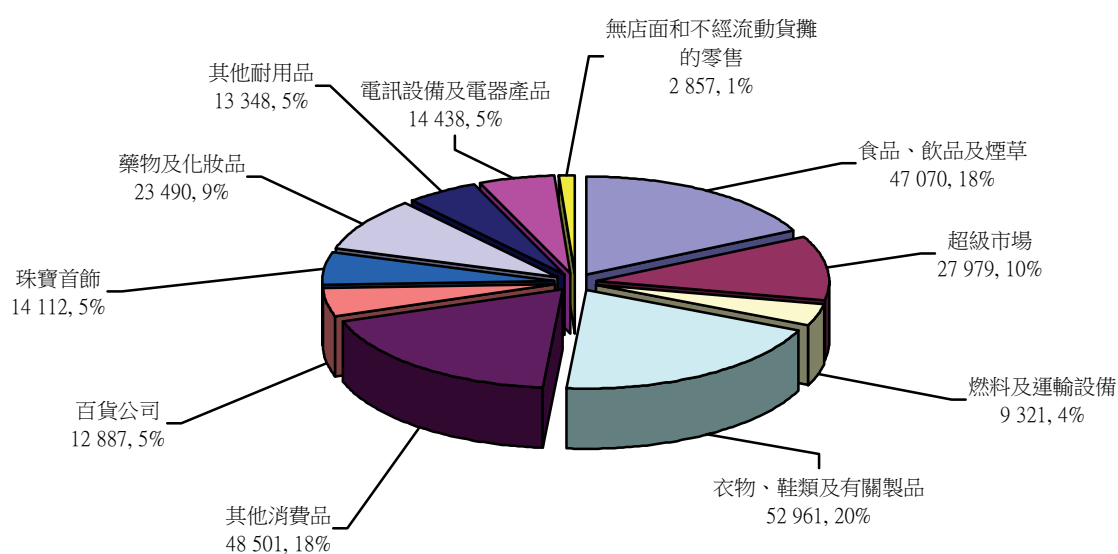
## 人力分布情況

2.4 為方便研究及比較，調查將零售業分為11個類別，以下為各類別的人力分布情況：

類別	僱員人數	空缺數目	人力需求
1. 食品、飲品及煙草	46 245	825	<b>47 070</b>
2. 超級市場	26 353	1 626	<b>27 979</b>
3. 燃料及運輸設備	8 985	336	<b>9 321</b>
4. 衣物、鞋類及有關製品	50 987	1 974	<b>52 961</b>
5. 其他消費品	47 733	768	<b>48 501</b>
6. 百貨公司	12 351	536	<b>12 887</b>
7. 珠寶首飾	13 810	302	<b>14 112</b>
8. 藥物及化妝品	21 806	1 684	<b>23 490</b>
9. 其他耐用品	12 885	463	<b>13 348</b>
10. 電訊設備及電器產品	13 983	455	<b>14 438</b>
11. 無店面和不經流動貨攤的零售	2 838	19	<b>2 857</b>
<b>總計</b>	<b>257 976</b>	<b>8 988</b>	<b>266 964</b>

圖 1: 各類別的人力需求情況

(總人力需求：266 964 人)



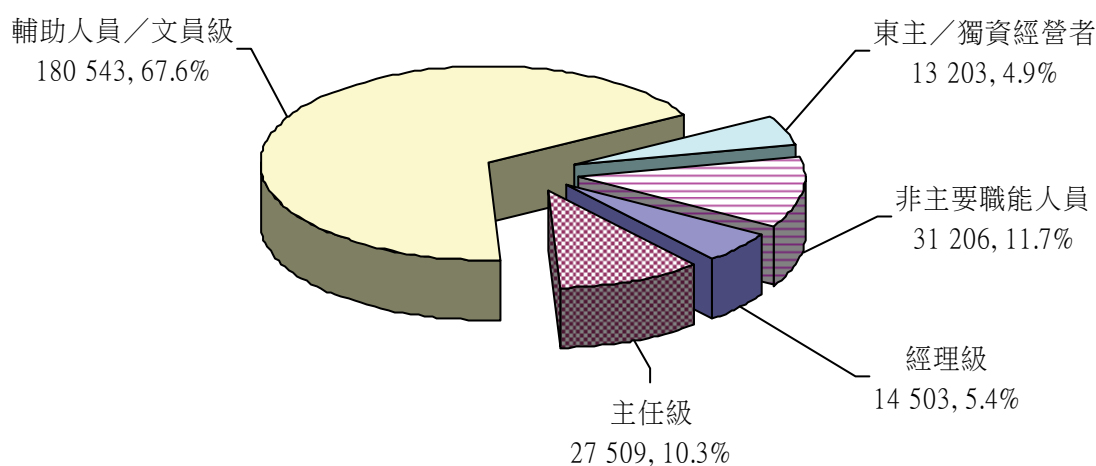


2.5 零售業總共需求 266 964 人，其中 14 503 人（5.4%）為經理級，27 509 人（10.3%）為主任級，180 543 人（67.6%）為輔助人員／文員級，13 203 人（4.9%）為東主／獨資經營者，31 206 人（11.7%）為非主要職能人員。以下為各職級總共所需的人力情況：

職級	僱員人數	空缺數目	人力需求
經理級	14 272	231	<b>14 503</b>
主任級	27 047	462	<b>27 509</b>
輔助人員／文員級	173 285	7 258	<b>180 543</b>
東主／獨資經營者	13 137	66	<b>13 203</b>
<b>主要職能人員</b>	<b>227 741</b>	<b>8 017</b>	<b>235 758</b>
非主要職能人員	30 235	971	31 206
<b>總計</b>	<b>257 976</b>	<b>8 988</b>	<b>266 964</b>

圖 2：各職級的人力需求情況

（總人力需求：266 964 人）



2.6 下表為經理級、主任級和輔助人員／文員級內僱員人數最多的三個主要職務：

職級	僱員人數	佔該職級百分率
<b>經理級</b>		
1. 店舖經理	6 734	46.4%
2. 營運／零售經理	2 246	15.5%
3. 營業經理	1 382	9.5%
<b>主任級</b>		
1. 店舖／分店主任	22 439	81.6%
2. 採購主任	2 231	8.1%
3. 客戶服務主任	1 271	4.6%
<b>輔助人員／文員級</b>		
1. 初級售貨員	86 138	47.7%
2. 高級售貨員	51 395	28.5%
3. 兼職售貨員	35 499	19.7%

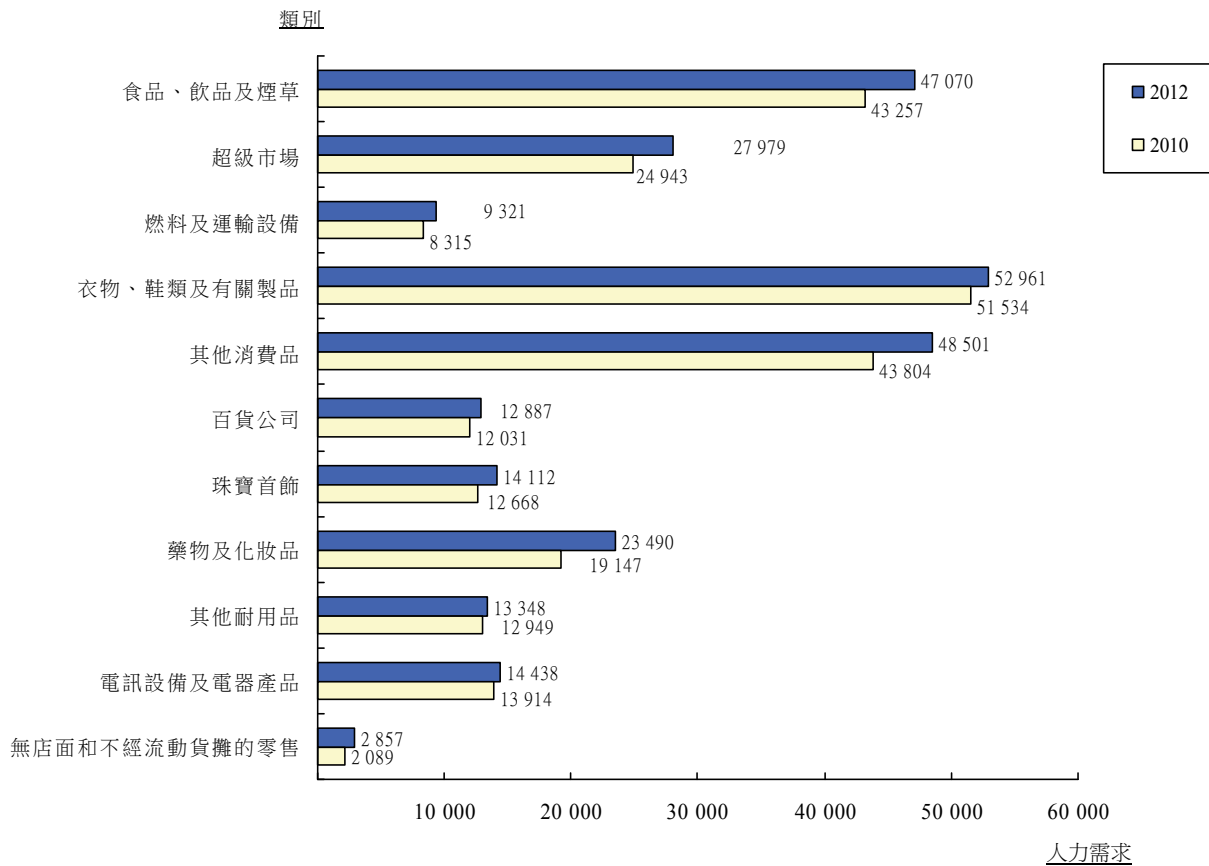
### **2010年與2012年人力需求比較**

2.7 2010年及2012年的人力調查均於10月份進行，同樣採用經修訂的《香港標準行業分類 2.0 版》，涵蓋零售業11個類別，方便比較。然而，在詮釋有關調查數據時，讀者須注意 2012 年的整體經濟情況。由於零售業是最受經濟趨勢左右的行業之一，全球及本地的經濟情況變動均會影響本業的人力情況。

2.8 與 2010 年比較，2012 年總共所需人力（包括主要職能人員及非主要職能人員）增至 266 964 人，增加 22 313 人，增幅為 9.1%。第五章表3載列兩段期間各類別的人力需求比較。

2.9 所有類別的人力在 2012 年均錄得增長，其中以「無店面和不經流動貨攤的零售」及「藥物及化妝品」兩個類別的增幅最為明顯，分別增加 36.8% 及 22.7%，緊隨在後的包括「超級市場」（12.2%）、「燃料及運輸設備」（12.1%）、「珠寶首飾」（11.4%）、「其他消費品」（10.7%）、「食品、飲品及煙草」（8.8%）、「百貨公司」（7.1%）、「電訊設備及電器產品」（3.8%）、「其他耐用品」（3.1%），以及「衣物、鞋類及有關製品」（2.8%）。

圖 3: 2010 年與 2012 年各類別的人力需求比較



2.10 「無店面和不經流動貨攤的零售」的人力大幅增長（36.8%），主要歸因於網上購物興起。網上購物除了方便之外，比起傳統市場亦更具優點，如廉價、現貨充足及選擇多等，增長潛力頗大。隨著科技發展日新月異及互動裝置日益增多，消費者的購物行為亦有一定程度上的改變。

2.11 由於「個人遊」計劃已擴展至更多內地其他城市，一些廣受內地遊客歡迎的產品需求亦告上升，例如：化妝品及藥物、鐘錶及珠寶、名牌時裝、電訊設備／電器產品等，連帶亦使相關行業的人力需求增加，包括「藥物及化妝品」（22.7%）、「珠寶首飾」（11.4%）、「百貨公司」（7.1%），以及「電訊設備及電器產品」（3.8%）；當中，「電訊設備及電器產品」的人力增長較為溫和，主要由於內地旅客在購買高檔次產品時較以往謹慎。

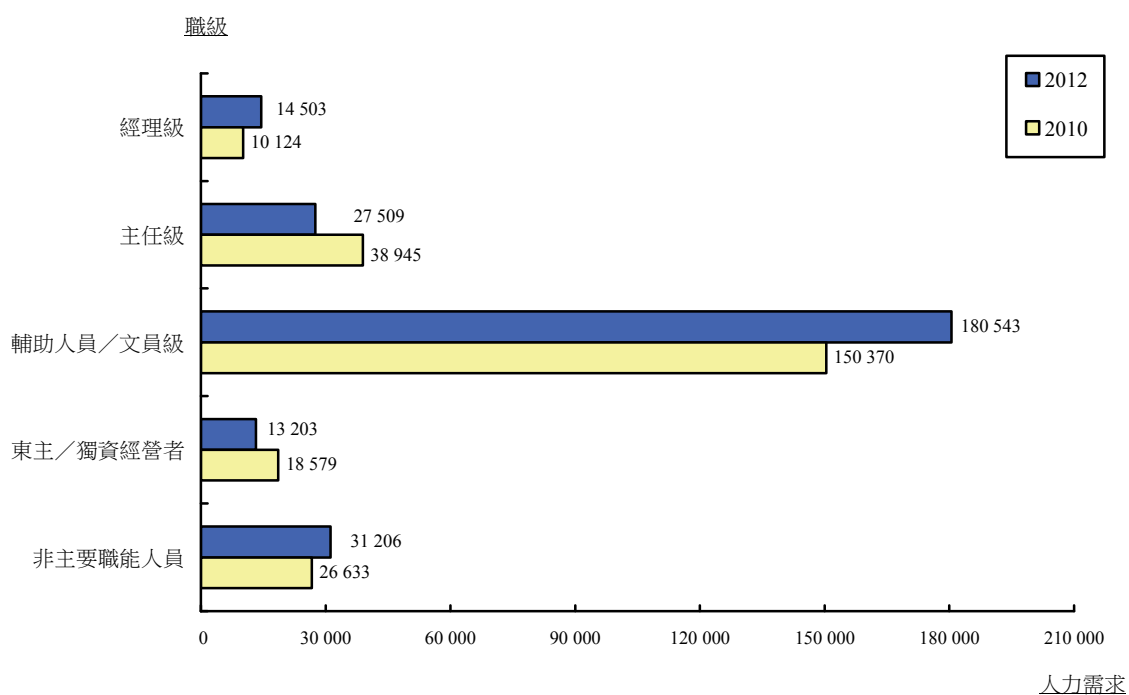
2.12 「其他耐用品」及「衣物、鞋類及有關製品」的人力增長亦相當溫和，比起 2010 年調查分別增加 399 人（3.1%）及 1 427 人（2.8%），原因可能是地產市道放緩及港人消費行為轉趨謹慎。

2.13 整體而言，2012 年的總人力需求比 2010 年增加 9.1%，即 22 313 人。如按職級分析，經理級及輔助人員／文員級的人力均較 2010 年有所增長。經理級的增幅最大，達 43.3%，即 4 379 人（2010 年：13.7%，即 1 216 人）；其次是輔助人員／文員級，增加 20.1%，即 30 173 人（2010 年：0.3%，即 512 人）。然而，主任級的人力卻大幅下降 29.4%，即 11 436 人

(2010年：增加 16.1%，即 5 387 人)，而東主／獨資經營者亦減少 28.9%，即 5 376 人（2010年：增加 0.5%，即 84 人）。

2.14 上述調查結果顯示，與 2010 年比較，業內僱主於 2012 年僱用更多經理級人員，而主任級人員則有所減少，原因可能是部分公司為求於競爭激烈的營商環境中繼續經營而進行架構重組。

圖 4：2010 年與 2012 年各職級的人力需求比較



## B. 預測人力需求

### 僱主對 2013 年的人力預測

2.15 雖然香港容易受全球金融動盪所波及，但隨著中國經濟表現續有改善，本地零售業務的前景亦轉趨樂觀。根據實質本地生產總值[GDP]、綜合消費物價指數、私人消費開支及失業率等各主要經濟指標，2013年本地經濟展望會是樂觀的。推動零售業的兩大因素，即內部消費及與入境旅遊相關的消費，均預期可於 2013 年最後一季上揚。

