

# **2004 Manpower Survey Report**

## **Retail Trade**

### **零售業**

### **二 四年人力調查報告**

**Retail Trade Training Board**

**Vocational Training Council**

**職業訓練局**

**零售業訓練委員會**

## **Contents**

	<b>Page</b>	
Section I	Executive Summary	1
Section II	Summary of Survey Findings	
	A. Manpower Situation in 2004	4
	B. Forecast Manpower Demand	9
	C. Recruitment Requirements	12
	D. Training Requirements	15
Section III	Recommendations	
	A. Training Needs	19
	B. Future Surveys	20
Section IV	Scope and Methodology of Survey	
	A. Retail Trade Training Board	21
	B. Scope and Procedures	22
Section V	Statistical Tables	24
 <u>Appendix</u>		
1	Terms of Reference of the Retail Trade Training Board	37
2	Membership List of the Retail Trade Training Board	38
3	Membership List of the Working Group on the 2004 Manpower Survey	39
4	Survey Documents and Questionnaires	40
5	Methodology of Manpower Projection	56

## 目錄

		頁數
第一章	報告摘要	57
第二章	調查結果	
	A. 2004年的人力情況	60
	B. 預測人力需求	65
	C. 招聘要求	68
	D. 訓練需求	71
第三章	建議	
	A. 培訓需要	76
	B. 日後調查	77
第四章	調查範圍及方法	
	A. 零售業訓練委員會	78
	B. 調查範圍及方法	79
第五章	統計表	81
<u>附錄</u>		
一	零售業訓練委員會的職權範圍	94
二	零售業訓練委員會委員名單	95
三	零售業人力調查工作小組委員名單	96
四	調查文件和調查表	97
五	採用人力市場分析法作人力預測	113

## SECTION I

### EXECUTIVE SUMMARY

#### About the Survey

1.1 The Retail Trade Manpower Survey is conducted every two years to collect data on the current manpower situation in order to project future manpower requirements and training needs of the industry. Out of the 45 034 registered companies in the retail industry, 640 companies were selected by a stratified random sampling method across 13 branches for the survey.

1.2 The current round survey was conducted in **September to October 2004**. In comparing the manpower demand for 2002 and 2004, readers are reminded to note the two surveys were conducted at different periods of the year. The 2002 survey was conducted in November to December, which is the typical peak trading season in the retail industry. Manpower level during this peak season is generally higher than other periods of the year.

#### Business Outlook

1.3 Hong Kong has experienced a broad-based economic recovery in 2004. With sustained strength in both external factors and domestic demand, the economy performed stronger than expected, growing by 12.1% and 7.2% in the second and third quarter respectively. GDP growth for the whole year of 2004 is estimated to be 8%.<sup>(1)</sup>

1.4 Along the strong economic recovery, consumer confidence has gradually picked up. The retail industry has witnessed steady growth in 2004. Total **retail sales for 2004** was HK\$191 599 million<sup>(2)</sup>, **increased by 10.8% in value** or 9.1% in volume over 2003.

1.5 The Government has been vigorously promoting Hong Kong as Asia's World City and shoppers' paradise through the development of different market regions. The strong growth in inbound tourists also helps boost the retail recovery. Total **visitor arrivals for 2004** made new record to reach some 21.8 million. It represented an **increase of 40.4%** on last year, with all market regions showing double-digit growth<sup>(3)</sup>. Visitors from Mainland China have increased most significantly, with arrivals reaching 12.2 million, +44.6% on 2003. Mainland visitors accounted for 56% of total arrivals in 2004. The surge in Mainland visitors will continue with the opening up of more cities under the "Individual Visitor Scheme".

1.6 In 2005, the general business environment shows positive signs of continual improvement. The deflationary cycle appears to have come to an end when the Composite Consumer Price Index (CCPI) bottomed out with the CCPI rising 0.9% in July 2004. Labour market conditions improve with unemployment rate falling and wages moderately rising. An extended period of close-to-zero deposit rate coupled with returning inflation, though mild, will boost domestic consumption. With a much improved economic environment, it is expected that local consumption demand will continue to increase and retail sales continue to grow.

1.7 The opening of Hong Kong Disneyland in September 2005 and the completion of other tourist attractions in the coming years will add fuel to the retail sales rebound.

### **Manpower Situation in 2004**

1.8 At the time of survey, a total of 202 888 (vs 205 592 in 2002) employees were engaged in the retail industry, of which 180 553 (89%) (vs 173 655 in 2002) made up the technical manpower and 22 335 (11%) (vs 31 937 in 2002) the non-technical manpower. Technical manpower refers to employees in principal jobs listed in Appendix 4 for which analysis is carried out in this report to show pertinent industrial needs. Non-technical manpower refers to employees in finance/accounting, human resources, IT, administrative and other supportive functions, which is not covered in this survey.

1.9 Of the 180 553 technical manpower engaged, 6 396 (3.5%) were managerial staff, 16 851 (9.3%) supervisory staff, 100 805 (55.8%) operative and clerical support staff, 25 007 (13.9%) part-time sales staff, and 31 494 (17.4%) owner/sole proprietor/working partner.

1.10 There were 4 083 vacancies reported at the time of the survey. **The total technical manpower, including vacancies, reached 184 636.**

### **Manpower Forecast for 2005 by Employers**

1.11 Employers forecast the manpower demand in 2005 to be 188 324, representing an increase of 3 688 employees (+2%) over 2004.

1.12 Most of the 13 branches by company level forecast an increase of manpower in 2005. The branch of 'Consumer Goods' forecasts the biggest increase in terms of headcount, +1 556 employees (+3.6%). On the other hand, the 'Durable Goods' branch forecasts the biggest manpower growth by percentage, +6.2% (+559 employees) in 2005.

1.13 By job level, the demand for managerial staff increases by 3.8% (+247 employees), for supervisory staff increases by 2.5% (+426 employees) and for operative staff increases by 2.5% (+3 223 employees).

## **Manpower Forecast for 2005-07**

### **Using the LMA Approach**

1.14 The Labour Market Analysis (LMA) approach has been applied in forecasting manpower for the retail industry. Some 50 economic indicators have been tested in a statistical model to select the key determinants for their direct impact on the manpower of the industry. A description of the LMA approach and the key assumptions used are shown in paragraphs 2.17 – 2.18 of Section II. The projected manpower requirements for 2005 to 2007 are:

	<u>Actual Manpower</u>	<u>Manpower Projection</u>
2004	184 636	-
2005	-	186 361 (+1 725, +0.9% on 2004)
2006	-	192 055 (+5 694, +3.1% on 2005)
2007	-	197 577 (+5 522, +2.9% on 2006)

### **Training Needs**

1.15 In face of the improving business environment and the rebounding retail sales, employers are investing more on staff training and development. As a continuous endeavour to upgrade the professionalism of employees and to provide high quality service, employers indicate that more training will be provided to their staff in 2005.

1.16 In 2004, a total of 138 213 training places were either provided or sponsored by employers. **The need for training places will further increase to 158 708 (+14.8%) in 2005.** While 53 145 places (33.5%) will be fulfilled by in-house training, 105 563 places (66.5%) will be required from external training bodies.

1.17 Of all training areas required, the top 3 most needed areas are ‘Customer Service’, ‘Selling Skills’ and ‘Store Operations’.

1.18 In addition to in-service training, more employers consider that pre-employment training for frontline sales staff is necessary or preferable. In 2004, 37.8% of employers rated pre-employment training as ‘Prerequisite’ or ‘Preferred’, up from 29.7% in 2002.

---

Source:

- (1) Hang Seng Economic Monthly, Nov/Dec 2004
- (2) Census and Statistics Department
- (3) Hong Kong Tourism Board

## SECTION II

### SUMMARY OF SURVEY FINDINGS

#### A. MANPOWER SITUATION IN 2004

##### Total Manpower

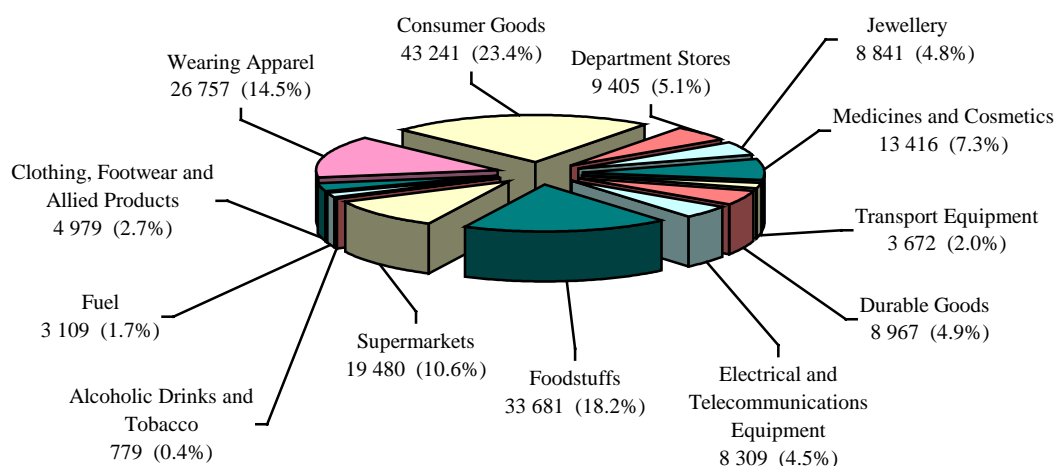
2.1 The survey revealed that a total of 202 888 persons were engaged in the retail industry, with 180 553 (89%) technical manpower and 22 335 (11%) non-technical manpower. Technical manpower refers to employees engaged in the principal jobs of the retail industry. A list of the principal jobs covered in the survey is attached as Appendix 4. Non-technical manpower, which refers to those working in the finance/accounting, human resources, IT, administrative and other supportive areas, is not covered in this survey. Hence, all employee numbers and vacancies appearing in this report refer to the technical manpower only. Detailed statistics are shown in Tables 1 to 5 of Section V.

##### Distribution of Manpower

2.2 The distribution of manpower by branch is shown below:

	Branch	Number Employed	Number of Vacancies	Total Manpower Demand
1.	Foodstuffs	33 088	593	<b>33 681</b>
2.	Supermarkets	19 238	242	<b>19 480</b>
3.	Alcoholic Drinks and Tobacco	759	20	<b>779</b>
4.	Fuel	3 106	3	<b>3 109</b>
5.	Clothing, Footwear and Allied Products	4 878	101	<b>4 979</b>
6.	Wearing Apparel	25 631	1 126	<b>26 757</b>
7.	Consumer Goods	42 086	1 155	<b>43 241</b>
8.	Department Stores	9 187	218	<b>9 405</b>
9.	Jewellery	8 710	131	<b>8 841</b>
10.	Medicines and Cosmetics	13 173	243	<b>13 416</b>
11.	Transport Equipment	3 625	47	<b>3 672</b>
12.	Durable Goods	8 864	103	<b>8 967</b>
13.	Electrical and Telecommunications Equipment	8 208	101	<b>8 309</b>
	<b>Total</b>	<b>180 553</b>	<b>4 083</b>	<b>184 636</b>

Figure 1: Manpower Demand by Branch



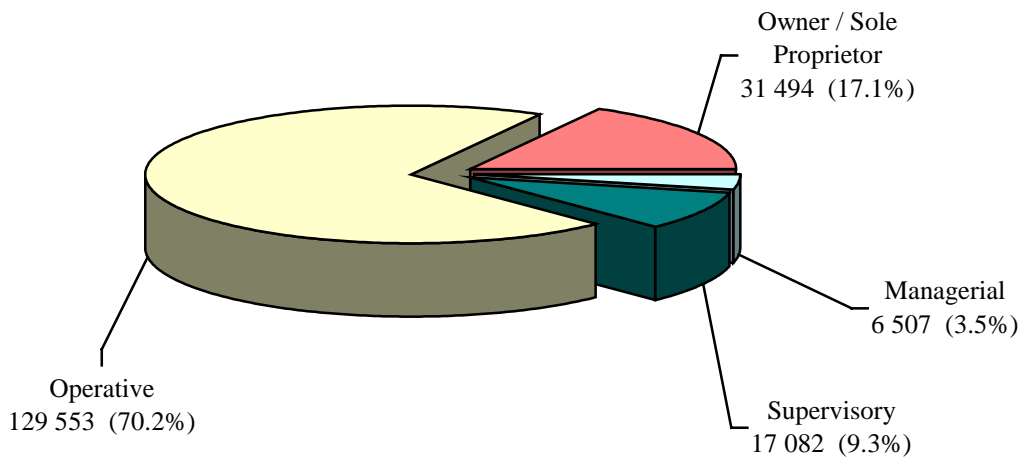
2.3 Of the 184 636 manpower demand, 6 507 (3.5%) were managerial staff, 17 082 (9.3%) supervisory staff, 129 553 (70.2%) operative & clerical support staff, and 31 494 (17.1%) owner / sole proprietor. The distribution of manpower by job level is shown below.

Manpower Distribution by Job Level

Job Level	Number Employed	Number of Vacancies	Total Manpower Demand
Managerial	6 396	111	<b>6 507</b>
Supervisory	16 851	231	<b>17 082</b>
Operative & Clerical Support	125 812	3 741	<b>129 553</b>
Owner / Sole Proprietor	31 494	0	<b>31 494</b>
<b>Total</b>	<b>180 553</b>	<b>4 083</b>	<b>184 636</b>



Figure 2: Manpower Demand by Job Level



2.4 The three principal jobs with the largest numbers of employees at each job level are shown below.

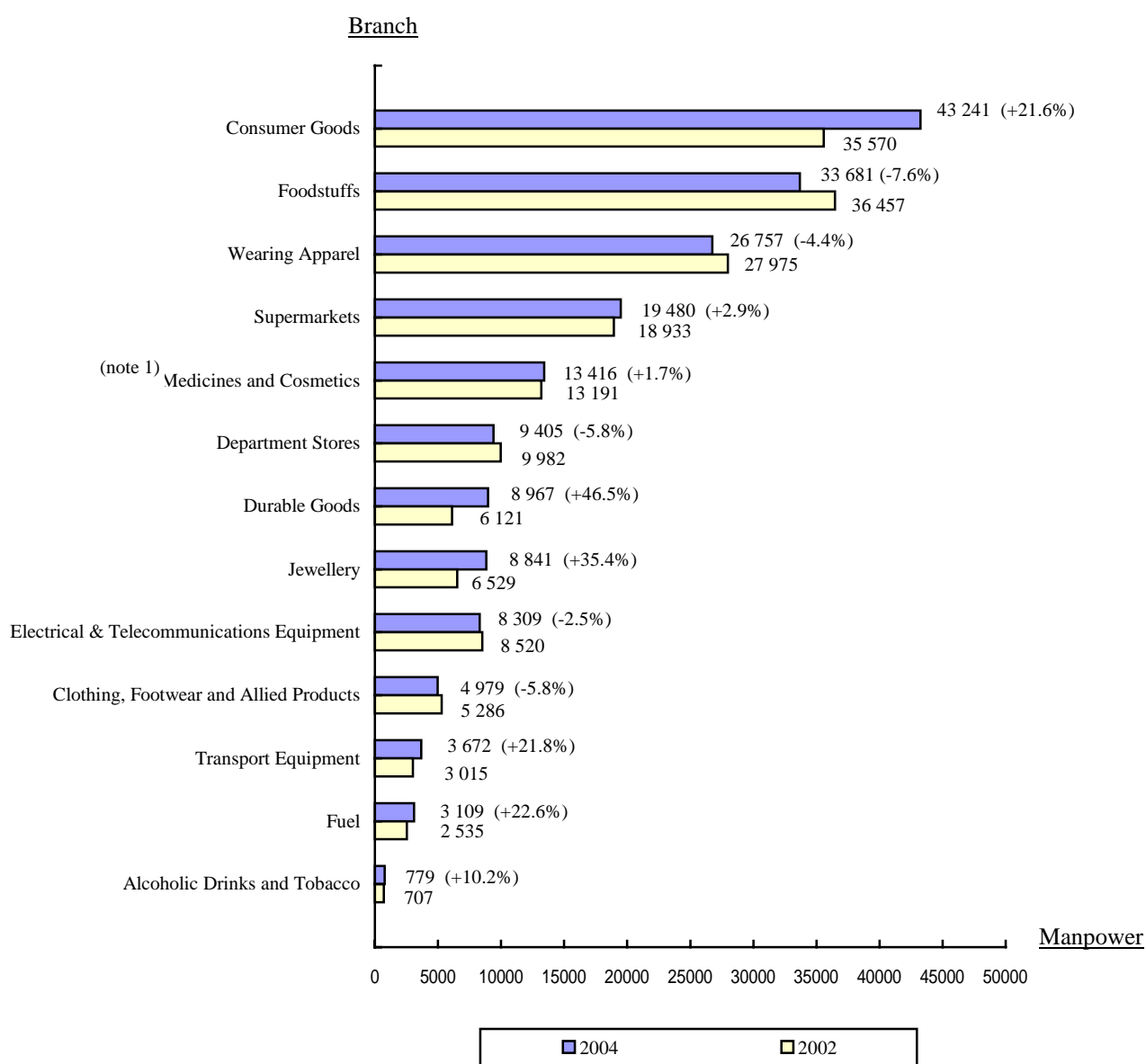
Job Level	Number of Employees	As % in the Respective Job Level
<b>Managerial</b>		
		<u>100%</u>
1. Store Manager	2 883	44.3%
2. Operations / Retail Manager	987	15.2%
3. District / Area Manager	705	10.8%
<b>Supervisory</b>		
		<u>100%</u>
1. Store Supervisor	14 676	85.9%
2. Merchandiser / Buyer	731	4.3%
3. Customer Services Supervisor	602	3.5%
<b>Operative &amp; Clerical Support</b>		
		<u>100%</u>
1. Junior Sales Staff	61 674	47.6%
2. Senior Sales Staff	36 720	28.3%
3. Part Time Sales Staff	25 862	20%

## Comparison of Manpower Demand in 2002 & 2004

2.5 In comparing the manpower demand for 2002 and 2004, it is important to note that the two surveys were conducted at different periods of the year. The 2002 survey was conducted in November to December, while the 2004 survey was conducted in September to October. November/December is the typical peak trading season in the retail industry. Hence, manpower level during this peak season is generally higher than other periods of the year. In 2003, the retail industry was badly hit by SARS. Employment numbers dropped as a result of the plunge of retail sales during the SARS period. Following the economic recovery in 2004, retail sales steadily increased and so did manpower demand.

2.6 In 2004, the total manpower demand increased to 184 636 (+5.6%, +9 815 employees) compared to 2002. Among the 13 branches, 8 branches registered an increase of manpower over 2002.

Figure 3: Manpower Comparison by Branch, 2002 & 2004

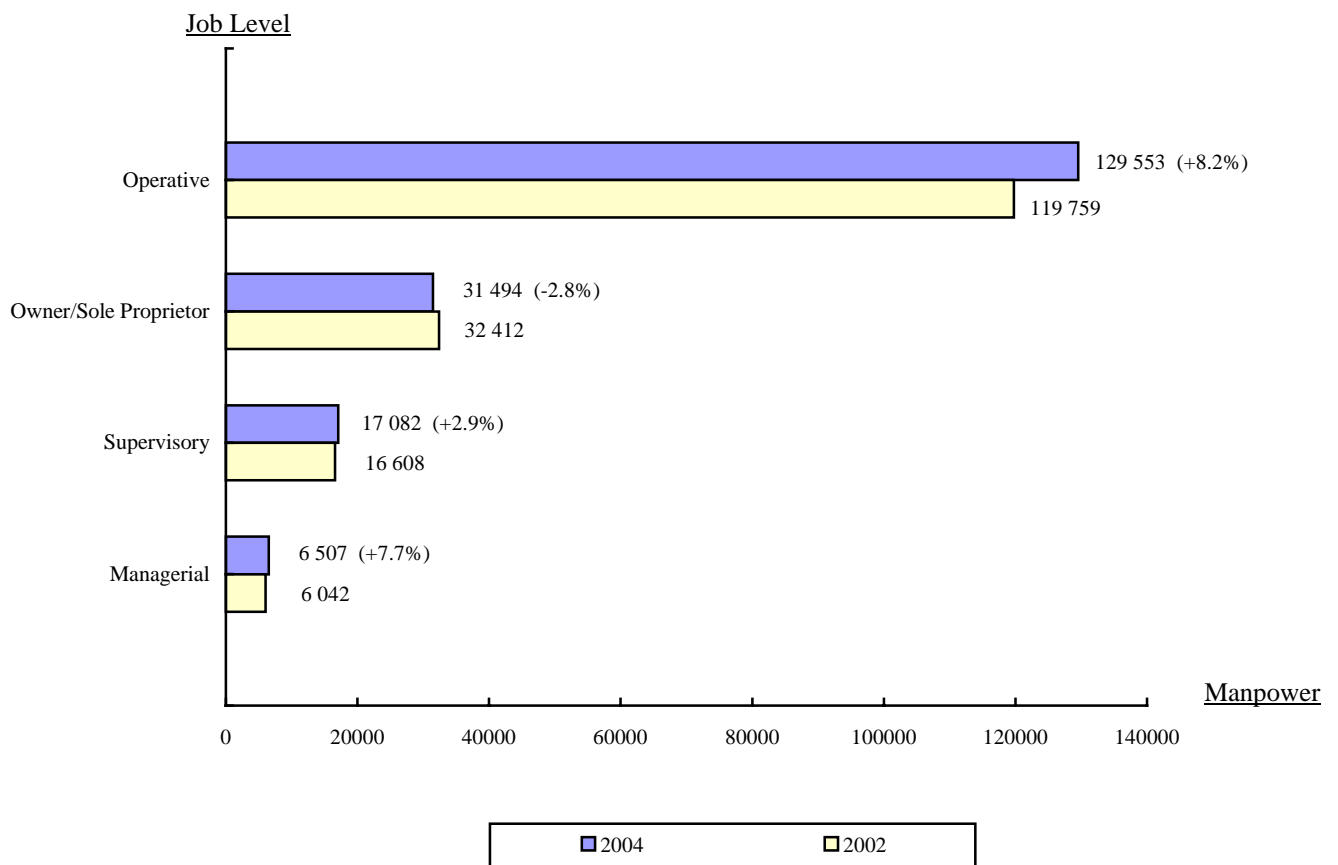


2.7 The progressive extension of the ‘Individual Travel Scheme’ and the subsequent influx of mainland tourists have benefited certain sectors of the retail industry. Branches which are more tourist-oriented, such as ‘Consumer Goods’, ‘Jewellery’, and ‘Medicines & Cosmetics’<sup>(note 1)</sup>, have recorded a double-digit manpower growth.

2.8 With the change of lifestyle, more consumers turn to supermarket shopping. Coupled with the fact that supermarkets take up an increasingly greater market share, the ‘Foodstuffs except Supermarkets’ branch registered a manpower decrease of 7.6%.

2.9 By job level, managerial, supervisory and operative levels all recorded manpower growth over 2002. The operative level exhibited the highest growth of 8.2% (+9 794 employees) when business improved and more frontline staff were required. It is worth to note that managerial level recorded a bigger growth of +7.7% than supervisory level +2.9%. The increase in employee numbers of the two levels stayed close at +465 for managers and +474 for supervisors. This might indicate that managerial staff was more needed to steer and drive the business during the retail sales recovery.

Figure 4: Manpower Comparison by Job Level, 2002 & 2004



Note 1 For the branch of ‘Medicines and Cosmetics’, in the 2002 survey due to significant changes in the employment size of some sample companies, which deviated from the original strata, the employee numbers had been overstated by around 2,000. If adjustment were made to the 2002 employee numbers, the 2004 manpower should be +19.9% over 2002.

