

美容、美髮及化妝品業  
二〇一四年人力調查報告

**2014 Manpower Survey Report**  
**Beauty Care, Hairdressing & Cosmetics Industry**

職業訓練局  
美容美髮業訓練委員會

**Beauty Care and Hairdressing Training Board**  
**Vocational Training Council**



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# 2014 年美容、美髮及化妝品業人力調查

## 報告摘要

### 人力調查

1. 美容美髮訓練委員會(本會)每兩年進行一次人力調查，以評估業內人力情況，瞭解人力需求及培訓需求。
2. 實地調查工作已於 2014 年第 1 季進行，調查數據以 2014 年 1 月 17 日作參考日。調查採用分層隨機抽樣法，從美容、美髮及化妝品業的 10 184 間登記商號中，選出 1 014 間作調查對象。
3. 1 014 間抽樣對象分佈於以下 6 個類別：
  - i) 學校(美容及美髮／化妝及美甲)；
  - ii) 美容院／健康中心及水療中心；
  - iii) 髮廊；
  - iv) 化妝產品批發及出入口公司；
  - v) 化妝產品零售公司；
  - vi) 美甲中心。
4. 整體實際填覆率為 95.1%，與 2012 年比較，輕微下跌。

### 目的

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

## 限制

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

## 經濟前景

7. 香港經濟增長在 2014 年開始減慢，外圍經濟方面，美國經濟的按年增長溫和，歐元區亦因長期的結構性問題而致經濟復蘇緩慢，加上美國未來貨幣政策正常化以及世界多處政局緊張的不明朗因素，縱內地經濟維持平穩增長，但先進市場增長緩慢，略為限制了亞洲出口回升的力度，都成為本地經濟增長放緩的原因。即使香港貨物出口的增長在第二季只略為改善，受旅客在貴價品的消費減少所拖累，服務輸出顯著轉弱。隨着經濟放緩，內部需求的增長勢頭亦有所減弱。

8. 由於輸入通脹溫和，以及經濟增長較慢，基本消費物價通脹在第二季進一步緩和。2014 年第二季的本地生產總值按年實質增長 1.8%，低於上一季 2.6% 的增幅。經季節性調整後按季比較，實質本地生產總值在第二季微跌 0.1%，上一季則升 0.3%。

9. 儘管如此，勞工市場迄今仍大致維持穩定。經季節性調整後的失業率由第一季的 3.1% 微升至第二季的 3.2%。同期，就業不足率亦由 1.3% 升至 1.5%。工資及收入在第一季續見增長。全職僱員(特別是基層勞工)的平均每月就業收入在第二季持續有實質改善。整體而言，近期零售業銷售額放緩，至今尚未顯著影響整體的就業及收入情況，但其往後的發展和影響還須密切注視。

10. 另一方面，消費物價通脹繼續趨於緩和。整體消費物價通脹率在 2014 年第二季下降至 3.6%，低於上一季的 4.2%。就上半年整體而言，整體通脹平均為 3.9%，低於 2013 年的 4.3%。於 2012 調查報告

內關注的商業樓宇租金問題，其租金升幅亦於 2014 年進一步緩和，加上勞工成本維持溫和增長，兩者都有助減輕營商成本的壓力。

11. 有關服務業整體淨產值，於 2014 年第一季按年實質增長 2.2%，略低於 2013 年第四季 2.8% 的增幅，與期內較為溫和的經濟增長大致吻合。年初貿易環境疲弱，進出口貿易業的淨產值輕微下跌，拖累整體服務業的表現。零售及批發業的增長也有所放緩，反映訪港旅遊業的擴張步伐減慢，以及旅客消費模式轉變，亦是本業不容忽視的要點。

### 行業前景及對人力的影響

12. 最低工資自 2011 年推出，本會亦自 2012 年調查時開始關注最低工資的影響。2014 年調查結果顯示 17% 僱主認為由於最低工資的實施增加了行業的選擇，本會於 2012 年報告內提出之「不同工、但同酬」的情況下，部份需要勞動力較高的行業均需調整工資，以吸引新入職人士。

13. 就本業而言，基層工作大抵需要較長的職前培訓，部份工種更要求入職前考獲專業證書，美容及美髮業一類勞動力需求較高的服務行業，最低工資的實施無疑增加了入職者的行業選擇，引致本業部份僱主表示招聘時出現困難。

14. 但另一方面，由於基層人員工資上升，與具經驗員工之薪酬差距收窄，僱主因而更樂意以較高的薪資聘用具經驗的人員，整體帶動工資上升的效應，亦使具經驗的從業人員願意留守此行業。

15. 高科技美容服務<sup>1</sup>仍然是美容護理服務業務發展的重點項目，基於有關服務的消費金額比傳統美容服務高得多，而服務所需的時間相

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<sup>1</sup> 高科技美容服務：泛指透過高端科技儀器或產品進行之美容或美體程序，坊間或稱之為醫學美容、科學美容等。

應減少，十分切合現時香港高經營成本的經濟環境，前景繼續看俏。

16. 但高回報率的服務亦相對需要更高的投資，近年發生多宗牽涉美容或保健相關的醫療事故，無疑對消費者的信心會做成一定的影響，2013年11月衛生署即就區分醫療程序和美容服務推出相關指引，業界除跟隨指引，亦應積極加強推廣專業技術及安全知識的訓練及教育，增加消費者信心。

17. 內地市民來港自由行的政策推行以來，現時來港旅遊的內地旅客，對化妝護膚品等藥妝類高消費品的需求增加，令美容零售業持續錄得增長，另外內地顧客到本地美容院及髮廊接受服務的機會亦大增，故對前線銷售人員、美容師及髮型師的需求亦大幅增長。故語言、人際及溝通技巧和顧客服務等方面的能力仍是僱主最關心的培訓重點。

18. 美甲業方面，縱使美甲中心的數目比2012年有所增加，唯技術僱員的數字則漸見飽和，究其原因，除卻美甲服務本身需較長的服務時間以賺取收入，以及每月營業額普遍不高等基本限制外，本地持續上漲的租金，均使美甲店的發展有一定的限制。然而，隨著大型的美甲服務連鎖店出現，以往較多自由職的美甲師亦大都能被此類連鎖店吸納，故技術人員數目仍能保持與2012年相若。

19. 本會相信大眾對美甲服務的需求將越趨普及化，培訓機構應及早加強美甲師及甲藝師的專業技術及整全培訓，除技術培訓外，亦應加強對美甲服務環境設置、安全衛生知識，指甲相關的病變、甲型的矯正的專業知識，以及人際技巧、顧客服務及銷售技巧等通用知識，培育全面的專業人才，提升服務水平，美甲從業員才可有更大的發展空間，進一步帶動行業發展。

20. 美髮業的僱員流失率一向偏高，對行業發展也構成障礙。而政



府提供更長期的免費教育，變相使基層僱員的入職年齡延後；加上現時在傳統教育系統以外，有更多的培訓機會供年青人選擇，取得更高資歷／學歷年青人對投身這個學藝年期長、工作性質相對辛苦的行業之考慮將會來得更多。與美甲業相若，髮型師亦應提升純職業技能以外的增值培訓，例如美學、審美和藝術、形象設計、攝影效果等方面的知識，並鞏固其對美髮行業的專業認同度，從而提升行業之社會地位，相信這有助提高從業員對行業的忠誠度和向心力，而基層僱員亦不再視此行業為臨時或過渡性質。

21. 此外，近年部份職能的從業員傾向以自僱或合作形式運作，大部份均非於固定工作場所提供服務，如新娘／攝影／舞台化妝師、髮型師等從業員人數均有上升趨勢，礙於統計抽樣方法或未能於統計數字上反映實際情況，但以本會觀察此類從業員的人數增長是有目共睹的，而此情況亦成為青年人創業的參考模式，本會的工會、商會可積極接觸此類從業員，探討培訓需要及增值空間，共同為他們的事業發展藍圖尋求出路。

22. 針對整體的技術人才流失的問題，本會留意到其中基層技術僱員的流失多年來未有太大改善，並非單一因工作性質辛苦或待遇問題所致，現時大部份的中小型規模的公司因資源及人手不足，未能為員工提供足夠培訓及清晰的晉升階梯，亦是基層員工流失的原因。僱主應投放資源培育人材，循序漸進為基層員工提供高階技術、產品知識等訓練，並由基層開始培養優質服務的專業態度，建立正面的行業形象，並可鼓勵中層人員參與督導管理、商業實務、市場推廣、業務營運等增值課程，讓僱員有向上流動的可能性。

23. 基於政府近年對職業培訓市場投入多種資源，現時提供美容培訓服務，多為慈善團體、非牟利團體、公營部門和學術機構等，大部份民辦美容培訓機構已退出市場，小量仍在經營者，亦可能需兼營其他相關美容業務以維持收入，故對美容培訓導師的需求亦已相對減

少。唯這些流失的職位及人手，大都能被上述各類型機構所吸納。

24. 整體而言，本會相信從業員透過專業培訓及嚴格考核，長遠更可配合資歷架構，發展牌照或專業學分制度，將服務專業化，大大提升服務水平及從業員的收入，宏觀來看，更因發展前景理想和社會認受性提升而吸引更多新人入行，達致配合行業發展所需的雙贏局面。

### 2014 年人力情況

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

26. 是次人力調查結果中，六個行業類別於 2014 年 1 月共僱用 58 454 人，其中 53 862 人(92.1%)為美容、美髮及化妝品業的主要職能人員(即技術僱員)[包括直接僱員(47 630 人)、自由職人士(2 668 人)及兼職人士(3 564 人)]，其餘 4 592 人(7.9%)為業內的非主要職能人員(即非技術僱員)。與 2012 年的相關數據 85.8%及 14.2%比較，主要職能人員的人力分佈有顯著增長。與 2012 年的總技術僱員人數為 50 411 人相比，是次調查錄得增加了 3 451 人，兩年之間的增幅為 6.8%。下列表一已列出各行業類別的僱員概況(包括自由職及兼職僱員)：

表一：各行業類別僱員情況

行業類別	直接僱員	自由職人士	兼職人士
1. 學校(美容及美髮／化妝及美甲)	348	55	107
2. 美容院／健康中心及水療中心	18 972	567	1 114
3. 髮廊	12 296	2 020	1 507
4. 零售產品公司	10 070	0	760
5. 批發及出入口產品公司	4 740	26	28
6. 美甲中心	1 204	0	48
	<b>47 630</b>	<b>2 668</b>	<b>3 564</b>

27. 與 2012 年調查相比，直接僱員人數及自由職人士的數目只錄得少量增長，分別上升 3.4%(+1 555 人)及 11.7%(+279 人)，但兼職人士的數目卻錄得大幅度增長，上升 83.1%(+1 617 人)。

### 人力需求預測

28. 僱主預測，2015 年 1 月時，本行業將會有 51 007 個職位(不包括自由職及兼職人士)，較 2014 年輕微增加 18 個職位。各行業類別機構當中，批發及出入口產品公司、美容院／健康中心及水療中心及髮廊，分別減少 80、73 及 57 個職位；相反，零售產品公司及美甲中心則分別有 230 及 1 個新增職位。表二扼要 2014 年直接僱員人數與 2015 年人力預測的比較。