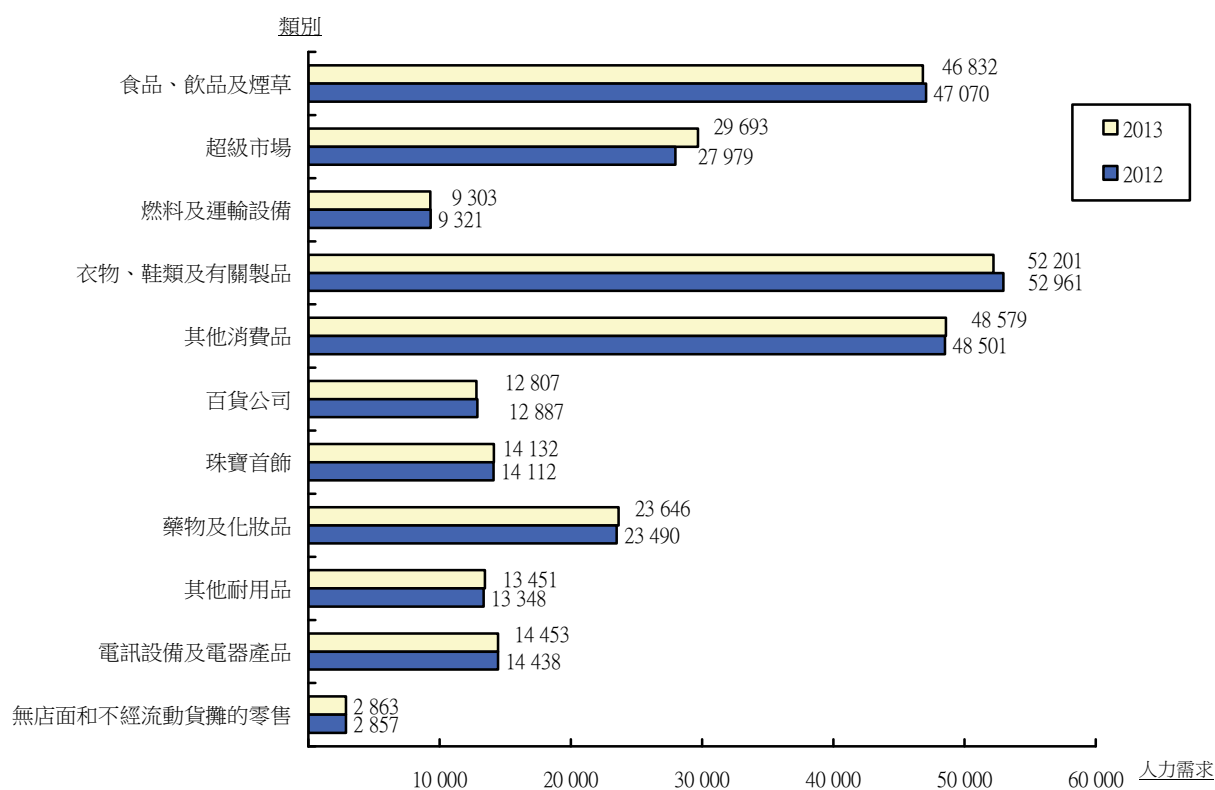
2.16 2012 年訪港旅客錄得 4,860 萬人次，其中 3,490 萬為內地旅客，佔整體訪港旅客 72%。長遠來說，內地的經濟情況仍會在推動本地零售業發展方面擔當重要角色。

2.17 由於預期香港和內地的經濟表現會向好，內地旅客人數亦會穩步上升，僱主預測人力需求在未來 12 個月將會增長至 267 960 人，增幅溫和（0.4%，增加 996 人）。

### 僱主對 2013 年人力需求預測

類別	2012 年 人力需求	預測 2013 年 人力需求	增／減	
1. 食品、飲品及煙草	47 070	46 832	-238	(-0.5%)
2. 超級市場	27 979	29 693	+1 714	(+6.1%)
3. 燃料及運輸設備	9 321	9 303	-18	(-0.2%)
4. 衣物、鞋類及有關製品	52 961	52 201	-760	(-1.4%)
5. 其他消費品	48 501	48 579	+78	(+0.2%)
6. 百貨公司	12 887	12 807	-80	(-0.6%)
7. 珠寶首飾	14 112	14 132	+20	(+0.1%)
8. 藥物及化妝品	23 490	23 646	+156	(+0.7%)
9. 其他耐用品	13 348	13 451	+103	(+0.8%)
10 電訊設備及電器產品	14 438	14 453	+15	(+0.1%)
11 無店面和不經流動貨攤的零售	2 857	2 863	+6	(+0.2%)
<b>總計</b>	<b>266 964</b>	<b>267 960</b>	<b>+996</b>	<b>(+0.4%)</b>

圖 5：僱主對 2013 年人力需求預測；與 2012 年比較（按類別劃分）



2.18 雖然 2013 年的整體人力預測有 0.4% 增長，但圖 5 顯示僱主預計 11 個類別當中，四個類別的人力需求會下跌，包括「衣物、鞋類及有關製品」（-1.4%）、「百貨公司」（-0.6%）、「食品、飲品及煙草」（-0.5%），以及「燃料及運輸設備」（-0.2%）。

2.19 下表為僱主對各職級人力需求的預測：

職級	2012 年 人力需求	僱主預測 2013 年 人力需求	增／減
經理級	14 503	14 628	+125 (+0.9%)
主任級	27 509	27 524	+15 (+0.1%)
輔助人員／文員級	180 543	181 690	+1 147 (+0.6%)
東主／獨資經營者	13 203	12 649	-554 (-4.2%)
<b>主要職能人員</b>	<b>235 758</b>	<b>236 491</b>	<b>+733 (+0.3%)</b>
非主要職能人員	31 206	31 469	+263 (+0.8%)

2.20 下表為人力需求增幅最大的五個主要職務：

主要職務	2012 年 人力需求	僱主預測 2013 年人力需求	增／減
商品陳列助理	135	143	+8 (+5.9%)
商品陳列主任	207	211	+4 (+1.9%)
店舖經理	6 734	6 834	+100 (+1.5%)
採購主管／經理	671	679	+8 (+1.2%)
客戶服務經理	212	214	+2 (+1.0%)

2.21 調查顯示，僱主會於 2013 年聘用更多「商品陳列助理」及「商品陳列主任」，預測增幅分別為 5.9%（8 人）及 1.9%（4 人）。這表示僱主會繼續投放額外資源於商品陳列活動，如配合品牌獨有風格及季節色彩主題而更換室內裝潢、店面裝飾及店內擺設等，以提升產品形象及知名度，從而提高營業額。

2.22 「店舖經理」及「採購主管／經理」亦是需求較大的職位。預計 2013 年的人力需求分別會增加 1.5% 及 1.2%。

2.23 「客戶服務經理」在 2013 年的人力需求亦增加 1.0%，顯示僱主會繼續致力提供優質的客戶服務，以於競爭激烈的營商環境中保持優勢。

### 採用人力市場分析法作人力預測

2.24 除了僱主的預測，本調查亦採用人力市場分析法[Labor Market Analysis, LMA]以推算未來三年（2013至2015 年）零售業的人力需求。LMA 的推算原理詳載於附錄 6。下面為LMA統計模型內與零售業相關的七大主要成分：

- a. 貸款及墊款總額 [LAI]
- b. 綜合消費物價指數 [CCPI]
- c. 物業價格指數（私人住宅） [PPI]
- d. 訪港旅客人數 [VAI]
- e. 服務輸出 [XSER]
- f. 貨品出口貨量指數 [XGDS]
- g. 貨品進口貨量指數 [MGDS]

2.25 根據 LMA 的統計模型，2013 年的人力需求將較 2012 年微升 2.5%，即 6 549 人。在 2012 年的調查中，僱主亦預計 2013 年的人力需求會微增 0.4%，即 996 人。基於本港經濟持續增長，預計 2014 及 2015 年的人力需求仍會分別增加 2.7%及 3.0%，即 7 415 人及 8 418 人。2013 至 2015 年的

整體人力需求推算如下：

年份	實際人力	僱主預測	採用 LMA 推算的人力需求
2012	266 964		-
2013	-	267 960 (+0.4%)*	273 513 (+2.5%)*
2014	-		280 928 (+2.7%)**
2015	-		289 346 (+3.0%)**

註：

\* 與 2012 年實際人力比較的百分率變幅。

\*\* 與前一年推算人力比較的百分率變幅。

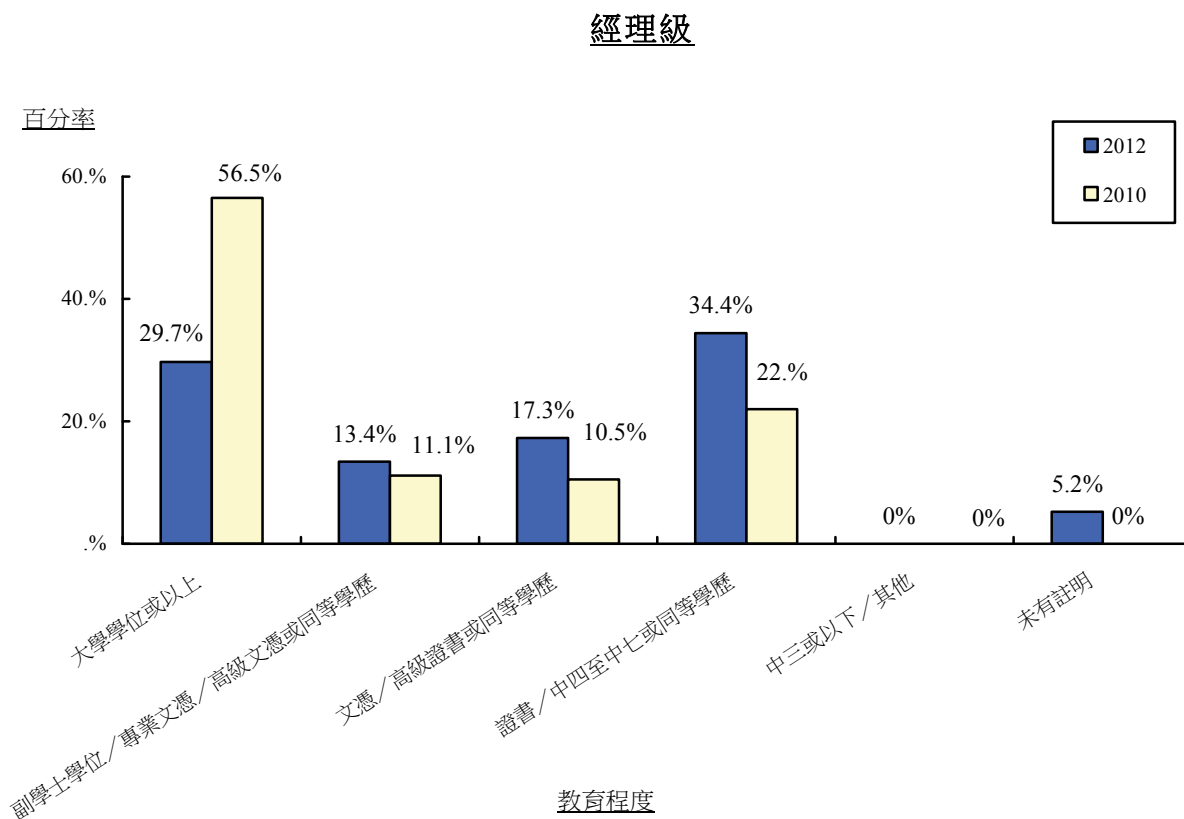


## C. 招聘要求

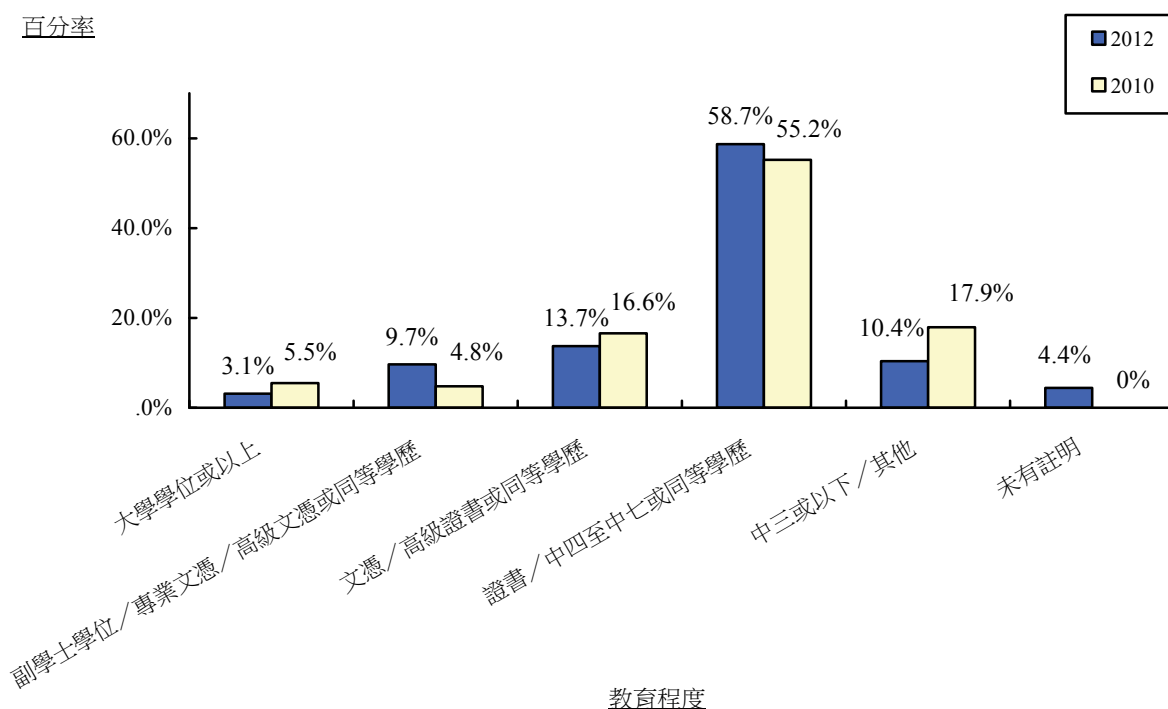
### 僱員宜有的教育程度

2.26 以下圖表摘錄僱主認為僱員宜有的教育程度。詳細數據見第五章表6。

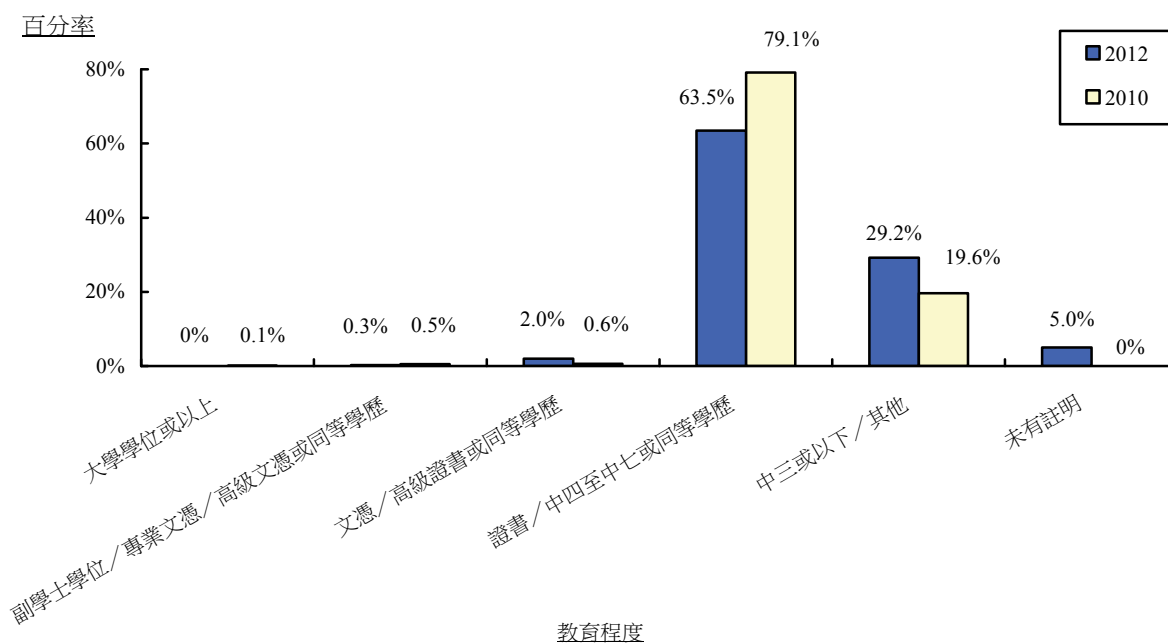
圖 6: 2010 年及 2012 年各職級僱員宜有的教育程度



### 主任級



### 輔助人員/文員級



2.27 圖 6 顯示，29.7% 僱主認為經理級僱員宜有大學或以上教育程度，30.7% 屬意副學位程度，而 34.4% 則認為證書/中四至中七或同等學歷便可；主任級人員方面，只有 3.1% 僱主認為他們須具有大學或以上教育程度，23.4% 屬意副學位程度，而 58.7% 則認為證書/中四至中七或同等學歷便已足夠。92.7% 僱主接受輔助人員/文員級僱員具有證書/中四至中七或同等學歷，或中三或以下/其他教育程度。