## B. FORECAST MANPOWER DEMAND

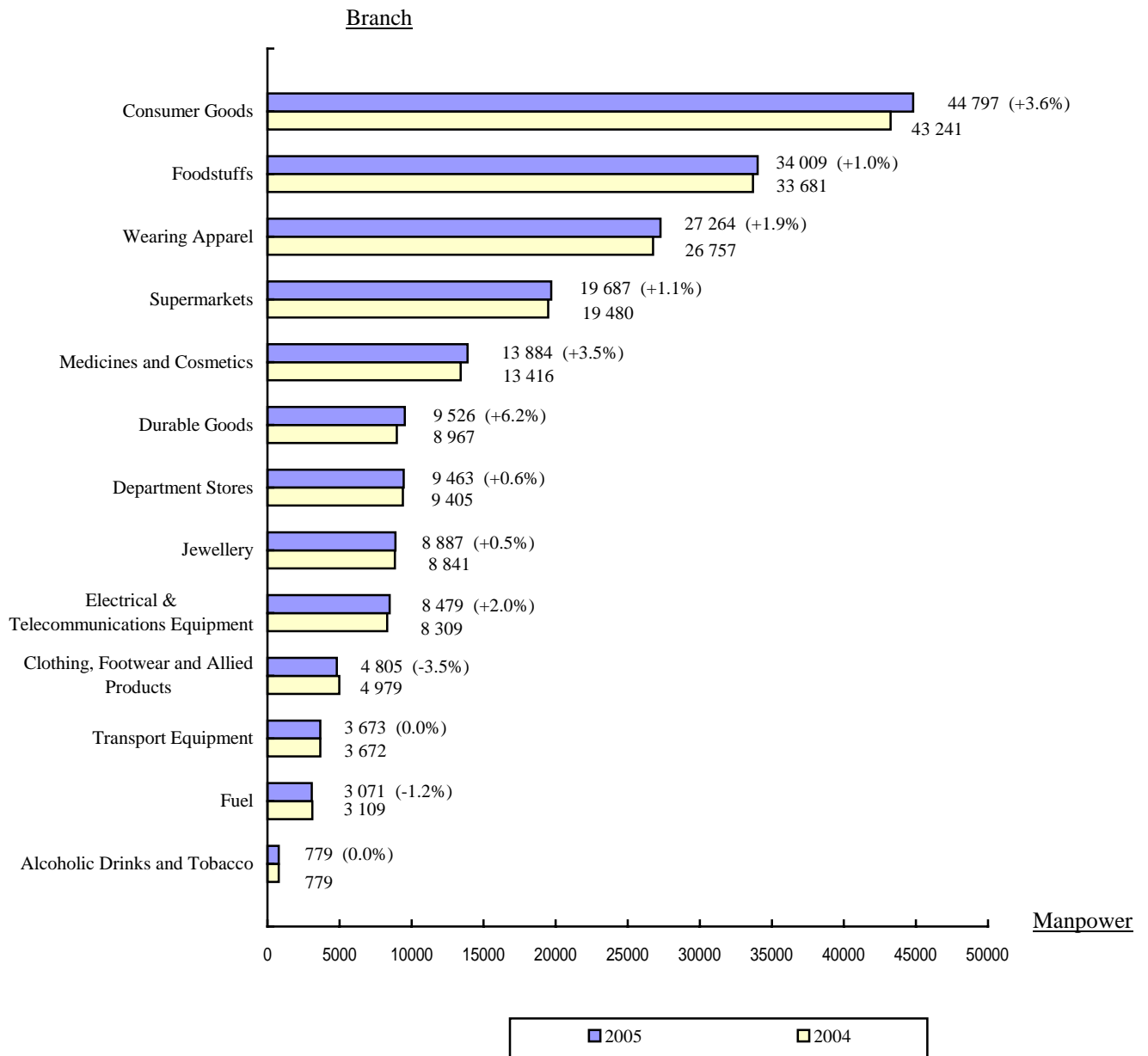
### Employers' Forecast for 2005

2.10 The general business environment shows positive signs of continual improvement in 2005. The deflationary cycle comes to end and the Composite Consumer Price Index starts to rise. Labour market improves with unemployment rate falling and wages moderately rising. Retail sales steadily picks up as consumer confidence improves. For 2005, **employers forecast the manpower demand will grow by 2% to 188 324**, an increase of 3 688 employees over 2004.

### Employers' Forecast Manpower for 2005

Branch	2004 Manpower Demand	2005 Forecast Demand	Changes
1. Foodstuffs	33 681	34 009	+328 (+1%)
2. Supermarkets	19 480	19 687	+207 (+1.1%)
3. Alcoholic Drinks and Tobacco	779	779	- (-)
4. Fuel	3 109	3 071	-38 (-1.2%)
5. Clothing, Footwear and Allied Products	4 979	4 805	-174 (-3.5%)
6. Wearing Apparel	26 757	27 264	+507 (+1.9%)
7. Consumer Goods	43 241	44 797	+1 556 (+3.6%)
8. Department Stores	9 405	9 463	+58 (+0.6%)
9. Jewellery	8 841	8 887	+46 (+0.5%)
10. Medicines and Cosmetics	13 416	13 884	+468 (+3.5%)
11. Transport Equipment	3 672	3 673	+1 (-)
12. Durable goods	8 967	9 526	+559 (+6.2%)
13. Electrical and Telecommunications Equipment	8 309	8 479	+170 (+2.0%)
Total	184 636	188 324	+3 688 (+2.0%)

Figure 5: Employers' Forecast Manpower for 2005 by Branch



2.11 As exhibited in Figure 5 above, 9 out of the 13 branches forecasted an increase of manpower in 2005. As consumer confidence picks up following the economic recovery, branches such as ‘**Durable Goods**’, ‘**Consumer Goods**’, ‘**Medicines & Cosmetics**’, and ‘**Wearing Apparel**’ forecasted a relatively higher manpower growth in terms of percentage increase or headcount compared to other branches.

2.12 For high valued products such as ‘Jewellery’ and ‘Transport Equipment’, their manpower had already increased by more than 20% in 2004 vs 2002. The manpower demand for these two branches appeared to be stabilized in 2005.

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

Job Level	2004 Manpower Demand	2005 Employers' Forecast Demand	Changes
Managerial	6 507	6 754	+247 (+3.8%)
Supervisory	17 082	17 508	+426 (+2.5%)
Operative	129 553	132 776	+3 223 (+2.5%)
Owner/Sole Proprietor	31 494	31 286	-208 (-0.7%)

2.14 Top 5 principal jobs with major increase in manpower demand are summarized below.

Principal Job	2004 Manpower Demand	2005 Employers' Forecast Demand	Increase
Store Manager	2 883	3 118	+235 (8.2%)
Store Supervisor	14 676	15 075	+399 (2.7%)
Senior Sales Staff	36 720	36 951	+231 (0.6%)
Junior Sales Staff	61 674	63 668	+1 994 (3.2%)
Part Time Sales Staff	25 862	26 827	+965 (3.7%)

2.15 At managerial level, 'Store Manager' remains the most sought-after job category, with demand increases by 8.2%, the highest growth rate amongst all the principal jobs.

2.16 Demand for full time 'Sales Staff' still tops the list with +2 225 employees forecasted in 2005. As a result of the manpower consolidation in recent years and the operational need to maintain flexible staffing, demand for 'Part Time Sales / Service Staff' continues to grow at a higher than overall rate (+3.7% for part time staff vs +2% for total manpower).

### **Manpower Forecast Using the LMA Approach**

2.17 Apart from the employer's forecast, a labour market analysis (LMA) approach has been used to project manpower for the retail industry from 2005 to 2007. A description of the LMA approach is shown in Appendix 5. Some 50 economic indicators are tested in a statistical model to select the most important determinants for their direct impact on the manpower. Two Principal Components are identified and their assumptions are :

	Assumptions for		
	2005	2006	2007
Total Loans and Advances	+0.7%	+2%	+0.1%
Visitor Arrivals	+4.2%	+9.6%	+9.6%

2.18 Based on the statistical model, the manpower requirements for 2005 – 2007 are projected to be:

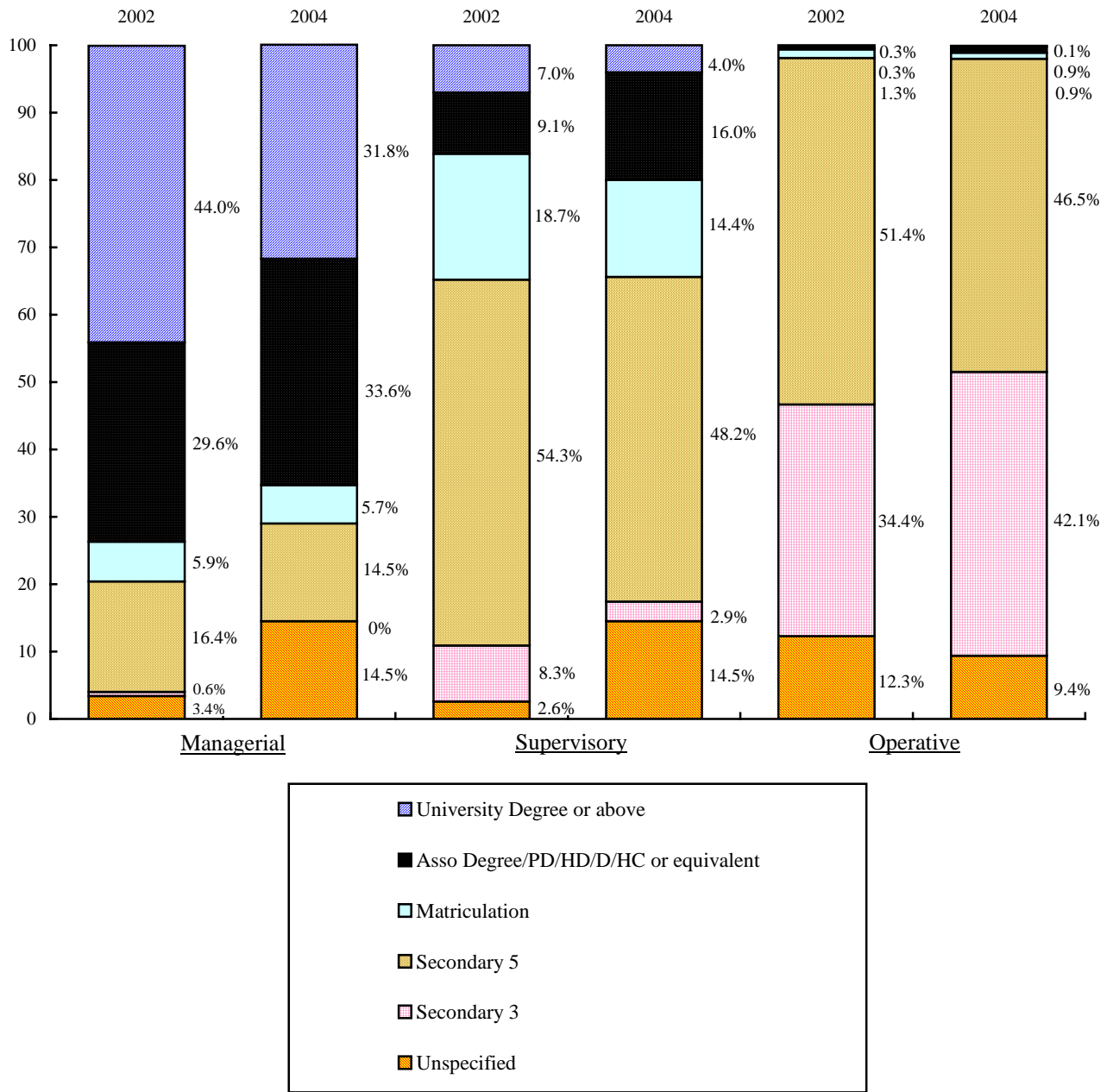
	Actual	Forecast
2004	184 636	-
2005	-	186 361 (+0.9% on 2004)
2006	-	192 055 (+3.1% on 2005)
2007	-	197 577 (+2.9% on 2006)

## **C. RECRUITMENT REQUIREMENTS**

### **Preferred Level of Education of Employees**

2.19 Employer's preferred education level of employees are summarized below. Detailed statistics are shown in Table 6 of Section V.

Figure 6: Preferred Education Level of Employees by Job Level



2.20 As shown in Figure 6 above, 31.8% of employers preferred managerial staff to have University or above education level, while 33.6% preferred sub-degree level, i.e. Associate Degree, Higher Diploma, Diploma. For supervisory staff, 4.0% of employers preferred University or above level, while 16% preferred sub-degree level.

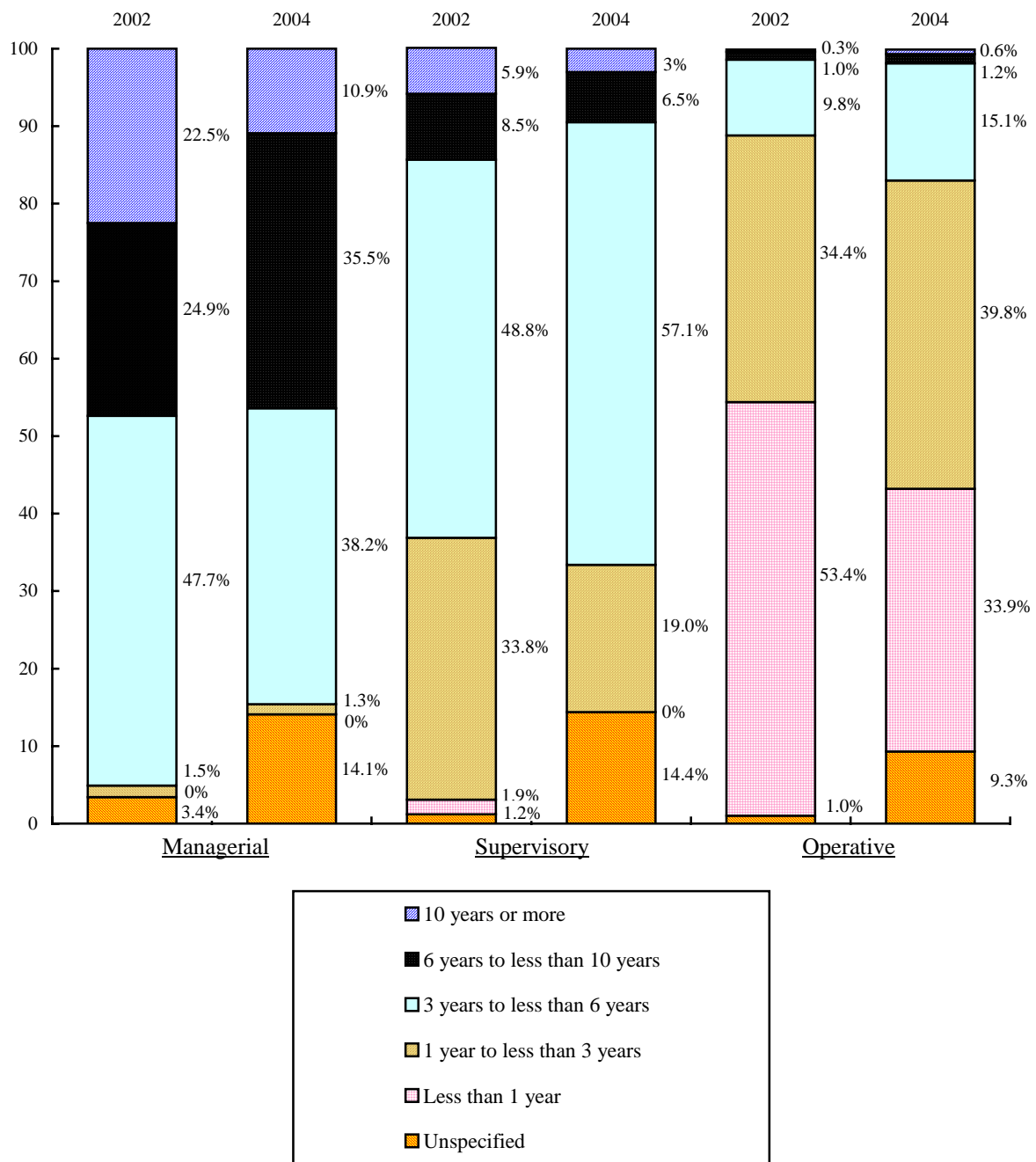
2.21 Compared to 2002, there were more employers who preferred managerial and supervisory staff to have sub-degree level, and fewer employers preferred University level. For many retail companies, recruitment of managerial and supervisory staff has not been easy. When the overall economy improves and the retail sales rebound, recruitment difficulty might induce some employers to prefer sub-degree graduates. Employers also revealed in the survey that relevant retail experience carried more weight as a recruitment criteria.



## Preferred Relevant Years of Experience

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

Figure 7: Preferred Relevant Years of Experience by Job Level



2.23 Compared to 2002, less employers preferred managerial staff to have more than 10 years experience, but more employers preferred '6 to 10 years'.

2.24 The 2004 survey results might point to a gradual convergence towards the more commonly accepted requirement, i.e. '6 to 10 years' for managerial staff, and '3 to 6 years' for supervisory staff.

2.25 On the other hand, employers tended to raise their requirement on years of relevant experience for operative and part-time staff. More employers shifted from requiring 'less than 1 year experience' to '1 to 3 years' or '3 to 6 years' experience.

## D. TRAINING REQUIREMENTS

### Training Needs

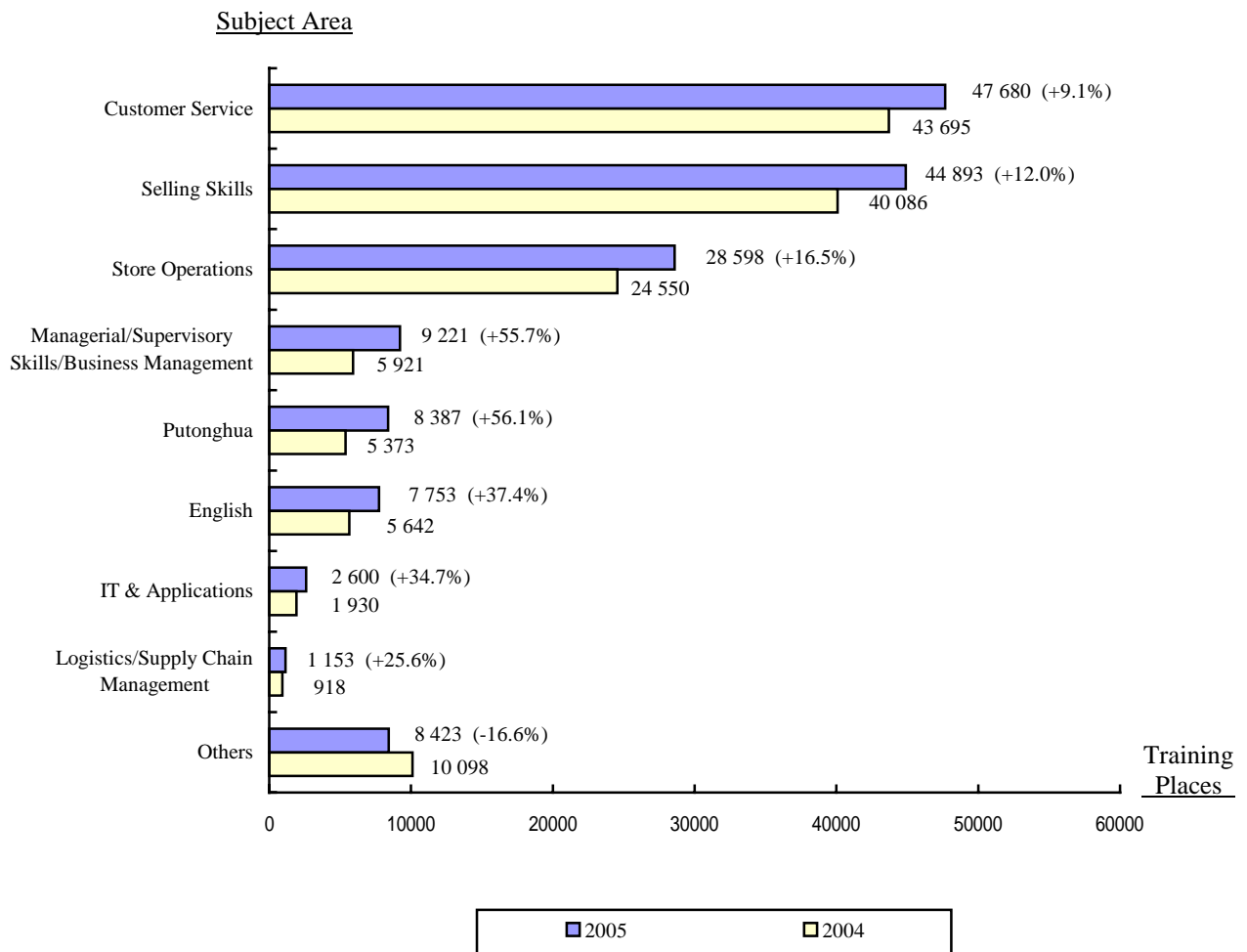
2.26 The survey revealed that a total of 138 213 training places were provided or sponsored by employers in 2004, an increase of 15.5% over 2002. As the retail sales rebounded, training for frontline competency such as 'Customer Service', 'Selling Skills', and 'Store Operations' registered the biggest increase in training places. Detailed statistics are shown in Tables 8 to 10 of Section V.

2.27 The **need for training places** would further **increase to 158 708 (+14.8%) in 2005**. While retail specific courses still stay on top of the list, demand for generic managerial and language training exhibits the highest increase by percentage. Need for managerial training increases by 55.7%, Putonghua training increases by 56.1%, and English training increases by 37.4%. This reveals that more employers see the needs to invest in human capital in order to upgrade the standard and professionalism of the retail workforce, and hence to stay ahead of the keen competition. Some companies also take 'training and development' as one of the staff retention measures.

### Training Places Provided / Sponsored by Employers

Subject Area	2004	2005 Forecast	Changes
1. Managerial / Supervisory Skills / Business Management	5 921	9 221	+3 300 (+55.7%)
2. Customer Service	43 695	47 680	+3 985 (+9.1%)
3. Selling Skills	40 086	44 893	+4 807 (+12.0%)
4. Store Operations	24 550	28 598	+4 048 (+16.5%)
5. Logistics / Supply Chain Management	918	1 153	+235 (+25.6%)
6. IT & Applications	1 930	2 600	+670 (+34.7%)
7. Putonghua	5 373	8 387	+3 014 (+56.1%)
8. English	5 642	7 753	+2 111 (+37.4%)
9. Others	10 098	8 423	-1 675 (-16.6%)
<b>Total</b>	<b>138 213</b>	<b>158 708</b>	<b>+20 495 (+14.8%)</b>

Figure 8: Comparison of Training Needs by Subject Area

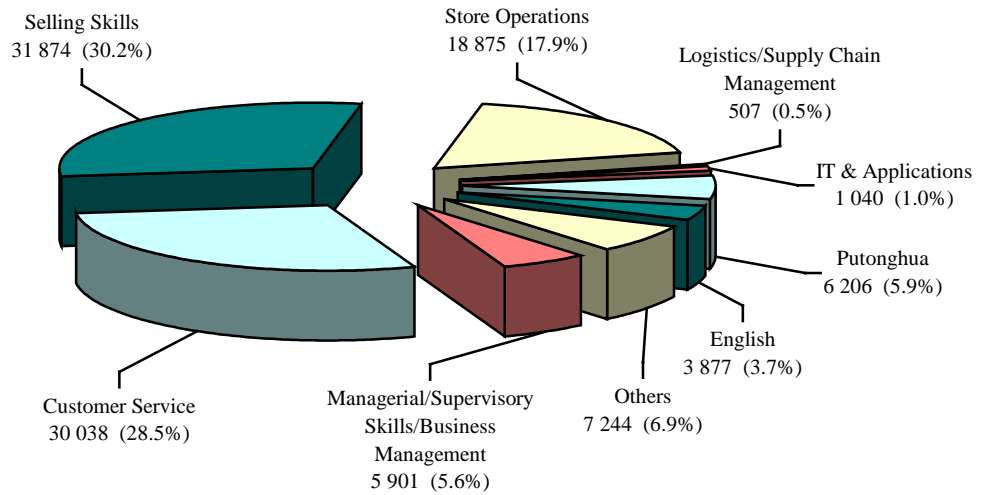


2.28 Of the 158 708 training places required in 2005, 53 145 places (33.5%) will be fulfilled by in-house training, 105 563 places (66.5%) will be required from external training bodies.