**表二：僱主預測 2015 年 1 月時各行業類別的僱員人數**

行業類別	2014 年 1 月時			僱主預測 2015 年 1 月時的 人力數目	增/減 幅度 (%)
	僱員人數 (a)	空缺數目 (b)	直接僱員 人數 (a + b)		
1. 學校	348	6	354	<b>351</b>	<b>-0.5%</b>
2. 美容院／健康 中心及水療中心	18 972	1 406	20 378	<b>20 305</b>	<b>-0.4%</b>
3. 髮廊	12 296	1 145	13 441	<b>13 384</b>	<b>-0.4%</b>
4. 批發及出入口 產品公司	4 740	292	5 032	<b>4 952</b>	<b>-1.6%</b>
5. 零售產品公司	10 070	337	10 407	<b>10 637</b>	<b>2.2%</b>
6. 美甲中心	1 204	173	1 377	<b>1 378</b>	<b>0.1%</b>
總計：	<b>47 630</b>	<b>3 359</b>	<b>50 989</b>	<b>51 007</b>	<b>0.0%</b>

29. 在考慮各種因素後，本會採用「調節過濾」人力預測方法(Adaptive Filtering Method)，推算出 2014 至 2019 年間每年平均僱員數目的增長情況。除人力需求預測外，本會亦必須考慮僱員流失率的狀況。根據以上資料，美容、美髮及化妝品業的每年平均額外培訓的

僱員數目如下：

**表三：2014至2019年間  
各行業類別每年平均額外培訓的僱員數目**

行業類別	2014年 流失率	每年平均 增長	每年額外 培訓人數
1. 學校(美容／美髮及化妝／美甲)	1.4%	-4.5%	-15
2. 美容院／健康中心及水療中心	4.7%	4.7%	2 319
3. 髮廊	9.3%	-0.2%	1 526
4. 零售產品公司	5.1%	4.6%	1 203
5. 批發及出入口產品公司	3.0%	0.1%	155
6. 美甲中心	5.1%	0.1%	74
<b>總數：</b>			<b>5 262</b>

30. 按表三推算，本行業未來五年所需的額外培訓人數大部份屬美容院／健康中心及水療中心為主(佔整體數目的 44.1%)，其次為髮廊(29.0%)、零售產品公司(22.9%)等。

#### 僱員宜有及現有的教育程度及職業資格

31. 自新學制推出後，僱員的現有教育程度較以往為高，但整體來說亦與僱主的期望相若。近半數的僱主認為僱員應有中四及中五程度(46.2%)；而於現實情況中，僱員的教育程度也大多達中四至中五(43.7%)。而僱主期望具中學文憑及中六至中七學歷的僱員的比例亦與實際數據相近，分別為 16.9%(宜有)及 17.8%(現有)。

32. 而有關僱員的職業資格，大部份僱主認為僱員應持有職業訓練局美容美髮訓練委員會技能測驗證書、技能提升／僱員再培訓局課程證書及國際性專業／認可課程證書的職業資格。此反映僱主認為資歷

證明的重要性。

### 僱員宜有及現有工作經驗

33. 與 2012 年調查結果相比，僱員所累積的相關工作經驗亦有上升之趨勢。擁有 6 至 10 年工作經驗的人數上升了 23.2%，反映了更多富經驗的從業員投身及留守於相關行業。

### 僱員須接受的技能培訓範疇

34. 大部份僱主認為僱員應在未來 12 個月內應接受不同的管理技巧、通用技能及語文培訓。於這 3 類培訓範疇中，僱主認為僱員應接受處理投訴技巧佔最多，其次依次序為銷售及市場推廣技巧、顧客服務及店鋪營運技巧等。

### 招聘困難

35. 共有 2 909 間機構正進行招聘。當中 2 361 間(81.2%)機構表示在招聘人事方面遇上困難，而其中美容院／健康中心及水療中心的情況較為嚴重，其次為髮廊。招聘困難的主要原因是最低工資的實施增加了行業的選擇，求職者認為美容院／健康中心及水療中心的工作性質相對辛苦及市場缺乏具相關經驗的求職者。

### 離職人數及僱員流失率

36. 調查顯示，僱主報稱在過去 12 個月離職的僱員有 9 258 人(相當於職位總數的 17.2%)。就各行業類別中，美容院／健康中心及水療中心的離職人數最多，共有 3 729 人(40.3%)，其次為髮廊，有 3 300 人(35.6%)及零售產品公司則有 1 262 人(13.6%)。而同時聘用了 8 020 人，當中具備與美容及美髮相關經驗的有 5 827 人。換言之，具經驗

的僱員流失數目為 3 431 人，佔 2014 年的技術僱員總數(連同職位空缺共 57 221 人) 的 6.0%。

## 建議

37. 就業界及從業員的發展方向，本會就以下各界別作出下列建議：

### I. 給僱主及從業員的建議：

38. 隨著資歷架構的發展，美髮業及美容業的能力標準說明及過往資歷認可機制亦已推出，僱主應按員工的職業能力及職務需要，鼓勵僱員按資歷架構的進修階梯持續進修，參加認可的專業評估，考取認可資格，提升行業地位；

39. 僱主為挽留人才，對年資較深的僱員，可考慮提供與店舖管理及營運、人事管理相關等課程，藉以提升僱員對經營及管理的認識，有助其了解公司之運作並提升店舖之營運能力，長遠亦為能培育僱員成為公司擴展業務的基石；

40. 僱員除專業技術的提升外，亦應提升純職業技能以外的增值培訓，如通用範疇的語文訓練、人際及溝通技巧、銷售技巧等，或與專業相關的美學、攝影、設計、保健等知識，確保更全面的發展，保持競爭力，擴闊事業發展空間；

41. 本業現有很多年青人加入成為創業大軍，如彩妝、護膚品產品批發及零售，或以自僱形式成為化妝師、甲藝師等，本會建議此類從業員應積極為自己增值，除增加行業技術的掌握，亦多參加與創業及業務營運相關的課程，為自己打造職業藍圖。

## II. 給培訓機構的建議：

42. 職前教育方面，培訓機構宜以吸納青年僱員為前提設計行業相關之職前訓練課程，內容除涵蓋專業理論及技術，更需加強他們對行業的認識，包括行業的現況及其個人職業發展的方向，提升其就業心態；而按政府近年青年培育的施政方向，機構亦可探討與海外及內地的業界或職業教育單位合作機會，鼓勵青年人更多國際經驗，透過實習或互訪機會拓展視野，亦可將交流學習的經驗及知識帶回香港的業界；

43. 培訓機構亦可為自僱及自行創業的年青從業員提供所需課程，如創業／推廣銷售技巧、商品說明條例、商業實務、互聯網營商、特許經營、品牌建立等相關課程；

44. 另一方面，培訓機構亦可為在職人士設計按資歷架構發展的「能力標準說明為本」專業課程，讓從業員有清晰的進修階梯，按不同專業服務範疇及資歷級別進修，如近年愈來愈多化妝師，均會接受髮型及形象設計的訓練，按美容業及美髮業「能力標準說明」發展的課程，能有效讓不同服務範疇的從業員嘗試跨越服務範疇的培訓，更清晰了解完成進修後能掌握的知識及能力，促使從業員發展多元化及全面的能力；

45. 針對更多旅客來港購物，已入職人士的語文能力及銷售技巧皆十分重要，因此，建議培訓機構可為僱員(特別是前綫零售員工)提供下列的在職培訓：包括(i)與顧客服務、銷售及市場推廣、處理投訴技巧等課程及(ii)語文課程(如普通話及英語會話)，以提升行業的服務質素及顧客滿意程度並改善與顧客之溝通技巧；

46. 此外，隨著美容、美甲、美髮服務專業化，及高端科技及產品的發展，培訓機構亦可發展高階的技術培訓課程，或考慮與儀器或產

品供應商、海外認證及培訓單位合作，發展有關方面的專業訓練，為從業員增值，使其有晉升的機會。

### III. 給本業的建議：

47. 業界應積極考慮與培訓機構合作提供見習訓練機會，例如參加見習員訓練計劃(美容美髮業)、職學創前路先導計劃(零售業)、展翅青見計劃等等，提供實習機會，讓新入職的僱員透過課堂及在職培訓，亦可邀請學員到職場進行參觀，或提供短期的工作體驗，讓他們對行業有更深入的了解，為投身行業作好準備，同時亦能配合市場需要，可更有效防止人才流失；

48. 業界工會、商會可多舉辦職業講座及研討會，讓公眾人士，包括青年人、家長、教師等，更多了解行業前景、發展及晉升階梯，鼓勵青少年入行；

49. 業界亦應鼓勵青年人參與本地或海外的技能大賽，與各地青年作技術交流、切磋，提升其專業技術。

### IV. 給政府及有關部門的建議：

50. 隨著資歷架構、過往資歷認可機制的推出，有關部門可探討就從業員的學歷、資歷、工作範疇等，訂立行業認可的持續專業發展機制。



# 第一章

## 調查範圍及方法

### (一) 美容美髮訓練委員會

#### 訓練委員會

1.1 美容美髮訓練委員會(本會)隸屬職業訓練局(VTC)，於 2001 年成立，成員由特區政府委任，職責包括確定及評估業內的人力情況及訓練需求，並向業界僱主、僱主聯會、工會、專業團體、訓練及教育機構及政府部門等提供人才培訓方面的建議，以應付業內的人力需求。本會職權範圍及名單見附錄 1-2。

#### 人力調查工作小組

1.2 由本會成立的人力調查工作小組，在政府統計處協助下，負責統籌及指導人力調查的調查設計、抽樣、資料分析及匯報。工作小組成員名單見附錄 3。

1.3 自 2003 年開始，本會已進行了 5 次美容、美髮及化妝品業人力調查，而第 6 次人力調查於 2014 年第 1 季進行，調查目的包括：

- i) 評估業內主要職務的人力情況及訓練需求；
- ii) 預測業內人力增長；及
- iii) 就業內培訓需要提供建議。

## (二) 調查範圍及方法

### 調查範圍

1.4 是次調查沿用過去兩次調查的六個行業類別作為主要職務分類，包括：

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

1.5 上述六個類別的資料主要來自政府統計處於 2013 年第 4 季更新的業內註冊機構為依據。而根據統計處其註冊機構的資料庫內，相關行業分類如下：

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

1.6 調查採用分層隨機抽樣方法，在 10 184 間機構中，按行業分類及公司大小抽樣選出 1 014 間作為調查對象，詳情如下：

類別	選取機構數目
1. 美容服務	288
2. 理髮服務	369
3. 化妝品及香水批發及出入口貿易	96
4. 化妝品零售	109
5. 體育機構	7
6. 學校	81
7. 結婚攝影機構	57
8. 影視娛樂事業機構	7
<b>總計</b>	<b>1 014</b>