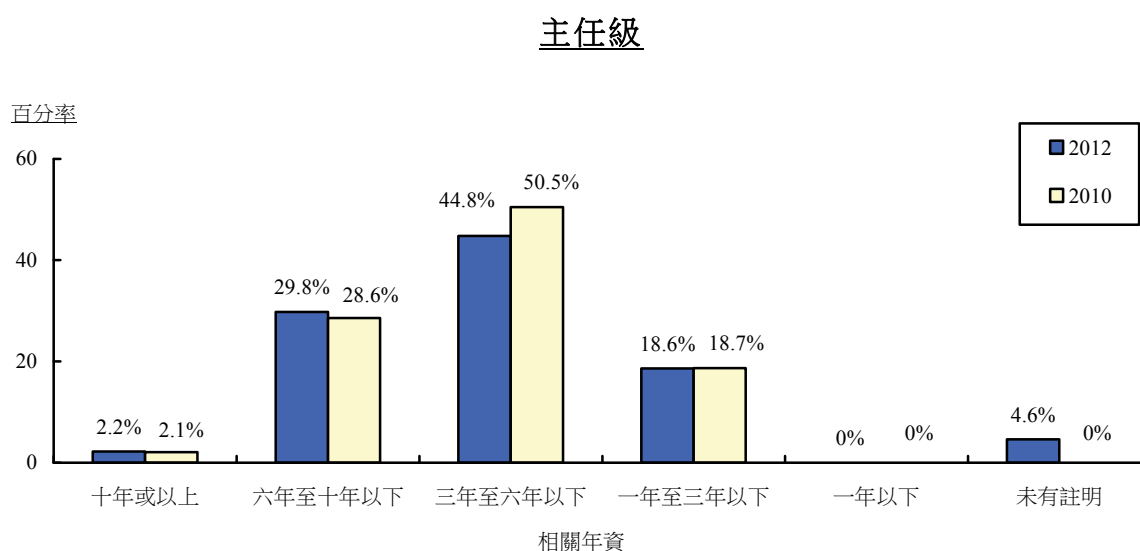
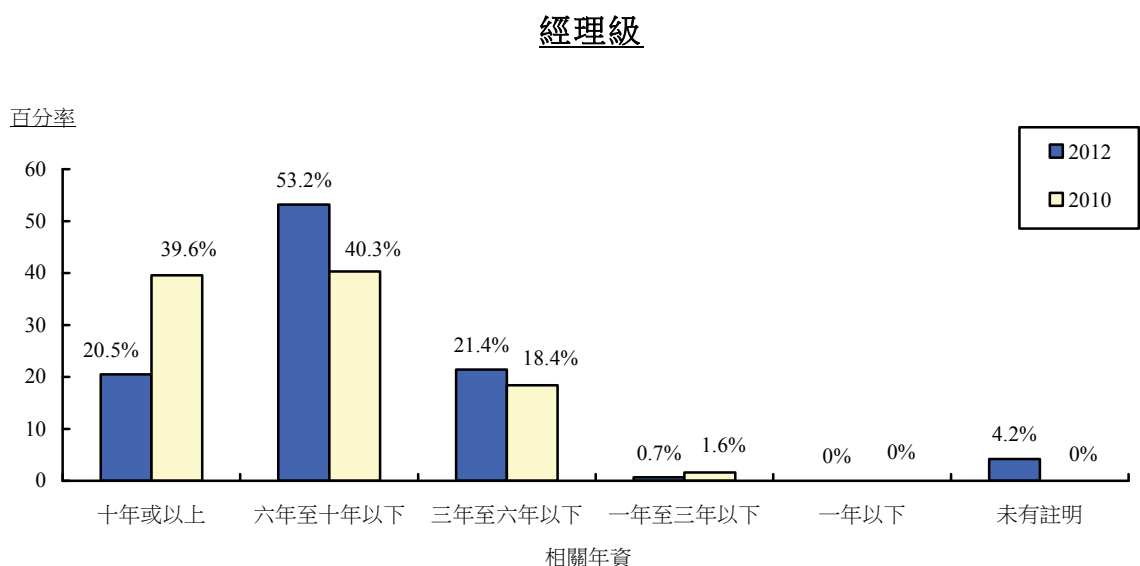
2.28 相比 2010 年，2012 年較少僱主認為經理級／主任級僱員需要具備大學或以上程度。值得關注的現象是，更多僱主屬意經理級／主任級人員具備副學位或證書／中四至中七教育程度。對於許多零售公司而言，招聘經理及主任級人員並不容易。招聘困難或可解釋上述調查數據。此外，僱主亦表示在招聘時會更看重申請人的零售工作經驗。

2.29 相比 2010 年，更多僱主屬意輔助人員／文員級僱員具備中三或以下程度，而屬意證書／中四至中七程度的僱主則減少。

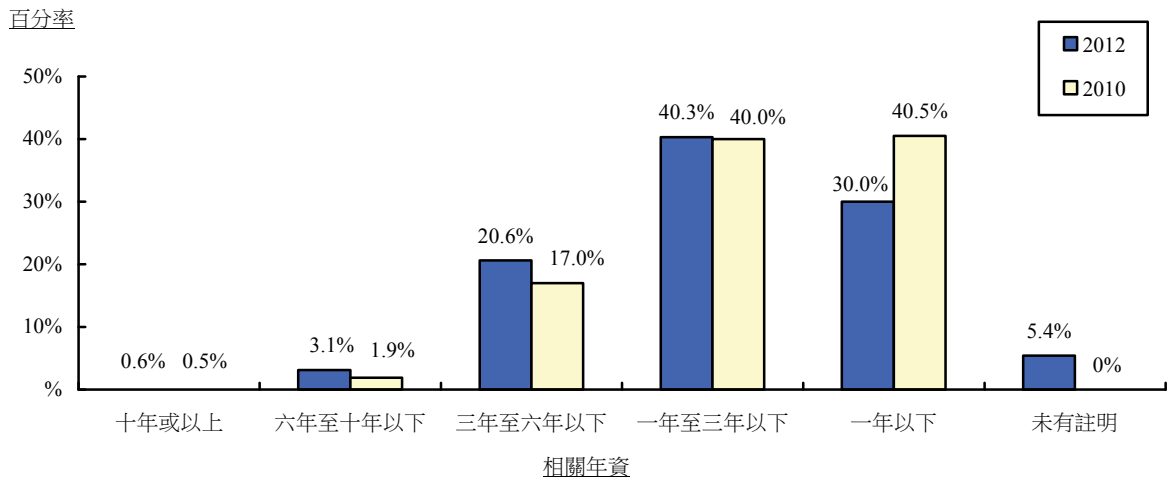
### 僱員宜有的相關年資

2.30 圖 7 摘錄僱主對僱員宜有相關年資的意見。詳細數據見第五章表 7。

圖 7: 2010 年及 2012 年各職級僱員宜有的相關年資



## 輔助人員／文員級



2.31 與 2010 年比較，2012 年較多僱主（53.2%）屬意經理級人員具備六至十年工作經驗（2010 年：40.3%），認為須具備十年以上經驗的人數則下跌 19.1%；主任級人員方面，29.8% 僱主認為他們需具備六至十年經驗，較 2010 年 28.6% 微升，最多僱主屬意主任級人員具備「三年至六年以下」工作經驗。

2.32 另一方面，僱主傾向提高對輔助人員／文員級僱員相關工作經驗的要求。與 2010 年比較，2012 年較少僱主屬意輔助人員／文員級僱員具備「一年以下」工作經驗，較多僱主要求他們需具備「一年至三年以下」，而要求「三年至六年以下」工作經驗更有明顯的增長。

## D. 訓練需求

2.33 由於僱員人數五人或以上的公司（佔整體 18.7%）始需要回答調查表中有關培訓的問題，閱讀與訓練需求相關的數字時請留意。

### 訓練需求

2.34 調查顯示，僱主於 2012 年提供或資助的訓練名額共有 251 263 個，較2010 年上升 57.6%。2010 年的人均訓練名額為 0.7 個，2012 年則增加至約 0.9 個，而提供予輔助人員／文員級僱員的訓練名額佔大多數（74.6%）。與 2010 年相比，經理及主任，以及輔助人員／文員等職級的訓練名額分別增加 88.8% 及 49.2%。

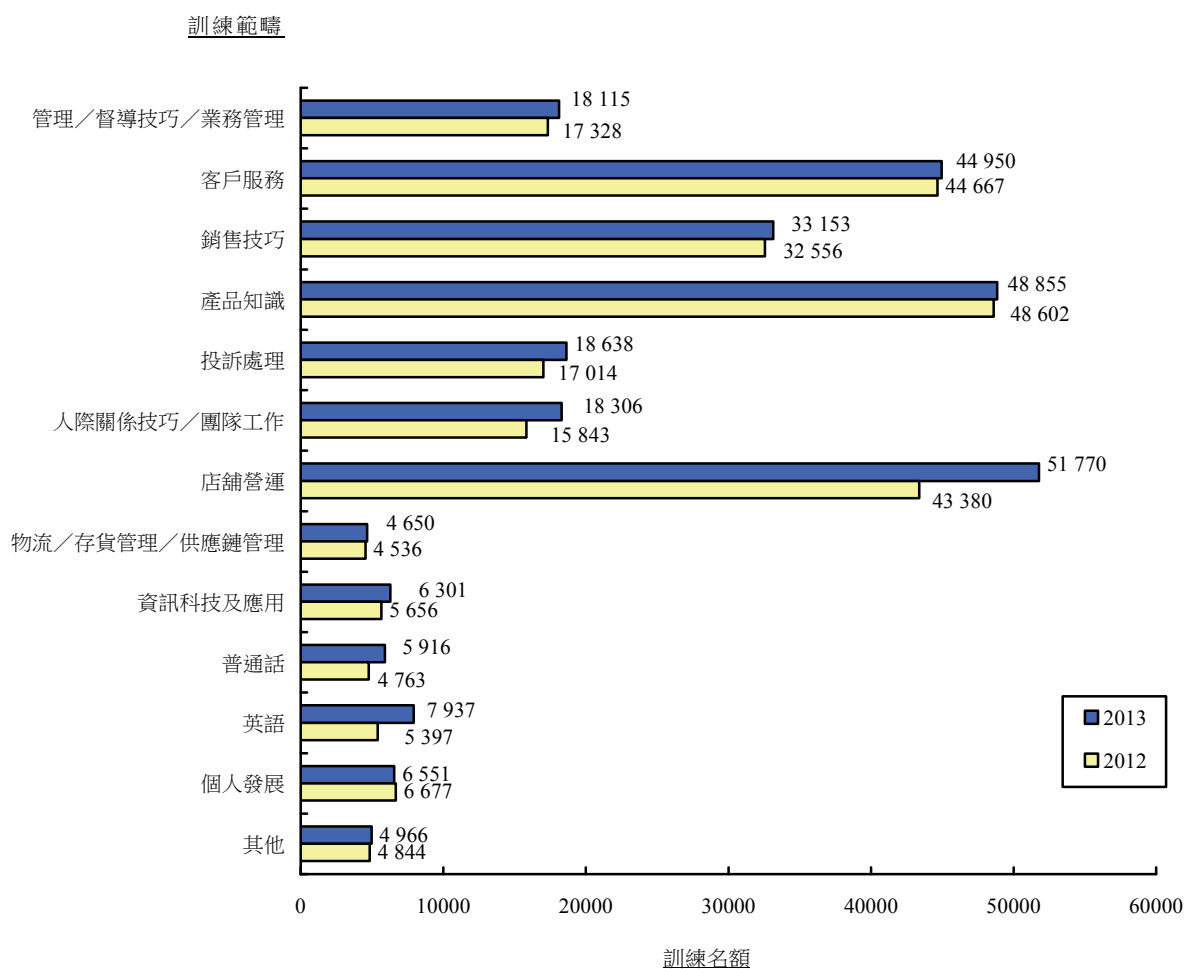
2.35 調查顯示，2012 年時以下範疇的訓練名額較 2010 年大幅增加：「店舖營運」（413.0%）、「管理／督導技巧／業務管理」（296.0%），以及「其他」（182.4 %）。整體而言，總訓練名額的增幅為 57.6%，即 91 853 個。詳細統計數字見第五章表8 至表10。

2.36 調查數據亦顯示僱主樂意於未來幾年提供更多培訓名額。預期 2013 年由僱主提供或資助的訓練名額將增加至 270 108 個，較 2012 年上升 7.5%。據觀察，「英語」（47.1%）及「普通話」（24.2%）將是增長最大的訓練範疇，反映零售商為應付海外及內地旅客的需要，愈來愈重視員工的英語及普通話能力。其他預期增幅顯著的範疇包括：「店舖營運」（19.3%）、「人際關係技巧／團隊工作」（15.5%），以及「資訊科技及應用」（11.4%）。

僱主提供／資助的訓練名額

訓練範疇	2012 年	2013 年預測	增／減
1. 管理／督導技巧／業務管理	17 328	18 115	+787 (+4.5%)
2. 客戶服務	44 667	44 950	+283 (+0.6%)
3. 銷售技巧	32 556	33 153	+597 (+1.8%)
4. 產品知識	48 602	48 855	+253 (+0.5%)
5. 投訴處理	17 014	18 638	+1 624 (+9.5%)
6. 人際關係技巧／團隊工作	15 843	18 306	+2 463 (+15.5%)
7. 店舖營運	43 380	51 770	+8 390 (+19.3%)
8. 物流／存貨管理／供應鏈管理	4 536	4 650	+114 (+2.5%)
9. 資訊科技及應用	5 656	6 301	+645 (+11.4%)
10. 普通話	4 763	5 916	+1 153 (+24.2%)
11. 英語	5 397	7 937	+2 540 (+47.1%)
12. 個人發展	6 677	6 551	-126 (-1.9%)
13. 其他	4 844	4 966	+122 (+2.5%)
<b>總計</b>	<b>251 263</b>	<b>270 108</b>	<b>+18 845 (+7.5%)</b>

圖 8: 2012 年及 2013 年各訓練範疇的培訓需求比較



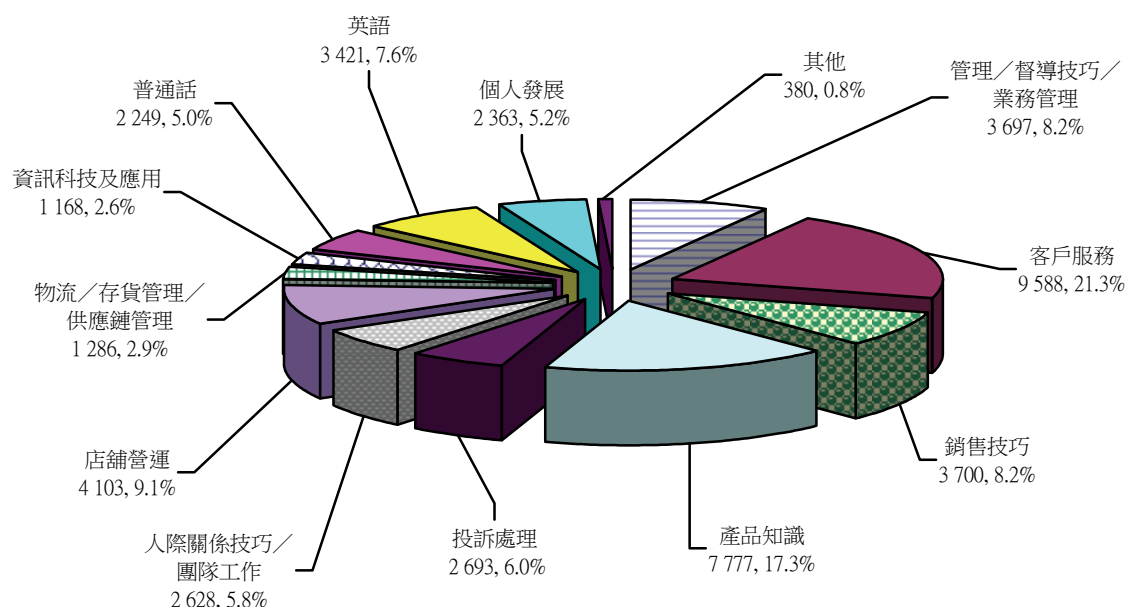
2.37 2013 年所需的 270 108 個訓練名額當中，225 055 個（83.3%）將由公司內部提供，而其餘 45 053 個（16.7%）則要倚賴外間培訓機構滿足所需。