2.29 As for external training, the distribution of training places to be provided by external training bodies are:

Subject Areas	Training Places Needed
1. Selling Skills	31 874
2. Customer Service	30 038
3. Store Operations	18 875
4. Putonghua	6 206
5. Managerial / Supervisory Skills / Business Management	5 901
6. Others	12 669
<b>Total</b>	<b>105 563</b>

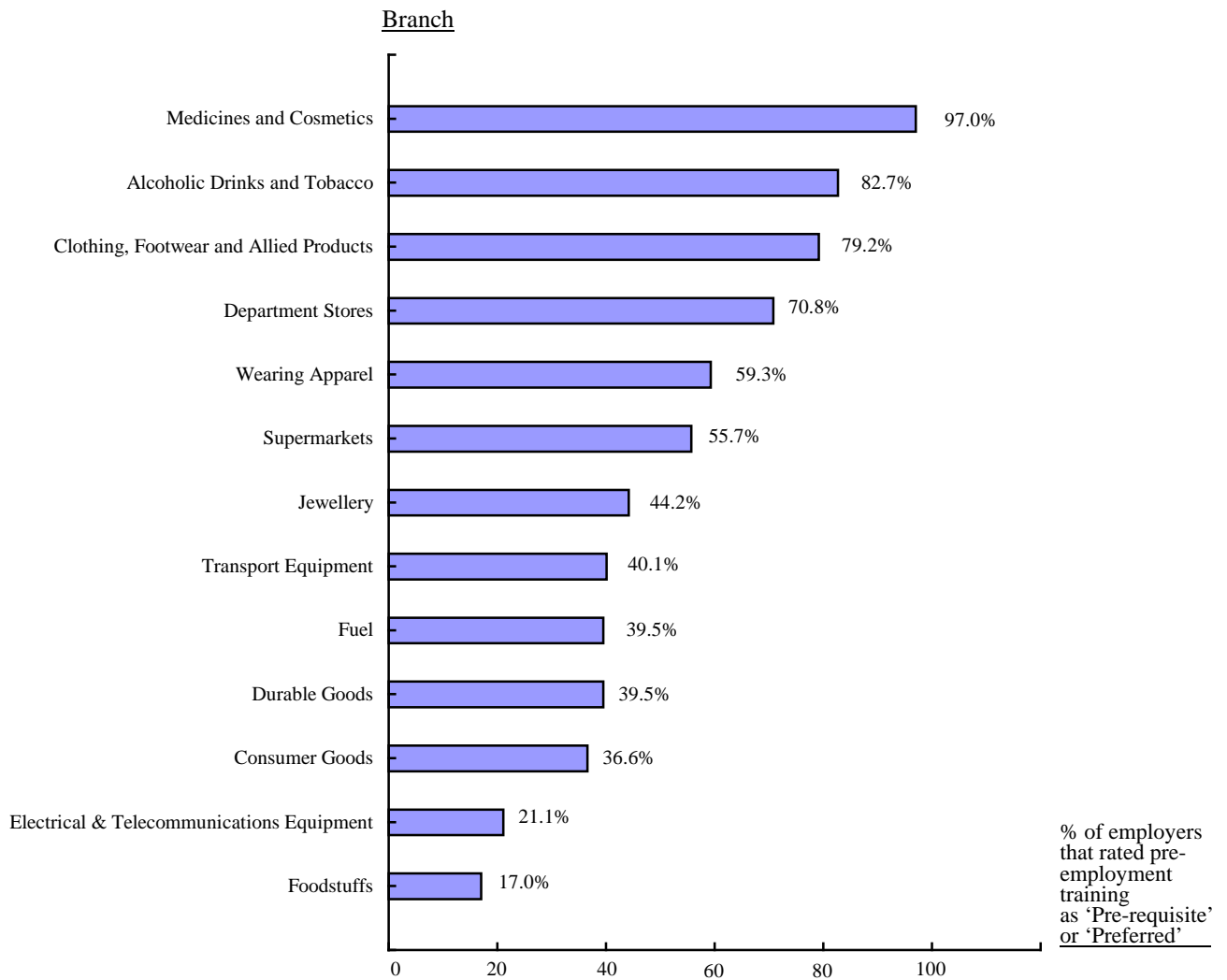
Figure 9 : Need for External Training Places by Subject Area



### Pre-employment Training

2.30 Pre-employment training refers to training provided to people before they enter the workforce or before they are employed in a particular industry. As customer expectation is ever rising and the business competition getting increasingly tough, more employers (37.8% in 2004 vs 29.7% in 2002) believed that pre-employment training was either a ‘Pre-requisite’ or ‘Preferred’. Detailed statistics are shown in Tables 11 and 12 of Section V.

Figure 10: Needs for Pre-employment Training for Frontline Sales Staff by Branch, 2004



2.31 Pre-employment training is most needed in the following areas :

Subject Areas	Pre-employment Training Needed as either 'Pre-requisite' or 'Preferred'
1. Customer Service	96.2%
2. Selling Skills	94.5%
3. Interpersonal Skills	76.0%
4. Handling Complaints	71.8%

2.32 Consistent with the training needs for in-service employees, pre-employment training is most needed in the areas of 'Customer Service' and 'Selling Skills'. This again points to the growing requirement to upgrade the professionalism and service quality of frontline employees in order to sustain competitive edge in the industry.

## SECTION III

### RECOMMENDATIONS

#### A. TRAINING NEEDS

3.1 Based on the requirement of in-service training to be provided by external training bodies, the Retail Trade Training Board (Training Board) recommends the training places by subject area as follows:

Subject Areas	Training Places
Managerial / supervisory skills training	5 900
Retail specific skills training	80 000
Languages training	10 000
Total	95 900

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

1. Training institutions and course providers to provide **generic courses** in areas such as customer service, selling skills, managerial/ supervisory skills, Putonghua and English to in-service employees in the industry.
2. Training institutions and course providers to review the specific training needs of different branches and provide **specialized courses** to meet their needs.
3. The Government continues to operate the **Skills Upgrading Scheme (SUS)** for retail industry since most of the training needs identified are being covered in the SUS courses.
4. **Pre-employment training at sub-degree level** to be provided to junior supervisory and sales staff to get them better equipped for taking up employment in the industry. This aligns with the survey findings that more employers prefer supervisory staff to have sub-degree education and more employers rate pre-employment training as preferred .

3.3 The Training Board also recommends employers to provide / sponsor more training to employees as a continuous endeavour to upgrade the professionalism of the retail industry.

## **B. FUTURE SURVEYS**

3.4 The Training Board recommends that **manpower surveys** should continue to be **conducted once every two years**.

3.5 The Training Board also recommends the major enhancements introduced in the 2002 and 2004 surveys to serve as a benchmark for future surveys so that the manpower requirements and training needs of different branches, and the latest employment trend of the industry can be better identified.

## 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 to recommend to the Vocational Training Council measures to meet these needs. Its terms of reference and membership are given in Appendices 1 & 2.

##### Working Group on the Manpower Survey

4.2 The Training Board has established a Working Group to manage and guide the survey. Membership of the Working Group is given in Appendix 3.

##### Benchmark

4.3 The 2004 survey has adopted as benchmark the major enhancements introduced in the 2002 survey, which were :

- (a) Sampling method and data collection process have been fine-tuned.
- (b) The survey was conducted by branch and major sub-branch levels with 13 specified branches.
- (c) The survey was conducted at company level.
- (d) The list of principal jobs has been updated and principal jobs classified more appropriately according to their main duties.
- (e) Full time and part time staff were differentiated, "Part Time Sales / Service Staff" was classified as one of the principal jobs.

4.4 The Training Board considers that the above enhancements better serve the purpose of identifying the manpower requirements and training needs of the retail industry.



## B. SCOPE AND PROCEDURES

### Scope of the Survey

4.5 Out of the 45 034 registered companies in the retail industry, 640 companies were selected by a stratified random sampling method. The survey was conducted by 13 branches at company level with the following coverage:

Branch	Sample Size
1. Foodstuffs	101
2. Supermarkets	23
3. Alcoholic Drinks and Tobacco	18
4. Fuel	40
5. Clothing, Footwear and Allied Products	41
6. Wearing Apparel	104
7. Consumer Goods	92
8. Department Stores	27
9. Jewellery	38
10. Medicines and Cosmetics	35
11. Transport Equipment	37
12. Durable Goods	43
13. Electrical and Telecommunications Equipment	41
Total	<b>640</b>

### Procedures of the Survey

4.6 The fieldwork took place from 1<sup>st</sup> September to 5<sup>th</sup> October 2004 with follow-up cases completed on 15<sup>th</sup> November 2004.

4.7 Questionnaires with explanatory notes and job descriptions were sent to the sampled companies two weeks before the fieldwork. The survey documents are attached as Appendix 4.

4.8 Survey interviewing officers from the Census and Statistics Department (C&SD) visited the sampled companies to ensure proper collection of information. The completed questionnaires were checked, coded and where necessary verified with the respondents. The survey data were then processed and tabulated by the C&SD.

### **Response Rate**

4.9 Of the 640 companies selected, 528 completed questionnaires were collected. While 16 companies refused to respond, the other 96 companies had either closed, moved, merged or changed business. The effective response rate was 97.1%.

## SECTION V

### LIST OF STATISTICAL TABLES

Table		Page
1	Numbers of Companies, Employees, Vacancies and Total Manpower Demand by Branch	25
2	Distribution of Employees by Branch and Job Level	26
3	2002 and 2004 Manpower Comparison by Branch	27
4	Number of Employees, Vacancies and Total Manpower Demand by Job	28
5	2002 and 2004 Manpower Comparison by Job	29
6	Preferred Education of Employees by Job	30
7	Preferred Relevant Years of Experience of Employees by Job	31
8	Number of Training Places Provided/Sponsored by Employers in the Past 12 Months by Job Level	32
9	Forecast Number of Training Places to be Provided/Sponsored by Employers in the Next 12 Months by Job Level	33
10	2002 and 2004 Comparison of Training Places Provided / Sponsored by Employers	34
11	Needs for Pre-Employment Training for Frontline Sales Staff by Branch	35
12	Needs for Pre-Employment Training by Subject Area	36

**2004 Retail Trade Manpower Survey**

**Table 1 : Numbers 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 2005	Changes on 2004	Changes (%)
1	Foodstuffs except Supermarkets	11 184	33 088	593	33 681	34 009	328	1.0%
2	Supermarkets	203	19 238	242	19 480	19 687	207	1.1%
3	Alcoholic Drinks and Tobacco	75	759	20	779	779	0	0.0%
4	Fuel	314	3 106	3	3 109	3 071	- 38	-1.2%
5	Clothing, Footwear and Allied Products except Wearing Apparel	1 085	4 878	101	4 979	4 805	- 174	-3.5%
6	Wearing Apparel	6 222	25 631	1 126	26 757	27 264	507	1.9%
7	Consumer Goods, n.e.c. except Department Stores, Jewellery, Medicines and Cosmetics	11 483	42 086	1 155	43 241	44 797	1 556	3.6%
8	Department Stores	24	9 187	218	9 405	9 463	58	0.6%
9	Jewellery (incl. Imitation Jewellery)	2 026	8 710	131	8 841	8 887	46	0.5%
10	Medicines and Cosmetics	1 050	13 173	243	13 416	13 884	468	3.5%
11	Transport Equipment	997	3 625	47	3 672	3 673	1	0.0%
12	Durable Goods, n.e.c. except Telecommunications Equipment other than Telephone System and Electrical Goods other than Machinery, Office Equipment and Appliances	2 189	8 864	103	8 967	9 526	559	6.2%
13	Telecommunications Equipment other than Telephone System and Electrical Goods other than Machinery, Office Equipment and Appliances	1 417	8 208	101	8 309	8 479	170	2.0%
	<b>Total</b>	<b>38 269</b>	<b>180 553</b>	<b>4 083</b>	<b>184 636</b>	<b>188 324</b>	<b>3 688</b>	<b>2.0%</b>

**2004 Retail Trade Manpower Survey**  
**Table 2 : Distribution of Employees by Branch and Job Level**

	Branch	Managerial	Supervisory	Operative	Owner/Sole Proprietor	Branch Total	% to Total
1	Foodstuffs, except Supermarkets	297	1 462	22 834	8 495	<b>33 088</b>	18.3%
2	Supermarkets	956	2 431	15 645	206	<b>19 238</b>	10.7%
3	Alcoholic Drinks and Tobacco	53	88	585	33	<b>759</b>	0.4%
4	Fuel	98	304	2 566	138	<b>3 106</b>	1.7%
5	Clothing, Footwear & Allied Products, except Wearing Apparel	135	833	3 487	423	<b>4 878</b>	2.7%
6	Wearing Apparel	1 079	2 691	16 519	5 342	<b>25 631</b>	14.2%
7	Consumer Goods, except Department Stores, Jewellery, Medicines & Cosmetics	920	3 593	28 120	9 453	<b>42 086</b>	23.3%
8	Department Stores	489	1 432	7 265	1	<b>9 187</b>	5.1%
9	Jewellery	480	612	5 676	1 942	<b>8 710</b>	4.8%
10	Medicines and Cosmetics	930	1 434	9 650	1 159	<b>13 173</b>	7.3%
11	Transport Equipment	226	164	2 297	938	<b>3 625</b>	2.0%
12	Durable Goods, except Telecommunications Equipment other than Telephone System and Electrical Goods other than Machinery, Office Equipment and Appliances	300	767	5 753	2 044	<b>8 864</b>	4.9%
13	Telecommunications Equipment other than Telephone System and Electrical Goods other than Machinery, Office Equipment and Appliances	433	1 040	5 415	1 320	<b>8 208</b>	4.5%
	<b>Total</b>	<b>6 396</b>	<b>16 851</b>	<b>125 812</b>	<b>31 494</b>	<b>180 553</b>	<b>100.0%</b>

**2004 Retail Trade Manpower Survey**  
**Table 3 : 2002 and 2004 Manpower Comparison by Branch**

	Branch	2002 Total Manpower Demand	2004 Total Manpower Demand	2004 vs 2002	2005 Forecast	2005 vs 2004
1	Foodstuffs except Supermarkets	36 457	33 681	-7.6%	34 009	1.0%
2	Supermarkets	18 933	19 480	2.9%	19 687	1.1%
3	Alcoholic Drinks and Tobacco	707	779	10.2%	779	0.0%
4	Fuel	2 535	3 109	22.6%	3 071	-1.2%
5	Clothing, Footwear and Allied Products except Wearing Apparel	5 286	4 979	-5.8%	4 805	-3.5%
6	Wearing Apparel	27 975	26 757	-4.4%	27 264	1.9%
7	Consumer Goods, n.e.c. except Department Stores, Jewellery, Medicines and Cosmetics	35 570	43 241	21.6%	44 797	3.6%
8	Department Stores	9 982	9 405	-5.8%	9 463	0.6%
9	Jewellery (incl. Imitation Jewellery)	6 529	8 841	35.4%	8 887	0.5%
10	Medicines and Cosmetics <sup>(Note)</sup>	13 191	13 416	1.7%	13 884	3.5%
11	Transport Equipment	3 015	3 672	21.8%	3 673	0.0%
12	Durable Goods, n.e.c. except Telecommunications Equipment other than Telephone System and Electrical Goods other than Machinery, Office Equipment and Appliances	6 121	8 967	46.5%	9 526	6.2%
13	Telecommunications Equipment other than Telephone System and Electrical Goods other than Machinery, Office Equipment and Appliances	8 520	8 309	-2.5%	8 479	2.0%
	<b>Total</b>	<b>174 821</b>	<b>184 636</b>	<b>5.6%</b>	<b>188 324</b>	<b>2.0%</b>

Note : For Branch 10, due to significant changes in the employment size of some sampled companies, which deviated from the original strata, the manpower had been overstated by around 2,000 in the 2002 survey. Hence, the 2004 manpower should be +19.9% on 2002, instead of +1.7%

2004 Retail Trade Manpower Survey

Table 4 : Number of Employees, Vacancies and Total Manpower Demand by Job

Job Code	Job	2004			Forecast for 2005		
		No. of Employees at Date of Survey	No. of Vacancies at Date of Survey	Total Manpower Demand (Numbers Employed + Vacancies)	Employers' Forecast for 2005	Changes on 2004	Changes (%)
<b>Managerial</b>							
111	General Manager	463	0	463	463	0	0.0%
112	Operations / Retail Manager	981	6	987	990	3	0.3%
113	District / Area Manager	688	17	705	690	- 15	-2.1%
114	Store Manager	2 822	61	2 883	3 118	235	8.2%
115	Marketing Manager	276	24	300	300	0	0.0%
116	Sales Manager	314	1	315	316	1	0.3%
117	Customer Services Manager	105	0	105	105	0	0.0%
118	Head of Merchandising / Buying Manager	513	1	514	536	22	4.3%
119	Logistics / Distribution / Warehouse Manager	168	1	169	170	1	0.6%
120	Training Manager	28	0	28	28	0	0.0%
199	Other Managers	38	0	38	38	0	0.0%
	<b>Sub Total</b>	<b>6 396</b>	<b>111</b>	<b>6 507</b>	<b>6 754</b>	<b>247</b>	<b>3.8%</b>
<b>Supervisory</b>							
211	Store Supervisor	14 484	192	14 676	15 075	399	2.7%
212	Visual Merchandising Supervisor	162	6	168	170	2	1.2%
213	Logistics / Distribution / Warehouse Supervisor	411	1	412	414	2	0.5%
214	Public Relations Officer / Advertising Officer	214	5	219	219	0	0.0%
215	Customer Services Supervisor	601	1	602	622	20	3.3%
216	Merchandiser / Buyer	705	26	731	733	2	0.3%
217	Training Officer	96	0	96	97	1	1.0%
299	Other Supervisors	178	0	178	178	0	0.0%
	<b>Sub Total</b>	<b>16 851</b>	<b>231</b>	<b>17 082</b>	<b>17 508</b>	<b>426</b>	<b>2.5%</b>
<b>Operative</b>							
311	Senior Sales Staff	36 557	163	36 720	36 951	231	0.6%
312	Junior Sales Staff	59 007	2 667	61 674	63 668	1 994	3.2%
313	Stock / Purchasing Clerk	1 400	9	1 409	1 406	- 3	-0.2%
314	Stock Assistant	3 288	39	3 327	3 363	36	1.1%
399	Other Clerks / Supportive Staff	553	8	561	561	0	0.0%
411	Part Time Sales / Service Staff	25 007	855	25 862	26 827	965	3.7%
	<b>Sub Total</b>	<b>125 812</b>	<b>3 741</b>	<b>129 553</b>	<b>132 776</b>	<b>3 223</b>	<b>2.5%</b>
198	Owner / Sole Proprietor / Working Partner	31 494	0	31 494	31 286	- 208	-0.7%
	<b>Total</b>	<b>180 553</b>	<b>4 083</b>	<b>184 636</b>	<b>188 324</b>	<b>3 688</b>	<b>2.0%</b>

**2004 Retail Trade Manpower Survey**  
**Table 5 : 2002 and 2004 Manpower Comparison by Job**

Job Code	Job	2002 Total Manpower Demand	2004 Total Manpower Demand	2004 vs 2002	2005 Forecast	2005 vs 2004
<b>Managerial</b>						
111	General Manager	417	463	11.0%	463	0.0%
112	Operations / Retail Manager	954	987	3.5%	990	0.3%
113	District / Area Manager	464	705	51.9%	690	-2.1%
114	Store Manager	2 936	2 883	-1.8%	3118	8.2%
115	Marketing Manager	284	300	5.6%	300	0.0%
116	Sales Manager	361	315	-12.7%	316	0.3%
117	Customer Services Manager	70	105	50.0%	105	0.0%
118	Head of Merchandising / Buying Manager	388	514	32.5%	536	4.3%
119	Logistics / Distribution / Warehouse Manager	145	169	16.6%	170	0.6%
120	Training Manager	-	28	NA	28	0.0%
199	Other Managers	23	38	65.2%	38	0.0%
	<b>Sub Total</b>	<b>6 042</b>	<b>6 507</b>	<b>7.7%</b>	<b>6 754</b>	<b>3.8%</b>
<b>Supervisory</b>						
211	Store Supervisor	14 042	14 676	4.5%	15075	2.7%
212	Visual Merchandising Supervisor	179	168	-6.1%	170	1.2%
213	Logistics / Distribution / Warehouse Supervisor	433	412	-4.8%	414	0.5%
214	Public Relations Officer / Advertising Officer	579	219	-62.2%	219	0.0%
215	Customer Services Supervisor	357	602	68.6%	622	3.3%
216	Merchandiser / Buyer	920	731	-20.5%	733	0.3%
217	Training Officer	-	96	NA	97	1.0%
299	Other Supervisors	98	178	81.6%	178	0.0%
	<b>Sub Total</b>	<b>16 608</b>	<b>17 082</b>	<b>2.9%</b>	<b>17 508</b>	<b>2.5%</b>
<b>Operative</b>						
311	Senior Sales Staff	46 723	36 720	-21.4%	36951	0.6%
312	Junior Sales Staff	48 773	61 674	26.5%	63668	3.2%
313	Stock / Purchasing Clerk	1 886	1 409	-25.3%	1406	-0.2%
314	Stock Assistant	2 384	3 327	39.6%	3363	1.1%
399	Other Clerks / Supportive Staff	782	561	-28.3%	561	0.0%
411	Part Time Sales / Service Staff	19 211	25 862	34.6%	26827	3.7%
	<b>Sub Total</b>	<b>119 759</b>	<b>129 553</b>	<b>8.2%</b>	<b>132 776</b>	<b>2.5%</b>
198	Owner / Sole Proprietor / Working Partner	32 412	31 494	-2.8%	31286	-0.7%
	<b>Total</b>	<b>174 821</b>	<b>184 636</b>	<b>5.6%</b>	<b>188 324</b>	<b>2.0%</b>



**2004 Retail Trade Manpower Survey**  
**Table 6 : Preferred Education of Employees By Job**

Job	University Degree or above	Associate Degree / Professional Diploma / Higher Diploma / Higher Certificate or equivalent	Diploma / Certificate or equivalent	Matriculation	Secondary 5	Secondary 3	Unspecified	Total
<b>Managerial Level</b>								
General Manager	303	91	5	3	27	0	34	463
Operations / Retail Manager	473	132	247	40	39	0	50	981
District / Area Manager	157	203	126	32	53	0	117	688
Store Manager	324	475	568	258	702	0	495	2 822
Marketing Manager	195	23	9	1	7	0	41	276
Sales Manager	192	49	22	9	25	0	17	314
Customer Services Manager	50	2	8	1	1	0	43	105
Head of Merchandising / Buying Manager	236	109	27	8	37	0	96	513
Logistics / Distribution / Warehouse Manager	66	17	22	10	28	0	25	168
Training Manager	23	2	0	1	0	0	2	28
<b>Sub Total</b>	<b>2 019</b>	<b>1 103</b>	<b>1 034</b>	<b>363</b>	<b>919</b>	<b>0</b>	<b>920</b>	<b>6 358</b>
<b>Supervisory Level</b>								
Store Supervisor	312	265	1 853	2 259	7 064	478	2 253	14 484
Visual Merchandising Supervisor	17	26	61	9	20	0	29	162
Logistics / Distribution / Warehouse Supervisor	39	23	84	28	206	3	28	411
Public Relations Officer / Advertising Officer	71	20	82	7	21	0	13	214
Customer Services Supervisor	28	3	29	35	463	0	43	601
Merchandiser / Buyer	156	71	148	47	229	7	47	705
Training Officer	41	7	1	12	27	1	7	96
<b>Sub Total</b>	<b>664</b>	<b>415</b>	<b>2 258</b>	<b>2 397</b>	<b>8 030</b>	<b>489</b>	<b>2 420</b>	<b>16 673</b>
<b>Operative Level</b>								
Senior Sales Staff	8	5	590	772	18 577	9 000	7 605	36 557
Junior Sales Staff	36	14	528	334	30 837	23 611	3 647	59 007
Part Time Sales Staff	0	0	15	0	6 661	17 979	352	25 007
Stock / Purchasing Clerk	20	0	23	30	1 220	66	41	1 400
Stock Assistant	0	0	0	0	1 007	2 111	170	3 288
<b>Sub Total</b>	<b>64</b>	<b>19</b>	<b>1 156</b>	<b>1 136</b>	<b>58 302</b>	<b>52 767</b>	<b>11 815</b>	<b>125 259</b>

2004 Retail Trade Manpower Survey

Table 7 : Preferred Relevant Years of Experience of Employees By Job

Job	More than 10 years	6 - 10 years	3 - 6 years	1 - 3 years	Less than 1 year	Unspecified	Total
<b>Managerial Level</b>							
General Manager	180	200	50	1	0	32	463
Operations / Retail Manager	157	410	363	8	0	43	981
District / Area Manager	109	226	230	6	0	117	688
Store Manager	126	803	1 378	31	0	484	2 822
Marketing Manager	31	108	90	6	0	41	276
Sales Manager	19	177	101	0	0	17	314
Customer Services Manager	4	39	18	1	0	43	105
Head of Merchandising / Buying Manager	42	218	130	28	0	95	513
Logistics / Distribution / Warehouse Manager	22	60	59	2	0	25	168
Training Manager	2	14	10	0	0	2	28
<b>Sub Total</b>	<b>692</b>	<b>2 255</b>	<b>2 429</b>	<b>83</b>	<b>0</b>	<b>899</b>	<b>6 358</b>
<b>Supervisory Level</b>							
Store Supervisor	443	815	8 597	2 395	0	2 234	14 484
Visual Merchandising Supervisor	1	15	75	42	0	29	162
Logistics / Distribution / Warehouse Supervisor	27	59	168	129	0	28	411
Public Relations Officer / Advertising Officer	3	14	122	62	0	13	214
Customer Services Supervisor	1	9	292	256	0	43	601
Merchandiser / Buyer	23	165	227	243	0	47	705
Training Officer	0	4	47	38	0	7	96
<b>Sub Total</b>	<b>498</b>	<b>1 081</b>	<b>9 528</b>	<b>3 165</b>	<b>0</b>	<b>2 401</b>	<b>16 673</b>
<b>Operative Level</b>							
Senior Sales Staff	780	1 235	17 581	7 022	2 380	7 559	36 557
Junior Sales Staff	0	298	1 011	33 984	20 196	3 518	59 007
Part Time Sales Staff	0	7	54	6 512	18 082	352	25 007
Stock / Purchasing Clerk	0	0	135	1 035	190	40	1 400
Stock Assistant	0	0	155	1 343	1 620	170	3 288
<b>Sub Total</b>	<b>780</b>	<b>1 540</b>	<b>18 936</b>	<b>49 896</b>	<b>42 468</b>	<b>11 639</b>	<b>125 259</b>