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

### 調查方法

1.8 是次調查旨在蒐集本業人力及訓練情況資料。1 014 間獲選的調查機構須填寫一份有關本業人力及訓練需求的調查表。政府統計處其後派員到訪各選定機構，收集填妥的調查表並於有需要時協助僱主填報。

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

## 調查回應分析

1.10 1 014 間抽樣機構中，只有 35 間拒絕填覆調查表，675 間提供所需資料；其餘未有填覆的 304 間機構已結業、搬遷、無法聯絡或不再從事有關行業。實際填覆率為 95.1%。

## 調查限制

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

## 第二章

### 調查結果

#### (一) 2014 年人力情況

##### 調查對象

2.1 是次調查包括業內六個類別的美容、美髮及化妝品業從業員：

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

##### 人力總數

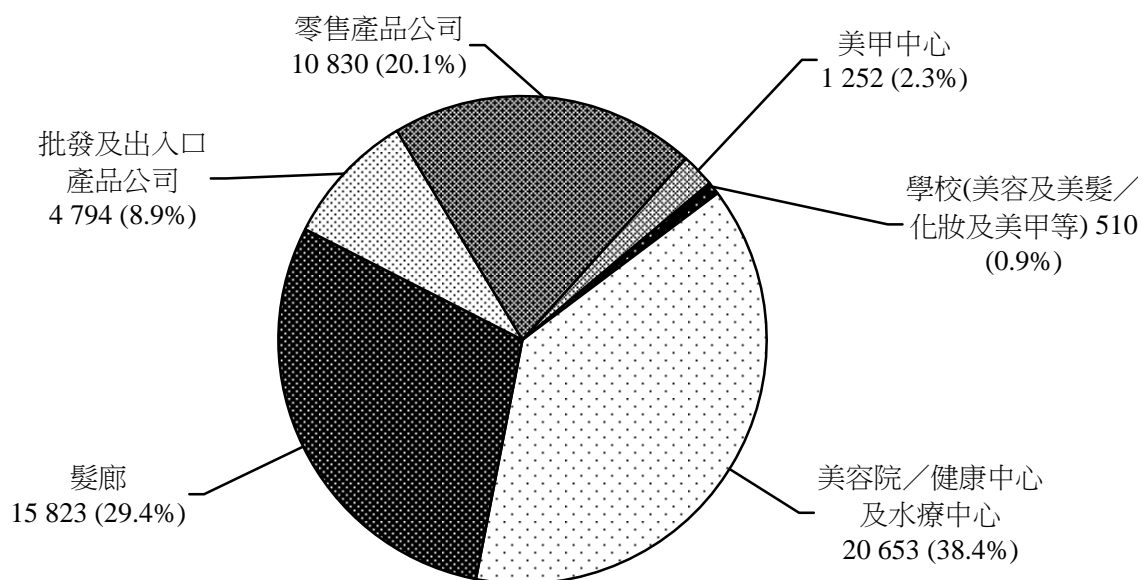
2.2 是次人力調查結果中，六個行業類別於 2014 年 1 月共僱用 **58 454** 人，其中 **53 862 人(92.1%)**為美容、美髮及化妝品業的主要職能人員(即技術僱員)[包括直接僱員(47 630 人)、自由職人士(2 668 人)及兼職人士(3 564 人)]，其餘 **4 592 人(7.9%)**為業內的非主要職能人員(即非技術僱員)。與 2012 年的相關數據 85.8%及 14.2%比較，主要職能人員的人力分佈有顯著增長。與 2012 年的總技術僱員人數為 50 411 人相比，是次調查錄得增加了 3 451 人，兩年之間的增幅為 6.8%。

2.3 與 2012 年相同，是次調查內容的所有分析不涉及擔任一般的行政、會計及其他輔助工作的非技術僱員。此外，因行業有其獨特性，於人力調查報告中所提及的僱員人數將包括直接僱員、自由職及兼職人士的數目，此有助全面反映整個行業人力情況的全貌。

### 人力分佈情況

2.4 調查顯示，僱員人數最多的機構類別為美容院／健康中心及水療中心（共 20 653 人，佔總數 38.4%），其次類別依次序為髮廊（15 823 人，佔總數 29.4%）；零售產品公司（10 830 人，佔總數 20.1%）；批發及出入口產品公司（4 794 人，佔總數 8.9%）；美甲中心（1 252 人，佔總數 2.3%）；以及學校<sup>1</sup>（美容及美髮／化妝及美甲）（510 人，佔總數 0.9%）。各類別的僱員人數的分佈情況見圖一；詳細人力統計數字見第五章表一。

**圖一：各行業類別僱員人數的分佈情況  
(直接僱員、自由職及兼職人士)  
總數：53 862**

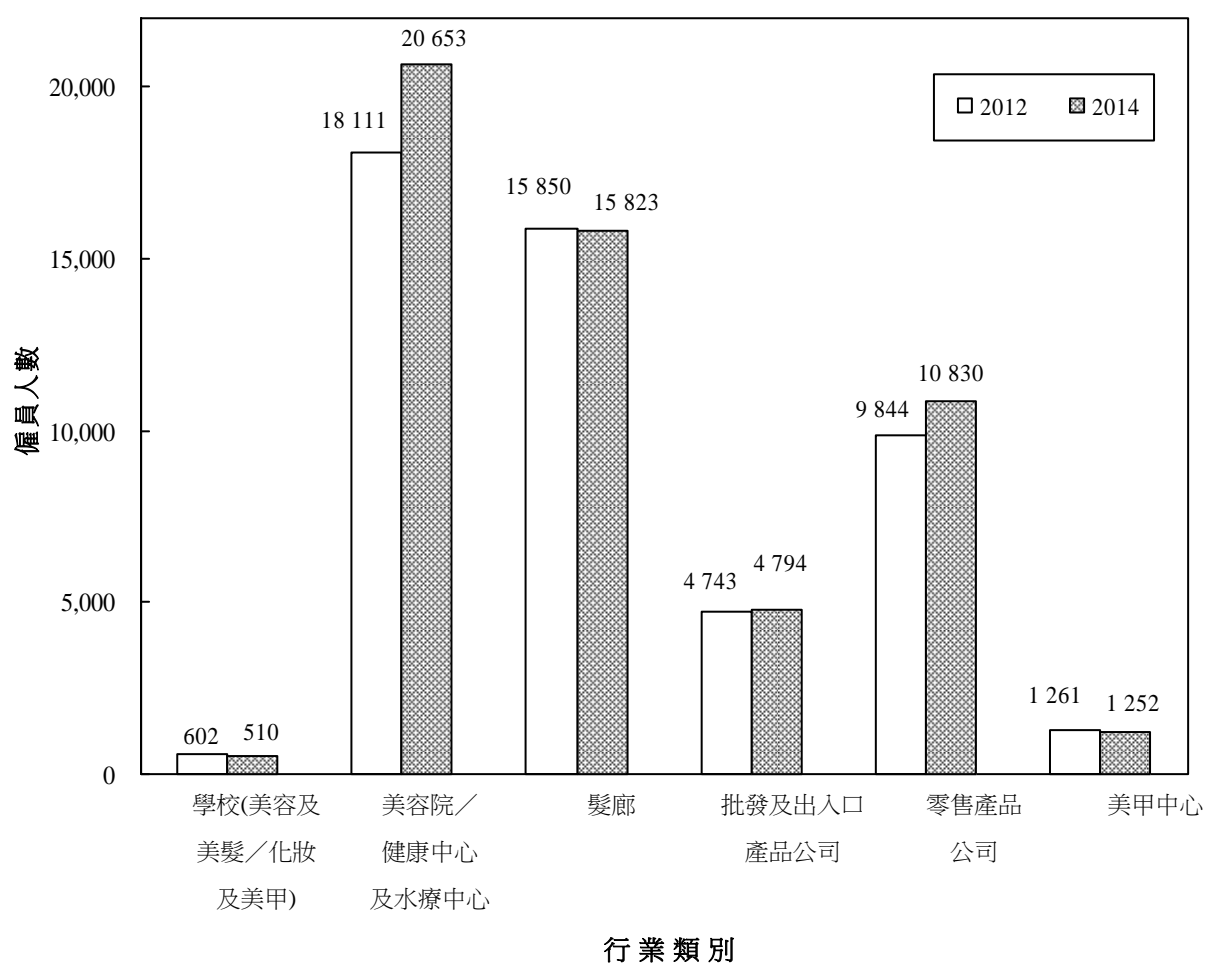


<sup>1</sup> 有關學校類別的調查涵蓋範圍，包括私人營辦培訓機構／學校及非牟利培訓機構。

2.5 與 2012 年調查相比，美容院／健康中心及水療中心的僱員人數錄得最高增幅，增加 2 542 人(+14.0%)；其次為零售產品公司，增加 986 人(+10.0%)；而批發及出入口產品公司亦稍微增加 51 人(+1.1%)。唯學校錄得最大的減幅(-15.3%)，減少了 92 人，髮廊及美甲中心的變動則少於 1%。2012 年及 2014 年各類別僱員人數的分佈比較見下列圖二，詳細人力統計數字的比較見第五章表二。

**圖二：2012 年及 2014 年各行業類別**

**僱員人數的分佈情況**



2.6 各行業類別的僱員情況(包括自由職及兼職僱員)見表一。

**表一：各行業類別僱員情況**

行業類別	直接僱員	自由職人士	兼職人士
1. 學校(美容及美髮／化妝及美甲)	348	55	107
2. 美容院／健康中心及水療中心	18 972	567	1 114
3. 髮廊	12 296	2 020	1 507
4. 零售產品公司	10 070	0	760
5. 批發及出入口產品公司	4 740	26	28
6. 美甲中心	1 204	0	48
	<b>47 630</b>	<b>2 668</b>	<b>3 564</b>

2.7 與 2012 年調查相比，兼職人士的數目錄得大幅度增長，上升 83.1%(+1 617 人)，而直接僱員人數及自由職人士的數目只錄得少量增長，分別上升 3.4%(+1 555 人)及 11.7%(+279 人)。

2.8 就各行業類別的人力調查數據與 2012 年作比較，美容院／健康中心及水療中心的直接僱員人數上升了 10.8%；美甲中心的直接僱員人數微升了 3.3%，但與 2012 年的調查相比，增幅明顯放緩，反映行業增長較往年有減慢趨勢；而零售產品公司和批發及出入口產品公司的直接僱員人數仍有輕微升幅。相反，學校(美容及美髮／化妝及美甲)及髮廊於直接僱員人數方面，均有顯著下降，減幅分別為 16.1%及 7.1%。

2.9 調查亦顯示，2014 年有 2 668 名自由職人士。與 2012 年比較，自由職人士整體增加了 279 人，其中增幅主要來自學校(美容及美髮／化妝及美甲)，其次為美容院／健康中心及水療中心、髮廊類別，而於各類別中，美甲中心、批發及出入口產品公司和零售產品公司的自由職人士數目亦減少了。



2.10 而在兼職人士方面，2014 年有 3 564 人。與 2012 年調查相比，整體錄得大幅增加了 1 617 人，其中最大增幅來自零售產品公司，其次則為美容院／健康中心及水療中心、髮廊。在眾類別中，批發及出入口產品公司、學校(美容及美髮／化妝及美甲)之兼職人士數目明顯下降。