2.38 具體來說，2013 年需由外間培訓機構提供的不同範疇訓練名額為：

訓練範疇	外間訓練名額需求	外間訓練名額需求百分率
1. 管理／督導技巧／業務管理	3 697	8.2%
2. 客戶服務	9 588	21.3%
3. 銷售技巧	3 700	8.2%
4. 產品知識	7 777	17.3%
5. 投訴處理	2 693	6.0%
6. 人際關係技巧／團隊工作	2 628	5.8%
7. 店舖營運	4 103	9.1%
8. 物流／存貨管理／供應鏈管理	1 286	2.9%
9. 資訊科技及應用	1 168	2.6%
10. 普通話	2 249	5.0%
11. 英語	3 421	7.6%
12. 個人發展	2 363	5.2%
13. 其他	380	0.8%
<b>總計</b>	<b>45 053</b>	<b>100%</b>

圖 9：需由外間機構提供的訓練名額（按訓練範疇劃分）

（需由外間機構提供的總訓練名額：45 053 個）





## 職前培訓

2.39 「職前培訓」指為準備投身工作或加入某行業人士所提供的入職訓練。這方面的數字在過去幾年有下跌的趨勢（2010年：32.1%，2008年：50.8%），而2012年的調查中，認為職前培訓屬「必須」或「宜有」的僱主進一步減少至22.7%。數字顯示僱主並不一定要求僱員曾接受職前培訓。圖10顯示，「百貨公司」、「衣物、鞋類及有關製品」及「其他耐用品」的前線售貨員最需要職前培訓。詳細統計數字見第五章表11及表12。

圖 10: 2010 年及 2012 年前線售貨員的職前培訓需求  
(按類別劃分)

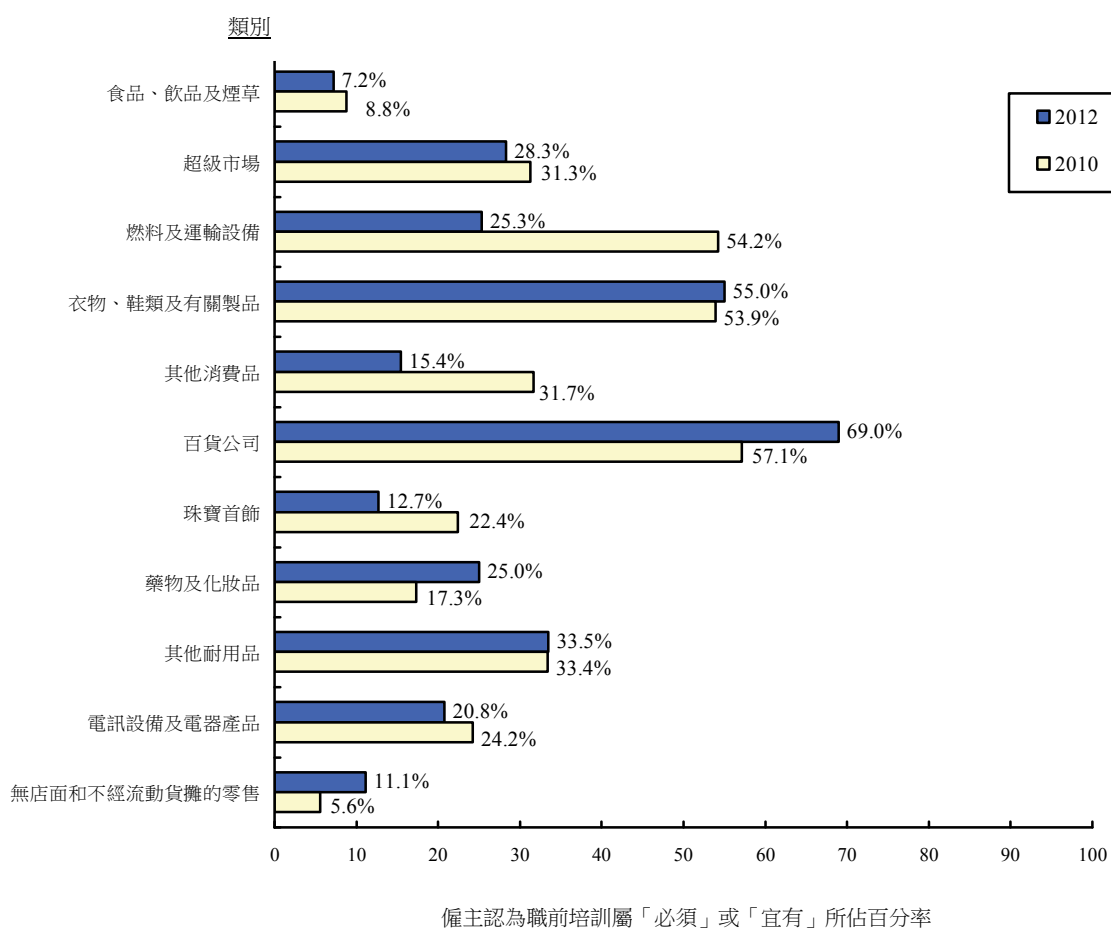
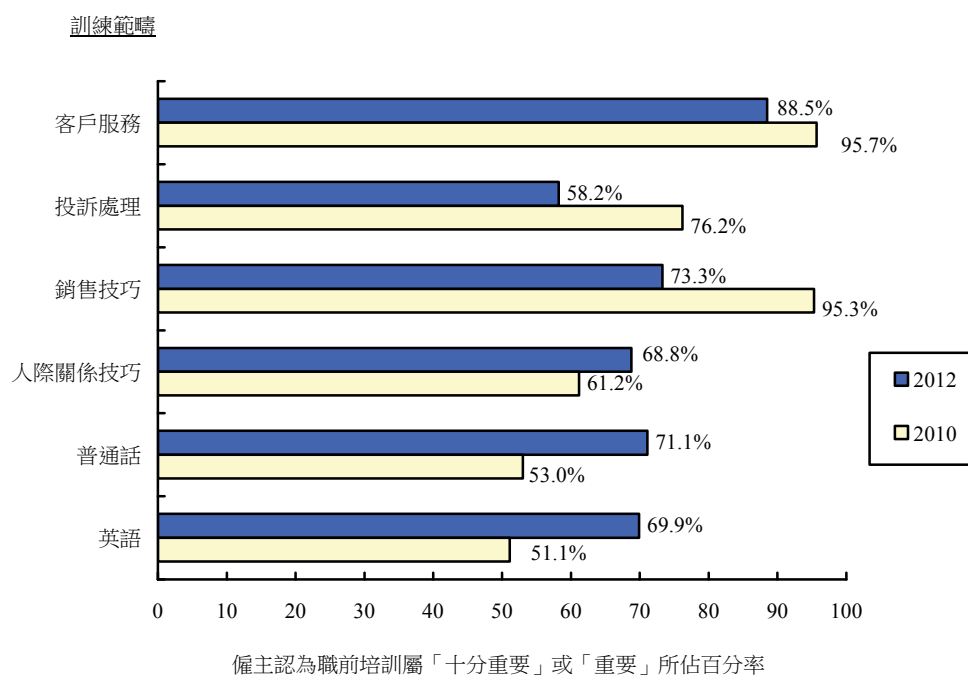


圖 11: 2010 年及 2012 年前線售貨員的職前培訓需求  
(按訓練範疇劃分)



2.40 本會以六大訓練範疇評估職前培訓的需求。下表顯示僱主認為「十分重要」或「重要」的首三個訓練範疇。與 2010 年的調查結果比較，「普通話」取代了「投訴處理」的排名。

訓練範疇	職前培訓屬「十分重要」或「重要」
1. 客戶服務	88.5%
2. 銷售技巧	73.3%
3. 普通話	71.1%

2.41 職前培訓需求最大的訓練範疇為「客戶服務」、「銷售技巧」及「普通話」，顯示愈來愈多僱主希望提升前線人員的專業水平及服務質素，以繼續在行內保持競爭優勢。

## E. 趨勢

2.42 進行人力調查，目的是為了解零售業整體人力及訓練需求的發展趨勢。現將過往幾年若干指示參數所呈現並值得關注的趨勢表列如下，在詮釋這些趨勢時，應留意當時的經濟環境，不宜作直接比較。

2.43 據觀察，2012 年零售業面對招聘及挽留人手困難，空缺率較 2010 年增加 3.4%。此外，業內的整體培訓需求大幅增加 66.8%。然而，由於是次調查只要求僱員人數五人或以上的公司（佔整體 18.7%）回答有關培訓的問題，故所得數據或未能充分反映業內的整體情況。僱主投放金錢及時間進行員工培訓及發展，對公司及僱員本身均有裨益，因此預期需求仍會續升。事實上，愈來愈多僱主發現提供額外訓練對培育人才及推動業務增長十分重要，因此會繼續投放資源於人才培訓，以提升零售業僱員的服務水準和專業水平，從而於激烈的競爭中保持領先的地位。

2.44 與 2010 年相比，零售業於 2012 年僱用更多兼職售貨員，增幅達 43.7%，主要是為了配合營運需要，維持靈活的人手架構，以優化管理及提高成本效益。此外，零售業僱員的平均流動率亦較 2010 年上升 12.1%。

### (a) 零售業總人力需求

年份	總人力需求數目	
	人數	較上次調查的 增幅／減幅
2000	167 813	-
2002	206 758	+23.2%
2004	206 971	+0.1%
2006	223 121	+7.8%
2008	236 371	+5.9%
2010	244 651	+3.5%
2012	266 964	+9.1%

## (b) 空缺

年份	空缺數目	
	人數	佔總人力百分率
2000	3 121	1.9%
2002	1 166	0.6%
2004	4 083	2.0%
2006	4 206	1.9%
2008	5 142	2.2%
2010	3 724	1.5%
2012	8 988	3.4%

## (c) 整體訓練需求

年份	訓練需求名額	
	估計未來 12 個月 所需訓練名額	較上次調查的 增幅／減幅
2000	92 411	-
2002	133 308	+44.3%
2004	158 708	+19.1%
2006	161 479	+1.7%
2008	119 950 <sup>#</sup>	-25.7%
2010	161 974 <sup>#</sup>	+35.0%
2012	270 108 <sup>#</sup>	+66.8%

## (d) 兼職售貨員

年份	兼職售貨員數目*	
	人數	較上次調查的 增幅／減幅
2002	19 211	-
2004	25 862	+34.6%
2006	27 031	+4.5%
2008	28 848	+6.7%
2010	24 697	-14.4%
2012	35 499	+43.7%

註：

\* 包括空缺數目

# 僱員五人或以上（佔整體 18.7%）的公司始需填寫訓練名額。

## (e) 僱員流動率（按類別劃分）

類別	僱員流動率 佔人力需求百分率 (按類別劃分)				
	2004	2006	2008	2010	2012
食品、飲品及煙草	21.1%	16.4%	10.4%	9.5%	9.1%
超級市場	27.9%	13.7%	13.9%	1.1%	23.9%
燃料及運輸設備	14.4%	14.4%	10.9%	7.1%	3.9%
衣物、鞋類及有關製品	30.0%	21.1%	14.6%	8.3%	14.7%
其他消費品	18.3%	8.1%	9.2%	4.1%	7.2%
百貨公司	39.4%	10.0%	12.8%	8.3%	12.9%
珠寶首飾	20.6%	12.4%	11.8%	4.1%	8.3%
藥物及化妝品	20.3%	13.6%	13.4%	11.2%	17.8%
其他耐用品	27.6%	25.0%	13.1%	10.3%	6.5%
電訊設備及電器產品	23.6%	21.7%	23.5%	12.1%	13.0%
無店面和不經流動貨攤的零售	-	-	-	1.3%	3.2%
<b>平均數</b>	<b>23.7%</b>	<b>15.0%</b>	<b>12.7%</b>	<b>7.3%</b>	<b>12.1%</b>

## (f) 僱員流動率（按職級劃分）

職級	僱員流動率 佔人力需求百分率 (按職級劃分)				
	2004	2006	2008	2010	2012
經理級	12.5%	10.1%	6.8%	2.2%	2.6%
主任級	7.2%	8.5%	4.3%	2.3%	6.1%
輔助人員／文員級	31.5%	18.1%	18.7%	11.3%	14.4%

## 第三章

### 建議

#### A. 訓練需求

3.1 調查結果顯示，業界在未來 12 個月需要 270 108 個訓練名額，其中 225 055 個屬公司內部培訓，45 053 個則主要由外間培訓機構提供，後者按主要訓練範疇劃分如下：

訓練範疇	外間培訓機構提供的 訓練名額
管理／督導技巧	3 697
行業專門技巧	32 943
語文課程	5 670
其他	2 743
<b>總計</b>	<b>45 053</b>

3.2 短期至中期而言，本港零售業的前景仍然正面，但迅速反彈的機會不大。由於基本因素較佳並加大力度促進內需，預期 2013 年亞洲及新興經濟體，尤其是中國內地會回復較快的增長動力。香港會盡力維持和加強競爭力，發展知識為本及高增值的經濟體系，同時會繼續深化與內地在經濟領域的融合。為擴闊香港經濟的基礎，須發掘新的增長範疇，並探討開發新市場。此外，宜透過改善就業及薪酬條件來促進私人消費。上述種種因素均有助促進零售業的發展。儘管面對各種挑戰，預期零售業仍會增長，只是在控制成本方面會更為審慎。不過，業界不宜削減培訓開支，因為適當訓練是協助僱員維持競爭力的必要之舉，本會籲請僱主提供不同培訓機會予僱員。

3.3 為配合僱主對外間培訓的需求，本會建議：

- (a) 香港特區政府資助的新技能提升計劃[*SUS Plus*]及持續進修基金[*CEF*]，可為一些缺乏內部培訓資源的業界公司提供財政支援，讓僱員接受在職培訓以提升技術。因此，本會支持繼續推行這類資助計劃。
- (b) 僱員再培訓局[*ERB*]放寬接受再培訓的資格，並增加受訓名額，有助本業的失業人士重投勞動市場，穩定就業率。

- (c) 新高中學制下的應用學習課程和體驗學習應加入零售專業技能，協助學生了解零售業基礎理論及概念，讓他們有機會探索投身業界發展的志向。
- (d) 新高中課程或大專院校的副學位課程應開設與零售相關的單元。學習模式宜能促進學生學以致用。

## **資歷架構**

3.4 政府推行的資歷架構[*QF*]，是一個跨界別的七級資歷級別制度，涵蓋不同行業所需的學歷及職業資格。資歷架構訂立統一資歷標準及清晰銜接階段，協助進修人士確定清晰目標及方向，取得具有質素保證的資歷。政府協助不同行業分階段設立行業培訓諮詢委員會[*ITAC*]。零售業 ITAC 於 2010 年 9 月成立，現已草擬零售業的能力標準說明，詳列業界八個職能範疇的能力單元，包括人力資源管理及發展、資訊科技、店舖營運、銷售及市場推廣、顧客服務、採購及供應鏈管理、專門產品知識、策略管理。草擬本現正徵詢業界意見。於零售業推行資歷架構，可提供涵蓋全面而系統化的基準，以確定勝任業內不同崗位所需的技能、知識與素質。

## **培訓服務機構**

3.5 大量內地遊客訪港，令本地零售市場保持暢旺。零售業僱員需接受適當訓練，以增加銷售額及企業盈利。培訓機構需要為本業僱員提供更多有關語文、銷售技巧、零售管理、營運、產品知識方面的課程。

3.6 除了擴大培訓範圍外，培訓機構宜推行多類培訓模式，讓因工時長或輪班工作而未能定時上課的人士也可靈活進修。

3.7 除了在職培訓外，亦不應忽視包括實習環節的職前培訓。相關的職前課程可教授零售業的基本知識及技能，讓學生畢業後更容易適應工作。

## **僱主**

3.8 產品知識、銷售技巧、客戶服務、投訴處理是零售業的主要訓練範疇。僱主可請培訓機構設計度身訂造的專門技能課程培訓僱員。

3.9 僱主的支持與否大大影響培訓的成效。建議僱主可自行提供／資助僱員接受培訓，促進零售業持續提高專業水平。

## **僱員**

3.10 要從零售業各方的貢獻和資源中獲益，僱員的心態亦同樣重要。他們須訂立長遠目標，並要明白終身學習的重要。從業員要能面對本業需求的轉變，方可繼續在競爭激烈又波動的零售業工作。