**2004 Retail Trade Manpower Survey**

**Table 8 : Number of Training Places Provided / Sponsored by Employers in the Past 12 Months By Job Level**

Subject Areas	Managerial & Supervisory	Operative	Total	Forecast for 2005	2005 vs 2004
<b>Managerial Training</b>					
Managerial / Supervisory Skills / Business Management	5 330	591	5 921	9 221	55.7%
<b>Functional Training</b>					
Customer Service	4 678	39 017	43 695	47 680	9.1%
Selling Skills	3 530	36 556	40 086	44 893	12.0%
Store Operations	4 225	20 325	24 550	28 598	16.5%
Logistics / Supply Chain Management	677	241	918	1 153	25.6%
IT & Applications	779	1 151	1 930	2 600	34.7%
<b>Languages</b>					
Putonghua	1 111	4 262	5 373	8 387	56.1%
English	1 469	4 173	5 642	7 753	37.4%
<b>Others</b>					
	2 982	7 116	10 098	8 423	-16.6%
<b>Total</b>	<b>24 781</b>	<b>113 432</b>	<b>138 213</b>	<b>158 708</b>	<b>14.8%</b>

**2004 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	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	6 636	2 585	9 221	36%	64%	5 901
<b>Functional Training</b>						
Customer Service	6 218	41 462	47 680	37%	63%	30 038
Selling Skills	4 456	40 437	44 893	29%	71%	31 874
Store Operations	5 653	22 945	28 598	34%	66%	18 875
Logistics / Supply Chain Management	875	278	1 153	56%	44%	507
IT & Applications	979	1 621	2 600	60%	40%	1 040
<b>Languages</b>						
Putonghua	1 444	6 943	8 387	26%	74%	6 206
English	1 573	6 180	7 753	50%	50%	3 877
<b>Others</b>						
	2 433	5 990	8 423	14%	86%	7 244
<b>Total</b>	<b>30 267</b>	<b>128 441</b>	<b>158 708</b>	<b>33.5%</b>	<b>66.5%</b>	<b>105 563</b>

**2004 Retail Trade Manpower Survey**

**Table 10 : 2002 and 2004 Comparison of Training Places Provided / Sponsored by Employers**

Subject Areas	2002	2004	2004 vs 2002	2005 Forecast	2005 vs 2004
<b>Managerial Training</b>					
Managerial / Supervisory Skills / Business Management	9 666	5 921	-38.7%	9 221	55.7%
<b>Functional Training</b>					
Customer Service	30 612	43 695	42.7%	47 680	9.1%
Selling Skills	23 911	40 086	67.6%	44 893	12.0%
Store Operations	19 291	24 550	27.3%	28 598	16.5%
Logistics / Supply Chain Management	1 129	918	-18.7%	1 153	25.6%
IT & Applications	3 385	1 930	-43.0%	2 600	34.7%
<b>Languages</b>					
Putonghua	5 895	5 373	-8.9%	8 387	56.1%
English	4 650	5 642	21.3%	7 753	37.4%
<b>Others</b>					
	21 129	10 098	-52.2%	8 423	-16.6%
<b>Total</b>	<b>119 668</b>	<b>138 213</b>	<b>15.5%</b>	<b>158 708</b>	<b>14.8%</b>

2004 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	Foodstuffs except Supermarkets	11	1 893	3 846	5 181	253	11 184
2	Supermarkets	5	108	0	90	0	203
3	Alcoholic Drinks and Tobacco	24	38	13	0	0	75
4	Fuel	30	94	114	76	0	314
5	Clothing, Footwear and Allied Products except Wearing Apparel	9	850	214	7	5	1 085
6	Wearing Apparel	679	3 013	1 493	1 022	15	6 222
7	Consumer Goods, n.e.c. except Department Stores, Jewellery, Medicines and Cosmetics	1 817	2 387	4 008	3 266	5	11 483
8	Department Stores	7	10	3	1	3	24
9	Jewellery (incl. Imitation Jewellery)	15	880	706	424	1	2 026
10	Medicines and Cosmetics	388	631	8	22	1	1 050
11	Transport Equipment	3	397	583	13	1	997
12	Durable Goods, n.e.c. except Tele. Equipment other than Telephone System and Elec. Goods other than Machinery, Office Equipment and Appliances	65	799	521	794	10	2 189
13	Telecommunications Equipment other than Telephone System and Electrical Goods other than Machinery, Office Equipment and Appliances	12	287	882	229	7	1 417
	<b>Total</b>	<b>3 065</b>	<b>11 387</b>	<b>12 391</b>	<b>11 125</b>	<b>301</b>	<b>38 269</b>

**2004 Retail Trade Manpower Survey**

**Table 12 : Needs for Pre-employment Training By Subject Area**

	Subject Areas	Very Important	Important	Not Very Important	Not necessary	Total
1	Customer Service	6 587	7 313	300	252	14 452
2	Handling Complaints	1 921	8 449	3 645	437	14 452
3	Selling Skills	5 470	8 190	792	0	14 452
4	Interpersonal Skills	2 130	8 847	2 587	888	14 452
5	Putonghua	1 655	7 278	5 147	372	14 452
6	English	1 310	7 038	5 048	1 056	14 452
7	Others	507	212	0	0	719
	<b>Total</b>	<b>19 580</b>	<b>47 327</b>	<b>17 519</b>	<b>3 005</b>	

## **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 training & development centres on the direction and strategic development of their programmes in the relevant disciplines.
5. To advise on the course planning, curriculum development and quality assurance systems of the IVE and training & development centres.
6. To prescribe job specifications for the principal jobs in the industry defining the skills, knowledge and training required.
7. To advise on training programmes for the principal jobs in the industry specifying the time a trainee needs to spend on each skill elements.
8. To tender advice in respect of skill assessments, trade tests and certification for in-service workers, apprentices and trainees, for the purpose of ascertaining that the specified skill standards have been attained.
9. To advise on the conduct of skill competitions in key trades in the industry for the promotion of vocational education and training as well as participation in international competitions.
10. To liaise with relevant bodies on matters pertaining to the development and promotion of vocational education and training in the industry, including employers, employers' associations, trade unions, professional institutions, training and educational institutions and government departments.
11. To organize seminars/conferences/symposia on vocational education and training for the industry.
12. To advise on the publicity relating to the activities of the Training Board and relevant vocational education and training programmes of the VTC.
13. To submit to the Council an annual report on the Training Board's work and its recommendations on the strategies for programmes in the relevant disciplines.
14. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.



**Retail Trade Training Board  
Membership List**

Chairman

Ms MAK Sui-king, Caroline (nominated by a major chain store)

Members

Miss Anita Bagaman (nominated by The Hong Kong Retail Management Association)

Mr CHENG Nai-yan (nominated by The Hong Kong Department Stores and Commercial Staff General Union)

Mr CHOW Lok-shing, Lawrence (nominated by a jewellery chain)

Mr JIM Tak-hing (nominated by a major chain store)

Mr KUNG Yue-fei, Philip (ad personam)

Mr YU Pang-chun, JP (nominated by The Hong Kong Retail Management Association)

Mr KWOK Kai-hing, Daniel (Representative of The Executive Director of the Vocational Training Council)

Secretary

Ms YAM Ying-sim, Gladys (The Vocational Training Council)

**Working Group on the  
2004 Retail Trade Manpower Survey  
Membership List**

Chairman

Mr. Philip Kung                      The Sincere Company Ltd.

Members

Ms. Grace Chow                      The Dairy Farm Company Ltd.

Ms. Winnie Chow                      ParknShop

Dr. Geoffrey Tso                      City University of Hong Kong

Mr. Chris Wu                          Li & Fung (Retailing) Ltd.

Mr. Andrew Tsang                      The Vocational Training Council

Secretary

Ms. Gladys Yam                      The Vocational Training Council

電話 Telephone No:  
2957 5705

傳真 Facsimile No:  
2591 1584

本局檔號 Our Reference:  
(4) in RT/4/2 (2004)

來函檔號 Your Reference:

16<sup>th</sup> July 2004

Dear Sir/Madam,

**2004 Manpower Survey of the Retail Trade**

On behalf of the Vocational Training Council, I am writing to solicit your kind cooperation in the 2004 Manpower Survey to be conducted by the Retail Trade Training Board. The Training Board is a statutory body appointed by the Government to be responsible for matters pertaining to manpower training in the retail trade.

The purpose of the survey is to assess the latest manpower situation and training needs so as to enable the Training Board to formulate appropriate training plans for the Hong Kong retail industry. The survey will be conducted from 1<sup>st</sup> September to 5<sup>th</sup> October 2004. Your support in supplying the information will be much appreciated.

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

1. The questionnaire,
2. Explanatory notes, and
3. Descriptions of principal jobs

During the survey period, an officer from the Census and Statistics Department will contact your office. The officer will answer any queries you may have, and collect the completed questionnaire.

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. Should you have any queries regarding the survey, please contact the Manpower Statistics Section of the Census and Statistics Department at 2887 5150.

Thank you for your cooperation.

Yours faithfully,



(Caroline Mak)  
Chairman

Retail Trade Training Board

*Thank you for your cooperation and assistance in the Retail Trade Manpower Survey. The survey report will be published in due course. If you wish to receive the report, please complete this Reply Slip. We would greatly appreciate it if you would subscribe to environmental friendliness and choose to download the report from the VTC website.*

---

**Reply Slip**

To : Secretary  
Retail Trade Training Board  
702 Lai Chi Kok Road  
Cheung Sha Wan  
Kowloon

**Fax No : 2591 1584**

**2004 Manpower Survey Report of the Retail Trade**

- (a) I wish to have a printed copy of the survey report to be sent to the following address :

\_\_\_\_\_  
\_\_\_\_\_

OR

- (b) I shall download the survey report from the VTC website and wish VTC to inform the publication date via my e-mail \_\_\_\_\_.

\_\_\_\_\_  
(Signature)

Contact Person :

Position :

Company :

Telephone :

**VOCATIONAL TRAINING COUNCIL**

**職業訓練局**

**2004 MANPOWER SURVEY OF THE RETAIL TRADE**

**零售業二 四年人力調查**

**CONFIDENTIAL**

WHEN DATA ENTERED

填入數據後即成

**機密文件**

**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: \_\_\_\_\_ ADDRESS: \_\_\_\_\_  
公司名稱 地址

TYPE OF PRODUCTS / SERVICES: \_\_\_\_\_ TOTAL NUMBER OF PERSONS ENGAGED : \_\_\_\_\_  
產品 / 服務 僱員總人數

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

TEL. NO. : \_\_\_\_\_ - \_\_\_\_\_ FAX NO. : \_\_\_\_\_  
電話 48 55 56 63 圖文傳真

E-mail : \_\_\_\_\_  
電郵 64 98

**Part I**  
**第一部份**

(A) Job 工作		(B) Average Monthly Income Code/ Hourly Rate Code 平均 月薪編號 時薪編號		(C) Number Employed at Date of Survey 調查時的僱員人數	(D) No. of Vacancies at Date of Survey 調查時的空缺額	(E) Forecast of No. Employed 12 Months from Now 預計十二個月後 僱員人數	(F) Preferred Level of Education/Training 僱員宜有教育程度 訓練	(G) Preferred Relevant Years of Experience 僱員宜有的相關年資
Title 職稱	Rec. Type	Job Code 編號		13 - 16	17 - 19	20 - 23	24	25
		8 - 10	11 - 12					
1.	2							
2.	2							
3.	2							
4.	2							
5.	2							
6.	2							
7.	2							
8.	2							
9.	2							
10.	2							
11.	2							
12.	2							
13.	2							
14.	2							
15.	2							
16.	2							
17.	2							
18.	2							
19.	2							
20.	2							
21.	2							
22.	2							
23.	2							
24.	2							
25.	2							
26.	2							
27.	2							
28.	2							
29.	2							
30.	2							

Note: If additional lines are necessary, please tick here and enter on supplementary sheet(s).  
附註：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 Official Use Only  
此欄毋須填寫

1. Number of employees in September 2003  
二 三年九月時的僱員人數。

- |  |  |  |
|--|--|--|
| (a) Managerial<br>經理級                                | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>8  | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>12 |
| (b) Supervisory<br>主任級                               | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>13 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>17 |
| (c) Sales Staff<br>售貨員                               | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>18 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>22 |
| (d) Part Time Sales/Service Staff<br>兼職售貨員 / 服務員     | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>23 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>27 |
| (e) Other Operative & Clerical Support<br>其他技術人員及文員級 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>28 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>32 |

2. Number of employees left in the past 12 months  
過去十二個月內離職的僱員人數。

- |  |  |  |
|--|--|--|
| (a) Managerial<br>經理級                                | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>33 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>37 |
| (b) Supervisory<br>主任級                               | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>38 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>42 |
| (c) Sales Staff<br>售貨員                               | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>43 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>47 |
| (d) Part Time Sales/Service Staff<br>兼職售貨員 / 服務員     | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>48 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>52 |
| (e) Other Operative & Clerical Support<br>其他技術人員及文員級 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>53 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>57 |

3. Forecast of manpower demand in the next 12 months  
預計未來十二個月的人力需求。

- |  | (+ / -)  | ( % )  |  |
|--|--|--|--|
| (a) Managerial<br>經理級                                | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>58 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>59 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>62 |
| (b) Supervisory<br>主任級                               | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>63 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>64 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>67 |
| (c) Sales Staff<br>售貨員                               | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>68 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>69 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>72 |
| (d) Part Time Sales/Service Staff<br>兼職售貨員 / 服務員     | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>73 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>74 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>77 |
| (e) Other Operative & Clerical Support<br>其他技術人員及文員級 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>78 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>79 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>82 |

**Training**  
**訓練**

4. How many employees have you sponsored or provided training to (either internal or external) on the following subject areas in the past 12 months?  
過去十二個月，貴機構向多少名僱員提供下列項目的培訓資助或訓練（包括內部及外間）？

- |   | Managerial and Supervisory<br>經理及主任級   | Operative and Clerical Support<br>技術人員及文員級   |
|---|--|--|
| (a) Managerial/Supervisory Skills/<br>Business Management<br>管理 / 督導技巧 / 業務管理 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>83 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>86 |

	Managerial and Supervisory 經理及主任級	Operative and Clerical Support 技術人員及文員級
(b) Customer Service 客戶服務	_ _ _  90	_ _ _ _  93
(c) Selling Skills 銷售技巧	_ _ _  97	_ _ _ _  100
(d) Store Operations 店舖營運	_ _ _  104	_ _ _ _  107
(e) Logistics/Supply Chain Management 物流 / 供應鏈管理	_ _ _  111	_ _ _ _  114
(f) IT and Applications 資訊科技及應用	_ _ _  118	_ _ _ _  121
(g) Putonghua 普通話	_ _ _  125	_ _ _ _  128
(h) English 英語	_ _ _  132	_ _ _ _  135
Others (please specify) : 其他 (請說明)		
_____	_ _ _  139	_ _ _ _  142
_____	_ _ _  146	_ _ _ _  149
_____	_ _ _  153	_ _ _ _  156

For Official Use Only  
此欄毋須填寫

|\_|  
160

|\_|  
161

5. How many employees will you sponsor or provide training to on the following subject areas in the next 12 months  
未來十二個月，貴機構會為多少名僱員提供下列項目的培訓資助或訓練？

	Managerial and Supervisory 經理及主任級	Operative and Clerical Support 技術人員及文員級
(a) Managerial/Supervisory Skills/ Business Management 管理 / 督導技巧 / 業務管理	_ _ _  162	_ _ _ _  165
(b) Customer Service 客戶服務	_ _ _  169	_ _ _ _  172
(c) Selling Skills 銷售技巧	_ _ _  176	_ _ _ _  179
(d) Store Operations 店舖營運	_ _ _  183	_ _ _ _  186
(e) Logistics/Supply Chain Management 物流 / 供應鏈管理	_ _ _  190	_ _ _ _  193



	Managerial and Supervisory 經理及主任級	Operative and Clerical Support 技術人員及文員級
--	--------------------------------------	--

(f) IT and Applications 資訊科技及應用	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 197	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 200
(g) Putonghua 普通話	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 204	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 207
(h) English 英語	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 211	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 214
Others (please specify): 其他 (請說明)		
_____	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 218	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 221
_____	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 225	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 228
_____	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 232	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 235

For Official Use Only  
此欄毋須填寫

239

240

6. For each of the subject area, please indicate the 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 貴機構將於未來十二個月資助 / 提供的內部及外間培訓的百分比。

For Official  
Use Only  
此欄毋須  
填寫

	Internal 內部培訓 (%)	External 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"/> <input type="text"/> 241	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 244	<input type="text"/> <input type="text"/> 247
(b) Customer Service 客戶服務	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 248	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 251	<input type="text"/> <input type="text"/> 254
(c) Selling Skills 銷售技巧	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 255	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 258	<input type="text"/> <input type="text"/> 261
(d) Store Operations 店舖營運	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 262	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 265	<input type="text"/> <input type="text"/> 268
(e) Logistics/Supply Chain Management 物流 / 供應鏈管理	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 269	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 272	<input type="text"/> <input type="text"/> 275
(f) IT and Applications 資訊科技及應用	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 276	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 279	<input type="text"/> <input type="text"/> 282
(g) Putonghua 普通話	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 283	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 286	<input type="text"/> <input type="text"/> 289
(h) English 英語	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 290	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 293	<input type="text"/> <input type="text"/> 296

	Internal 內部培訓 (%)	External 外間培訓 (%)	
Others (please specify): 其他 (請說明)			
_____	□□□□ 297	□□□□ 300	□□ 303
_____	□□□□ 304	□□□□ 307	□□ 310
_____	□□□□ 311	□□□□ 314	□□ 317

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？

- |                              |  |                              |   |                              |
|------------------------------|--|------------------------------|---|------------------------------|
| <input type="checkbox"/> 318 | Pre-requisite (please go to Q. 8)<br>必須 (請答第8題)                    | <input type="checkbox"/> 319 | Preferred (please go to Q. 8)<br>宜有 (請答第8題)                           |                              |
| <input type="checkbox"/> 320 | No comment<br>(End of Questionnaire. Thank you)<br>無意見 (問卷完, 多謝合作) | <input type="checkbox"/> 321 | Not necessary<br>(End of Questionnaire. Thank you)<br>無需要 (問卷完, 多謝合作) | <input type="checkbox"/> 322 |

8. Types of training by level of importance you think a front-line sales person needs to acquire before employment  
(Please tick the appropriate box)  
你認為前線銷售人員入職前須接受哪些訓練？(請按重要性✓合適方格)

	Very Important 十分重要	Important 重要	Not Very Important 不太重要	Not Necessary 無需要	
(a) Customer Service 客戶服務	□□□□ 323	□□□□ 324	□□□□ 325	□□□□ 326	
(b) Handling Complaints 處理投訴	□□□□ 327	□□□□ 328	□□□□ 329	□□□□ 330	
(c) Selling Skills 銷售技巧	□□□□ 331	□□□□ 332	□□□□ 333	□□□□ 334	
(d) Interpersonal Skills/Team Work 人際關係技巧 / 團隊工作	□□□□ 335	□□□□ 336	□□□□ 337	□□□□ 338	
(e) Putonghua 普通話	□□□□ 339	□□□□ 340	□□□□ 341	□□□□ 342	
(f) English 英語	□□□□ 343	□□□□ 344	□□□□ 345	□□□□ 346	
(g) Others (please specify) 其他 (請說明)					
_____	□□□□ 347	□□□□ 348	□□□□ 349	□□□□ 350	
_____	□□□□ 351	□□□□ 352	□□□□ 353	□□□□ 354	
_____	□□□□ 355	□□□□ 356	□□□□ 357	□□□□ 358	□□ 359

**End of Questionnaire**  
Thank you  
全卷完  
多謝合作

## Codes for Part I

### 調查表第一部份編號說明

#### Column (B)

(B欄)

#### **Full Time Employees**

#### **全職僱員**

For full time employees, enter in Column (B) the average monthly income according to the following codes:

請將全職僱員平均每月收入按下列編號填入(B)欄內：

<u>Code</u> 編號	<u>Average Monthly Income</u> 平均每月收入
01	Under \$6,001 以下
02	\$6,001 - \$8,000
03	\$8,001 - \$10,000
04	\$10,001 - \$15,000
05	\$15,001 - \$20,000
06	\$20,001 - \$30,000
07	\$30,001 - \$40,000
08	Over \$40,000 以上

#### **Part Time Sales/Service Staff**

#### **兼職售貨員 / 服務員**

For Part Time Sales/Service Staff, enter in Column (B) the average hourly rate according to the following codes :

請將兼職售貨員 / 服務員平均時薪按下列編號填入(B)欄內：

<u>Code</u> 編號	<u>Average Hourly Rate</u> 平均時薪
11	\$10 - \$20
12	\$21 - \$30
13	\$31 - \$40
14	\$41 - \$50
15	Over \$50 以上

#### Column (F)

(F欄)

Enter in Column (F) the preferred level of education/training according to the following codes:

請按下列編號，填入僱員宜有的教育程度 / 訓練：

<u>Code</u> 編號	<u>Preferred Education/Training</u> 宜有教育程度 / 訓練
1	University Degree or above 大學學位或以上
2	Associate Degree/Professional Diploma/ Higher Diploma/Higher 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
3	Diploma/Certificate or equivalent 文憑 / 證書或同等學歷
4	Matriculation 預科
5	Secondary 5 中五
6	Secondary 3 中三
7	Others 其他

#### Column (G)

(G欄)

Enter in Column (G) the preferred relevant years of experience according to the following codes:

請按下列編號，填上各職務宜有的相關工作年資：

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

## 2004 Manpower Survey of the Retail Trade

### Explanatory Notes

1. For participants of the 2002 manpower survey, please note that the survey period has been changed from November/December in 2002 to September/October in 2004.
2. Please complete all columns ('A' to 'G') of the questionnaire which are applicable to your business sector and insert a zero ( 0 ) in any column which is not.
3. **Column 'A' - Job Titles and Brief Job Descriptions of Principal Jobs**
  - (a) Please refer to the document on "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. 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 major duty irrespective of any additional secondary duties he/she may be required to perform.
  - (c) Please add in this column titles of employees whose duties require retail training under 'Others (please specify title)' and fill in 'C' to 'E' accordingly.
4. **Column 'B' – Average Monthly Income / Hourly Rate**

#### **Full Time Employees**

For full time employees, please select and enter in this column the appropriate code number showing the average monthly income range for the past 12 months. The monthly income should include basic salary, overtime pay, various allowances, commission and bonus.

<u>Average Monthly Income</u>	<u>Code</u>
Under \$6,001	01
\$6,001 - \$8,000	02
\$8,001 - \$10,000	03
\$10,001 - \$15,000	04
\$15,001 - \$20,000	05
\$20,001 - \$30,000	06
\$30,001 - \$40,000	07
Over \$40,000	08

## **Part Time Sales / Service Staff**

For Part Time Sales/Service Staff, please select and enter in this column the appropriate code number showing the average hourly rate.

<u>Average Hourly Rate</u>	<u>Code</u>
\$10 - \$20	11
\$21 - \$30	12
\$31 - \$40	13
\$41 - \$50	14
Over \$50	15

### 5. **Column 'C' - Number Employed at Date of Survey**

Please enter in this column the number employed for each job title at date of survey. These include proprietors and partners working for your company.

### 6. **Column 'D' - Number of Vacancies at Date of Survey**

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

### 7. **Column 'E' - Forecast of Number Employed 12 Months from Now**

Please enter in this column the total number of employees you will be employing 12 months from now. If an expansion/contraction is expected, the number given could be more/less than that in column 'C'.

### 8. **Column 'F' - Preferred Level of Education/Training**

Please enter in this column the appropriate code number showing the preferred level of education/training.

<u>Preferred Education/Training</u>	<u>Code</u>
University Degree or above	1
Associate Degree/Professional Diploma/Higher Diploma/ Higher Certificate or equivalent	2

<u>Preferred Education/Training</u>	<u>Code</u>
Diploma/Certificate or equivalent	3
Matriculation	4
Secondary 5	5
Secondary 3	6
Others	7

9. **Column ‘G’ - Preferred Relevant Years of Experience**

Please indicate the years of relevant experience which your company requires an employee in a particular position to have.

<u>Preferred Relevant Years of Experience</u>	<u>Code</u>
Less than 1 year	1
1 year - less than 3 years	2
3 years - less than 6 years	3
6 years -less than 10 years	4
10 years or more	5

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

**2004 Manpower Survey of the Retail Trade**

**Job Titles and Brief Job Descriptions of Principal Jobs**

Some of the job titles may not be the same as those used in your company. If the jobs have similar or related functions, please treat them as the same and supply the required information in the questionnaire.