2.11 在各行業類別的主要職務中，下列表二以較多的僱員人數作出摘要比較：

**表二：2012 年及 2014 年主要職務僱員人數**

職稱	僱員人數 (包括直接僱員、兼職及自由身人士)			
	2012 年		2014 年	
1. 高級美容師及美容師	10 957	(21.7%) <sup>#</sup>	12 341	(22.9%) <sup>#</sup>
2. 高級髮型師及髮型師	9 825	(19.5%) <sup>#</sup>	9 708	(18.0%) <sup>#</sup>
3. 美容顧問(櫃位)及頭髮護理顧問	6 719	(13.3%) <sup>#</sup>	6 933	(12.9%) <sup>#</sup>
4. 髮型助理	4 697	(9.3%) <sup>#</sup>	4 894	(9.1%) <sup>#</sup>
5. 營業代表	1 528	(3%) <sup>#</sup>	1 318	(2.4%) <sup>#</sup>
6. 按摩及身體護理師	1 370	(2.7%) <sup>#</sup>	1 700	(3.2%) <sup>#</sup>
	<b>35 096</b>	<b>(69.6%)<sup>#</sup></b>	<b>36 894</b>	<b>(68.5%)<sup>#</sup></b>
	<b>(總僱員人數)</b>	<b>(50 411)</b>	<b>(100%)</b>	<b>(53 862)</b>
			<b>(100%)</b>	

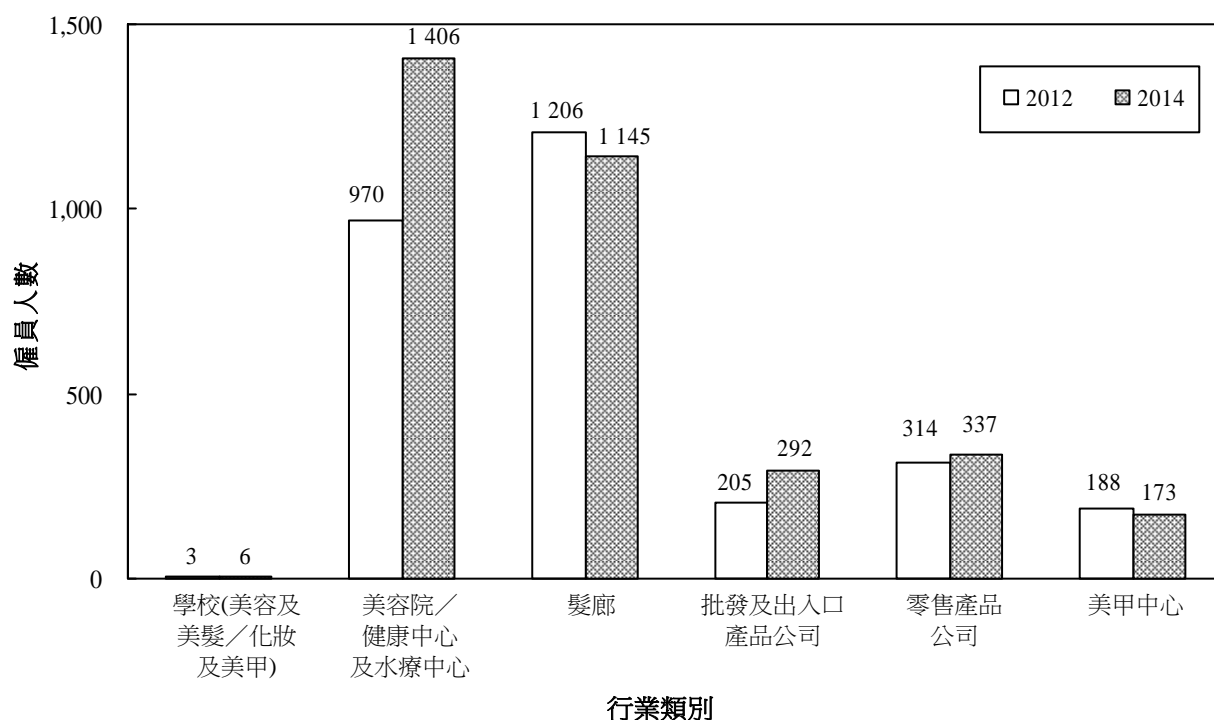
(#：佔僱員總數的百份比)

2.12 上述主要職務佔僱員總數百份比分佈與 2012 年調查相若，各主要職務的人力情況分別出現不同程度的增減。最高升幅為按摩及身體護理師，與上一次的調查比較，增幅為 24.1%(+330 人)；其次為高級美容師及美容師，增幅為 12.6%(+1 384 人)。相反，減幅最大的為營業代表，減幅為 13.7%(-210 人)，其次為高級髮型師及髮型師，減幅為 1.2%(-117 人)。

現有職位空缺數目

2.13 調查期間，僱主報稱本業有 3 359 個空缺，佔 50 989 個現有職位數目(包括直接僱員及空缺數目)的 6.6%。與 2012 年調查相比，空缺數目增加了 473 個。在各行業類別中，美容院／健康中心及水療中心佔最多空缺，有 1 406 個。其次是髮廊，有 1 145 個。2012 年及 2014 年各類別的現有空缺數目則載於圖三。

**圖三：2012 年及 2014 年各行業類別現有空缺數目**



2.14 主要職務的空缺數目亦表列如下：

職稱	空缺數目	佔總空缺百份率
1. 美容師	887	26.4%
2. 髮型助理	837	24.9%
3. 美容顧問(櫃位)	275	8.2%
4. 髮型師	248	7.4%
5. 美容師助理	149	4.4%
6. 修甲師	132	3.9%
合共	2 528	75.2%
總空缺數目	(3 359)	(100%)

#### 現有受訓者人數

2.15 六個行業分類的機構共有 439 名受訓者，主要分佈於兩個類別：零售產品公司(262 人)及髮廊(101 人)。與 2012 年相比，受訓者數目顯著增加了 348 人。

## (二) 預測人力需求

### 僱主預測 2015 年 1 月時的人力需求

2.16 僱主預測，2015 年 1 月時，本行業將會有 51 007 個職位(不包括自由職及兼職人士)，較 2014 年輕微增加 18 個職位。各行業類別機構當中，零售產品公司及美甲中心分別有 230 及 1 個新增職位；相反，批發及出入口產品公司、美容院／健康中心及水療中心、髮廊及學校則分別減少 80、73、57 及 3 個職位。下列表三扼要總結 2014 年直接僱員人數與 2015 年人力預測的比較。

**表三：僱主預測 2015 年 1 月時各行業類別的僱員人數**

行業類別	2014 年 1 月時			僱主預測 2015 年 1 月的 人力數目	增/減 幅度 (%)
	僱員人數 (a)	空缺數目 (b)	直接僱員 人數 (a + b)		
1. 學校	348	6	354	<b>351</b>	<b>-0.5%</b>
2. 美容院／健康中心及水療中心	18 972	1 406	20 378	<b>20 305</b>	<b>-0.4%</b>
3. 髮廊	12 296	1 145	13 441	<b>13 384</b>	<b>-0.4%</b>
4. 批發及出入口產品公司	4 740	292	5 032	<b>4 952</b>	<b>-1.6%</b>
5. 零售產品公司	10 070	337	10 407	<b>10 637</b>	<b>2.2%</b>
6. 美甲中心	1 204	173	1 377	<b>1 378</b>	<b>0.1%</b>
	<b>47 630</b>	<b>3 359</b>	<b>50 989</b>	<b>51 007</b>	<b>0.0%</b>

2.17 職位數目變化較大的職務分佈情況摘要如下：

職稱	職位增／減數目
美容顧問(櫃位)	<b>157</b>
營業／市場主任	<b>63</b>
髮型助理	<b>-51</b>
美容師	<b>-47</b>

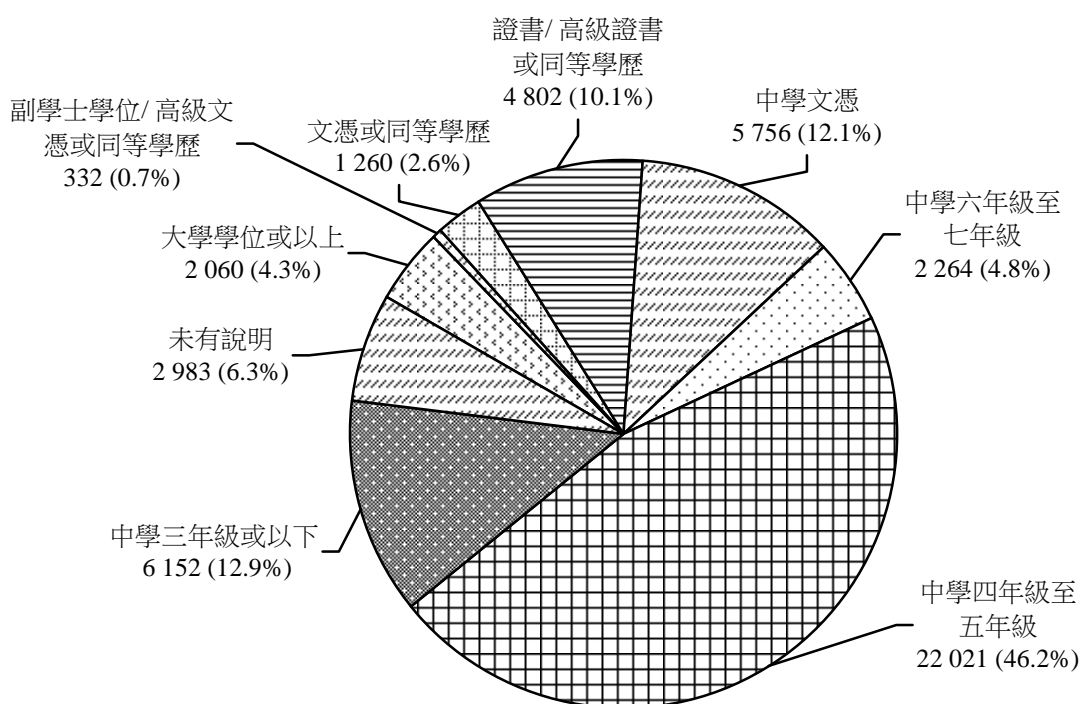
### (三) 招聘要求

#### 僱員宜有教育程度

2.18 調查顯示，僱主期望 46.2% 直接僱員應能擁有中四至中五教育程度，12.9% 需有中學三年級或以下，及 12.1% 需擁有中學文憑的學歷。僱主對僱員的宜有教育程度分佈情況見圖四(a)；詳細人力統計數字見第五章表三(a)。

2.19 對比 2012 年僱主對僱員宜有的教育程度之調查所得，可見僱主的要求與往年相若。於 2012 年僱主認為，55.5% 的直接僱員宜有教育程度需有中四至中五程度，中六至中七程度的有 11.4%；而於 2014 年，需有中四至中五程度的下跌至 46.2%，若合併中六至中七及新高中學制下的中學文憑，則佔整體 16.9%。