## **B. 日後調查**

3.11 本會建議日後繼續**每兩年**進行一次**人力調查**，使有關各方更了解零售業的人力情況，能因應預期的轉變積極採取對策。



## 第四章

### 調查範圍及方法

#### A. 零售業訓練委員會

##### 訓練委員會

4.1 零售業訓練委員會隸屬職業訓練局[VTC]，成員由政府委任，職責包括評估零售業的人力及訓練需求，並向 VTC 建議措施，應付本業需要。本會的職權範圍及委員名單見**附錄 1 及 2**。

##### 人力調查工作小組

4.2 本會成立了人力調查工作小組，在政府統計處的協助下，統籌及指導人力調查的問卷設計、抽樣、數據分析及匯報。工作小組成員名單見**附錄 3**。

##### 深入訪談

4.3 本會就零售業經濟及人力前景進行了幾次深入訪談，蒐集意見。接受訪談人士名單載於**附錄 4**。

##### 2012 年調查的轉變

4.4 為求更有效地蒐集資料，緊貼市場趨勢，相對於 2010 年時，2012 年的調查有下列變動：

- (a) 修訂調查表第一部分內有關「僱員宜有教育程度」的描述，供「僱員人數四人或以下」及「僱員人數五人或以上」的公司所填寫的調查表均有相同修訂。
- (b) 修訂部分涉及「運用資訊科技進行網上業務」職位的職務說明。
- (c) 新增「商品陳列經理」及「商品陳列助理」兩個主要職務。

4.5 本會認為，上述轉變可改善蒐集所得資料的質素，並更有效辨識零售業的人力及訓練需求，有助有關各方適時採取適當措施。

## B. 調查範圍及程序

### 調查範圍

4.6 調查採用分層隨機抽樣法，在 37 955\*間登記公司中，選出 918 間作調查對象，涵蓋 11 個類別。明細如下：

	類別	選定公司數目
1	食品、飲品及煙草	112
2	超級市場	27
3	燃料及運輸設備	94
4	衣物、鞋類及有關製品	163
5	其他消費品	123
6	百貨公司	32
7	珠寶首飾	76
8	藥物及化妝品	65
9	其他耐用品	66
10	電訊設備及電器產品	65
11	無店面和不經流動貨攤的零售	95
	總計	<b>918</b>

註：

\* 2012年零售業公司的總數為 46 034 間。剔除機構單位記錄庫內不活躍商號後，登記公司數目有37 955 間。

## 調查程序

4.7 本會於 2012 年 10 月 8 日舉行了簡介會，向政府統計處職員簡介零售業的人力情況及各類工作性質，並協助他們於實地調查前更了解零售業的運作。

4.8 實地調查工作於 2012 年 10 月進行，政府統計處於 2013 年 3 月底完成跟進工作，再次聯絡未曾回覆的公司。

4.9 實地調查前，本會將調查表、附註、工作說明等寄給各選定公司。有關文件見**附錄 5**。

4.10 政府統計處職員到各選定公司協助填寫及收回調查表。所有調查表均經過複核及編碼，必要時與填覆公司核對資料，然後交回政府統計處處理及編製圖表。

## 回應率

4.11 918 間選定公司中，685 間填覆調查表，35 間拒絕回應，24 間回應了部分問題；其餘則或未能聯絡、不再從事零售業、已合併、搬遷、暫停營業或結業。整體有效回應率為 95.1%。

## 第五章

### 統計表

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**零售業 2012 年人力調查**  
**表 1：公司及僱員人數、職位空缺及人力總需求（按類別劃分）**

	類別	公司數目	調查期間的 僱員人數	調查期間的 職位空缺	總人力需求 (僱員人數 + 職位空缺)	僱主預測 2013 年人力需求	與 2012 年 比較	與 2012 年 比較 (%)
1	食品、飲品及煙草	8 671	46 245	825	47 070	46 832	- 238	-0.5%
2	超級市場	89	26 353	1 626	27 979	29 693	1 714	6.1%
3	燃料及運輸設備	1 088	8 985	336	9 321	9 303	- 18	-0.2%
4	衣物、鞋類及有關製品	8 178	50 987	1 974	52 961	52 201	- 760	-1.4%
5	其他消費品	11 997	47 733	768	48 501	48 579	78	0.2%
6	百貨公司	29	12 351	536	12 887	12 807	- 80	-0.6%
7	珠寶首飾	1 975	13 810	302	14 112	14 132	20	0.1%
8	藥物及化妝品	1 061	21 806	1 684	23 490	23 646	156	0.7%
9	其他耐用品	1 961	12 885	463	13 348	13 451	103	0.8%
10	電訊設備及電器產品	1 803	13 983	455	14 438	14 453	15	0.1%
11	無店面和不經流動貨攤的零售	1 103	2 838	19	2 857	2 863	6	0.2%
	總計	<b>37 955*</b>	<b>257 976<sup>#</sup></b>	<b>8 988</b>	<b>266 964</b>	<b>267 960</b>	<b>996</b>	<b>0.4%</b>

註：

\* 2012 年零售業公司的總數為 46 034 間。剔除機構單位記錄庫內不活躍商號後，登記公司數目有 37 955 間。

# 包括主要職能人員（227 741 人）及非主要職能人員（30 235 人）。

零售業 2012 年人力調查  
表 2：僱員分布情況（按類別及職級劃分）

	類別	經理級	主任級	輔助人員／ 文員級	兼職售貨員／ 服務員 <sup>#</sup>	東主／ 獨資經營者	類別總計	類別總計 (%)
1	食品、飲品及煙草	3 094	6 045	28 995	4 967	3 144	46 245	17.9%
2	超級市場	1 689	3 059	10 507	11 098	0	26 353	10.2%
3	燃料及運輸設備	679	1 055	6 983	143	125	8 985	3.5%
4	衣物、鞋類及有關製品	3 244	5 857	31 070	7 650	3 166	50 987	19.8%
5	其他消費品	2 396	5 482	31 496	4 247	4 112	47 733	18.5%
6	百貨公司	829	1 552	7 841	2 129	0	12 351	4.8%
7	珠寶首飾	1 294	2 013	9 240	481	782	13 810	5.4%
8	藥物及化妝品	1 951	2 379	14 598	2 591	287	21 806	8.4%
9	其他耐用品	561	1 419	9 564	931	410	12 885	5.0%
10	電訊設備及電器產品	576	1 759	10 709	568	371	13 983	5.4%
11	無店面和不經流動貨攤的零售	285	318	1 426	69	740	2 838	1.1%
		<b>16 598</b>	<b>30 938</b>	<b>162 429</b>	<b>34 874</b>	<b>13 137</b>	<b>257 976*</b>	<b>100.0%</b>

註：

\* 包括主要職能人員（227 741 人）及非主要職能人員（30 235 人）。

# 有關數字指總人數。

零售業 2012 年人力調查

表 3：2010 年與 2012 年人力需求比較（按類別劃分）

	類別	2010 年 總人力需求	2012 年 總人力需求	2012 年與 2010 年 比較 (%)	2013 年預測	2013 年與 2012 年 比較 (%)
1	食品、飲品及煙草	43 257	47 070	8.8%	46 832	-0.5%
2	超級市場	24 943	27 979	12.2%	29 693	6.1%
3	燃料及運輸設備	8 315	9 321	12.1%	9 303	-0.2%
4	衣物、鞋類及有關製品	51 534	52 961	2.8%	52 201	-1.4%
5	其他消費品	43 804	48 501	10.7%	48 579	0.2%
6	百貨公司	12 031	12 887	7.1%	12 807	-0.6%
7	珠寶首飾	12 668	14 112	11.4%	14 132	0.1%
8	藥物及化妝品	19 147	23 490	22.7%	23 646	0.7%
9	其他耐用品	12 949	13 348	3.1%	13 451	0.8%
10	電訊設備及電器產品	13 914	14 438	3.8%	14 453	0.1%
11	無店面和不經流動貨攤的零售	2 089	2 857	36.8%	2 863	0.2%
	總計	244 651	266 964	9.1%	267 960	0.4%

零售業 2012 年人力調查

表 4：僱員人數、職位空缺及人力總需求（按職務劃分）

職位編號	職稱	2012 年			2013 年預測		
		調查期間的 僱員人數	調查期間的 職位空缺	總人力需求 (僱員人數 + 職位空缺)	僱主預測 2013 年人力需求	與 2012 年比較	與 2012 年比較 (%)
<b>經理級</b>							
111	總經理	1 270	2	1 272	1 275	3	0.2%
112	營運／零售經理	2 232	14	2 246	2 250	4	0.2%
113	分區／地區經理	838	37	875	880	5	0.6%
114	店舖經理	6 600	134	6 734	6 834	100	1.5%
115	市場推廣經理	539	23	562	564	2	0.4%
116	營業經理	1 379	3	1 382	1 384	2	0.1%
117	客戶服務經理	208	4	212	214	2	1.0%
118	採購主管／經理	666	5	671	679	8	1.2%
119	物流／運輸／倉庫經理	332	1	333	333	0	0.0%
120	培訓經理	124	2	126	125	-1	-0.8%
121	商品陳列經理	84	6	90	90	0	0.0%
	<b>小計</b>	<b>14 272</b>	<b>231</b>	<b>14 503</b>	<b>14 628</b>	<b>125</b>	<b>0.9%</b>
<b>主任級</b>							
211	店舖／分店主任	22 081	358	22 439	22 640	201	0.9%
212	商品陳列主任	198	9	207	211	4	1.9%
213	物流／運輸／倉庫主任	703	10	713	718	5	0.7%
214	公共關係／廣告主任	454	13	467	469	2	0.4%
215	客戶服務主任	1 265	6	1 271	1 272	1	0.1%
216	採購主任	2 174	57	2 231	2 033	- 198	-8.9%
217	培訓主任	172	9	181	181	0	0.0%
	<b>小計</b>	<b>27 047</b>	<b>462</b>	<b>27 509</b>	<b>27 524</b>	<b>15</b>	<b>0.1%</b>
<b>輔助人員／文員級</b>							
311	高級售貨員	50 034	1 361	51 395	51 619	224	0.4%
312	初級售貨員	81 104	5 034	86 138	86 574	436	0.5%
313	存貨／採購文員	2 301	21	2 322	2 338	16	0.7%
314	存貨助理	3 857	211	4 068	4 073	5	0.1%
315	訂單助理（網上服務）	985	1	986	989	3	0.3%
316	商品陳列助理	130	5	135	143	8	5.9%
411	兼職售貨員／服務員*	34 874	625	35 499	35 954	455	1.3%
	<b>小計</b>	<b>173 285</b>	<b>7 258</b>	<b>180 543</b>	<b>181 690</b>	<b>1 147</b>	<b>0.6%</b>
198	東主／獨資經營者／執行合夥董事	13 137	66	13 203	12 649	-554	-4.2%
<b>主要職能人員總數</b>							
199	其他經理級人員	2 326	51	2 377	2 418	41	1.7%
299	其他主任級人員	3 891	52	3 943	4 003	60	1.5%
399	其他輔助人員／文員	24 018	868	24 886	25 048	162	0.7%
	<b>總計</b>	<b>257 976</b>	<b>8 988</b>	<b>266 964</b>	<b>267 960</b>	<b>996</b>	<b>0.4%</b>

\* 有關數字指總人數。



零售業 2012 年人力調查  
表 5：2010 年與 2012 年人力需求比較（按職務劃分）

職位編號	職稱	2010 年總人力需求	2012 年總人力需求	2012 年與 2010 年比較	2013 年預測	2013 年與 2012 年比較
<b>經理級</b>						
111	總經理	598	1 272	112.7%	1 275	0.2%
112	營運／零售經理	1 690	2 246	32.9%	2 250	0.2%
113	分區／地區經理	793	875	10.3%	880	0.6%
114	店舖經理	4 311	6 734	56.2%	6 834	1.5%
115	市場推廣經理	667	562	-15.7%	564	0.4%
116	營業經理	784	1 382	76.3%	1 384	0.1%
117	客戶服務經理	226	212	-6.2%	214	1.0%
118	採購主管／經理	618	671	8.6%	679	1.2%
119	物流／運輸／倉庫經理	203	333	64.0%	333	0.0%
120	培訓經理	210	126	-40.0%	125	-0.8%
121	商品陳列經理	24	90	275.0%	90	0.0%
	<b>小計</b>	<b>10 124</b>	<b>14 503</b>	<b>43.3%</b>	<b>14 628</b>	<b>0.9%</b>
<b>主任級</b>						
211	店舖／分店主任	31 928	22 439	-29.7%	22 640	0.9%
212	商品陳列主任	345	207	-40.0%	211	1.9%
213	物流／運輸／倉庫主任	786	713	-9.3%	718	0.7%
214	公共關係／廣告主任	639	467	-26.9%	469	0.4%
215	客戶服務主任	945	1 271	34.5%	1 272	0.1%
216	採購主任	4 132	2 231	-46.0%	2 033	-8.9%
217	培訓主任	170	181	6.5%	181	0.0%
	<b>小計</b>	<b>38 945</b>	<b>27 509</b>	<b>-29.4%</b>	<b>27 524</b>	<b>0.1%</b>
<b>輔助人員／文員級</b>						
311	高級售貨員	46 340	51 395	10.9%	51 619	0.4%
312	初級售貨員	70 028	86 138	23.0%	86 574	0.5%
313	存貨／採購文員	2 158	2 322	7.6%	2 338	0.7%
314	存貨助理	5 954	4 068	-31.7%	4 073	0.1%
315	訂單助理（網上服務）	1 164	986	-15.3%	989	0.3%
316	商品陳列助理	29	135	365.5%	143	5.9%
411	兼職售貨員／服務員*	24 697	35 499	43.7%	35 954	1.3%
	<b>小計</b>	<b>150 370</b>	<b>180 543</b>	<b>20.1%</b>	<b>181 690</b>	<b>0.6%</b>
198	東主／獨資經營者／執行合夥董事	18 579	13 203	-28.9%	12 649	-4.2%
<b>主要職能人員總數</b>						
		<b>218 018</b>	<b>235 758</b>	<b>8.1%</b>	<b>236 491</b>	<b>0.3%</b>
199	其他經理級人員	2 309	2 377	2.9%	2 418	1.7%
299	其他主任級人員	3 738	3 943	5.5%	4 003	1.5%
399	其他輔助人員／文員	20 586	24 886	20.9%	25 048	0.7%
<b>總計</b>		<b>244 651</b>	<b>266 964</b>	<b>9.1%</b>	<b>267 960</b>	<b>0.4%</b>

\* 有關數字指總人數。

零售業 2012 年人力調查  
表 6：僱員宜有的教育程度（按職務劃分）

職稱	大學學位或以上	副學士學位／專業文憑／高級文憑或同等學歷	文憑／高級證書或同等學歷	證書／中四至中七或同等學歷	中三或以下／其他	未有註明	總計
<b>經理級</b>							
總經理	831	85	31	295	0	28	1 270
營運／零售經理	841	266	280	591	0	254	2 232
分區／地區經理	253	126	85	305	0	69	838
店舖經理	646	737	1732	3295	0	190	6 600
市場推廣經理	421	35	25	2	0	56	539
營業經理	374	430	125	387	0	63	1 379
客戶服務經理	160	17	19	1	0	11	208
採購主管／經理	473	117	27	12	0	37	666
物流／運輸／倉庫經理	103	61	133	22	0	13	332
培訓經理	87	10	8	1	0	18	124
商品陳列經理	51	21	2	2	0	8	84
<b>小計</b>	<b>4 240</b>	<b>1 905</b>	<b>2 467</b>	<b>4 913</b>	<b>0</b>	<b>747</b>	<b>14 272</b>
<b>佔該職級百分率（總人數：14 272）</b>	<b>29.7%</b>	<b>13.4%</b>	<b>17.3%</b>	<b>34.4%</b>	<b>0.0%</b>	<b>5.2%</b>	<b>100.0%</b>
<b>主任級</b>							
店舖／分店主任	259	1308	2193	14701	2742	878	22 081
商品陳列主任	18	81	51	6	13	29	198
物流／運輸／倉庫主任	14	115	205	258	19	92	703
公共關係／廣告主任	101	121	88	96	5	43	454
客戶服務主任	107	402	571	167	1	17	1 265
採購主任	302	529	593	619	23	108	2 174
培訓主任	39	70	15	19	4	25	172
<b>小計</b>	<b>840</b>	<b>2 626</b>	<b>3 716</b>	<b>15 866</b>	<b>2 807</b>	<b>1 192</b>	<b>27 047</b>
<b>佔該職級百分率（總人數：27 047）</b>	<b>3.1%</b>	<b>9.7%</b>	<b>13.7%</b>	<b>58.7%</b>	<b>10.4%</b>	<b>4.4%</b>	<b>100.0%</b>
<b>輔助人員／文員級</b>							
高級售貨員	0	48	2132	34049	11706	2099	50 034
初級售貨員	0	256	765	54871	21629	3583	81 104
存貨／採購文員	0	0	154	1887	189	71	2 301
存貨助理	0	0	3	2128	1279	447	3 857
訂單助理（網上服務）	6	46	34	861	38	0	985
商品陳列助理	1	13	40	72	1	3	130
兼職售貨員／服務員*	24	158	278	16 122	15773	2519	34 874
<b>小計</b>	<b>31</b>	<b>521</b>	<b>3 406</b>	<b>109 990</b>	<b>50 615</b>	<b>8 722</b>	<b>173 285</b>
<b>佔該職級百分率（總人數：173 285）</b>	<b>0.0%</b>	<b>0.3%</b>	<b>2.0%</b>	<b>63.5%</b>	<b>29.2%</b>	<b>5.0%</b>	<b>100.0%</b>