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.

Code No.	Job Title	Brief Job Description
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.
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.
198	Owner/Sole Proprietor/ Working Partner	Owns and runs the business.
199	Other Managers (please specify titles)	
<b>SUPERVISORY LEVEL</b> (including Senior and Assistant Supervisors)		
211	Store Supervisor	Is responsible for the sale of particular merchandise or a range of merchandise 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 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 Officer/ 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.



Code No.	Job Title	Brief Job Description
215	Customer Services Supervisor	Supervises and implements activities relating to customer services. Provides services directly to customers.
216	Merchandiser/Buyer	Is 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)	
<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.

Code No.	Job Title	Brief Job Description
399	Other Clerks/Supportive Staff (please specify titles)	
411	Part Time Sales/Service Staff	Is employed on part time basis. Sells merchandise, provides customer service, and / or operates cash register in retail store.

## **Manpower Projection for 2005 – 2007 Using the Labour Market Analysis Approach**

1. The Labour Market Analysis (LMA) approach adopted for manpower projection for the Retail Trade uses statistical modeling. Statistical modeling in general comprises two main steps. The first step is diagnostic, when some 50 economic indicators, i.e. key GDP and its components and disaggregate statistics at various sectors such as consumption, investment, trade, tourism, property, etc are tested to select the few determinants for their direct impact on the manpower engaged in the economic sector under study. To minimize Types I & II and other errors, these determinants are statistically tested for correlation (mutual dependence among determinants), multi-collinearity (interdependence among determinants), and orthogonality (independence among determinants) before they are grouped into principal components (PCs). The second step of statistical modelling is called ‘Prognostic’ when these PCs are used to build and maintain the statistical models for manpower projection. For the retail sector, two PCs are identified :

- PC1: Total loans and advances<sup>1</sup>, and its subset (Composite Consumer Price Index, Property Price Index (private domestic) and Restaurant receipt); and
- PC2: Visitor Arrivals and its subset (Export of Services, Export of goods and Import of goods)

2. Owing to the unavailability of sufficient manpower statistics collected on a comparable basis for time-series regression analysis, a method based on economic theories applied to the Input-Output (I/O) model has been used. Input-output analysis 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. consumptions or investment). In the I/O model, an industry uses certain primary inputs (e.g. labor, capital equipment) to produce its outputs. The industry is assumed to have fixed production coefficients (i.e. constant return to scale) over the short time span under consideration (say six months to under three years). To generate the employment effect, it is necessary to estimate a set of labor 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).

3. As regards the manpower projection of the retail trade, the volume index of retail sales is defined as the output of the industry. Regression models are built to forecast the volume index of retail sales in the next three years. Multiplying the employment coefficient to the projected retail sales in volume index will give projected manpower.

---

<sup>1</sup> Total loans and advances consist of:

1. financing imports to / export & re-export from Hong Kong;
2. financing merchandise trade not touching Hong Kong;
3. loans and advances for use in Hong Kong;
4. other loans for use outside Hong Kong and
5. other loans where the place of use is not known.

# 第一章

## 報告摘要

### 調查要點

1.1 零售業人力調查每兩年進行一次，目的是搜集零售業最新人力資料，從而推算未來的人力和訓練需求。調查採用分層隨機抽樣法，從零售業十三個類別 45 034 間登記公司中，選出 640 間作為調查對象。

1.2 是次調查工作於 **2004 年 9 至 10 月間**進行。與 2002 年的人力調查作比較時，讀者必須留意，兩次調查於不同期間進行；2002 年的調查於 11 至 12 月間進行，正值零售業旺季，人力需求一般較年內其他月份殷切。

### 業務前景

1.3 2004 年香港經濟廣泛復甦。在外來因素和內在需求持續帶動下，經濟表現優於預期；第二、第三季度的增長率分別為 12.1% 及 7.2%，預計 2004 年本地生產總值的增長率可達 8%（註一）。

1.4 隨著本地經濟強勁反彈，消費者信心漸次恢復。**零售業 2004 年**錄得穩定增長，全年零售總額達港幣 1 915 億 990 萬元（註二）；總銷貨價值較 2003 年上升 **10.8%**，而總銷貨數量則上升 9.1%。

1.5 政府一直大力推廣香港為亞洲國際都會和購物天堂，積極拓展不同市場；訪港旅客大增亦加速零售業復甦；**2004 年抵港旅客人數**創新紀錄，達 2 180 萬人次，較前一年上升 **40.4%**，而所有市場的訪客人數均錄得雙位數增長（註三）。其中內地旅客急增至 1 220 萬人次，佔了全年抵港旅客總數 56%，較 2003 年上升 44.6%。隨著「個人遊」計劃擴大至內地其他省市，內地旅客人數將會持續增加。

1.6 2005 年，整體營商環境持續改善；綜合消費物價指數於 2004 年 7 月走出谷底，微升 0.9%，顯示通縮周期告終。隨著失業率下調、工資上升，勞工市場就業情況亦有所改善。此外，持續近乎零的存款利率與溫和通脹有助刺激內在需求。由於經濟環境已大為改善，預計本地消費需求與零售銷售量將持續增長。

1.7 將於 2005 年 9 月開幕的迪士尼主題公園，以及未來數年相繼落成的旅遊景點，將加快零售業復甦速度。

## 2004 年人力情況

1.8 調查期間，業內共有僱員 202 888 人（2002 年為 205 592 人），其中 180 553 人（89%）（2002 年為 173 655 人）屬零售業技術僱員，22 335 人（11%）（2002 年為 31 937 人）屬非技術僱員。前者指擔任零售業主要職務的人員（見附錄四），本報告分析了與技術僱員有關的資料，以顯示零售業的需求。非技術僱員指從事財務／會計、人力資源、資訊科技、行政及輔助職務等僱員。是次調查不包括非技術僱員。

1.9 在 180 553 名技術僱員中，6 396 人（3.5%）屬經理級；16 851 人（9.3%）屬主任級；100 805 人（55.8%）屬技術人員／文員級，25 007 人（13.9%）為兼職售貨員。此外，業內有 31 494 人（17.4%）為東主／獨資經營者／執行合夥董事。

1.10 調查期間，職位空缺有 4 083 個；如將空缺包括在內，總技術僱員人數達 184 636 人。

## 僱主對 2005 年人力需求的預測

1.11 僱主預測 2005 年的人力需求為 188 324 人，較 2004 年增加 3 688 人（+2%）。

1.12 業內十三個類別中，大多數機構預測 2005 年的僱員人數將會增加。以僱員人數計算，「消費品」類別的僱員人數增長最大，將增加 1 556 人（+3.6%）；而以增長率計算，「耐用品」類別預期 2005 年的人力增幅最大，達 6.2%（+559 人）。

1.13 按職級劃分，經理級人員需增加 3.8% (+247 人)，主任級 2.5% (+426 人)，技術人員／文員級 2.5% (+3 223 人)。

### 2005 至 2007 年人力推算－人力市場分析法

1.14 零售業採用了人力市場分析法預測未來人力需求，根據統計模型測試了約 50 個經濟指標，從中選出直接影響人力需求的主要決定因素。此方法的簡介和主要假定見第二章 2.17 及 2.18 段。2005 年至 2007 年的人力推算為：

	<u>實際人數</u>	<u>人力推算</u>
2004	184 636	-
2005	-	186 361 (較 2004 年多 1 725 人，+0.9%)
2006	-	192 055 (較 2005 年多 5 694 人，+3.1%)
2007	-	197 577 (較 2006 年多 5 522 人，+2.9%)

### 訓練需求

1.15 隨著營商環境改善、零售業反彈，僱主已投放更多資源培訓員工。為了不斷提高僱員專業水平，並為僱客提供優質服務，僱主表示將於 2005 年為員工提供更多相關培訓。

1.16 2004 年，由僱主提供或資助的訓練名額有 138 213 個，預計 2005 年的訓練名額將增至 **158 708 個 (+14.8%)**，其中 53 145 個名額 (33.5%) 屬內部培訓，105 563 個 (66.5%) 由外間機構提供。

1.17 在各個培訓範疇中，需求最殷切的首三項為：「客戶服務」、「銷售技巧」和「店舖營運」。

1.18 除了在職培訓外，愈來愈多僱主認為前線銷售人員的職前培訓屬「必須」或「宜有」；2004 年，有 37.8% 僱主認為職前訓練為「必須」或「宜有」，較 2002 年的 29.7% 有所增加。

資料來源：

(註一) 《恒生經濟月報》2004 年 11/12 月號

(註二) 政府統計處

(註三) 香港旅遊發展局

## 第二章

### 調查結果

#### A. 2004 年人力情況

##### 人力總數

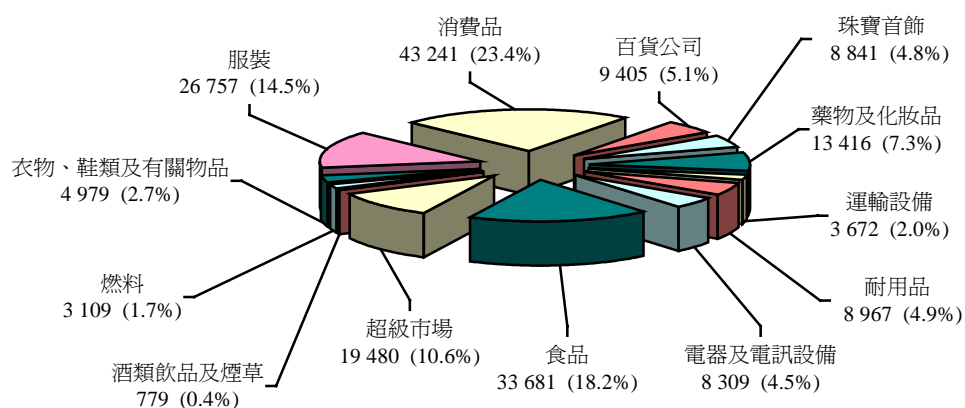
2.1 調查顯示，零售業共有 202 888 名僱員，其中 180 553 人（89%）為技術僱員，22 335 人（11%）為非技術僱員。技術僱員指在零售業內擔任主要職務的人員，附錄四列載了是次調查包括的主要職務。非技術僱員指從事財務／會計、人力資源、資訊科技、行政及輔助職務等僱員。是次調查並不包括這些人員。因此，本報告內的僱員人數及空缺只限於技術僱員。詳細統計數字見第五章表一至表五。

##### 人力分布情況

2.2 以下為按類別劃分的人力分布情況：

類別	僱員人數	職位空缺	總人力需求
1. 食品	33 088	593	<b>33 681</b>
2. 超級市場	19 238	242	<b>19 480</b>
3. 酒類飲品及煙草	759	20	<b>779</b>
4. 燃料	3 106	3	<b>3 109</b>
5. 衣物、鞋類及有關物品	4 878	101	<b>4 979</b>
6. 服裝	25 631	1 126	<b>26 757</b>
7. 消費品	42 086	1 155	<b>43 241</b>
8. 百貨公司	9 187	218	<b>9 405</b>
9. 珠寶首飾	8 710	131	<b>8 841</b>
10. 藥物及化妝品	13 173	243	<b>13 416</b>
11. 運輸設備	3 625	47	<b>3 672</b>
12. 耐用品	8 864	103	<b>8 967</b>
13. 電器及電訊設備	8 208	101	<b>8 309</b>
總計	180 553	4 083	<b>184 636</b>

圖一： 各類別的人力需求情況



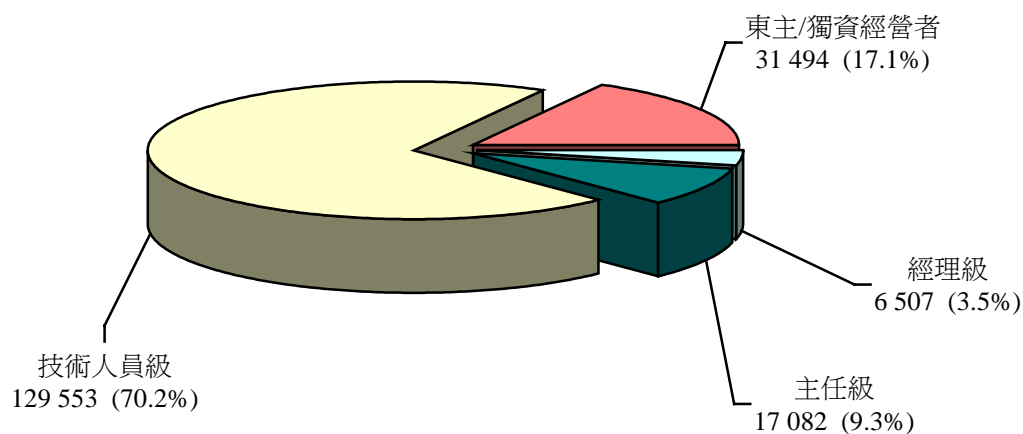
2.3 在總人力需求 184 636 人中，6 507 人（3.5%）為經理級，17 082 人（9.3%）為主任級，129 553 人（70.2%）為技術人員／文員級，31 494 人（17.1%）為東主／獨資經營者。以下為按職級劃分的人力分布情況：

各職級的人力分布情況

職級	僱員人數	職位空缺	總人力需求
經理級	6 396	111	<b>6 507</b>
主任級	16 851	231	<b>17 082</b>
技術人員／文員級	125 812	3 741	<b>129 553</b>
東主／獨資經營者	31 494	0	<b>31 494</b>
總計	180 553	4 083	<b>184 636</b>



圖二：各職級的人力需求情況



2.4 下表為各職級內僱員人數最多的三個主要職務：

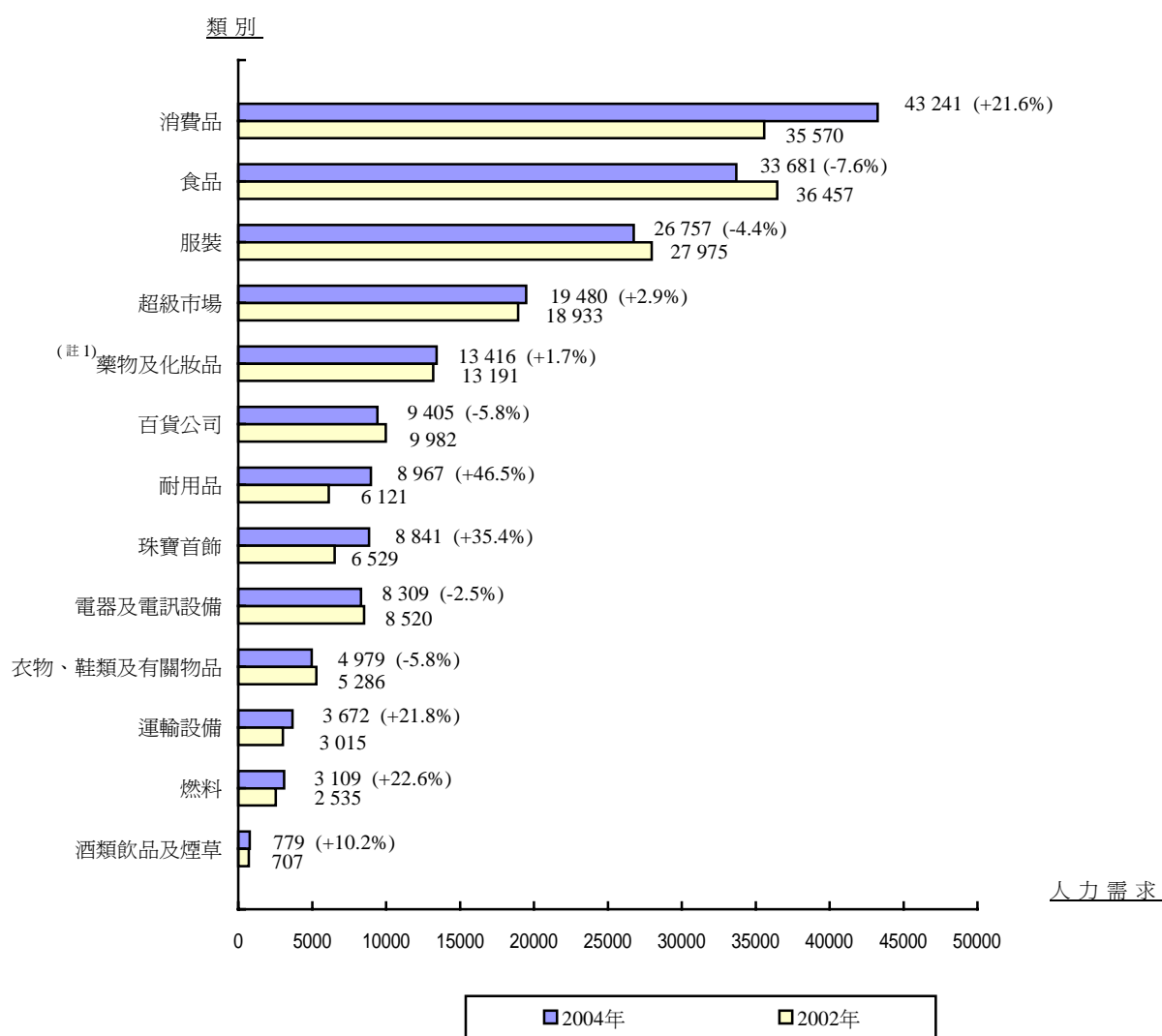
職級	僱員人數	佔同一職級 僱員總數百分率
<b>經理級</b>		<u>100%</u>
1. 店舖經理	2 883	44.3%
2. 營運／零售經理	987	15.2%
3. 分區／地區經理	705	10.8%
<b>主任級</b>		<u>100%</u>
1. 店舖／分店主任	14 676	85.9%
2. 採購主任	731	4.3%
3. 客戶服務主任	602	3.5%
<b>技術人員／文員級</b>		<u>100%</u>
1. 初級售貨員	61 674	47.6%
2. 高級售貨員	36 720	28.3%
3. 兼職售貨員	25 862	20%

## 2002年與2004年人力需求比較

2.5 比較 2002 年與 2004 年的人力需求時，必須注意的是兩次調查工作並非於相同月份進行；2002 年的調查於 11 至 12 月期間進行，而 2004 年的調查則於 9 月至 10 月進行；11 月 / 12 月正是零售業旺季，對人力的需求較年內其他月份殷切。而在 2003 年香港爆發「SARS 疫症」，零售業大受打擊，僱員人數減少。及至 2004 年，香港經濟復甦，零售銷售額穩步上升，對人力的需求亦相應增加。

2.6 2004 年，業界對人力的需求為 184 636 人，較 2002 年增加 9 815 人（+5.6%）。在業內十三個類別中，八個類別的僱員人數都較 2002 年增加。

圖三：2002年與2004年各類別的人力需求比較

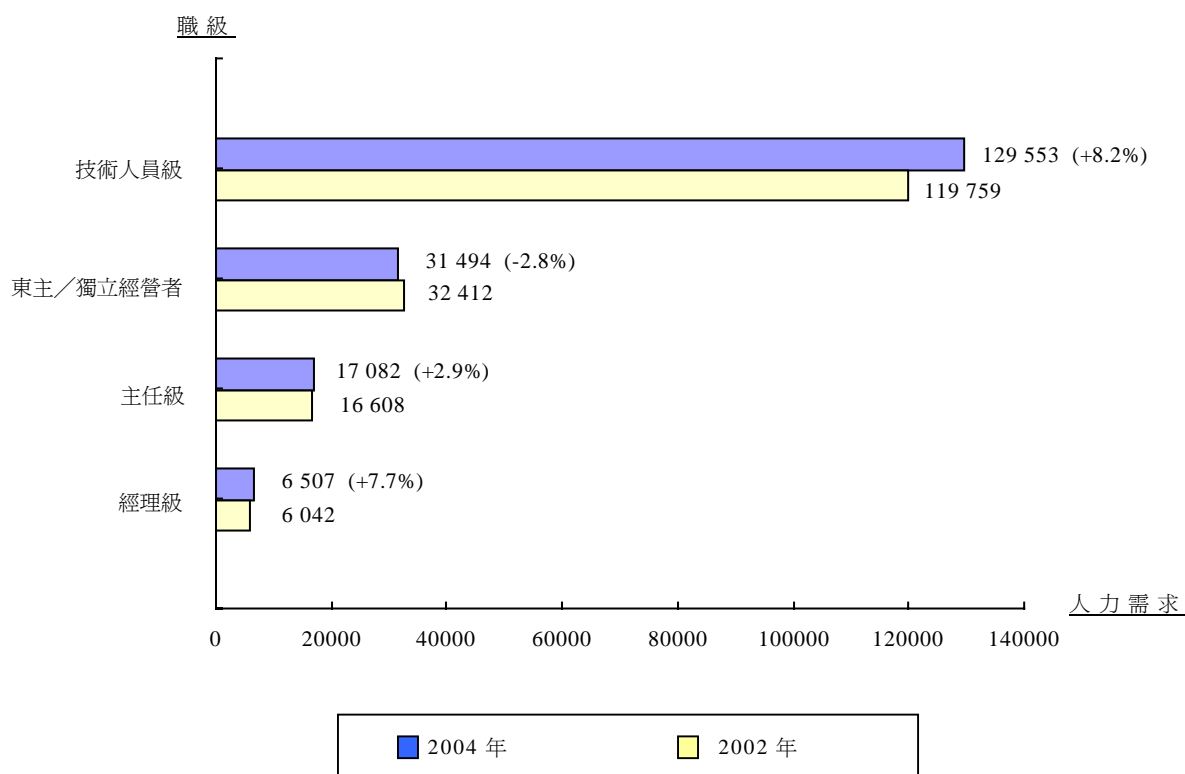


2.7 由於「個人遊」計劃陸續擴大，內地旅客不斷增加，一些受旅客歡迎的類別特別受惠，如「消費品」、「珠寶首飾」、「藥物及化妝品」（註一）等，其僱員人數都錄得雙位數增長。

2.8 由於消費者生活模式改變，往超級市場購物的人漸多；隨著超級市場所佔市場份額不斷增加，從事「食品（超級市場除外）」類別的僱員人數減少了 7.6%。

2.9 按職級劃分，經理級、主任級及技術人員級的僱員人數均較 2002 年增加，其中技術人員級增長最大，增幅達 8.2%（+9 794 人）；由於業務改善，業界對前線工作人員的需求亦隨之增加。此外，值得注意的是，經理級僱員增幅為 7.7%，較主任級的增幅 2.9% 為高；而兩者的僱員增長人數亦十分接近，經理級為 465 人，主任級為 474 人；此情況顯示，在零售業復甦期間，經理級須擔當領導及推動業務重任，故業界對他們的需求也更大。

圖四：2002 年與 2004 年各職級的人力需求比較



註一：2002 年的人力調查中，「藥物及化妝品」類別因部分受訪公司僱員人數有重大改變，與原來分層出現偏差，以致調查列載的僱員人數比實際人數多了約 2 000 人；如將 2002 年人力調查的有關數字調整，2004 年的僱員人數應較 2002 年增加 19.9%。