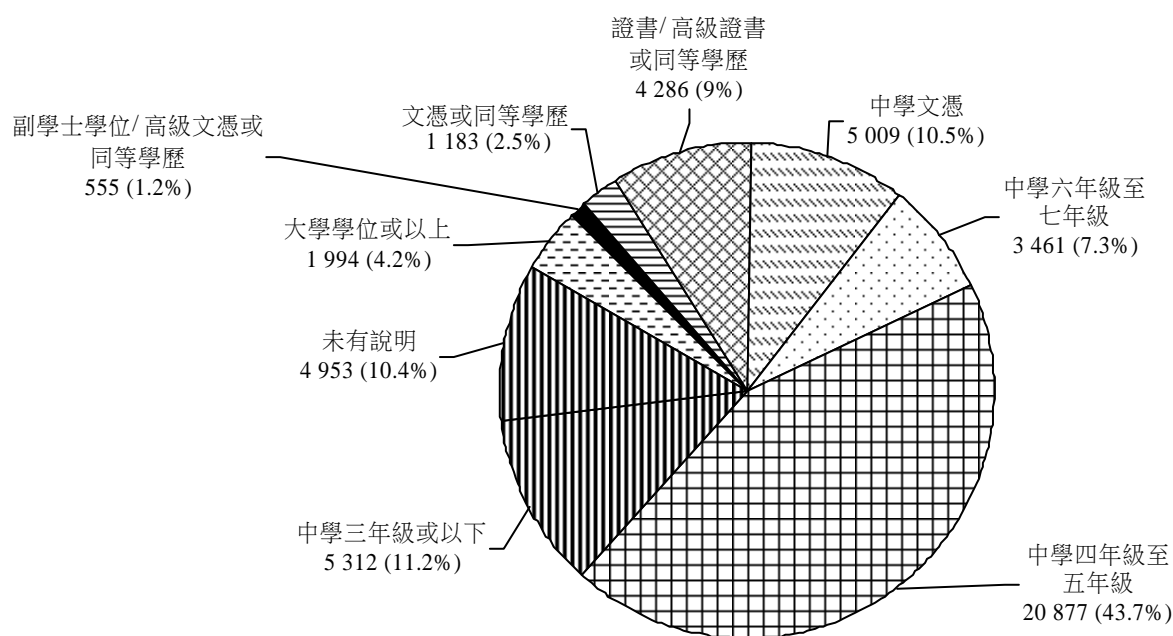
**圖四 a：2014 年僱員宜有教育程度的分佈情況**



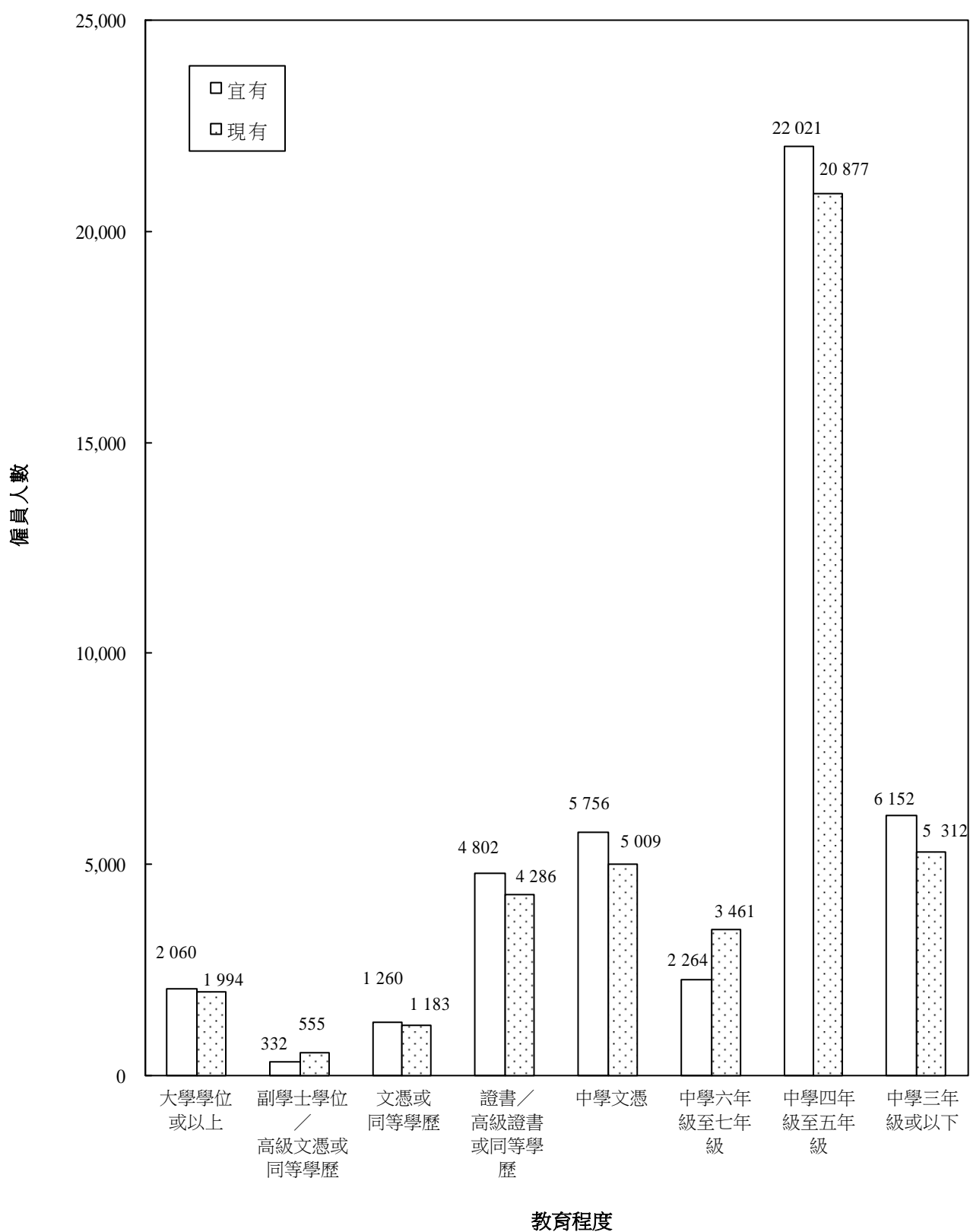
## 僱員現有教育程度

2.20 從調查所得，現時僱員的教育程度大多達到中學四年級至五年級程度(43.7%)，其次為中學三年級或以下程度(11.2%)，情況與 2012 年相若。鑑於新高中學制的推出，僱員的現有教育程度均有相應的提高，具中學四至五年級的人數由 55.6%下降至 43.7%，而具中學六至七年級以及中學文憑學歷的整體人數 2012 年的 8.9%升至 2014 年的 17.8%。詳細人力統計數字見第五章表三(b)。

圖四 b：2014 年僱員現有教育程度的分佈情況



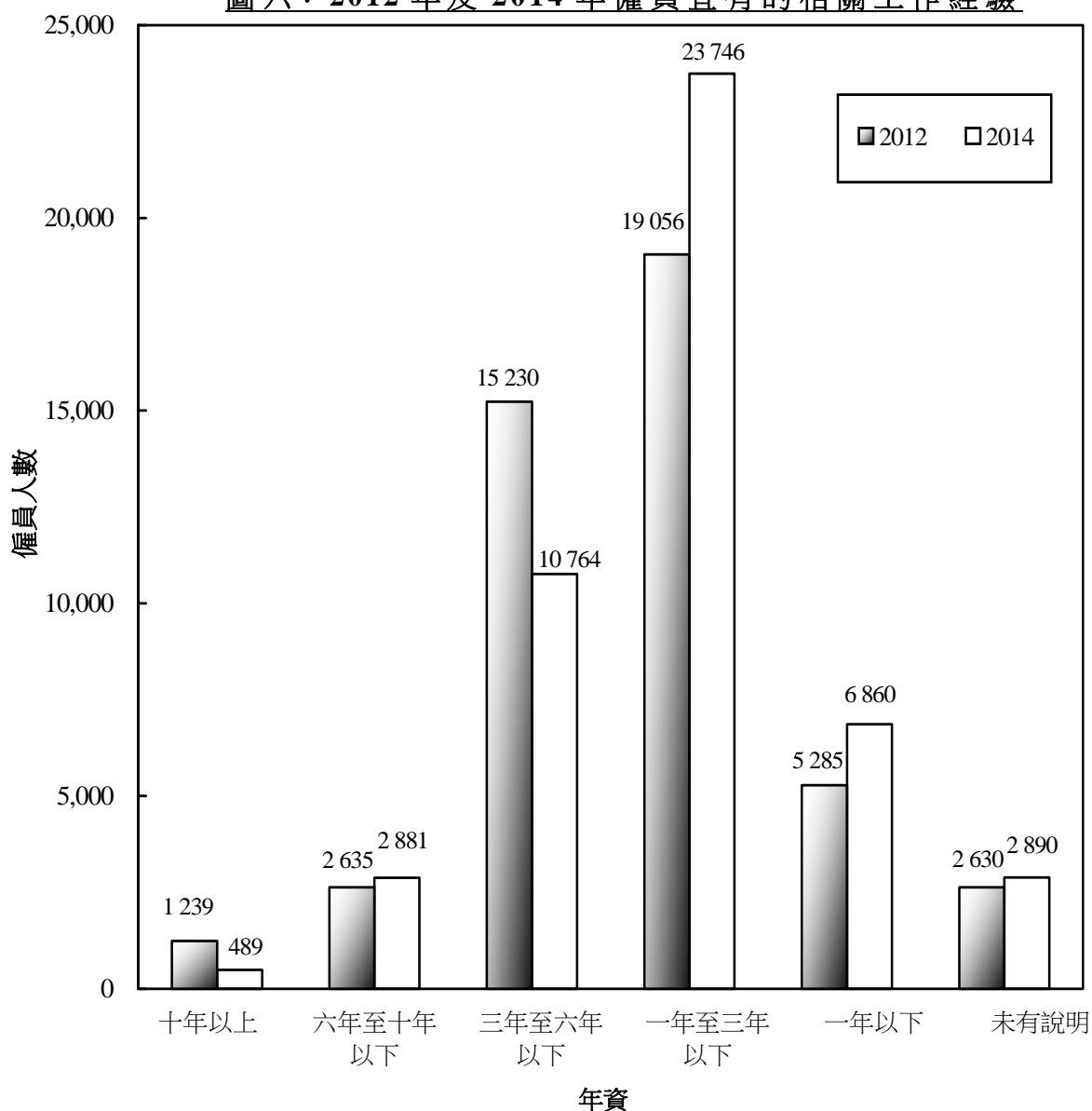
圖五： 2014年各行業類別僱員的宜有及現有教育程度



## 僱員宜有的相關工作經驗

2.21 調查表示，49.9%的直接僱員在不同行業類別需要擁有 1 年至 3 年的相關工作經驗；而 22.6%的僱員亦擁有 3 年至 6 年的相關工作經驗；跟 2012 年分別 41.3%及 33.1%比較，較多僱主認為僱員宜有 1 年至 3 年的相關工作經驗，上升了 8.6%。詳細人力統計數字見第五章表四(a)。