\* 有關數字指總人數。

零售業 2012 年人力調查  
表 7：僱員宜有的相關年資（按職務劃分）

職稱	十年或以上	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	未有註明	總計
<b>經理級</b>							
總經理	539	510	184	0	0	37	1 270
營運／零售經理	347	1186	598	61	0	40	2 232
分區／地區經理	319	329	82	29	0	79	838
店舖經理	1043	4011	1359	0	0	187	6 600
市場推廣經理	75	266	141	0	0	57	539
營業經理	228	710	334	0	0	107	1 379
客戶服務經理	30	56	108	1	0	13	208
採購主管／經理	185	307	132	5	0	37	666
物流／運輸／倉庫經理	101	145	68	3	0	15	332
培訓經理	42	38	19	4	0	21	124
商品陳列經理	15	33	28	0	0	8	84
<b>小計</b>	<b>2 924</b>	<b>7 591</b>	<b>3 053</b>	<b>103</b>	<b>0</b>	<b>601</b>	<b>14 272</b>
<b>佔該職級百分率（總人數：14 272）</b>	<b>20.5%</b>	<b>53.2%</b>	<b>21.4%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>4.2%</b>	<b>100.0%</b>
<b>主任級</b>							
店舖／分店主任	546	7169	9639	3826	0	901	22 081
商品陳列主任	1	24	104	33	0	36	198
物流／運輸／倉庫主任	24	185	309	86	0	99	703
公共關係／廣告主任	2	64	227	111	0	50	454
客戶服務主任	1	314	667	262	0	21	1 265
採購主任	2	309	1088	664	0	111	2 174
培訓主任	16	9	71	39	0	37	172
<b>小計</b>	<b>592</b>	<b>8 074</b>	<b>12 105</b>	<b>5 021</b>	<b>0</b>	<b>1 255</b>	<b>27 047</b>
<b>佔該職級百分率（總人數：27 047）</b>	<b>2.2%</b>	<b>29.8%</b>	<b>44.8%</b>	<b>18.6%</b>	<b>0.0%</b>	<b>4.6%</b>	<b>100.0%</b>
<b>輔助人員／文員級</b>							
高級售貨員	848	4939	32379	8494	1198	2176	50 034
初級售貨員	106	338	2231	51939	22440	4050	81 104
存貨／採購文員	4	7	291	1503	423	73	2 301
存貨助理	37	116	298	1683	1242	481	3 857
訂單助理（網上服務）	3	0	118	349	515	0	985
商品陳列助理	4	0	0	118	5	3	130
兼職售貨員／服務員*	0	0	361	5 729	26 262	2 522	34 874
<b>小計</b>	<b>1 002</b>	<b>5 400</b>	<b>35 678</b>	<b>69 815</b>	<b>52 085</b>	<b>9 305</b>	<b>173 285</b>
<b>佔該職級百分率（總人數：173 285）</b>	<b>0.6%</b>	<b>3.1%</b>	<b>20.6%</b>	<b>40.3%</b>	<b>30.0%</b>	<b>5.4%</b>	<b>100.0%</b>

\* 有關數字指總人數。

零售業 2012 年人力調查  
表 8：過去12個月僱主提供／資助的訓練名額（按職級劃分）

訓練範疇	全職經理及主任級僱員	全職售貨員、輔助人員及文員	總計	2013 年預測	2013 年與2012 年比較
<b>管理訓練</b>					
管理／督導技巧／業務管理	13 315	4 013	17 328	18 115	4.5%
<b>行業專門培訓</b>					
客戶服務	8 480	36 187	44 667	44 950	0.6%
銷售技巧	4 314	28 242	32 556	33 153	1.8%
產品知識	8 061	40 541	48 602	48 855	0.5%
投訴處理	3 419	13 595	17 014	18 638	9.5%
人際關係技巧／團隊工作	5 836	10 007	15 843	18 306	15.5%
店舖營運	11 595	31 785	43 380	51 770	19.3%
物流／存貨管理／供應鏈管理	2 222	2 314	4 536	4 650	2.5%
資訊科技及應用	1 082	4 574	5 656	6 301	11.4%
<b>語文</b>					
普通話	800	3 963	4 763	5 916	24.2%
英語	894	4 503	5 397	7 937	47.1%
個人發展	3 117	3 560	6 677	6 551	-1.9%
<b>其他</b>	733	4 111	4 844	4 966	2.5%
<b>總計</b>	<b>63 868</b>	<b>187 395</b>	<b>251 263</b>	<b>270 108</b>	<b>7.5%</b>

註：

1. 不包括僱員人數不多於四人的公司。

## 零售業 2012 年人力調查

表 9：未來 12 個月僱主擬提供／資助的訓練名額（按職級劃分）

訓練範疇	經理及主任級	輔助人員／ 文員級	總計	內部訓練名額 (%)	外間訓練名額 (%)	所需外間訓練名額
<b>管理訓練</b>						
管理／督導技巧／業務管理	13 767	4 348	18 115	79.6%	20.4%	3 697
<b>行業專門培訓</b>						
客戶服務	7 986	36 964	44 950	78.7%	21.3%	9 588
銷售技巧	4 625	28 528	33 153	88.8%	11.2%	3 700
產品知識	6 830	42 025	48 855	84.1%	15.9%	7 777
投訴處理	3 801	14 837	18 638	85.6%	14.4%	2 693
人際關係技巧／團隊工作	7 648	10 658	18 306	85.6%	14.4%	2 628
店舖營運	13 788	37 982	51 770	92.1%	7.9%	4 103
物流／存貨管理／供應鏈管理	2 462	2 188	4 650	72.3%	27.7%	1 286
資訊科技及應用	1 178	5 123	6 301	81.5%	18.5%	1 168
<b>語文</b>						
普通話	1 049	4 867	5 916	62.0%	38.0%	2 249
英語	2 613	5 324	7 937	56.9%	43.1%	3 421
個人發展	1 737	4 814	6 551	63.9%	36.1%	2 363
其他	957	4 009	4 966	92.3%	7.7%	380
<b>總計</b>	<b>68 441</b>	<b>201 667</b>	<b>270 108</b>	<b>83.3%</b>	<b>16.7%</b>	<b>45 053</b>

註：

1. 不包括僱員人數不多於四人的公司。

## 零售業 2012 年人力調查

表 10：2010 年與 2012 年僱主提供／資助的訓練名額比較

訓練範疇	2010 年	2012 年	2012 年與 2010 年 比較	2013 年預測	2013 年與 2012 年 比較
<b>管理訓練</b>					
管理／督導技巧／業務管理	4 376	17 328	296.0%	18 115	4.5%
<b>行業專門培訓</b>					
客戶服務	30 584	44 667	46.0%	44 950	0.6%
銷售技巧	30 824	32 556	5.6%	33 153	1.8%
產品知識	35 602	48 602	36.5%	48 855	0.5%
投訴處理	17 753	17 014	-4.2%	18 638	9.5%
人際關係技巧／團隊工作	10 220	15 843	55.0%	18 306	15.5%
店舖營運	8 456	43 380	413.0%	51 770	19.3%
物流／存貨管理／供應鏈管理	3 253	4 536	39.4%	4 650	2.5%
資訊科技及應用	3 314	5 656	70.7%	6 301	11.4%
<b>語文</b>					
普通話	4 972	4 763	-4.2%	5 916	24.2%
英語	5 561	5 397	-2.9%	7 937	47.1%
個人發展	2 780	6 677	140.2%	6 551	-1.9%
其他	1 715	4 844	182.4%	4 966	2.5%
<b>總計</b>	<b>159 410</b>	<b>251 263</b>	<b>57.6%</b>	<b>270 108</b>	<b>7.5%</b>

註：

1. 不包括僱員人數不多於四人的公司。

零售業 2012 年人力調查  
表 11：前線售貨員的職前培訓需求（按類別劃分）

	類別	必須	宜有	沒有意見	不需要	未有註明	總計
1	食品、飲品及煙草	127	30	1 193	849	1	2 200
		5.8%	1.4%	54.2%	38.6%	0.0%	
2	超級市場	9	6	21	16	1	53
		17.0%	11.3%	39.6%	30.2%	1.9%	
3	燃料及運輸設備	11	51	136	37	10	245
		4.5%	20.8%	55.5%	15.1%	4.1%	
4	衣物、鞋類及有關製品	102	571	380	151	18	1 222
		8.3%	46.7%	31.1%	12.4%	1.5%	
5	其他消費品	24	182	714	404	14	1 338
		1.8%	13.6%	53.4%	30.2%	1.0%	
6	百貨公司	10	10	5	1	3	29
		34.5%	34.5%	17.2%	3.4%	10.3%	
7	珠寶首飾	25	34	158	248	1	466
		5.4%	7.3%	33.9%	53.2%	0.2%	
8	藥物及化妝品	43	79	154	196	16	488
		8.8%	16.2%	31.6%	34.1%	3.3%	
9	其他耐用品	41	192	260	201	1	695
		5.9%	27.6%	37.4%	28.9%	0.1%	
10	電訊設備及電器產品	12	45	168	44	6	275
		4.4%	16.4%	61.1%	16.0%	2.2%	
11	無店面和不經流動貨攤的零售	0	11	53	35	0	99
		0.0%	11.1%	53.5%	35.4%	0.0%	
	<b>總計</b>	<b>404</b>	<b>1 211</b>	<b>3 242</b>	<b>2 182</b>	<b>71</b>	<b>7 110</b>
		<b>5.7%</b>	<b>17.0%</b>	<b>45.6%</b>	<b>30.7%</b>	<b>1.0%</b>	<b>100.0%</b>

註：

1. 不包括僱員人數不多於四人的公司。
2. 有關數字指公司數目。

## 零售業 2012 年人力調查

表 12：前線售貨員的職前培訓需求（按訓練範疇劃分）

訓練範疇		十分重要		重要		不太重要		不需要	
		人數	%	人數	%	人數	%	人數	%
1	管理／督導技巧／業務管理	221	13.9%	172	10.8%	510	32.1%	686	FALSE
2	客戶服務	816	51.4%	589	37.1%	145	9.1%	39	2.5%
3	銷售技巧	637	40.1%	527	33.2%	414	26.1%	11	0.7%
4	產品知識	674	42.4%	458	28.8%	456	28.7%	1	0.1%
5	投訴處理	276	17.4%	649	40.8%	565	35.6%	99	6.2%
6	人際關係技巧	587	36.9%	507	31.9%	334	21.0%	161	10.1%
7	店舖營運	268	16.9%	577	36.3%	341	21.5%	403	25.4%
8	物流／存貨管理／供應鏈管理	178	11.2%	139	8.7%	602	37.9%	670	42.2%
9	資訊科技及應用	11	0.7%	544	34.2%	532	33.5%	502	31.6%
10	普通話	184	11.6%	946	59.5%	353	22.2%	106	6.7%
11	英語	178	11.2%	933	58.7%	370	23.3%	108	6.8%
12	個人發展	46	2.9%	373	23.5%	611	38.5%	559	35.2%
13	其他	135	97.1%	1	0.7%	3	2.2%	0	0.0%

註：

1. 不包括僱員人數不多於四人的公司。



## 職業訓練局

### 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. 對發展專業教育及訓練設施以應付本業人力需求，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]、卓越培訓發展中心提出建議。
5. 就 IVE、卓越培訓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. 提供有關舉辦本業主要行業技能比賽的意見，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. 為業界舉辦有關專業教育及訓練的研討會與會議。
12. 對宣傳事宜提供意見，以推廣業內訓練委員會工作和職業訓練局的專業教育及訓練課程。
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。

零售業訓練委員會

委員名單

主席

詹德慶先生 (某連零售鎖店提名)

副主席

葉焯德先生\* (香港零售管理協會提名)

委員

周允成先生<sup>+</sup> (香港零售管理協會提名)

蔡靖民先生<sup>#</sup> (某連零售鎖店提名)

朱志明先生\* (某連零售鎖店提名)

馮啟華先生\* (某連零售鎖店提名)

古賢倫先生\* (某連零售鎖店提名)

關敏怡博士 (某連零售鎖店提名)

劉克斌先生 (某連零售鎖店提名)

蘇敏華女士<sup>##</sup> (某連零售鎖店提名)

鄧祥勝先生 (香港百貨商業僱員總會提名)

衛有安先生 (某連零售鎖店提名)

溫志祥先生<sup>+</sup> (某連零售鎖店提名)

黃雅麗女士<sup>+</sup> (某連零售鎖店提名)

余麗姚女士<sup>+</sup> (香港零售管理協會提名)

祁志純女士 (職業訓練局執行幹事代表)

秘書

鄭泰文先生<sup>^</sup>

(職業訓練局)

黃思穎女士<sup>@</sup>

(職業訓練局)

# 任期於 2012 年 7 月 23 日完結

## 任期於 2012 年 11 月 1 日開始

\* 任期於 2013 年 3 月 31 日屆滿

+ 任期於 2013 年 4 月 1 日開始

^ 任期於 2013 年 5 月 19 日完結

@ 任期於 2013 年 5 月 20 日開始

零售業訓練委員會

2012 年人力調查工作小組委員名單

主席

關敏怡博士 (香港鐵路有限公司)

委員

鄒惠儀女士 (屈臣氏集團)  
曹國輝博士 (香港城市大學)  
衛有安先生 (華敦國際集團有限公司)  
胡子健先生 (利豐(零售)有限公司)  
余麗姚女士 (香港零售管理協會提名)  
祁志純女士 (職業訓練局)

列席

黎玉玲女士 (政府統計處)  
李漢玲女士 (政府統計處)  
黃達霖先生 (卓越人才培訓中心)

秘書

鄭泰民先生<sup>^</sup> (職業訓練局)  
黃思穎女士<sup>@</sup> (職業訓練局)

<sup>^</sup> 任期於 2013 年 5 月 19 日完結

<sup>@</sup> 任期於 2013 年 5 月 20 日開始

深入訪談

2012 年零售業人力調查深入訪談人士名單

鄭慧儀女士	(香港移動通訊有限公司)
朱海美女士	(露華濃(香港及台灣)公司)
趙米清女士	(花王香港有限公司)
鄭逸文先生	(周生生珠寶金行有限公司)
林國華先生	(國際商業機器中國香港有限公司)
梁達明先生	(仁孚行有限公司)
曾子怡女士	(鴻福堂集團有限公司)
黃碩榆女士	(華敦國際集團有限公司)
<u>秘書</u>	
黃思穎女士	(職業訓練局)

## Vocational Training Council 職業訓練局

Headquarters Division 2 總辦事處二科  
6F, 20A Tsing Yi Road, Tsing Yi Island, New Territories, Hong Kong  
香港新界青衣島青衣路20A號6樓  
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

(852) 2574 3759

Our Reference 本局檔號 (3) in RT/4/2 (2012)

Your Reference 來函檔號



執事先生／女士：

**2012年零售業人力調查**

職業訓練局屬下零售業訓練委員會是由香港特別行政區政府行政長官委任，負責零售業的人力訓練事宜。為評估本港零售業最新的人力情況及訓練需要，以便制定合適的人力訓練建議，本委員會將於2012年10月8日至2012年11月7日期間進行2012年人力調查。本人謹代表職業訓練局懇請閣下惠予合作，提供協助。