## B. 預測人力需求

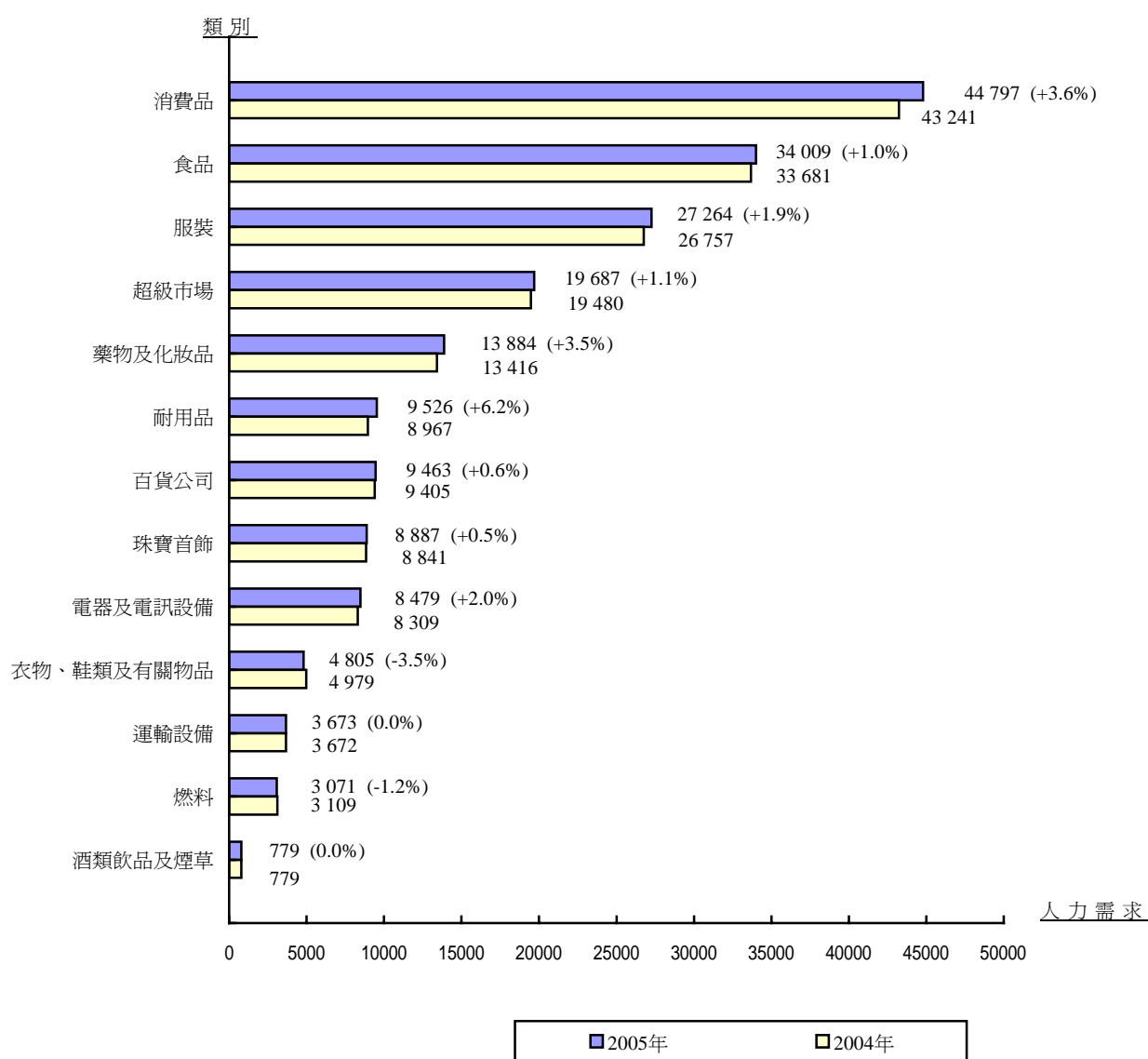
### 僱主對 2005 年的人力預測

2.10 2005 年整體營商環境將會持續向好。綜合消費物價指數開始上升，通縮周期亦已告終；失業率下調、工資溫和上升、勞工市場就業情況有所改善。由於消費者信心加強，零售銷售將持續增長。基於這些因素，僱主預計業界人力需求將增加 2% 至 188 324 人，較 2004 年增加 3 688 人。

### 僱主對 2005 年人力預測

類別	2004 年 人力需求	2005 年 預測需求	增 / 減
1. 食品	33 681	34 009	+328 (+1%)
2. 超級市場	19 480	19 687	+207 (+1.1%)
3. 酒類飲品及煙草	779	779	- (-)
4. 燃料	3 109	3 071	-38 (-1.2%)
5. 衣物、鞋類及有關物品	4 979	4 805	-174 (-3.5%)
6. 服裝	26 757	27 264	+507 (+1.9%)
7. 消費品	43 241	44 797	+1 556 (+3.6%)
8. 百貨公司	9 405	9 463	+58 (+0.6%)
9. 珠寶首飾	8 841	8 887	+46 (+0.5%)
10. 藥物及化妝品	13 416	13 884	+468 (+3.5%)
11. 運輸設備	3 672	3 673	+1 (-)
12. 耐用品	8 967	9 526	+559 (+6.2%)
13. 電器及電訊設備	8 309	8 479	+170 (+2.0%)
總計	184 636	188 324	+3 688 (+2.0%)

圖五：僱主對 2005 年人力預測（按類別劃分）



2.11 十三個類別中，九個類別的僱主預測 2005 年的人力需求將會增加。由於消費者信心受經濟復甦刺激，「耐用品」、「消費品」、「藥物及化妝品」，以及「服裝」等類別的人力需求，在增長率或人數上都較其他類別為高。

2.12 至於高價品如「珠寶首飾」及「運輸設備」這兩個類別，於 2004 年的人力需求已較 2002 年增加超過 20%，預計 2005 年的人力需求將會保持平穩。

2.13 下表為僱主對各職級人力需求的預測：

職級	2004 年 人力需求	僱主 2005 年的 預測需求	增 / 減
經理級	6 507	6 754	+247 (+3.8%)
主任級	17 082	17 508	+426 (+2.5%)
技術人員級	129 553	132 776	+3 223 (+2.5%)
東主／獨資經營者	31 494	31 286	-208 (-0.7%)

2.14 下表為需求增幅最大的五個主要職務：

主要職務	2004 年 人力需求	僱主 2005 年的 預測需求	增加
店舖經理	2 883	3 118	+235 (8.2%)
店舖／分店主任	14 676	15 075	+399 (2.7%)
高級售貨員	36 720	36 951	+231 (0.6%)
初級售貨員	61 674	63 668	+1 994 (3.2%)
兼職售貨員	25 862	26 827	+965 (3.7%)

2.15 在經理級中，「店舖經理」仍是業界需求最殷切的職務，需求增幅達 8.2%，屬增幅最高的主要職務。

2.16 「售貨員」仍是僱主預測 2005 年人力需求最大的主要職務，需增加 2 225 名僱員。近年業界既要精簡架構，又要維持足夠人手以應付營運需要，因而對「兼職售貨／服務員」的需求持續增加，其增幅較整體為高（兼職員工需求增幅為 3.7%；整體人力增幅為 2%）。

## 人力推算－人力市場分析法

2.17 除了採納僱主的人力需求預測外，本調查亦採用了人力市場分析法，推算 2005 至 2007 年零售業的人力需求，有關此分析法的簡介見附錄五。此方法透過統計模型測試約 50 個經濟指標，從中選出直接影響人力需求的最重要決定因素。以下為利用此分析法得出的兩個主要因素及其假設：

	2005 年 的假定	2006 年 的假定	2007 年 的假定
貸款及墊款總額	+0.7%	+2%	+0.1%
訪港旅客	+4.2%	+9.6%	+9.6%

2.18 根據人力市場分析法，2005 年至 2007 年人力需求的推算如下：

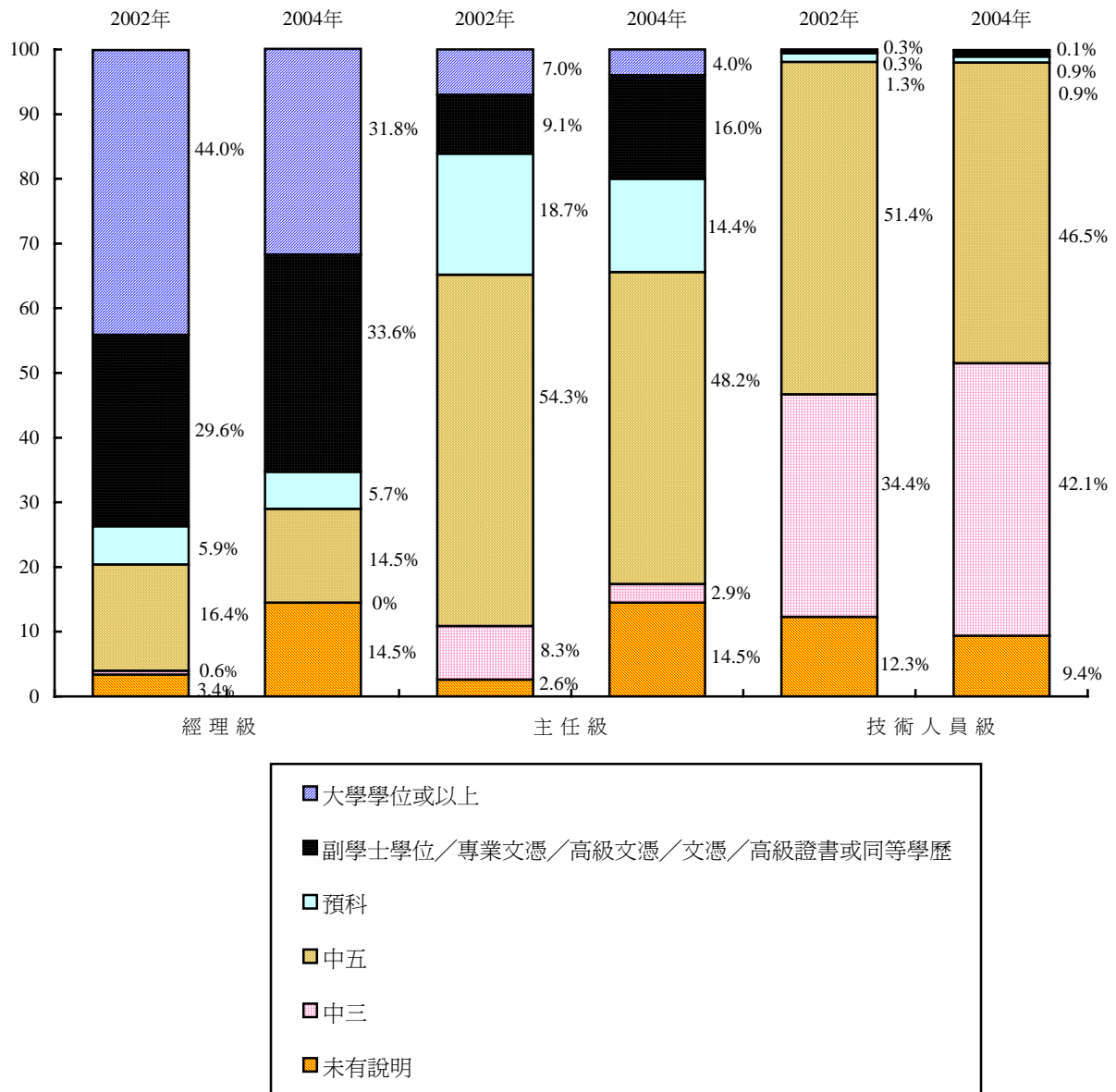
	實際人數	預測人數
2004	184 636	-
2005	-	186 361 (較 2004 年增 0.9%)
2006	-	192 055 (較 2005 年增 3.1%)
2007	-	197 577 (較 2006 年增 2.9%)

## C. 招聘要求

### 僱員宜有的教育程度

2.19 以下扼要列出僱主認為僱員宜有的教育程度。詳細數據見第五章表六。

圖六：各職級的宜有教育程度



2.20 圖六顯示，31.8% 的僱主認為經理級員工宜有大學或以上的教育程度，33.6% 認為他們宜有副學位程度，即具副學士學位、高級文憑或文憑；至於主任級僱員，4.0% 僱主認為他們宜有大學或以上的教育程度，16% 認為宜有副學位程度。

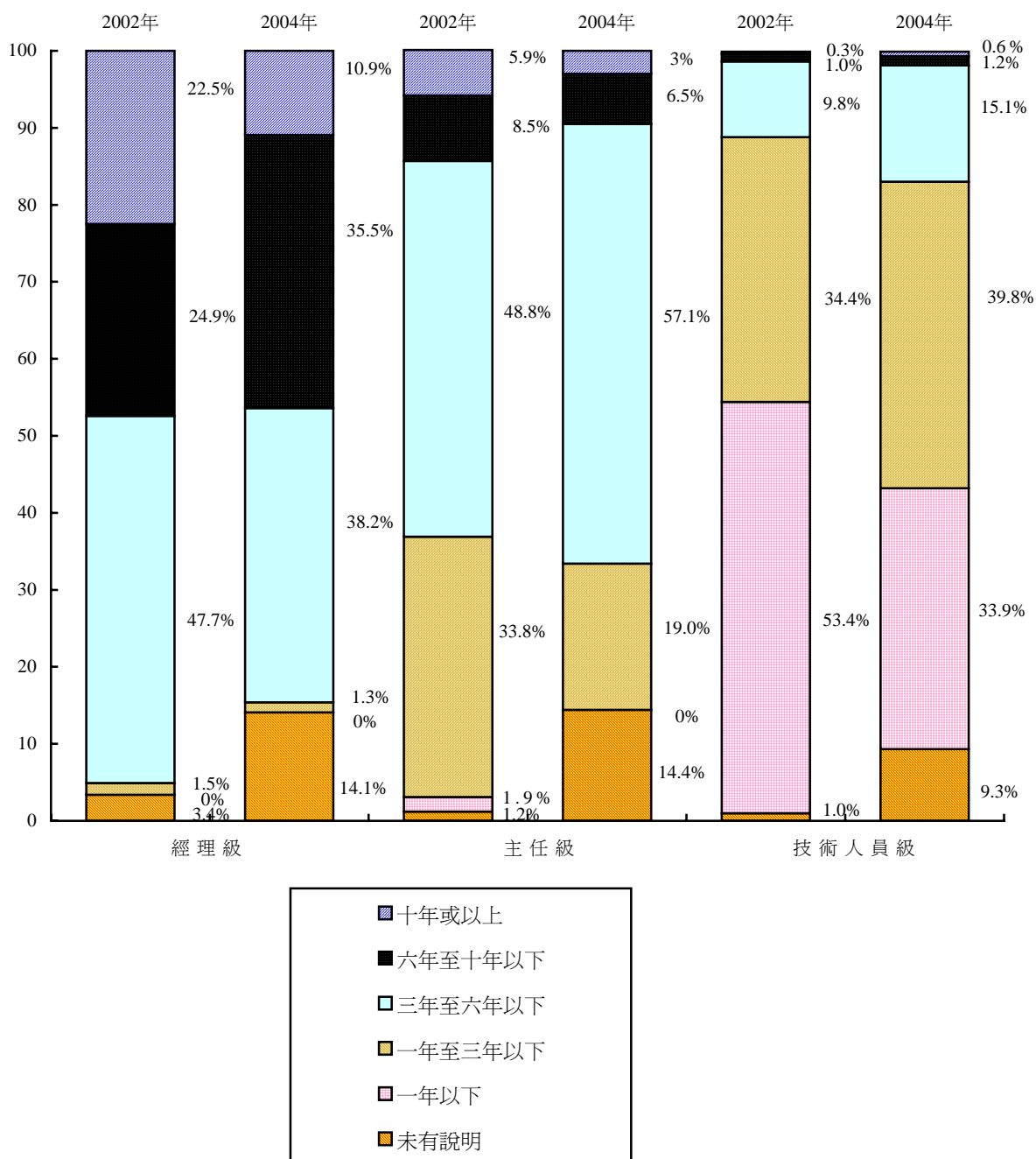
2.21 與 2002 年的調查結果相比，認為經理級及主任級僱員宜有大學程度的僱主減少了，而認為僱員宜有副學位程度的僱主則增加。對於很多零售業公司而言，招聘合適的經理級及主任級僱員並不容易；隨著經濟好轉、零售業反彈，招聘員工更為困難，僱主或會因此而多聘用副學位畢業生。此外，僱主表示相關的零售經驗是更為重要的招聘條件。



## 宜有相關工作經驗

2.22 以下扼要列出僱主認為僱員宜有的相關工作經驗。詳細數據見第五章表七。

圖七：各職級的宜有相關工作經驗



2.23 與 2002 年相比，認為經理級僱員應具「六至十年」相關經驗的僱主增加了，而認為僱員宜有「十年或以上」相關經驗的僱主則減少了。

2.24 2004 年的調查結果顯示，業界對僱員工作經驗的要求漸趨一致，即：經理級僱員宜有「六至十年」經驗；主任級僱員宜有「三至六年」經驗。

2.25 另一方面，僱主對技術人員級及兼職員工的要求提高了；愈來愈多的僱主從以往要求「一年以下」相關經驗提高至要求「一至三年」或「三至六年」經驗。

## D. 訓練需求

### 訓練需求

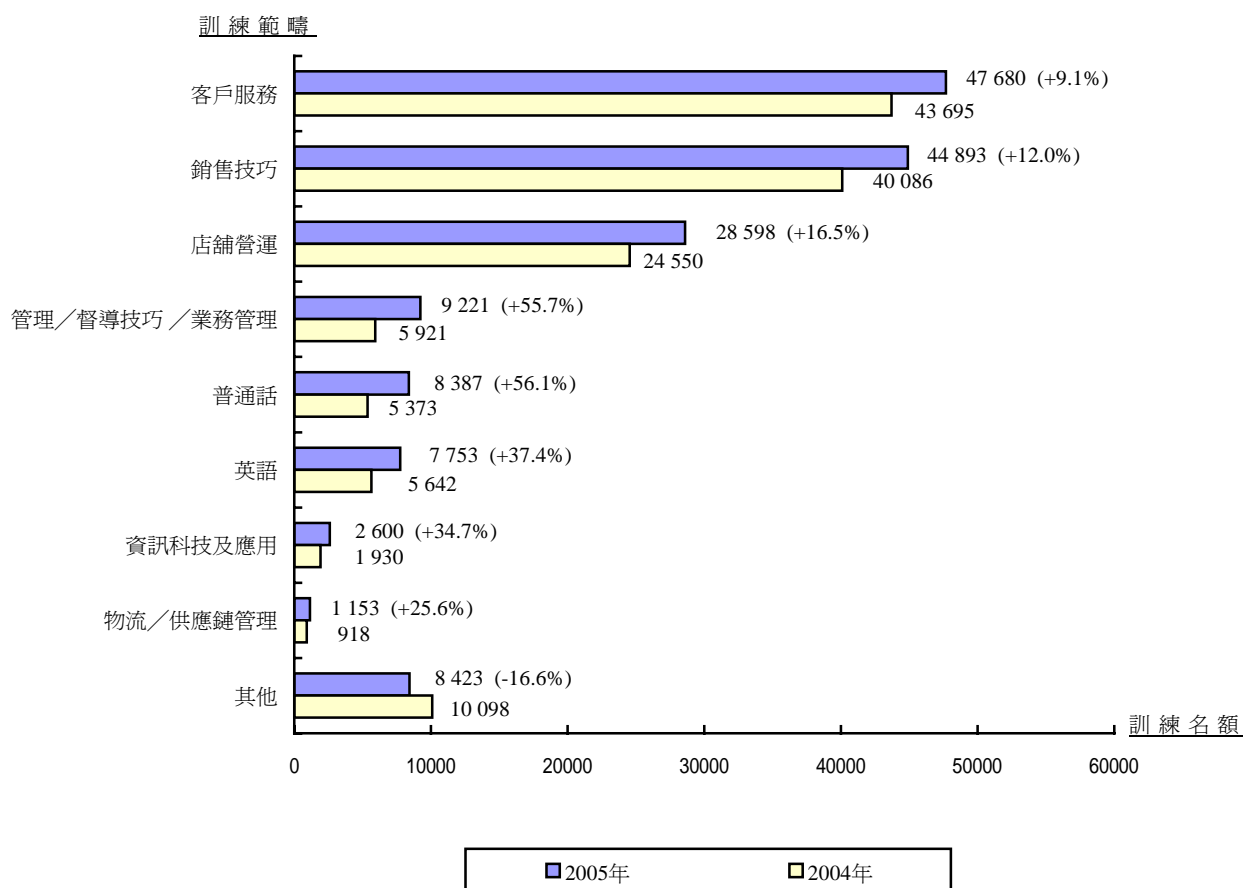
2.26 調查顯示，僱主於 2004 年提供或資助的訓練名額共有 138 213 個，較 2002 年增加 15.5%；由於零售業暢旺，能加強前線員工營銷能力的培訓範疇，如「客戶服務」、「銷售技巧」與「店舖營運」所增加的訓練名額最多。詳細統計數字見第五章表八至表十。

2.27 **2005 年，業界需要增加訓練名額至 158 708 個 (+14.8%)。**雖然業界對零售專業課程的需求仍然最多，但若以增長率計，對一般管理及語言課程的需求增幅則最高，其中一般管理課程增幅為 55.7%、普通話課程增幅為 56.1%、英語課程增幅為 37.4%。由此可見，愈來愈多僱主認同人力投資的重要性，因為這樣才能提高僱員的專業水平及服務質素，從而保持競爭力。有些公司會以透過加強「培訓與發展」來保留人才。

僱主提供／資助的訓練名額

訓練範疇	2004年	2005年 預測	增／減
1. 管理／督導技巧／ 業務管理	5 921	9 221	+3 300 (+55.7%)
2. 客戶服務	43 695	47 680	+3 985 (+9.1%)
3. 銷售技巧	40 086	44 893	+4 807 (+12.0%)
4. 店舖營運	24 550	28 598	+4 048 (+16.5%)
5. 物流／供應鏈管理	918	1 153	+235 (+25.6%)
6. 資訊科技及應用	1 930	2 600	+670 (+34.7%)
7. 普通話	5 373	8 387	+3 014 (+56.1%)
8. 英語	5 642	7 753	+2 111 (+37.4%)
9. 其他	10 098	8 423	-1 675 (-16.6%)
總計	138 213	158 708	+20 495 (+14.8%)

圖八：按訓練範疇的培訓需求比較

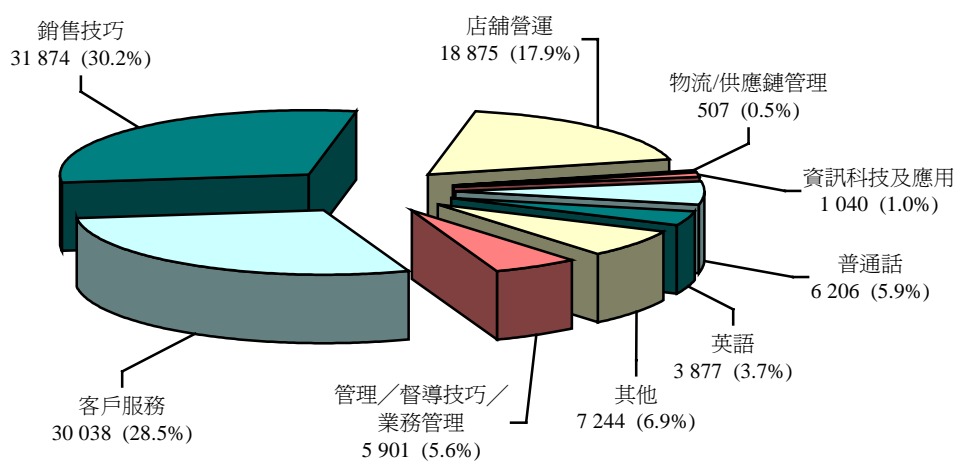


2.28 2005 年共需訓練名額 158 708 個，其中 53 145 個（33.5%）將由公司內部提供，105 563 個（66.5%）則需由外間培訓機構提供。

2.29 外間培訓方面，需求最大的訓練範疇為：

訓練範疇	訓練名額需求
1. 銷售技巧	31 874
2. 客戶服務	30 038
3. 店舖營運	18 875
4. 普通話	6 206
5. 管理／監督技巧／商業管理	5 901
6. 其他	12 669
總計	105 563

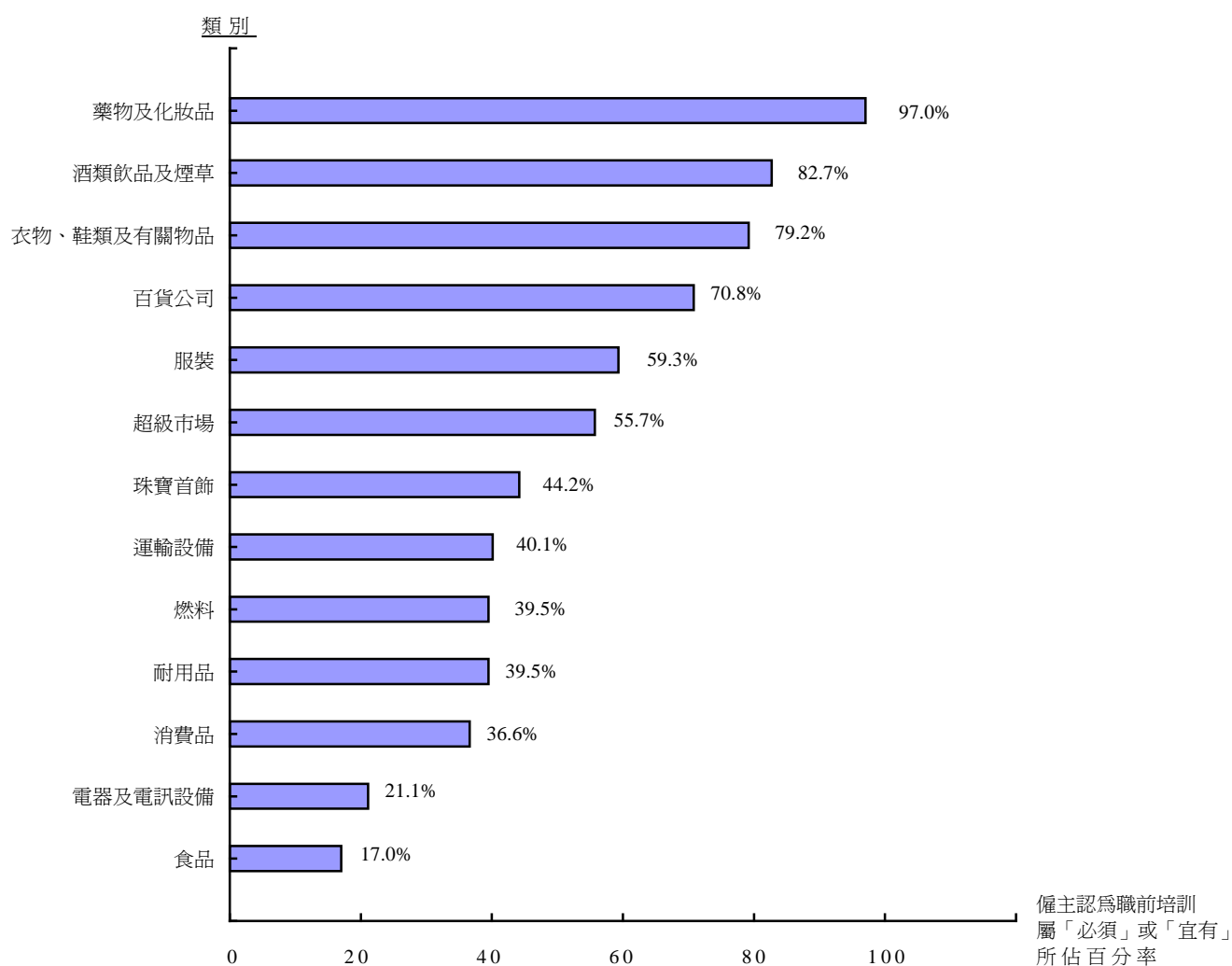
圖九：外間培訓名額需求



## 職前培訓

2.30 「職前培訓」指為準備投身工作或加入某行業的人士，提供入職訓練。鑑於顧客要求日高、業界競爭趨烈，更多僱主認為（2004年 37.8%，對比 2002年 29.7%）職前培訓是「必須」或「宜有」的。詳細統計數字見第五章表十一、十二。