圖六：2012 年及 2014 年僱員宜有的相關工作經驗

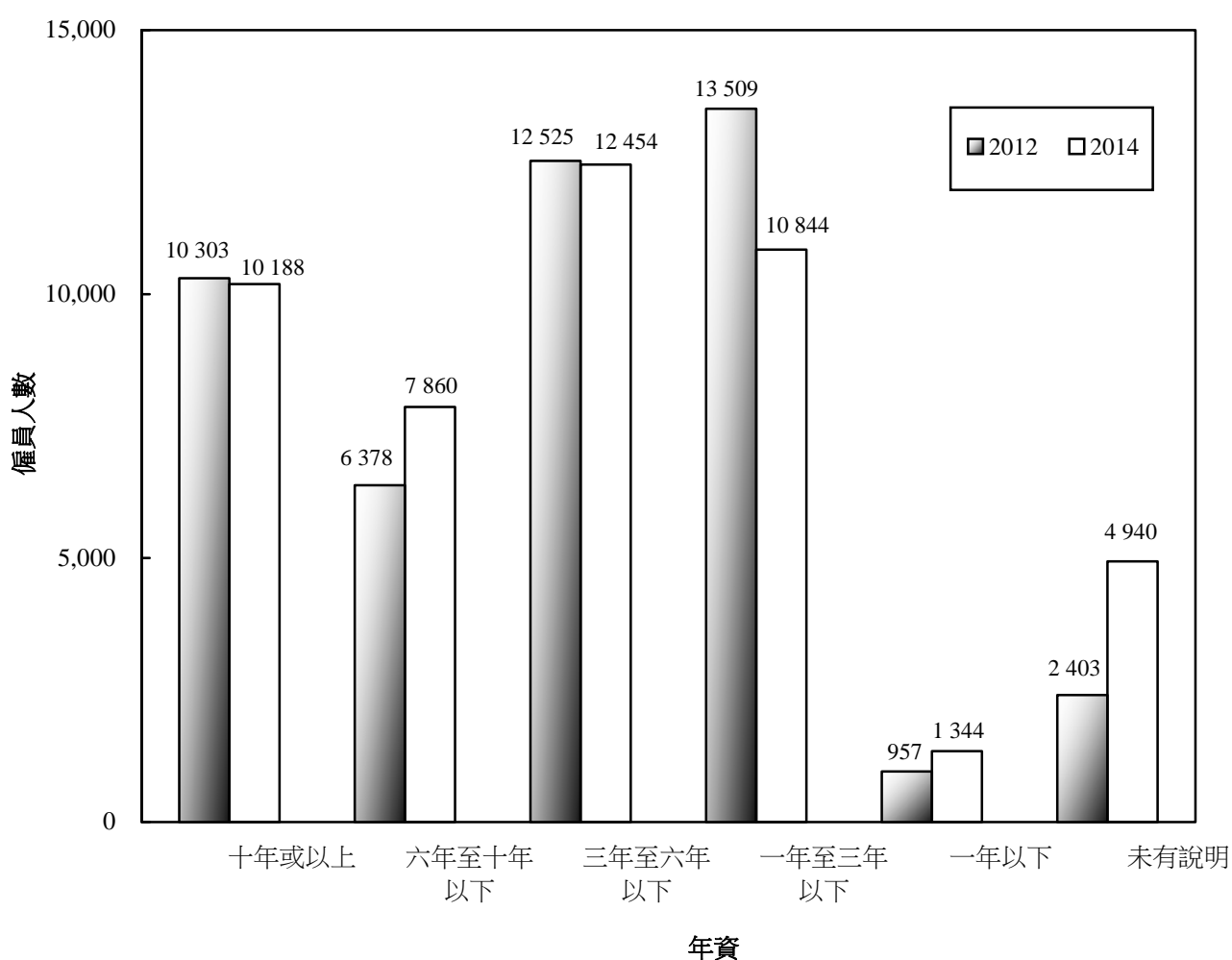




## 僱員現有的相關工作經驗

2.22 只有 22.8% 的直接僱員在不同行業類別需要擁有 1 年至 3 年的相關工作經驗，與 2012 年調查結果 29.3% 比較，下跌了 6.5%。除此以外，僱員擁有 6 年至 10 年以下相關工作經驗的人數上升了 2.7%，而擁有 10 年或以上相關工作經驗的人數則下跌了 1.1%。反映了更多富經驗的從業員投身及留守於相關行業。詳細人力統計數字見第五章表四 (b)。

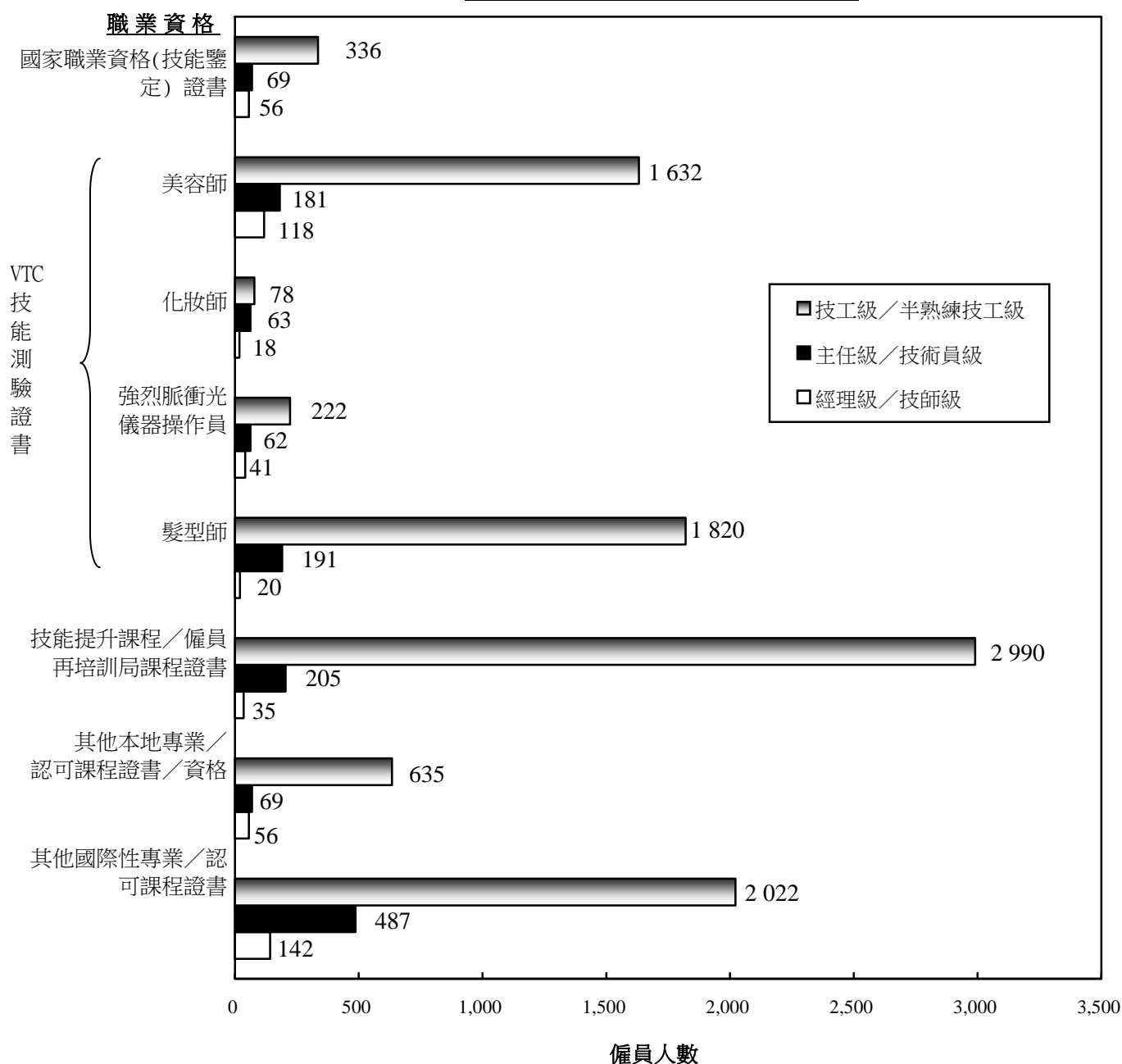
圖七：2012 年及 2014 年僱員現有的相關工作經驗



## 僱員宜有的職業資格

2.23 調查結果表示，較多僱主認為直接僱員宜持有職業訓練局美容美髮訓練委員會技能測驗證書(38.5%)；其次為技能提升課程證書／僱員再培訓局課程證書(28.0%)。圖八列出僱主對僱員宜持有不同的職業資格的期望。詳細人力統計數字見第五章表五(a)。