現隨函附上下列中英文對照文件，以供參閱填寫：

1. 調查表（附錄 A）；
2. 調查表附註（附錄 B）；及
3. 主要職務工作說明（附錄 C）。

調查期間，政府統計處職員將聯絡 貴公司，解答有關問題，並協助填寫調查表。

調查所得資料絕對保密，並只發表摘要統計數字，不會提及個別公司。

本訓練委員會歡迎 貴公司下載過往之零售業人力調查報告。是次人力調查報告書將會上載至本局網頁，網址為 <http://rttb.vtc.edu.hk>。

如對是次調查有任何查詢，請致電 2116 8172 與政府統計處人力統計組聯絡。

承蒙協助，謹此致謝。

零售業訓練委員會主席  
詹德慶

2012年10月3日



**CONFIDENTIAL**  
WHEN DATA ENTERED

填入數據後即成  
機密文件

**Appendix A**  
附錄A

**VOCATIONAL TRAINING COUNCIL**  
職業訓練局

For companies with employment size of 4 persons or less  
適用於僱員人數四人或以下的公司

**2012 MANPOWER SURVEY OF THE RETAIL TRADE**  
2012 年零售業人力調查

**QUESTIONNAIRE**  
調查表

PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE  
填表前請詳閱附註

For official use only: 此欄毋須填寫	Rec. Type	Survey Code	Industry Code	Establishment No.	Enumerator's No.	Editor's No.	Check Digit	No. of Employees Covered by the Questionnaire
	1	3 0	4 5 6 7 8 9	10 11 12 13 14 15	16 17	18 19	20 21 22	23 24 25 26 27

NAME OF COMPANY: \_\_\_\_\_  
公司名稱

ADDRESS: \_\_\_\_\_  
地址

TYPE OF PRODUCTS / SERVICES: \_\_\_\_\_  
產品/服務種類

TOTAL NUMBER OF PERSONS ENGAGED: \_\_\_\_\_  
僱員總人數

NAME OF PERSON TO CONTACT: \_\_\_\_\_  
聯絡人姓名

POSITION: \_\_\_\_\_  
職位

TEL. NO.: \_\_\_\_\_ - \_\_\_\_\_  
電話

FAX NO.: \_\_\_\_\_  
圖文傳真

E-MAIL: \_\_\_\_\_  
電郵

(A) Job 工作			(B) No. of Employees at Date of Survey  現有的 僱員人數	(C) No. of Vacancies at Date of Survey  現有的 空缺額	(D) Forecast of No. Employed 12 Months from Now  預計12個月 後僱員人數	(E) Preferred Level of Education  僱員宜有的 教育程度	(F) Preferred Relevant Years of Experience  僱員宜有的 相關年資	Codes 編號說明
Title 職稱  (See Appendix C) (參閱附錄C)	Rec. Type	Job Code 職位編號	11 - 14	15 - 17	18 - 21	22	23	<p><u>Column (E) (E欄)</u></p> <p>Enter in Column (E) the preferred level of education for employees according to the following codes: 請將僱員宜有的教育程度，按下列編號填入「E」欄內：</p> <p><u>Codes Preferred Level of Education</u> 編號 宜有的教育程度</p> <p>1 University Degree or above 大學學位或以上</p> <p>2 Associate Degree/Professional Diploma/ Higher Diploma/Higer Certificate or equivalent 副學士學位／專業文憑／高級文憑／高級證書或同等學歷</p> <p>3 Diploma/ Certificate or equivalent 文憑／證書或同等學歷</p> <p>4 Certificate/Secondary 4 - 7 or equivalent 證書／中四至中七或同等學歷</p> <p>5 Secondary 3 or below/Others 中三或以下／其他</p>
		8 - 10						
1.	2							<p><u>Column (F) (F欄)</u></p> <p>Enter in Column (F) the preferred relevant years of experience for employee according to the following codes: 請將僱員宜有的相關年資，按下列編號填入「F」欄內：</p> <p><u>Codes Preferred Relevant Years of Experience</u> 編號 宜有的相關年資</p> <p>1 10 years or more 十年或以上</p> <p>2 6 years to less than 10 years 六年至十年以下</p> <p>3 3 years to less than 6 years 三年至六年以下</p> <p>4 1 year to less than 3 years 一年至三年以下</p> <p>5 Less than 1 year 一年以下</p>
2.	2							
3.	2							
4.	2							
5.	2							
6.	2							
7.	2							
8.	2							
9.	2							
10.	2							

Please tick in the appropriate box if your company wants a complimentary copy of the 2012 Manpower Survey Report.

如貴公司欲收到二〇一二年人力調查報告贈閱版，請於方格內加上 "✓" 號。

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Booklet 書冊

 389

CD-ROM 光碟

 390

Email 電郵

End of questionnaire. Thank you for your co-operation.

問卷完，多謝合作。



**CONFIDENTIAL**  
WHEN DATA ENTERED

填入數據後即成  
**機密文件**

**Appendix A**  
附錄A

**VOCATIONAL TRAINING COUNCIL**

職業訓練局

For companies with employment size of 5 persons or above  
適用於僱員人數五人或以上的公司

**2012 MANPOWER SURVEY OF THE RETAIL TRADE**

2012 年 零 售 業 人 力 調 查

**QUESTIONNAIRE**

調查表

PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE

填表前請詳閱附註

For official use only: 此欄毋須填寫	Rec. Type	Survey Code	Industry Code	Establishment No.	Enumerator's No.	Editor's No.	Check Digit	No. of Employees Covered by the Questionnaire
	1	3 0						
	1	2 3	4 5 6 7 8 9	10 11 12 13 14 15	16 17	18 19	20 21 22	23 24 25 26 27

NAME OF COMPANY: \_\_\_\_\_  
公司名稱

ADDRESS: \_\_\_\_\_  
地址

TYPE OF PRODUCTS / SERVICES: \_\_\_\_\_  
產品/服務種類

TOTAL NUMBER OF PERSONS ENGAGED: \_\_\_\_\_  
僱員總人數

NAME OF PERSON TO CONTACT: \_\_\_\_\_  
聯絡人姓名 28 47

POSITION: \_\_\_\_\_  
職位

TEL. NO.: \_\_\_\_\_ - \_\_\_\_\_  
電話 48 55 56 63

FAX NO.: \_\_\_\_\_  
圖文傳真

E-MAIL: \_\_\_\_\_  
電郵 64 98

**Part I**  
第一部份

(A) Job 工作			(B) No. of Employees at Date of Survey	(C) No. of Vacancies at Date of Survey	(D) Forecast of No. Employed 12 Months from Now	(E) Preferred Level of Education	(F) Preferred Relevant Years of Experience	Codes 編號說明
Title 職稱  (See Appendix C) (參閱附錄C)			現有的 僱員人數	現有的 空缺額	預計12個月後 僱員人數	僱員宜有的 教育程度	僱員宜有的 相關年資	Column (E) (E)欄  Enter in Column (E) the preferred level of education for employee according to the following codes: 請將僱員宜有的教育程度，按下列編號填入「E」欄內：
Rec. Type	Job Code 職位編號		11 - 14	15 - 17	18 - 21	22	23	
	8 - 10							
<b>Managerial Level (including Senior and Assistant Managers) 經理級(包括高級及助理經理)</b>								
1.	General Manager 總經理	2	1   1   1					Codes 編號
2.	Operations/Retail Manager 營運/零售經理	2	1   1   2					Preferred Level of Education 宜有的教育程度
3.	District/Area Manager 分區/地區經理	2	1   1   3					1 University Degree or above 大學學位或以上
4.	Store Manager 店舖經理	2	1   1   4					2 Associate Degree/Professional Diploma/ Higher Diploma or equivalent 副學士學位/專業文憑/高級文憑/ 或同等學歷
5.	Marketing Manager 市場推廣經理	2	1   1   5					3 Diploma/Higher Certificate or equivalent 文憑/高級證書或同等學歷
6.	Sales Manager 營業經理	2	1   1   6					4 Certificate/Secondary 4 - 7 or equivalent 證書/中四至中七或同等學歷
7.	Customer Services Manager 客戶服務經理	2	1   1   7					5 Secondary 3 or below/Others 中三或以下/其他
8.	Head of Merchandising; Buying Manager 採購主管/經理	2	1   1   8					
9.	Logistics/Distribution/Warehouse Manager 物流/運輸/倉庫經理	2	1   1   9					
10.	Training Manager 培訓經理	2	1   2   0					
11.	Visual Merchandising Manager 商品陳列經理	2	1   2   1					
12.	Owner; Sole Proprietor; Working Partner 東主; 獨資經營者; 執行合夥董事	2	1   9   8					
13.	Other Managers (please specify titles) 其他經理級人員(請說明其職稱)	2	1   9   9					Column (F) (F)欄  Enter in Column (F) the preferred relevant years of experience for employees according to the following codes: 請將僱員宜有的相關年資，按下列編號填入「F」欄內：
<b>Supervisory Level (including Senior and Assistant Supervisors) 主任級(包括高級及助理主任)</b>								
14.	Store Supervisor 店舖/分店主任	2	2   1   1					Codes 編號
15.	Visual Merchandising Supervisor 商品陳列主任	2	2   1   2					Preferred Relevant Years of Experience 宜有的相關年資
16.	Logistics/Distribution/Warehouse Supervisor 物流/運輸/倉庫主任	2	2   1   3					1 10 years or more 十年或以上
17.	Public Relations/Advertising Officer 公共關係/廣告主任	2	2   1   4					2 6 years to less than 10 years 六年至十年以下
18.	Customer Services Supervisor 客戶服務主任	2	2   1   5					3 3 years to less than 6 years 三年至六年以下
19.	Merchandiser; Buyer 採購主任	2	2   1   6					4 1 year to less than 3 years 一年至三年以下
20.	Training Officer 培訓主任	2	2   1   7					5 Less than 1 year 一年以下
21.	Other Supervisors (please specify titles) 其他主任級人員(請說明其職稱)	2	2   9   9					
<b>Operative/Clerical Support Level 技術人員/文員級</b>								
22.	Senior Sales Staff 高級售貨員	2	3   1   1					
23.	Junior Sales Staff 初級售貨員	2	3   1   2					
24.	Stock/Purchasing Clerk 存貨/採購文員	2	3   1   3					
25.	Stock Assistant 存貨助理	2	3   1   4					
26.	Order Assistant (online services) 訂單助理(網上服務)	2	3   1   5					
27.	Visual Merchandising Assistant 商品陳列助理	2	3   1   6					
28.	Other Clerks/Supporting Staff (please specify titles) 其他文員/輔助人員(請說明其職稱)	2	3   9   9					
29.	Part Time Sales/Service Staff 兼職售貨員/服務員	2	4   1   1					
30.		2						

If additional lines are necessary, please tick here  and enter on supplementary sheet(s).

如此頁填滿，請先將“”號填入此  內，然後在附頁繼續填寫。

**Part II**  
**第二部份**

**For Full-time Employees**  
**全職僱員**

1. Number of full-time retail trade employees in October 2011 (12 months ago).  
2011年10月時 (12個月前)的全職零售業僱員人數。

- (a) Managerial Level  
經理級       
8
- (b) Supervisory Level  
主任級       
12
- (c) Sales Staff  
售貨員       
16
- (d) Operative/Clerical Support Level  
輔助人員／文員級       
20

2. Number of full-time retail trade employees left in the past 12 months.  
過去12個月內離職的全職零售業僱員人數。

- (a) Managerial Level  
經理級       
25
- (b) Supervisory Level  
主任級       
29
- (c) Sales Staff  
售貨員       
33
- (d) Operative/Clerical Support Level  
輔助人員／文員級       
37

**For Part-time Sales/Service Staff**  
**兼職售貨員／服務員**

3. (a) Number of Part-time Sales/Service Staff in October 2011 (12 months ago).  
2011年10月時 (12個月前)的兼職售貨員／服務員人數。

42

46

(b) Number of Part-time Sales/Service Staff left in the past 12 months.  
過去12個月內離職的兼職售貨員／服務員人數。

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此欄毋須填寫

Est. No. \_\_\_\_\_

ER No. \_\_\_\_\_

24

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**Training**

**訓練**

4. How many training (either internal or external\*) places have you/will be sponsored or provided to full-time retail trade employees on the following subject areas?

貴公司向全職零售業僱員已／將會提供下列項目的培訓資助或訓練(包括內部及外間\*)的名額有多少？

	Past 12 Months 過去12個月		Next 12 Months 未來12個月	
	Full-time Managerial and Supervisory Staff 全職經理及主任級僱員	Full-time Sales, Operative and Clerical Support Staff 全職售貨員、輔助人員及文員	Full-time Managerial and Supervisory Staff 全職經理及主任級僱員	Full-time Sales, Operative and Clerical Support Staff 全職售貨員、輔助人員及文員
(a) Managerial/Supervisory Skills/ Business Management 管理／督導技巧／業務管理	52	55	59	62
(b) Customer Service 客戶服務	66	69	73	76
(c) Selling Skills 銷售技巧	80	83	87	90
(d) Product Knowledge 產品知識	94	97	101	104
(e) Complaints Handling 投訴處理	108	111	115	118
(f) Interpersonal Skills / Team Work 人際關係技巧／團隊工作	122	125	129	132
(g) Store Operations 店舖營運	136	139	143	146
(h) Logistics/Inventory Management/ Supply Chain Management 物流／存貨管理／供應鏈管理	150	153	157	160
(i) IT and Applications 資訊科技及應用	164	167	171	174
(j) Putonghua 普通話	178	181	185	188
(k) English 英語	192	195	199	202
(l) Personal Development 個人發展	206	209	213	216
(m) Others (please specify) : 其他(請說明)	220	223	227	230

Notes : \* Internal training refers to an in-house training offered by the company.

附註 : \* 內部培訓指由公司內部提供之訓練。

\* External training refers to a training offered by an external training provider.

\* 外間培訓指由公司以外的培訓機構提供之訓練。

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此欄毋須填寫

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5. For each of the subject area, please indicate the relative percentage of internal and external training to be sponsored/ provided in the next 12 months.

就以下各項訓練範疇，請填寫貴公司將於未來12個月資助／提供的內部及外間培訓的相對百分比。

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此欄毋須填寫

	<u>Internal Training</u> 內部培訓 (%)	<u>External Training</u> 外間培訓 (%)	
(a) Managerial/Supervisory Skills/Business Management 管理／督導技巧／業務管理	<input type="text"/> <input type="text"/> <input type="text"/> 238	<input type="text"/> <input type="text"/> <input type="text"/> 241	<input type="text"/> 244
(b) Customer Service 客戶服務	<input type="text"/> <input type="text"/> <input type="text"/> 245	<input type="text"/> <input type="text"/> <input type="text"/> 248	<input type="text"/> 251
(c) Selling Skills 銷售技巧	<input type="text"/> <input type="text"/> <input type="text"/> 252	<input type="text"/> <input type="text"/> <input type="text"/> 255	<input type="text"/> 258
(d) Product Knowledge 產品知識	<input type="text"/> <input type="text"/> <input type="text"/> 259	<input type="text"/> <input type="text"/> <input type="text"/> 262	<input type="text"/> 265
(e) Complaints Handling 投訴處理	<input type="text"/> <input type="text"/> <input type="text"/> 266	<input type="text"/> <input type="text"/> <input type="text"/> 269	<input type="text"/> 272
(f) Interpersonal Skills / Team Work 人際關係技巧／團隊工作	<input type="text"/> <input type="text"/> <input type="text"/> 273	<input type="text"/> <input type="text"/> <input type="text"/> 276	<input type="text"/> 279
(g) Store Operations 店舖營運	<input type="text"/> <input type="text"/> <input type="text"/> 280	<input type="text"/> <input type="text"/> <input type="text"/> 283	<input type="text"/> 286
(h) Logistics/Inventory Management/Supply Chain Management 物流／存貨管理／供應鏈管理	<input type="text"/> <input type="text"/> <input type="text"/> 287	<input type="text"/> <input type="text"/> <input type="text"/> 290	<input type="text"/> 293
(i) IT and Applications 資訊科技及應用	<input type="text"/> <input type="text"/> <input type="text"/> 294	<input type="text"/> <input type="text"/> <input type="text"/> 297	<input type="text"/> 300
(j) Putonghua 普通話	<input type="text"/> <input type="text"/> <input type="text"/> 301	<input type="text"/> <input type="text"/> <input type="text"/> 304	<input type="text"/> 307
(k) English 英語	<input type="text"/> <input type="text"/> <input type="text"/> 308	<input type="text"/> <input type="text"/> <input type="text"/> 311	<input type="text"/> 314
(l) Personal Development 個人發展	<input type="text"/> <input type="text"/> <input type="text"/> 315	<input type="text"/> <input type="text"/> <input type="text"/> 318	<input type="text"/> 321
(m) Others (please specify) : 其他(請說明) _____	<input type="text"/> <input type="text"/> <input type="text"/> 322	<input type="text"/> <input type="text"/> <input type="text"/> 325	<input type="text"/> 328

6. Does your company sponsor or provide training to Part-time Sales/Service Staff?

貴公司有沒有為兼職售貨員／服務員提供培訓資助或訓練？

Yes   
有

No   
沒有

329

7. Pre-employment training refers to training provided to people before they enter the workforce or before they are employed in a particular industry. What is your view on pre-employment training for front-line sales persons?