圖十：前線銷售人員的職前培訓需求（按零售類別劃分）



2.31 以下為需求最大的職前培訓範疇：

訓練範疇	職前培訓屬「必須」或「宜有」
1. 客戶服務	96.2%
2. 銷售技巧	94.5%
3. 人際關係技巧	76.0%
4. 處理投訴	71.8%

2.32 正如在職僱員的培訓需要一樣，需求最大的職前培訓範疇是「客戶服務」及「銷售技巧」；這再次顯示，業界普遍認為須提高前線員工服務質素及專業水平，以維持競爭優勢。

## 第三章

### 建議

#### A. 培訓需要

3.1 根據業界對外間機構所提供在職培訓名額的需求，本會建議按培訓範疇劃分的訓練名額如下：

培訓範疇	訓練名額
管理／督導技巧課程	5 900
零售專業技巧課程	80 000
語言課程	10 000
總計	95 900

3.2 本會亦按僱主提出的訓練需要，作出以下建議：

1. 培訓機構為在職僱員提供客戶服務、銷售技巧、管理／督導技巧、普通話及英語等**通識課程**。
2. 培訓機構可因應不同零售類別的需要，為有關僱員設計合適的**專門課程**。
3. 政府繼續透過**技能提升計劃**，為零售業提供訓練。該計劃能切合目前業內所需。
4. 為初級主任及銷售員工提供**副學位程度的職前培訓**，以裝備員工投身零售業。根據調查，愈來愈多僱主認為主任級員工宜有副學位程度，而認為僱員宜受過職前培訓的僱主亦有所增加。

3.3 為繼續提高零售業的專業水平，本會亦鼓勵僱主多為員工提供或資助他們參加培訓。

## **B. 日後調查**

3.4 本會建議日後繼續每兩年進行一次人力調查。

3.5 2002 年及 2004 年人力調查所引進的重要改革，可作為日後調查的標準，以便更佳反映業內各類別的人力及訓練需求，以及零售業的就業趨勢。



## 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，成員由政府委任，職責包括評估零售業的人力及訓練需求，並向職訓局建議措施，應付本業需要。本會的職權範圍及委員名單見附錄一、二。

##### 人力調查工作小組

4.2 訓練委員會成立了工作小組，統籌及指導人力調查。工作小組成員名單見附錄三。

##### 標準

4.3 本會在二〇〇二年改善了原有調查方法，二〇〇四年的調查繼續使用有關方法：

- a. 修訂選取樣本的方法及數據蒐集程序。
- b. 調查在零售業各類別及其下主要分類層面進行，共分十三個類別。
- c. 調查以公司為單位。
- d. 按工作主要職責更新主要職務及更準確地將主要職務分類。
- e. 區分全職及兼職人員，「兼職售貨／服務員」列為主要職務之一。

4.4 本會認為新的調查方法有助更準確反映零售業的人力及訓練需求。

## B. 調查範圍及方法

### 調查範圍

4.5 調查採用分層隨機抽樣法，從 45 034 間登記公司中，選出 640 間作調查對象。其中共分十三個類別，以公司層面劃分如下：

類別	選取 公司數目
1 食品	101
2 超級市場	23
3 酒類飲品及煙草	18
4 燃料	40
5 衣物、鞋類及有關物品	41
6 服裝	104
7 消費品	92
8 百貨公司	27
9 珠寶首飾	38
10 藥物及化妝品	35
11 運輸設備	37
12 耐用品	43
13 電器及電訊設備	41
總計	<b>640</b>

### 調查程序

4.6 實地調查工作於 2004 年 9 月 1 日至 10 月 5 日進行；需跟進的個案於 2004 年 11 月 15 日完成。

4.7 實地調查前兩星期，本會將調查表、調查表附註、工作說明等寄給各選定公司。有關文件見附錄四。

4.8 調查期間，政府統計處職員到各公司收回填妥的調查表。其後所有調查表均經過覆核及編碼；有需要時，並與填覆公司核對，然後交政府統計處處理及編製圖表。

## 回應

4.9 640 間選定公司中，528 間填覆調查表，16 間拒絕回應。其餘 96 間則或已結業、搬遷、合併、暫停營業、或不再從事零售業。有效回應率為 97.1%。

## 第五章

### 統計表

	頁數
表一 公司及僱員人數、職位空缺及人力總需求 (按類別劃分)	82
表二 僱員分布情況(按類別及職級劃分)	83
表三 2002 與 2004 年人力需求比較(按類別劃分)	84
表四 僱員人數、職位空缺及人力總需求(按職務劃分)	85
表五 2002 與 2004 年人力需求比較(按職務劃分)	86
表六 僱員宜有教育程度(按職務劃分)	87
表七 僱員宜有相關工作年資(按職務劃分)	88
表八 過去十二個月僱主提供 / 資助的培訓名額 (按職級劃分)	89
表九 未來十二個月僱主提供 / 資助的培訓名額 (按職級劃分)	90
表十 2002 與 2004 年僱主提供 / 資助培訓名額比較	91
表十一 前線銷售僱員職前培訓需要(按類別劃分)	92
表十二 職前培訓需要(按培訓範疇劃分)	93

零售業2004年人力調查

表一：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	人力總需求 (僱員人數 + 空 缺)	僱主對 2005年 人力需求的預測	與2004年 比較的變化 (數目)	變化(%)
1	食品(超級市場除外)	11 184	33 088	593	33 681	34 009	328	1.0%
2	超級市場	203	19 238	242	19 480	19 687	207	1.1%
3	酒類飲品及煙草	75	759	20	779	779	0	0.0%
4	燃料	314	3 106	3	3 109	3 071	- 38	-1.2%
5	衣物、鞋類及有關物品(服裝除外)	1 085	4 878	101	4 979	4 805	- 174	-3.5%
6	服裝	6 222	25 631	1 126	26 757	27 264	507	1.9%
7	消費品(百貨公司、珠寶、藥物及化妝品除外)	11 483	42 086	1 155	43 241	44 797	1 556	3.6%
8	百貨公司	24	9 187	218	9 405	9 463	58	0.6%
9	珠寶首飾(包括仿製首飾)	2 026	8 710	131	8 841	8 887	46	0.5%
10	藥物及化妝品	1 050	13 173	243	13 416	13 884	468	3.5%
11	運輸設備	997	3 625	47	3 672	3 673	1	0.0%
12	耐用品(電訊設備、電話系統、電器、機械、辦公室設備及器材除外)	2 189	8 864	103	8 967	9 526	559	6.2%
13	電器及電訊設備(電話系統、機械、辦公室設備及器材除外)	1 417	8 208	101	8 309	8 479	170	2.0%
	總計	38 269	180 553	4 083	184 636	188 324	3 688	2.0%

**零售業2004年人力調查**  
**表二：僱員分布情況（按類別及職級劃分）**

	類別	經理級	主任級	技術人員級	東主 獨資經營者	類別總計	類別總計 百分率
1	食品（超級市場除外）	297	1 462	22 834	8 495	<b>33 088</b>	18.3%
2	超級市場	956	2 431	15 645	206	<b>19 238</b>	10.7%
3	酒類飲品及煙草	53	88	585	33	<b>759</b>	0.4%
4	燃料	98	304	2 566	138	<b>3 106</b>	1.7%
5	衣物、鞋類及有關物品（服裝除外）	135	833	3 487	423	<b>4 878</b>	2.7%
6	服裝	1 079	2 691	16 519	5 342	<b>25 631</b>	14.2%
7	消費品（百貨公司、珠寶、藥物及化妝品除外）	920	3 593	28 120	9 453	<b>42 086</b>	23.3%
8	百貨公司	489	1 432	7 265	1	<b>9 187</b>	5.1%
9	珠寶首飾（包括仿製首飾）	480	612	5 676	1 942	<b>8 710</b>	4.8%
10	藥物及化妝品	930	1 434	9 650	1 159	<b>13 173</b>	7.3%
11	運輸設備	226	164	2 297	938	<b>3 625</b>	2.0%
12	耐用品（電訊設備、電話系統、電器、機械、辦公室設備及器材除外）	300	767	5 753	2 044	<b>8 864</b>	4.9%
13	電器及電訊設備（電話系統、機械、辦公室設備及器材除外）	433	1 040	5 415	1 320	<b>8 208</b>	4.5%
	<b>總計</b>	<b>6 396</b>	<b>16 851</b>	<b>125 812</b>	<b>31 494</b>	<b>180 553</b>	<b>100.0%</b>

零售業2004年人力調查

表三：2002與2004年人力需求比較（按類別劃分）

	類別	2002年 人力總需求	2004年 人力總需求	2004與 2002年比較	2005年預測	2005與 2004年比較
1	食品（超級市場除外）	36 457	33 681	-7.6%	34 009	1.0%
2	超級市場	18 933	19 480	2.9%	19 687	1.1%
3	酒類飲品及煙草	707	779	10.2%	779	0.0%
4	燃料	2 535	3 109	22.6%	3 071	-1.2%
5	衣物、鞋類及有關物品（服裝除外）	5 286	4 979	-5.8%	4 805	-3.5%
6	服裝	27 975	26 757	-4.4%	27 264	1.9%
7	消費品（百貨公司、珠寶、藥物及化妝品除外）	35 570	43 241	21.6%	44 797	3.6%
8	百貨公司	9 982	9 405	-5.8%	9 463	0.6%
9	珠寶首飾（包括仿製首飾）	6 529	8 841	35.4%	8 887	0.5%
10	藥物及化妝品（註）	13 191	13 416	1.7%	13 884	3.5%
11	運輸設備	3 015	3 672	21.8%	3 673	0.0%
12	耐用品（電訊設備、電話系統、電器、機械、辦公室設備及器材除外）	6 121	8 967	46.5%	9 526	6.2%
13	電器及電訊設備（電話系統、機械、辦公室設備及器材除外）	8 520	8 309	-2.5%	8 479	2.0%
	總計	<b>174 821</b>	<b>184 636</b>	<b>5.6%</b>	<b>188 324</b>	<b>2.0%</b>

註：2002年的人力調查中，由於「藥物及化妝品」類別因部分受訪公司僱員人數有重大改變，與原來分層出現偏差，以致列載的僱員人數比實際人數多了約2 000人。如將2002年人力調查的有關數字調整，2004年的僱員人數應較2002年增加19.9%。

零售業2004年人力調查  
表四：僱員人數、職位空缺及人力總需求（按職務劃分）

職務編號	職務	2004年			2005年預測		
		調查期間的 僱員人數	調查期間的 職位空缺	人力總需求 (僱員人數 + 空缺)	僱主對 2005年的預測	與2004年比較	變化 (%)
<b>經理級</b>							
111	總經理	463	0	463	463	0	0.0%
112	營運 零售經理	981	6	987	990	3	0.3%
113	分區 地區經理	688	17	705	690	- 15	-2.1%
114	店舖經理	2 822	61	2 883	3 118	235	8.2%
115	市場推廣經理	276	24	300	300	0	0.0%
116	營業經理	314	1	315	316	1	0.3%
117	客戶服務經理	105	0	105	105	0	0.0%
118	採購主管 經理	513	1	514	536	22	4.3%
119	物流 運輸 倉庫經理	168	1	169	170	1	0.6%
120	培訓經理	28	0	28	28	0	0.0%
199	其他經理級人員	38	0	38	38	0	0.0%
	<b>小計</b>	<b>6 396</b>	<b>111</b>	<b>6 507</b>	<b>6 754</b>	<b>247</b>	<b>3.8%</b>
<b>主任級</b>							
211	店舖 分店主任	14 484	192	14 676	15 075	399	2.7%
212	商品陳列主任	162	6	168	170	2	1.2%
213	物流 運輸 倉庫主任	411	1	412	414	2	0.5%
214	公共關係主任 廣告主任	214	5	219	219	0	0.0%
215	客戶服務主任	601	1	602	622	20	3.3%
216	採購主任	705	26	731	733	2	0.3%
217	培訓主任	96	0	96	97	1	1.0%
299	其他主任級人員	178	0	178	178	0	0.0%
	<b>小計</b>	<b>16 851</b>	<b>231</b>	<b>17 082</b>	<b>17 508</b>	<b>426</b>	<b>2.5%</b>
<b>技術人員級</b>							
311	高級售貨員	36 557	163	36 720	36 951	231	0.6%
312	初級售貨員	59 007	2 667	61 674	63 668	1 994	3.2%
313	存貨 採購文員	1 400	9	1 409	1 406	- 3	-0.2%
314	存貨助理	3 288	39	3 327	3 363	36	1.1%
399	其他文員 輔助人員	553	8	561	561	0	0.0%
411	兼職售貨 服務員	25 007	855	25 862	26 827	965	3.7%
	<b>小計</b>	<b>125 812</b>	<b>3 741</b>	<b>129 553</b>	<b>132 776</b>	<b>3 223</b>	<b>2.5%</b>
198	東主 獨資經營者 執行合夥董事	31 494	0	31 494	31 286	- 208	-0.7%
	<b>總計</b>	<b>180 553</b>	<b>4 083</b>	<b>184 636</b>	<b>188 324</b>	<b>3 688</b>	<b>2.0%</b>



## 零售業2004年人力調查

表五：2002與2004年人力需求比較（按職務劃分）

職務編號	職務	2002年 人力總需求	2004年 人力總需求	2004與 2002年比較	2005年 預測	2005與 2004年比較
<b>經理級</b>						
111	總經理	417	463	11.0%	463	0.0%
112	營運 零售經理	954	987	3.5%	990	0.3%
113	分區 地區經理	464	705	51.9%	690	-2.1%
114	店舖經理	2 936	2 883	-1.8%	3 118	8.2%
115	市場推廣經理	284	300	5.6%	300	0.0%
116	營業經理	361	315	-12.7%	316	0.3%
117	客戶服務經理	70	105	50.0%	105	0.0%
118	採購主管 經理	388	514	32.5%	536	4.3%
119	物流 運輸 倉庫經理	145	169	16.6%	170	0.6%
120	培訓經理	-	28	NA	28	0.0%
199	其他經理級人員	23	38	65.2%	38	0.0%
	<b>小計</b>	<b>6 042</b>	<b>6 507</b>	<b>7.7%</b>	<b>6 754</b>	<b>3.8%</b>
<b>主任級</b>						
211	店舖 分店主任	14 042	14 676	4.5%	15 075	2.7%
212	商品陳列主任	179	168	-6.1%	170	1.2%
213	物流 運輸 倉庫主任	433	412	-4.8%	414	0.5%
214	公共關係主任 廣告主任	579	219	-62.2%	219	0.0%
215	客戶服務主任	357	602	68.6%	622	3.3%
216	採購主任	920	731	-20.5%	733	0.3%
217	培訓主任	-	96	NA	97	1.0%
299	其他主任級人員	98	178	81.6%	178	0.0%
	<b>小計</b>	<b>16 608</b>	<b>17 082</b>	<b>2.9%</b>	<b>17 508</b>	<b>2.5%</b>
<b>技術人員級</b>						
311	高級售貨員	46 723	36 720	-21.4%	36 951	0.6%
312	初級售貨員	48 773	61 674	26.5%	63 668	3.2%
313	存貨 採購文員	1 886	1 409	-25.3%	1 406	-0.2%
314	存貨助理	2 384	3 327	39.6%	3 363	1.1%
399	其他文員 輔助人員	782	561	-28.3%	561	0.0%
411	兼職售貨 服務員	19 211	25 862	34.6%	26 827	3.7%
	<b>小計</b>	<b>119 759</b>	<b>129 553</b>	<b>8.2%</b>	<b>132 776</b>	<b>2.5%</b>
198	東主 獨資經營者 執行合夥董事	32 412	31 494	-2.8%	31 286	-0.7%
	<b>總計</b>	<b>174 821</b>	<b>184 636</b>	<b>5.6%</b>	<b>188 324</b>	<b>2.0%</b>

零售業2004年人力調查  
表六：僱員宜有教育程度（按職務劃分）

職務	大學學位 或以上	副學士學位 專業文憑 高級文憑 高級證書或 同等學歷	文憑 證書 或同等學歷	預科	中五	中三	未有說明	總計
<b>經理級</b>								
總經理	303	91	5	3	27	0	34	463
營運 零售經理	473	132	247	40	39	0	50	981
分區 地區經理	157	203	126	32	53	0	117	688
店舖經理	324	475	568	258	702	0	495	2 822
市場推廣經理	195	23	9	1	7	0	41	276
營業經理	192	49	22	9	25	0	17	314
客戶服務經理	50	2	8	1	1	0	43	105
採購主管 經理	236	109	27	8	37	0	96	513
物流 運輸 倉庫經理	66	17	22	10	28	0	25	168
培訓經理	23	2	0	1	0	0	2	28
<b>小計</b>	<b>2 019</b>	<b>1 103</b>	<b>1 034</b>	<b>363</b>	<b>919</b>	<b>0</b>	<b>920</b>	<b>6 358</b>
<b>主任級</b>								
店舖 分店主任	312	265	1 853	2 259	7 064	478	2 253	14 484
商品陳列主任	17	26	61	9	20	0	29	162
物流 運輸 倉庫主任	39	23	84	28	206	3	28	411
公共關係主任 廣告主任	71	20	82	7	21	0	13	214
客戶服務主任	28	3	29	35	463	0	43	601
採購主任	156	71	148	47	229	7	47	705
培訓主任	41	7	1	12	27	1	7	96
<b>小計</b>	<b>664</b>	<b>415</b>	<b>2 258</b>	<b>2 397</b>	<b>8 030</b>	<b>489</b>	<b>2 420</b>	<b>16 673</b>
<b>技術人員級</b>								
高級售貨員	8	5	590	772	18 577	9 000	7 605	36 557
初級售貨員	36	14	528	334	30 837	23 611	3 647	59 007
兼職售貨員	0	0	15	0	6 661	17 979	352	25 007
存貨 採購文員	20	0	23	30	1 220	66	41	1 400
存貨助理	0	0	0	0	1 007	2 111	170	3 288
<b>小計</b>	<b>64</b>	<b>19</b>	<b>1 156</b>	<b>1 136</b>	<b>58 302</b>	<b>52 767</b>	<b>11 815</b>	<b>125 259</b>

**零售業2004年人力調查**  
**表七：僱員宜有相關工作年資（按職務劃分）**

職務	十年以上	六至十年	三至六年	一至三年	一年以下	未有說明	總計
<b>經理級</b>							
總經理	180	200	50	1	0	32	463
營運 零售經理	157	410	363	8	0	43	981
分區 地區經理	109	226	230	6	0	117	688
店舖經理	126	803	1 378	31	0	484	2 822
市場推廣經理	31	108	90	6	0	41	276
營業經理	19	177	101	0	0	17	314
客戶服務經理	4	39	18	1	0	43	105
採購主管 經理	42	218	130	28	0	95	513
物流 運輸 倉庫經理	22	60	59	2	0	25	168
培訓經理	2	14	10	0	0	2	28
<b>小計</b>	<b>692</b>	<b>2 255</b>	<b>2 429</b>	<b>83</b>	<b>0</b>	<b>899</b>	<b>6 358</b>
<b>主任級</b>							
店舖 分店主任	443	815	8 597	2 395	0	2 234	14 484
商品陳列主任	1	15	75	42	0	29	162
物流 運輸 倉庫主任	27	59	168	129	0	28	411
公共關係主任 廣告主任	3	14	122	62	0	13	214
客戶服務主任	1	9	292	256	0	43	601
採購主任	23	165	227	243	0	47	705
培訓主任	0	4	47	38	0	7	96
<b>小計</b>	<b>498</b>	<b>1 081</b>	<b>9 528</b>	<b>3 165</b>	<b>0</b>	<b>2 401</b>	<b>16 673</b>
<b>技術人員級</b>							
高級售貨員	780	1 235	17 581	7 022	2 380	7 559	36 557
初級售貨員	0	298	1 011	33 984	20 196	3 518	59 007
兼職售貨員	0	7	54	6 512	18 082	352	25 007
存貨 採購文員	0	0	135	1 035	190	40	1 400
存貨助理	0	0	155	1 343	1 620	170	3 288
<b>小計</b>	<b>780</b>	<b>1 540</b>	<b>18 936</b>	<b>49 896</b>	<b>42 468</b>	<b>11 639</b>	<b>125 259</b>

零售業2004年人力調查

表八：過去十二個月僱主提供 資助的培訓名額（按職級劃分）

培訓範疇	經理及主任級	技術人員級	總計	2005年 預測	2005與 2004年比較
<b>管理培訓</b>					
管理 督導技巧 業務管理	5 330	591	5 921	9 221	55.7%
<b>職務培訓</b>					
客戶服務	4 678	39 017	43 695	47 680	9.1%
銷售技巧	3 530	36 556	40 086	44 893	12.0%
店舖營運	4 225	20 325	24 550	28 598	16.5%
物流 供應鏈管理	677	241	918	1 153	25.6%
資訊科技及應用	779	1 151	1 930	2 600	34.7%
<b>語言</b>					
普通話	1 111	4 262	5 373	8 387	56.1%
英語	1 469	4 173	5 642	7 753	37.4%
<b>其他</b>					
其他	2 982	7 116	10 098	8 423	-16.6%
<b>總計</b>	<b>24 781</b>	<b>113 432</b>	<b>138 213</b>	<b>158 708</b>	<b>14.8%</b>

零售業2004年人力調查

表九：未來十二個月僱主提供資助的培訓名額（按職級劃分）

培訓範疇	經理及主任級	技術人員級	總計	內部培訓 百分率	外間培訓 百分率	外間培訓 所需名額
<b>管理培訓</b>						
管理 督導技巧 業務管理	6 636	2 585	9 221	36%	64%	5 901
<b>職務培訓</b>						
客戶服務	6 218	41 462	47 680	37%	63%	30 038
銷售技巧	4 456	40 437	44 893	29%	71%	31 874
店舖營運	5 653	22 945	28 598	34%	66%	18 875
物流 供應鏈管理	875	278	1 153	56%	44%	507
資訊科技及應用	979	1 621	2 600	60%	40%	1 040
<b>語言</b>						
普通話	1 444	6 943	8 387	26%	74%	6 206
英語	1 573	6 180	7 753	50%	50%	3 877
<b>其他</b>						
其他	2 433	5 990	8 423	14%	86%	7 244
<b>總計</b>	<b>30 267</b>	<b>128 441</b>	<b>158 708</b>	<b>33.5%</b>	<b>66.5%</b>	<b>105 563</b>

零售業2004年人力調查

表十：2002與2004年僱主提供 資助培訓名額比較

培訓範疇	2002年	2004年	2004與 2002年比較	2005年 預測	2005與 2004年比較
<b>管理培訓</b>					
管理 督導技巧 業務管理	9 666	5 921	-38.7%	9 221	55.7%
<b>職務培訓</b>					
客戶服務	30 612	43 695	42.7%	47 680	9.1%
銷售技巧	23 911	40 086	67.6%	44 893	12.0%
店舖營運	19 291	24 550	27.3%	28 598	16.5%
物流 供應鏈管理	1 129	918	-18.7%	1 153	25.6%
資訊科技及應用	3 385	1 930	-43.0%	2 600	34.7%
<b>語言</b>					
普通話	5 895	5 373	-8.9%	8 387	56.1%
英語	4 650	5 642	21.3%	7 753	37.4%
<b>其他</b>					
其他	21 129	10 098	-52.2%	8 423	-16.6%
<b>總計</b>	<b>119 668</b>	<b>138 213</b>	<b>15.5%</b>	<b>158 708</b>	<b>14.8%</b>