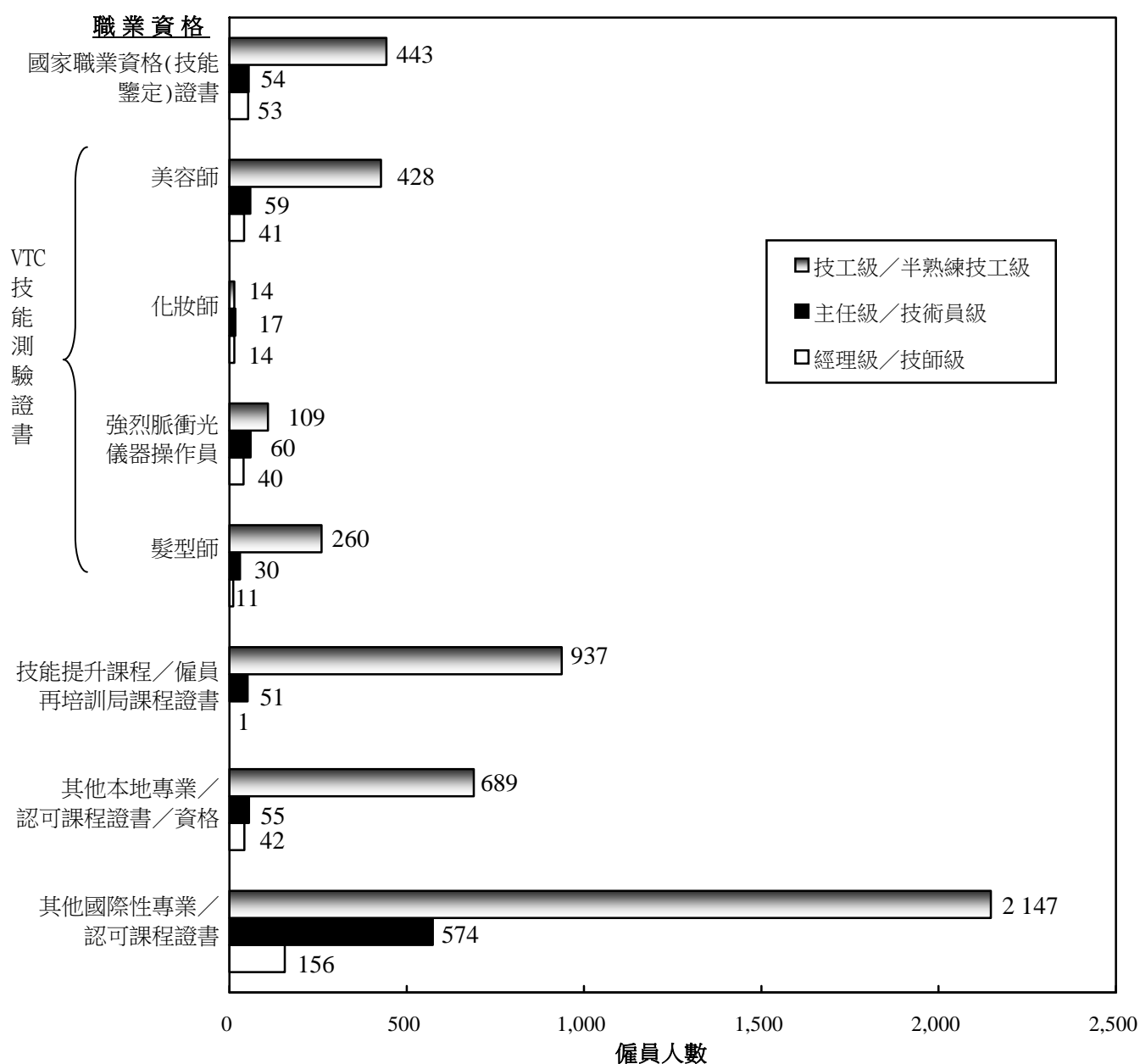
圖八：僱員宜有的職業資格



## 僱員現有的職業資格

2.24 調查顯示現時已有 45.8% 直接僱員持有國際性專業／認可課程證書；其次為職業訓練局美容美髮訓練委員會技能測驗證書，佔 17.2%。而持有上述證書的技工級／半熟練技工級僱員更佔該職級整體人數 58.8%，此結果反映有關證書對此類工種人員十分重要。下圖(圖九)詳列現時僱員現有的職業資格。

圖九：僱員現有的職業資格



## (四) 人力培訓及發展

### 僱員須接受的技能培訓範疇

2.25 除以上行業技能相關之訓練外，大部份僱主認為僱員應在未來 12 個月內接受不同的管理技巧、通用技能及語文培訓。於這 3 類培訓範疇中，僱主認為僱員應接受處理投訴技巧佔最多，其次依次序為銷售及市場推廣、顧客服務及店鋪營運技巧等。而以工種分類中，較多僱主認為技工、技術員及經理級僱員應接受上述各項的培訓。詳細人力統計數字見第五章表六。

### 招聘困難

2.26 調查結果顯示，共有 2 909 間機構正進行招聘。當中 2 361 間 (81.2%) 機構表示在招聘人事方面遇上困難，而其中美容院／健康中心及水療中心的情況較為嚴重，其次為髮廊。以下表四為 2012 年及 2014 年招聘困難的原因之百份比摘要，詳細的統計數字見第五章表七(a)及(b)。

**表四：2012 年及 2014 年招聘困難的原因之百份比**

	招聘困難之原因	2012 年	2014 年
1.	缺乏具相關經驗求職者	21%	20%
2.	最低工資的實施增加了行業的選擇*	--	17%
3.	工作性質相對辛苦*	--	17%
4.	求職者對服務條件／薪酬要求過高	30%	15%
5.	缺乏具相關訓練／資歷的人力資源	13%	12%
6.	工作時間過長	19%	7%
7.	地位低微	5%	3%
8.	擁有較高學歷的年青人有很多就業的選擇*	--	3%
9.	職業發展前景的局限*	--	2%
10.	學藝／在職培訓時期過長*	--	1%
11.	更長期的免費教育延後了基層員工的人職年齡*	--	0%
12.	其他	12%	3%

(\*2014 年問卷調查加入之新選項)

## 離職人數

2.27 按技能等級劃分，僱主報稱在過去 12 個月離職的僱員有 9 258 人(相當於職位總數的 17.2%)。在各技能級別中，佔最多離職人數為技工級／半熟練技工級等，有 8 344 人(90.1%)。而按各行業類別劃分中，則以美容院／健康中心及水療中心的離職人數最多，共有 3 729 人(40.3%)，其次為髮廊，有 3 300 人(35.6%)及零售產品公司則有 1 262 人(13.6%)。

## 僱員流失率

2.28 是次人力調查亦向僱主了解在過去 12 個月內，其僱員離職人數及具相關經驗的新聘僱員人數的狀況，並以此計算每年的流失率，流失率的定義是指僱員因轉投非美容、美髮及化妝品業的工作或開辦其他業內以外的業務，又或移民、返國及退休而離職。按此定義，可計算出以下表五的各行業類別流失率：

表五：過去 12 個月各行業類別流失率

行業類別	離職人數 (a)	具相關經驗 的新聘僱員 人數 (b)	流失 人數 (c=a-b)	整體僱 員人數 <sup>@</sup> (d)	流失率 * (%) (c/d)
1. 學校	25	18	7	516	1.4*
2. 美容院／健康中心 及水療中心	3 729	2 683	1 046	22 059	4.7*
3. 髮廊	3 300	1 721	1 579	16 968	9.3*
4. 零售產品公司	1 262	688	574	11 167	5.1*
5. 批發及出入口產品 公司	491	336	155	5 086	3.0*
6. 美甲中心	435	363	72	1 425	5.1*
<b>總計<sup>+</sup>：</b>	<b>9 258</b>	<b>5 827</b>	<b>3 431</b>	<b>57 221</b>	<b>6.0<sup>#</sup></b>

@ 包括直接僱員人數、自由職人士人數、兼職人士人數及空缺額

\* 佔該行業類別的僱員總數百分率

# 佔整體美容、美髮及化妝品業僱員總數的百分率

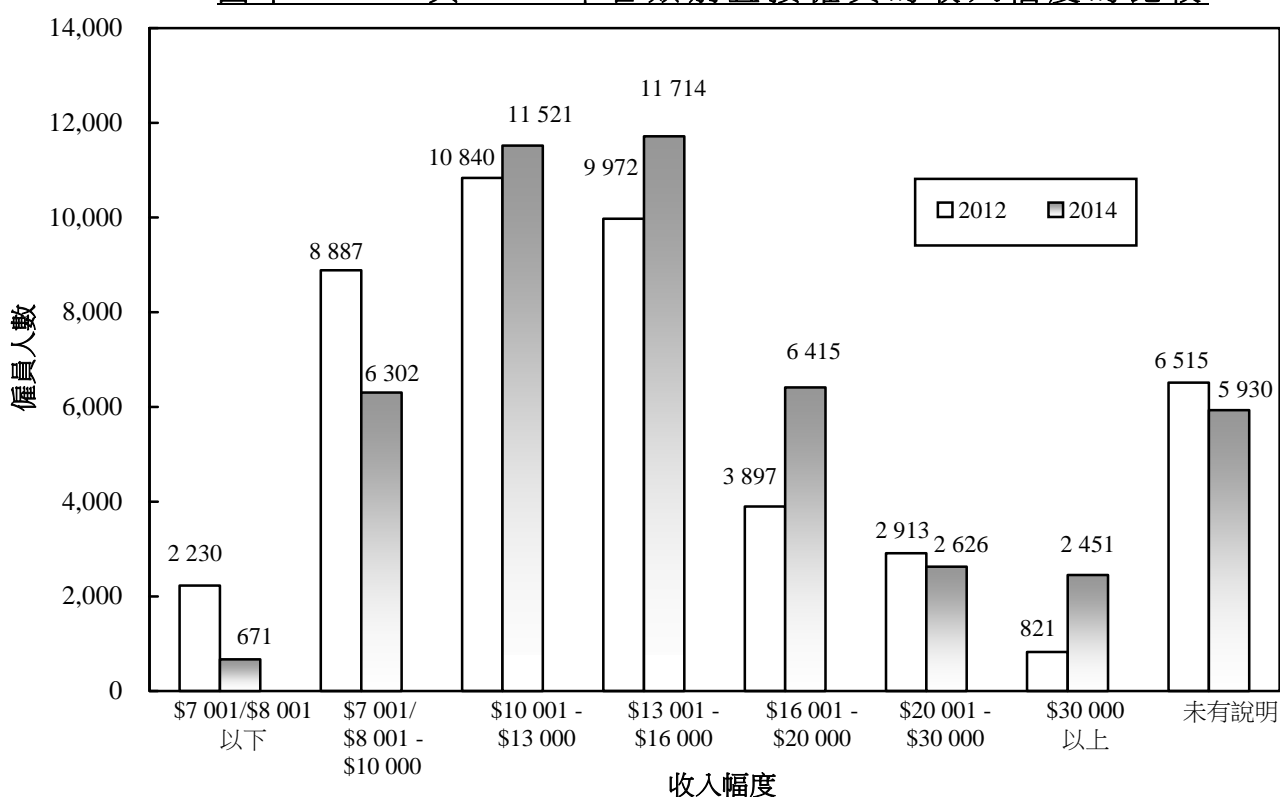
+ 總人數包括婚紗攝影及與美容業有關的影視娛樂行業

2.29 於過去 12 個月內，離職僱員共 9 258 人，亦同時新聘用了 8 020 人，當中具備與美容及美髮相關經驗的有 5 827 人。換言之，具經驗的僱員流失數目為 3 431 人，佔 2014 年的技術僱員總數(連同職位空缺共 57 221 人) 的 6.0%。詳細人力統計數字見第五章表八(a)。

### 收入分佈

2.30 「每月總收入」包括底薪、逾時工作津貼、其他津貼、佣金及花紅。圖十列出整個行業的收入分佈情況。與 2012 年調查相比，在最低工資實施及調整<sup>2</sup>後，僱員的收入均有上升的趨勢。大部份僱員的平均每月收入為 \$13 001 至 \$16 000，有關行業的收入水平接近統計處公佈的收入中位數。是次調查只針對業內人力需求的情況，有關薪酬情況的調查僅作參考之用。

圖十：2012 與 2014 年各類別直接僱員的收入幅度的比較



<sup>2</sup> 由 2013 年 5 月 1 日起，法定最低工資水平由每小時 28 元調整至每小時 30 元，故 2012 年問卷調查設定每月收入幅度為 \$7 001 以下及 \$7 001 - \$10 000；而 2014 年問卷調查期間，平均每月收入幅度設定調整為 \$8 001 以下及 \$8 001 - \$10 000。

## 第三章

### 結論

#### (一) 經濟概況

3.1 香港經濟增長在 2014 年開始減慢，外圍經濟方面，美國經濟的按年增長溫和，歐元區亦因長期的結構性問題而致經濟復蘇緩慢，加上美國未來貨幣政策正常化以及世界多處政局緊張的不明朗因素，縱內地經濟維持平穩增長，但先進市場增長緩慢，略為限制了亞洲出口回升的力度，都成為本地經濟增長放緩的原因。即使香港貨物出口的增長在第二季只略為改善，受旅客在貴價品的消費減少所拖累，服務輸出顯著轉弱。隨着經濟放緩，內部需求的增長勢頭亦有所減弱。