「職前培訓」指為投身某個行業工作的人士，提供入職前訓練。你對前線銷售人員的職前培訓有何意見？

Pre-requisite (please go to Q.8)  
330 必須(請答第8題)

Preferred (please go to Q.8)  
331 宜有(請答第8題)

No comment  
332 (End of questionnaire. Thank you.)  
沒有意見(問卷完，多謝合作。)

Not necessary  
333 (End of questionnaire. Thank you.)  
不需要(問卷完，多謝合作。)

334

8. Which types of training you think a front-line sales person needs to acquire before employment?

(Please tick in the box with appropriate level of importance.)

你認為前線銷售人員入職前須接受哪些訓練？(請按重要性於合適方格內加上"✓"號)

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此欄毋須填寫

	Very Important 十分重要	Important 重要	Not Very Important 不太重要	Not Necessary 不需要
(a) Managerial/Supervisory Skills/ Business Management 管理/督導技巧/業務管理	<input type="checkbox"/> 335	<input type="checkbox"/> 336	<input type="checkbox"/> 337	<input type="checkbox"/> 338
(b) Customer Service 客戶服務	<input type="checkbox"/> 339	<input type="checkbox"/> 340	<input type="checkbox"/> 341	<input type="checkbox"/> 342
(c) Selling Skills 銷售技巧	<input type="checkbox"/> 343	<input type="checkbox"/> 344	<input type="checkbox"/> 345	<input type="checkbox"/> 346
(d) Product Knowledge 產品知識	<input type="checkbox"/> 347	<input type="checkbox"/> 348	<input type="checkbox"/> 349	<input type="checkbox"/> 350
(e) Complaints Handling 處理投訴	<input type="checkbox"/> 351	<input type="checkbox"/> 352	<input type="checkbox"/> 353	<input type="checkbox"/> 354
(f) Interpersonal Skills / Team Work 人際關係技巧/團隊工作	<input type="checkbox"/> 355	<input type="checkbox"/> 356	<input type="checkbox"/> 357	<input type="checkbox"/> 358
(g) Store Operations 店舖營運	<input type="checkbox"/> 359	<input type="checkbox"/> 360	<input type="checkbox"/> 361	<input type="checkbox"/> 362
(h) Logistics/Inventory Management/ Supply Chain Management 物流/存貨管理/供應鏈管理	<input type="checkbox"/> 363	<input type="checkbox"/> 364	<input type="checkbox"/> 365	<input type="checkbox"/> 366
(i) IT and Applications 資訊科技及應用	<input type="checkbox"/> 367	<input type="checkbox"/> 368	<input type="checkbox"/> 369	<input type="checkbox"/> 370
(j) Putonghua 普通話	<input type="checkbox"/> 371	<input type="checkbox"/> 372	<input type="checkbox"/> 373	<input type="checkbox"/> 374
(k) English 英語	<input type="checkbox"/> 375	<input type="checkbox"/> 376	<input type="checkbox"/> 377	<input type="checkbox"/> 378
(l) Personal Development 個人發展	<input type="checkbox"/> 379	<input type="checkbox"/> 380	<input type="checkbox"/> 381	<input type="checkbox"/> 382
(m) Others (please specify) : 其他(請說明)	<input type="checkbox"/> 383	<input type="checkbox"/> 384	<input type="checkbox"/> 385	<input type="checkbox"/> 386

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Please tick in the appropriate box if your company wants a complimentary copy of the 2012 Manpower Survey Report.

如貴公司欲收到二〇一二年人力調查報告贈閱版，請於方格內加上"✓"號。

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Booklet 書冊

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CD-ROM 光碟

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Email 電郵

**End of questionnaire. Thank you for your co-operation.**

問卷完，多謝合作。

2012年零售業人力調查

附註

1. 每個方格下的編號只供資料處理之用，請毋須理會。
2. 填寫調查表前，請參閱附錄 C 所列的職稱與工作說明。
3. 請填入準確的資料，因有關資料對於確定本業的人力需求極為重要，而零售業訓練委員會亦將以此為根據，向政府建議如何應付業內的訓練需求。
4. “A”欄－職稱
  - (a) 請參閱附錄 C “主要職務名稱及工作說明”。表內部分職稱可能與貴公司所採用者不同，但如職務內容相同或類似，仍請歸類為同一職務，填上所需資料。
  - (b) 請根據僱員的主要職務分類，而不以其兼任的其他職務分類。
  - (c) 如另有其他經理級人員、主任級人員或文員／輔助人員，而這些職務又需接受零售訓練，請填上有關職稱，並填寫(B)至(F)欄。
5. “B”欄－現有的僱員人數

請填入每項職稱現有的僱員人數，包括在公司內工作的東主、合夥人及涉及業務的無薪家庭成員。
6. “C”欄－現有的空缺額

請填入每項職稱現有的空缺數目。「現有空缺額」是指該職位仍懸空，需立刻填補而現正積極招聘人員。

7. “D”欄－預計十二個月後僱員人數

預計僱員人數指貴公司十二個月後所僱用每項職稱的僱員人數。如估計業務屆時會擴張／收縮，此欄所填人數可多於／少於(B)欄。

8. “E”欄－僱員宜有的教育程度

請填入貴公司認為每項職稱的僱員宜具備的教育程度所屬編號。(請參閱調查表同一頁最後一欄的編號說明)

9. “F”欄－僱員宜有的相關年資

請填入貴公司認為每項職稱的僱員宜具備的相關年資所屬編號。(請參閱調查表同一頁最後一欄的編號說明)



2012年零售業人力調查

附註

1. 每個方格下的編號只供資料處理之用，請毋須理會。
2. 填寫調查表前，請參閱附錄 C 所列的職稱與工作說明。
3. 請填入準確的資料，因有關資料對於確定本業的人力需求極為重要，而零售業訓練委員會亦將以此為根據，向政府建議如何應付業內的訓練需求。

第一部份

4. “A”欄－職稱

- (a) 職稱及職位編號已代為印上。
- (b) 請參閱附錄 C “主要職務名稱及工作說明”。表內部分職稱可能與貴公司所採用者不同，但如職務內容相同或類似，仍請歸類為同一職務，填上所需資料。
- (c) 請根據僱員的主要職務分類，而不以其兼任的其他職務分類。
- (d) 如另有其他經理級人員、主任級人員或文員／輔助人員，而這些職務又需接受零售訓練，請填上有關職稱，並填寫(B)至(F)欄。

5. “B”欄－現有的僱員人數

請填入每項職稱現有的僱員人數，包括在公司內工作的東主、合夥人及涉及業務的無薪家庭成員。

6. “C”欄－現有的空缺額

請填入每項職稱現有的空缺數目。「現有空缺額」是指該職位仍懸空，需立刻填補而現正積極招聘人員。

7. “D”欄－預計十二個月後僱員人數

預計僱員人數指貴公司十二個月後所僱用每項職稱的僱員人數。如估計業務屆時會擴張／收縮，此欄所填人數可多於／少於(B)欄。

8. “E”欄－僱員宜有的教育程度

請填入貴公司認為每項職稱的僱員宜具備的教育程度所屬編號。(請參閱調查表同一頁最後一欄的編號說明)

9. “F”欄－僱員宜有的相關年資

請填入貴公司認為每項職稱的僱員宜具備的相關年資所屬編號。(請參閱調查表同一頁最後一欄的編號說明)

## 第二部份

10. 十二個月前的全職零售業僱員人數

請填入每項職位級別十二個月前的全職零售業僱員人數。

11. 過去十二個月內離職的全職零售業僱員人數

請填入每項職位級別過去十二個月內離職的全職零售業僱員人數。

12. 十二個月前的兼職售貨員／服務員人數及過去十二個月內離職的兼職售貨員／服務員人數

請填入十二個月前的兼職售貨員／服務員人數及過去十二個月內離職的兼職售貨員／服務員人數。

13. 向全職零售業僱員提供的培訓資助或訓練

請就每項訓練範疇，填入過去十二個月及未來十二個月，已或將會提供給全職零售業僱員的培訓資助或訓練(包括內部及外間)名額。

14. 提供內部及外間培訓的相對百分比

請就每項訓練範疇，填入未來十二個月所提供的內部及外間培訓的相對百分比。

15. 向兼職售貨員／服務員提供的培訓資助或訓練

請表明有沒有為兼職售貨員／服務員提供培訓資助或訓練。

16. 對前線銷售人員的職前培訓意見

請就每項訓練範疇表明貴公司對前線銷售人員的職前培訓意見。

2012年零售業人力調查

## 主要職務的工作說明

編號	職稱	工作說明
經理級(包括高級及助理經理)		
111	總經理	負責機構內零售業務、採購、銷售和市場推廣所有事宜。
112	營運／零售經理	負責店舖／經銷店／連鎖店的整體營運及管理事宜。
113	分區／地區經理	負責多間店舖／經銷店(通常在同一地區內)的營運及管理事宜。
114	店舖經理	負責一間店舖／經銷店的營運及管理事宜。
115	市場推廣經理	策劃、指導和管理市場推廣工作，包括廣告、公共關係及企業傳訊。
116	營業經理	策劃、指導和管理有關銷售的工作，以盡量提升營業額。直接聯絡客戶，以推廣業務。
117	客戶服務經理	策劃、組織、指導客戶服務工作。聯絡客戶及公司內部門，確保客戶服務達到理想水平。
118	採購主管／經理	策劃、組織、監管採購工作。調查和研究市場情況，以釐訂需求。聯絡供應商，協調有關部門工作，確保貨源充足，並符合品質要求。
119	物流／運輸／倉庫經理	策劃、指導和管理物流／運輸／存倉工作，確保物流順利。

編號	職稱	工作說明
經理級(包括高級及助理經理)(續)		
120	培訓經理	策劃、指導和管理培訓事宜。按照人力計劃制訂培訓計劃，確定培訓需要，提供培訓課程，以及監察培訓成效。
121	商品陳列經理	策劃及制定零售業務之視覺營銷方向事宜。負責店內之設計、空間規劃及顧客流量，以確保提升客人對產品及品牌的認識。
198	東主；獨資經營者；執行合夥董事	擁有和經營業務。
199	其他經理級人員(請說明其職稱)	參與會計、財務、資訊科技或其他行政工作的經理級人員。
主任級(包括高級及助理主任)		
211	店舖／分店主任	負責某種貨品或數種貨品在一間店舖／經銷店的銷售。查核和研究銷售數字、貨品存貨及顧客要求，然後提出建議。監督一組售貨員的工作。
212	商品陳列主任	監督及設計櫥窗、陳列櫃或店內陳列商品的視覺效果。策劃及指導店內商品陳列。
213	物流／運輸／倉庫主任	監督貨品的物流、運輸及存倉工作，以便為使用者及顧客提供有系統服務。
214	公共關係／廣告主任	策劃、推行市場推廣計劃，以擴大商品銷路及推廣公司形象。與大眾傳播媒介及廣告公司保持緊密聯絡。
215	客戶服務主任	監督、推行與客戶服務有關的工作。直接向客戶提供服務。

編號	職稱	工作說明
主任級(包括高級及助理主任)(續)		
216	採購主任	負責商品採購工作。與供應商及有關部門聯絡洽商，確保貨源充足，並符合品質要求。
217	培訓主任	推行培訓計劃及教授課程，保存訓練記錄，以及安排有關行政工作。
299	其他主任級人員 (請說明其職稱)	從事行政與支援工作的主任級人員。
輔助人員／文員級		
311	高級售貨員	在零售店／經銷店售賣貨品，提供顧客服務及／或負責收銀工作；具較多銷售經驗及／或良好銷售記錄。(如公司沒有特別說明，具五年或以上相關經驗者為高級售貨員)
312	初級售貨員	在零售店／經銷店售賣貨品，提供顧客服務及／或負責收銀工作；通常銷售經驗較少。(如公司沒有特別說明，具少於五年相關經驗者為初級售貨員)
313	存貨／採購文員	接收、儲存與分配存貨及貨品。編製購貨訂單，並保存已購貨物的記錄。編寫和比較存貨記錄，供採購貨品之用。
314	存貨助理	收發貨品，安排儲存，添補貨倉及／或店舖貨架的存貨。
315	訂單助理(網上服務)	網上接收訂單、查核存貨量、安排運輸，及確保貨物送達目的地。
316	商品陳列助理	負責及支援櫥窗佈置、店內陳列及貨品造型。
399	其他文員／輔助人員 (請說明其職稱)	提供支援工作的文員。

編號	職稱	工作說明
輔助人員／文員級（續）		
411	兼職售貨員／服務員	以兼職方式受僱。在零售店／經銷店售賣貨品，提供顧客服務及／或負責收銀工作。

## 2013 年至 2015 年零售業人力預測 人力市場分析法

### 分析方法

「人力市場分析法」[LMA]的首步是研究由可靠的獨立機構蒐集的一組主要統計數據，該組數據能反映本地經濟、人口及勞動市場的重要變動。然後，從中挑選部分數據，作為獨立變數，並建立統計模型，以推算有關經濟界別的人力。換言之，該統計模型運用某些相關而可靠的經濟指標，推算中短期的人力需求。

2. 本會自 2002 年開始採用 LMA，推算零售業的人力。
3. 建立統計模型包括兩大步驟。第一個步驟稱為「診斷」，透過測試兩組統計數據，挑選出獨立變數，作為決定因素。第一組數據包括香港國民經濟核算中九個核心統計數字，例如本地生產總值[GDP]及其組成部分。這些統計數字提供有關香港主要經濟活動的資料。第二組數據包括 42 個經濟指標，提供不同經濟界別的相關資料。這些資料包括消費、投資、貿易、旅遊、物業及相關活動，以及勞動市場的資料等。從這兩組數據中，可找出一些決定因素。為減少第一、二組以及其他類型的誤差，這些決定因素會經過統計測試，找出它們的多共線性，再將它們歸類為「主要成分」。第二個步驟稱為「預斷」，即利用主要成分建立統計模型，以推算人力。

### 零售業的人力需求預測

4. 零售業已定出下列七個決定因素，並將它們歸類為主要成分。
  - i) 貸款及墊款總額 [LAI]
  - ii) 綜合消費物價指數 [CCPI]
  - iii) 物業價格指數（私人住宅）[PPI]
  - iv) 訪港旅客人數 [VAI]
  - v) 服務輸出 [XSER]
  - vi) 貨品出口貨量指數 [XGDS]
  - vii) 貨品進口貨量指數 [MGDS]

5. 由於缺乏足夠的人力數據進行「預斷」步驟，本會採用經濟學上的「投入產出模型」進行分析。「投入產出模型」旨在量化經濟體系內各個行業之間的依存關係。在投入產出表內，經濟體系的所有產出數據會分為兩類呈現：生產（適用於農業、製造業及服務業）或最終需求（即消費或投資）。在投入產出模型內，個別行業需要投入某些主要資源（例如勞動力、資本器材）以製造產品。我們假設在預定的一段短時間內，該行業的生產



系數不變（即規模收益不變）。要找出該行業的人力需求，必須先確定生產（或最終需求）與僱員人數的比率，然後才推算需要投入的各項人力。這個比率稱為「就業系數」，代表每個生產單位（或最終需求）所需要的僱員數目。

6. 本會以零售業的零售銷售量指數作為業內的出產量，然後以主要成分迴歸分析法推算零售銷售量指數，再將推算出來的指數乘以就業系數，得出預計的人力需求數字。

7. 按 LMA 的統計模型作推算，2013 年至 2015 年零售業的預計人力需求如下：

年份	實際人力數字	僱主預測數字	推算人力數字
2012	266 964	-	-
2013	-	267 960 (+0.4%*)	273 513 (+2.5%*)
2014	-	-	280 928 (+2.7%**)
2015	-	-	289 346 (+3.0%**)

\* 與 2012 年實際人力比較的變動百分率  
 \*\* 與前一年推算人力比較的變動百分率