## 零售業2004年人力調查

表十一：前線銷售僱員職前培訓需要（按類別劃分）

	類別	必須	宜有	無意見	無需要	未有說明	總計
1	食品（超級市場除外）	11	1 893	3 846	5 181	253	11 184
2	超級市場	5	108	0	90	0	203
3	酒類飲品及煙草	24	38	13	0	0	75
4	燃料	30	94	114	76	0	314
5	衣物、鞋類及有關物品（服裝除外）	9	850	214	7	5	1 085
6	服裝	679	3 013	1 493	1 022	15	6 222
7	消費品（百貨公司、珠寶、藥物及化妝品除外）	1 817	2 387	4 008	3 266	5	11 483
8	百貨公司	7	10	3	1	3	24
9	珠寶首飾（包括仿製首飾）	15	880	706	424	1	2 026
10	藥物及化妝品	388	631	8	22	1	1 050
11	運輸設備	3	397	583	13	1	997
12	耐用品（電訊設備、電話系統、電器、機械、辦公室設備及器材除外）	65	799	521	794	10	2 189
13	電器及電訊設備（電話系統、機械、辦公室設備及器材除外）	12	287	882	229	7	1 417
	總計	3 065	11 387	12 391	11 125	301	38 269

零售業2004年人力調查

表十二：職前培訓需要（按培訓範疇劃分）

	培訓範疇	十分重要	重要	不太重要	無需要	總計
1	客戶服務	6 587	7 313	300	252	14 452
2	處理投訴	1 921	8 449	3 645	437	14 452
3	銷售技巧	5 470	8 190	792	0	14 452
4	人際關係技巧	2 130	8 847	2 587	888	14 452
5	普通話	1 655	7 278	5 147	372	14 452
6	英語	1 310	7 038	5 048	1 056	14 452
7	其他	507	212	0	0	719
	<b>總計</b>	<b>19 580</b>	<b>47 327</b>	<b>17 519</b>	<b>3 005</b>	



**職業訓練局  
訓練委員會職權範圍**

1. 確定業內人力需求，包括收集、分析相關的人力和學生見習員統計數字，以及關於社會經濟、科技及勞工市場發展的資料。
2. 評估及研究本業的人力供求是否平衡。
3. 就發展職業教育和訓練設施應付人力需求，向職業訓練局提供意見。
4. 就香港專業教育學院、訓練中心和培訓發展中心相關學科課程的方向和策略發展向這些機構提供意見。
5. 就香港專業教育學院、訓練中心和培訓發展中心的課程策劃、課程發展和質素保證制度提出意見。
6. 為本業主要職務擬訂工作範圍，訂定所需技能、知識和訓練。
7. 就本業主要職務的訓練計劃提出意見，並訂明每項技能所需的訓練時間。
8. 就技術評估、技能測驗和在職人士、學徒和受訓者證書頒發制度方面提供意見，以確保有關人士在達致標準後方獲授予相關資格。
9. 就本業主要行業舉辦以推廣職業教育及訓練為目的的技能比賽，以及參與國際比賽方面提供意見。
10. 就本業職業訓練的發展及推廣事宜，與僱主、僱主聯會、工會、專業學會、訓練及教育機構、政府部門等聯絡。
11. 舉辦有關本業職業教育及訓練的研討會、會議和討論會。
12. 就本會和職訓局相關職業教育及訓練課程活動的推廣提出意見。
13. 每年向職訓局呈交報告，匯報本會工作和本會對相關學科課程發展策略的建議。
14. 根據《職業訓練局條例》第7條，執行局方所委派的其他工作。

零售業訓練委員會  
委員名單

主席

麥瑞琮女士 (某連鎖店提名)

委員

白恩諾小姐 (香港零售管理協會提名)  
鄭乃恩先生 (香港百貨商業僱員總會提名)  
周樂成先生 (某珠寶連鎖店提名)  
詹德慶先生 (某連鎖店提名)  
龔乙飛先生 (獨立人士)  
余鵬春先生 J.P. (香港零售管理協會提名)  
郭啓興先生 (職業訓練局執行幹事代表)

秘書

任影嬋女士 (職業訓練局)

零售業訓練委員會  
人力調查工作小組委員名單

主席

龔乙飛先生 (先施有限公司)

委員

周招美女士 (牛奶有限公司)

鄒惠儀女士 (百佳超級市場)

曹國輝博士 (香港城市大學)

胡子健先生 (利豐(零售)有限公司)

曾有恆先生 (職業訓練局)

秘書

任影嬋女士 (職業訓練局)

電話 Telephone No:  
2957 5705

傳真 Facsimile No:  
2591 1584

本局檔號 Our Reference:  
(4) in RT/4/2 (2004)

來函檔號 Your Reference:

各位僱主：

### 零售業二〇〇四年人力調查

職業訓練局屬下零售業訓練委員會將進行二〇〇四年人力調查，本人謹代表職訓局懇請惠予合作，提供協助。本委員會是政府委任的法定組織，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，以便制訂合適的訓練計劃，本會將於二〇〇四年九月一日至十月五日期間進行人力調查。

…… 現隨函附上中英文對照文件，以供參閱填寫：

1. 調查表
2. 調查表附註
3. 主要職務工作說明

調查期間，政府統計處職員將造訪貴機構，解答有關問題，同時收取填妥的調查表。

調查所得資料絕對保密，只以摘要統計數字發表，並不會提及個別機構。如對調查有任何疑問，請致電 2887 5150 與政府統計處人力統計組聯絡。

承蒙協助，先此致謝。



零售業訓練委員會主席  
麥瑞琮

二〇〇四年七月十六日

多謝閣下協助零售業訓練委員會進行人力調查。有關調查報告將於稍後出版。如希望收到有關報告，請填妥下列回條，以便辦理。我們更希望閣下選擇到職訓局網頁下載報告，以支持環保。

---

回 條

致： 九龍長沙灣  
荔枝角道 702 號  
零售業訓練委員會秘書

圖文傳真：2591 1584

零售業二 四人力調查

(a) 本人欲索取上述調查報告。請將報告寄往下列地址：

\_\_\_\_\_  
\_\_\_\_\_

或

(b) 本人將於職業訓練局網頁下載調查報告，請透過電郵告知出版日期。本人的電郵地址是\_\_\_\_\_

\_\_\_\_\_  
( 簽 名 )

聯絡人：

職位：

機構：

電話：

**VOCATIONAL TRAINING COUNCIL**

**職業訓練局**

**2004 MANPOWER SURVEY OF THE RETAIL TRADE**

**零售業二 四年人力調查**

**CONFIDENTIAL**

WHEN DATA ENTERED

填入數據後即成

**機密文件**

**QUESTIONNAIRE**

**調查表**

( PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE )

( 填表前請詳閱附註 )

99

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: \_\_\_\_\_ ADDRESS: \_\_\_\_\_  
 公司名稱 地址

TYPE OF PRODUCTS / SERVICES: \_\_\_\_\_ TOTAL NUMBER OF PERSONS ENGAGED : \_\_\_\_\_  
 產品 / 服務 僱員總人數

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

TEL. NO. : \_\_\_\_\_ - \_\_\_\_\_ FAX NO. : \_\_\_\_\_  
 電話 48 55 56 63 圖文傳真

E-mail : \_\_\_\_\_  
 電郵 64 98

**Part I**  
**第一部份**

(A) Job 工作		(B) Average Monthly Income Code/ Hourly Rate Code 平均 月薪編號 時薪編號		(C) Number Employed at Date of Survey 調查時的僱員人數	(D) No. of Vacancies at Date of Survey 調查時的空缺額	(E) Forecast of No. Employed 12 Months from Now 預計十二個月後 僱員人數	(F) Preferred Level of Education/Training 僱員宜有教育程度 訓練	(G) Preferred Relevant Years of Experience 僱員宜有的相關年資
Title 職稱	Rec. Type	Job Code 編號		13 - 16	17 - 19	20 - 23	24	25
		8 - 10	11 - 12					
1.	2							
2.	2							
3.	2							
4.	2							
5.	2							
6.	2							
7.	2							
8.	2							
9.	2							
10.	2							
11.	2							
12.	2							
13.	2							
14.	2							
15.	2							
16.	2							
17.	2							
18.	2							
19.	2							
20.	2							
21.	2							
22.	2							
23.	2							
24.	2							
25.	2							
26.	2							
27.	2							
28.	2							
29.	2							
30.	2							

Note: If additional lines are necessary, please tick here and enter on supplementary sheet(s).  
附註：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 Official Use Only  
此欄毋須填寫

1. Number of employees in September 2003.  
二 三年九月時的僱員人數。

- |  |   |                            |
|--|---|----------------------------|
| (a) Managerial<br>經理級                                | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>8  | <input type="text"/><br>12 |
| (b) Supervisory<br>主任級                               | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>13 | <input type="text"/><br>17 |
| (c) Sales Staff<br>售貨員                               | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>18 | <input type="text"/><br>22 |
| (d) Part Time Sales/Service Staff<br>兼職售貨員 / 服務員     | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>23 | <input type="text"/><br>27 |
| (e) Other Operative & Clerical Support<br>其他技術人員及文員級 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>28 | <input type="text"/><br>32 |

2. Number of employees left in the past 12 months  
過去十二個月內離職的僱員人數。

- |  |   |                            |
|--|---|----------------------------|
| (a) Managerial<br>經理級                                | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>33 | <input type="text"/><br>37 |
| (b) Supervisory<br>主任級                               | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>38 | <input type="text"/><br>42 |
| (c) Sales Staff<br>售貨員                               | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>43 | <input type="text"/><br>47 |
| (d) Part Time Sales/Service Staff<br>兼職售貨員 / 服務員     | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>48 | <input type="text"/><br>52 |
| (e) Other Operative & Clerical Support<br>其他技術人員及文員級 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>53 | <input type="text"/><br>57 |

3. Forecast of manpower demand in the next 12 months.  
預計未來十二個月的人力需求。

- |  | (+ / -)                    | (%)  |                            |
|--|----------------------------|--|----------------------------|
| (a) Managerial<br>經理級                                | <input type="text"/><br>58 | <input type="text"/> <input type="text"/> <input type="text"/><br>59 | <input type="text"/><br>62 |
| (b) Supervisory<br>主任級                               | <input type="text"/><br>63 | <input type="text"/> <input type="text"/> <input type="text"/><br>64 | <input type="text"/><br>67 |
| (c) Sales Staff<br>售貨員                               | <input type="text"/><br>68 | <input type="text"/> <input type="text"/> <input type="text"/><br>69 | <input type="text"/><br>72 |
| (d) Part Time Sales/Service Staff<br>兼職售貨員 / 服務員     | <input type="text"/><br>73 | <input type="text"/> <input type="text"/> <input type="text"/><br>74 | <input type="text"/><br>77 |
| (e) Other Operative & Clerical Support<br>其他技術人員及文員級 | <input type="text"/><br>78 | <input type="text"/> <input type="text"/> <input type="text"/><br>79 | <input type="text"/><br>82 |

**Training**  
**訓練**

4. How many employees have you sponsored or provided training to (either internal or external) on the following subject areas in the past 12 months?  
過去十二個月，貴機構向多少名僱員提供下列項目的培訓資助或訓練（包括內部及外間）？

- |  | Managerial and Supervisory<br>經理及主任級                                 | Operative and Clerical Support<br>技術人員及文員級                           |
|--|--|--|
| (a) Managerial/Supervisory Skills<br>Business Management<br>管理 / 督導技巧 / 業務管理 | <input type="text"/> <input type="text"/> <input type="text"/><br>83 | <input type="text"/> <input type="text"/> <input type="text"/><br>86 |



	Managerial and Supervisory 經理及主任級	Operative and Clerical Support 技術人員及文員級
(b) Customer Service 客戶服務	□□□□ 90	□□□□□□ 93
(c) Selling Skills 銷售技巧	□□□□ 97	□□□□□□ 100
(d) Store Operations 店舖營運	□□□□ 104	□□□□□□ 107
(e) Logistics/Supply Chain Management 物流 / 供應鏈管理	□□□□ 111	□□□□□□ 114
(f) IT and Applications 資訊科技及應用	□□□□ 118	□□□□□□ 121
(g) Putonghua 普通話	□□□□ 125	□□□□□□ 128
(h) English 英語	□□□□ 132	□□□□□□ 135
Others (please specify) : 其他 (請說明)		
_____	□□□□ 139	□□□□□□ 142
_____	□□□□ 146	□□□□□□ 149
_____	□□□□ 153	□□□□□□ 156

For Official Use Only  
此欄毋須填寫

□□  
160

□□  
161

5. How many employees will you sponsor or provide training to on the following subject areas in the next 12 months  
未來十二個月，貴機構會為多少名僱員提供下列項目的培訓資助或訓練？

	Managerial and Supervisory 經理及主任級	Operative and Clerical Support 技術人員及文員級
(a) Managerial/Supervisory Skills, Business Management 管理 / 督導技巧 / 業務管理	□□□□ 162	□□□□□□ 165
(b) Customer Service 客戶服務	□□□□ 169	□□□□□□ 172
(c) Selling Skills 銷售技巧	□□□□ 176	□□□□□□ 179
(d) Store Operations 店舖營運	□□□□ 183	□□□□□□ 186
(e) Logistics/Supply Chain Management 物流 / 供應鏈管理	□□□□ 190	□□□□□□ 193

	Managerial and Supervisory 經理及主任級	Operative and Clerical Support 技術人員及文員級
(f) IT and Applications 資訊科技及應用	□□□□ 197	□□□□□□ 200
(g) Putonghua 普通話	□□□□ 204	□□□□□□ 207
(h) English 英語	□□□□ 211	□□□□□□ 214
Others (please specify) : 其他 (請說明)		
_____	□□□□ 218	□□□□□□ 221
_____	□□□□ 225	□□□□□□ 228
_____	□□□□ 232	□□□□□□ 235

For Official Use Only 此欄毋須填寫	□□ 239	□□ 240
---------------------------------	-----------	-----------

6. For each of the subject area, please indicate the 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 貴機構將於未來十二個月資助 / 提供的內部及外間培訓的百分比。

For Official  
Use Only  
此欄毋須  
填寫

	Internal 內部培訓 (%)	External 外間培訓 (%)	
(a) Managerial/Supervisory Skills Business Management 管理 / 督導技巧 / 業務管理	□□□□ 241	□□□□ 244	□□ 247
(b) Customer Service 客戶服務	□□□□ 248	□□□□ 251	□□ 254
(c) Selling Skills 銷售技巧	□□□□ 255	□□□□ 258	□□ 261
(d) Store Operations 店舖營運	□□□□ 262	□□□□ 265	□□ 268
(e) Logistics/Supply Chain Management 物流 / 供應鏈管理	□□□□ 269	□□□□ 272	□□ 275
(f) IT and Applications 資訊科技及應用	□□□□ 276	□□□□ 279	□□ 282
(g) Putonghua 普通話	□□□□ 283	□□□□ 286	□□ 289
(h) English 英語	□□□□ 290	□□□□ 293	□□ 296

Internal  
內部培訓  
(%)

External  
外間培訓  
(%)

Others (please specify):  
其他 (請說明)

\_\_\_\_\_

297

300

303

\_\_\_\_\_

304

307

310

\_\_\_\_\_

311

314

317

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？

318

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

319

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

320

No comment  
(End of Questionnaire. Thank you)  
無意見 (問卷完, 多謝合作)

321

Not necessary  
(End of Questionnaire. Thank you)  
無需要 (問卷完, 多謝合作)

322

8. Types of training by level of importance you think a front-line sales person needs to acquire before employment  
(Please tick the appropriate box)  
你認為前線銷售人員入職前須接受哪些訓練？(請按重要性✓合適方格)

Very Important    Important    Not Very Important    Not Necessary  
十分重要    重要    不太重要    無需要

(a) Customer Service  
客戶服務

323

324

325

326

(b) Handling Complaints  
處理投訴

327

328

329

330

(c) Selling Skills  
銷售技巧

331

332

333

334

(d) Interpersonal Skills/Team Work  
人際關係技巧 / 團隊工作

335

336

337

338

(e) Putonghua  
普通話

339

340

341

342

(f) English  
英語

343

344

345

346

(g) Others (please specify)  
其他 (請說明)

\_\_\_\_\_

347

348

349

350

\_\_\_\_\_

351

352

353

354

\_\_\_\_\_

355

356

357

358

359

**End of Questionnaire**

Thank you  
全卷完  
多謝合作

## Codes for Part I

### 調查表第一部份編號說明

#### Column (B)

(B欄)

#### **Full Time Employees**

##### **全職僱員**

For full time employees, enter in Column (B) the average monthly income according to the following codes:

請將全職僱員平均每月收入按下列編號填入(B)欄內：

<u>Code</u> 編號	<u>Average Monthly Income</u> 平均每月收入
01	Under \$6,001 以下
02	\$6,001 - \$8,000
03	\$8,001 - \$10,000
04	\$10,001 - \$15,000
05	\$15,001 - \$20,000
06	\$20,001 - \$30,000
07	\$30,001 - \$40,000
08	Over \$40,000 以上

#### **Part Time Sales/Service Staff**

##### **兼職售貨員 / 服務員**

For Part Time Sales/Service Staff, enter in Column (B) the average hourly rate according to the following codes :

請將兼職售貨員 / 服務員平均時薪按下列編號填入(B)欄內：

<u>Code</u> 編號	<u>Average Hourly Rate</u> 平均時薪
11	\$10 - \$20
12	\$21 - \$30
13	\$31 - \$40
14	\$41 - \$50
15	Over \$50 以上

#### Column (F)

(F欄)

Enter in Column (F) the preferred level of education/training according to the following codes:

請按下列編號，填入僱員宜有的教育程度 / 訓練：

<u>Code</u> 編號	<u>Preferred Education/Training</u> 宜有教育程度 / 訓練
1	University Degree or above 大學學位或以上
2	Associate Degree/Professional Diploma/ Higher Diploma/Higher 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
3	Diploma/Certificate or equivalent 文憑 / 證書或同等學歷
4	Matriculation 預科
5	Secondary 5 中五
6	Secondary 3 中三
7	Others 其他

#### Column (G)

(G欄)

Enter in Column (G) the preferred relevant years of experience according to the following codes:

請按下列編號，填上各職務宜有的相關工作年資：

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

## 零售業二 四年人力調查

### 附 註

1. 曾參與二 二 年人力調查的人士請注意，調查已由二 二 年在十一月 / 十二月進行，改為在二 四 年的九月 / 十月進行。
2. 請填寫(A)至(G)欄；如有不適用於貴機構者，請在該欄填入符號(0)。
3. (A)欄 – 主要職務名稱及工作說明
  - (a) 請參閱文件“主要職務名稱及工作說明”。表內部分職稱可能與貴機構所採用者不同；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) 請根據主要職務把僱員分類，無需考慮其所兼任的其他職務。
  - (c) 如貴機構另有其他主要職務，而這些職務又需接受零售訓練，請在「其他」一項填上有關職稱，並填寫(C)至(E)欄。

#### 4. (B)欄 – 平均每月收入 / 時薪

##### **全職僱員**

請填報全職僱員平均過去十二個月每月收入幅度，按下列編號填入(B)欄內。僱員每月收入包括底薪、超時工作工資、各項津貼、佣金及花紅等。

<u>平均每月收入</u>	<u>編號</u>
\$6,001 以下	01
\$6,001 – \$8,000	02
\$8,001 – \$10,000	03
\$10,001 – \$15,000	04
\$15,001 – \$20,000	05
\$20,001 – \$30,000	06
\$30,001 – \$40,000	07
\$40,000 以上	08

## 兼職售貨員 / 服務員

請填報兼職售貨員 / 服務員過去十二個月平均時薪，按下列編號填入(B)欄內。

<u>平均時薪</u>	<u>編號</u>
\$10 - \$20	11
\$21 - \$30	12
\$31 - \$40	13
\$41 - \$50	14
\$50 以上	15

### 5. (C)欄 – 現有僱員人數

請填入每項職稱的僱員人數，包括在機構內工作的東主及合夥人。

### 6. (D)欄 – 現有空缺額

請填入貴機構現有的空缺額。「現有空缺額」指該職位仍懸空，需立刻填補而現正積極招聘人員填補。

### 7. (E)欄 – 預計十二個月後僱員人數

請填入貴機構在十二個月後將聘用的僱員人數。如估計業務屆時會擴張 / 收縮，此欄所填人數可多於 / 少於(C)欄。

8. (F)欄 – 僱員宜有教育程度 訓練

請按下列編號，填入僱員宜有的教育程度 訓練。

<u>宜有教育程度</u>	<u>編號</u>
大學學位或以上	1
副學士學位 專業文憑	2
高級文憑 高級證書或同等學歷	
文憑 證書或同等學歷	3
預科	4
中五	5
中三	6
其他	7

9. (G)欄 – 僱員宜有的相關年資

請按下列編號，填上貴機構各職務宜有的相關工作年資。

<u>宜有相關年資</u>	<u>編號</u>
一年以下	1
一年至三年以下	2
三年至六年以下	3
六年至十年以下	4
十年或以上	5

註：調查所得資料絕對保密，只以統計摘要方式發表，絕不提及任何個別機構。

## 零售業二 四年人力調查

### 主要職務名稱及工作說明

以下一些職務名稱可能與貴機構所採用者有所不同；如職務內容相同或類似，請歸類為同一職務，並在調查表填上所需資料。

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。



編號	職稱	工作說明
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。
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。
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)	
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。

編號	職稱	工作說明
214	公共關係主任 / 廣告主任	策劃、推行市場推廣計劃，以擴大商品銷路及推廣機構形象。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。
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，保存訓練紀錄，以及安排有關行政工作。
299	其他主任級人員 (請說明其職稱)	
技術人員 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 / 或良好銷售紀錄。(如機構沒有特別說明，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。(如機構沒有特別說明，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，並保存已購貨物的紀錄。編寫和比較存貨紀錄，供採購貨品之用。

編號	職稱	工作說明
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。
399	其他文員 輔助人員 (請說明其職稱)	
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。

## 採用人力市場分析法作人力預測（2005至2007年）

1. 是次調查採用「統計學模型」進行零售業人力市場分析，預測業內未來人力需求。「統計學模型」分析一般包括兩個步驟，第一個步驟測試約 50 項經濟指標（即本地生產總值及其組成數據，以及不同界別的統計數字，例如消費、投資、貿易、旅遊、房地產等），篩選出幾個決定因素，並找出它們對有關行業人力的直接影響。這些決定因素會經過統計測試，找出它們的相互關係（各決定因素之間的相互依賴性）、多共線性（各決定因素之間的依賴性）、以及統計獨立性（各決定因素之間的獨立性），然後決定主要組成部份，以減少第一、二類以及其他誤差。第二個階段是「預斷」，以上述的主要組成部分建立和維持統計模型，以作人力需求預測。根據以上步驟，得出與零售業人力有關的主要組成部分為：

- 一：總借貸及墊款總額<sup>1</sup>及其附帶數據（綜合消費物價指數、物業價格指數（私人住宅）及食肆收益）；及
- 二：訪港旅客人數及其附帶數據（服務出口、貨物出口及貨物入口）

2. 由於缺乏可供比較的足夠人力數據作「時間數列迴歸分析法」，本會採用經濟學上的「投入 出產模型」進行分析。「投入 出產分析」可以量化經濟體系內不同行業之間的依存關係。在投入 出產表內，所有出產數據會分為兩類：生產（即農業、製造業及服務行業），或最終需求（即消費或投資）。在「投入 出產模型」內，某一行業會運用某些主要投入資源（例如人力、資本器材）製造產品。同時，我們假設該行業在一段短時間內（例如六個月到三年內），生產系數固定不變。要找出該行業需要的人力，首先要確定生產（或最終需求）與僱員人數的比率，然後才推算各項人力投入需求。這個比率稱為就業系數，代表每一個生產單位（或最終需求）所需的人力。

3. 為零售業作人力推算時，業內的出產量是指「銷貨數量指標」。利用「迴歸分析法」推算未來三年的銷貨數量指標，然後乘以就業系數，便得出零售業的人力預測。

---

<sup>1</sup> 總借貸及墊款總額包括：

- 1. 香港的財務進口、出口及轉口；
- 2. 不經香港的財務貨品貿易；
- 3. 香港使用的借貸及墊款總額；
- 4. 其他在香港以外使用的貸款；及
- 5. 其他使用地不明的貸款。