3.2 由於輸入通脹溫和，以及經濟增長較慢，基本消費物價通脹在第二季進一步緩和。2014 年第二季的本地生產總值按年實質增長 1.8%，低於上一季 2.6% 的增幅。經季節性調整後按季比較，實質本地生產總值在第二季微跌 0.1%，上一季則升 0.3%。

3.3 儘管如此，勞工市場迄今仍大致維持穩定。經季節性調整後的失業率由第一季的 3.1% 微升至第二季的 3.2%。同期，就業不足率亦由 1.3% 升至 1.5%。工資及收入在第一季續見增長。全職僱員(特別是基層勞工)的平均每月就業收入在第二季持續有實質改善。整體而言，近期零售業銷售額放緩，至今尚未顯著影響整體的就業及收入情況，但其往後的發展和影響還須密切注視。

3.4 另一方面，消費物價通脹繼續趨於緩和。整體消費物價通脹率在 2014 年第二季下降至 3.6%，低於上一季的 4.2%。就上半年整體而言，整體通脹平均為 3.9%，低於 2013 年的 4.3%。於 2012 調查報告內關注的商業樓宇租金問題，其租金升幅亦於 2014 年進一步緩和，加上勞工成本維持溫和增長，兩者都有助減輕營商成本的壓力。

3.5 有關服務業整體淨產值，於 2014 年第一季按年實質增長 2.2%，略低於 2013 年第四季 2.8% 的增幅，與期內較為溫和的經濟增長大致吻合。年初貿易環境疲弱，進出口貿易業的淨產值輕微下跌，拖累整體服務業的表現。零售及批發業的增長也有所放緩，反映訪港旅遊業的擴張步伐減慢，以及旅客消費模式轉變，亦是本業不容忽視的要點。

## (二)行業前景及對人力需求的影響

3.6 最低工資自 2011 年推出，本會亦自 2012 年調查時開始關注最低工資的影響。2014 年調查結果顯示 17% 僱主認為由於最低工資的實施增加了行業的選擇，本會於 2012 年報告內提出之「不同工、但同酬」的情況下，部份需要勞動力較高的行業均需調整工資，以吸引新入職人士。

3.7 就本業而言，基層工作大抵需要較長的職前培訓，部份工種更要求入職前考獲專業證書，美容及美髮業一類勞動力需求較高的服務行業，最低工資的實施無疑增加了入職者的行業選擇，引致本業部份僱主表示招聘時出現困難。



3.8 但另一方面，由於基層人員工資上升，與具經驗員工之薪酬差距收窄，僱主因而更樂意以較高的薪資聘用具經驗的人員，整體帶動工資上升的效應，亦使具經驗的從業人員願意留守此行業。

3.9 高科技美容服務<sup>1</sup>仍然是美容護理服務業務發展的重點項目，基於有關服務的消費金額比傳統美容服務高得多，而服務所需的時間相應減少，十分切合現時香港高經營成本的經濟環境，前景繼續看俏。

3.10 但高回報率的服務亦相對需要更高的投資，近年發生多宗牽涉美容或保健相關的醫療事故，無疑對消費者的信心會做成一定的影響，2013年11月衛生署即就區分醫療程序和美容服務推出相關指引，業界除跟隨指引，亦應積極加強推廣專業技術及安全知識的訓練及教育，增加消費者信心。

3.11 內地市民來港自由行的政策推行以來，現時來港旅遊的內地旅客，對化妝護膚品等藥妝類高消費品的需求增加，令美容零售業持續錄得增長，另外內地顧客到本地美容院及髮廊接受服務的機會亦大增，故對前線銷售人員、美容師及髮型師的需求亦大幅增長。故語言、人際及溝通技巧和顧客服務等方面的能力仍是僱主最關心的培訓重點。

3.12 美甲業方面，縱使美甲中心的數目比2012年有所增加，唯技術僱員的數字則漸見飽和，究其原因，除卻美甲服務本身需較長的服務時間以賺取收入，以及每月營業額普遍不高等基本限制外，本地持續上漲的租金，均使美甲店的發展有一定的限制。然而，隨著大型的美甲服務連鎖店出現，以往較多自由職的美甲師亦大都能被此類連鎖店吸納，故技術人員數目仍能保持與2012年相若。

3.13 本會相信大眾對美甲服務的需求將越趨普及化，培訓機構應及

<sup>1</sup> 高科技美容服務：泛指透過高端科技儀器或產品進行之美容或美體程序，坊間或稱之為醫學美容、科學美容等。

早加強美甲師及甲藝師的專業技術及整全培訓，除技術培訓外，亦應加強對美甲服務環境設置、安全衛生知識，指甲相關的病變、甲型的矯正的專業知識，以及人際技巧、顧客服務及銷售技巧等通用知識，培育全面的專業人才，提升服務水平，美甲從業員才可有更大的發展空間，進一步帶動行業發展。

3.14 美髮業的僱員流失率一向偏高，對行業發展也構成障礙。而政府提供更長期的免費教育，變相使基層僱員的入職年齡延後；加上現時在傳統教育系統以外，有更多的培訓機會供年青人選擇，取得更高資歷／學歷的青人對投身這個學藝年期長、工作性質相對辛苦的行業之考慮將會來得更多。與美甲業相若，髮型師亦應提升純職業技能以外的增值培訓，例如美學、審美和藝術、形象設計、攝影效果等方面的知識，並鞏固其對美髮行業的專業認同度，從而提升行業之社會地位，相信這有助提高從業員對行業的忠誠度和向心力，而基層僱員亦不再視此行業為臨時或過渡性質。

3.15 此外，近年部份職能的從業員傾向以自僱或合作形式運作，大部份均非於固定工作場所提供服務，如新娘／攝影／舞台化妝師、髮型師等從業員人數均有上升趨勢，礙於統計抽樣方法或未能於統計數字上反映實際情況，但以本會觀察此類從業員的人數增長是有目共睹的，而此情況亦成為青年人創業的參考模式，本會的工會、商會可積極接觸此類從業員，探討培訓需要及增值空間，共同為他們的事業發展藍圖尋找出路。

3.16 針對整體的技術人才流失的問題，本會留意到其中基層技術僱員的流失多年來未有太大改善，並非單一因工作性質辛苦或待遇問題所致，現時大部份的中小型規模的公司因資源及人手不足，未能為員工提供足夠培訓及清晰的晉升階梯，亦是基層員工流失的原因。僱主應投放資源培育人材，循序漸進為基層員工提供高階技術、產品知識等訓練，並由基層開始培養優質服務的專業態度，建立正面的行業形

象，並可鼓勵中層人員參與督導管理、商業實務、市場推廣、業務營運等增值課程，讓僱員有向上流動的可能性。

3.17 基於政府近年對職業培訓市場投入多種資源，現時提供美容培訓服務，多為慈善團體、非牟利團體、公營部門和學術機構等，大部份民辦美容培訓機構已退出市場，小量仍在經營者，亦可能需兼營其他相關美容業務以維持收入，故對美容培訓導師的需求亦已相對減少。唯這些流失的職位及人手，大都能被上述各類型機構所吸納。

3.18 整體而言，本會相信從業員透過專業培訓及嚴格考核，長遠更可配合資歷架構，發展牌照或專業學分制度，將服務專業化，大大提升服務水平及從業員的收入，宏觀來看，更因發展前景理想和社會認受性提升而吸引更多新人入行，達致配合行業發展所需的雙贏局面。

### (三)調查結果

3.19 為了累積數據以提升業內長線人力調查分析的準確性，統計處是次主要沿用 2012 年調查的抽樣方案，並參考其業內註冊機構名單加以改善。訓練委員會審閱過調查結果後，認為數據所得大致能反映調查期間整個美容、美髮及化妝品業的人力情況。

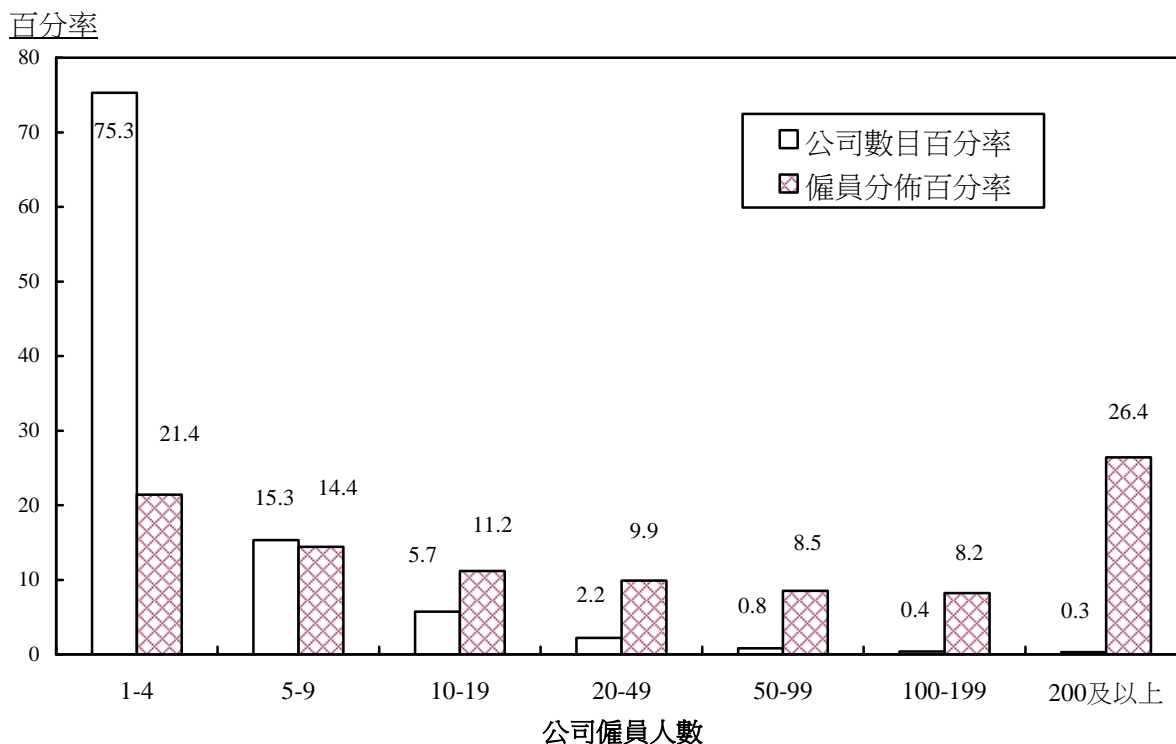
#### 人力結構及增長

3.20 調查顯示，2014 年 1 月時，美容、美髮及化妝品業共僱用 53 862 位技術僱員(包括直接僱員、自由職人士及兼職人士)。在六個行業類別中，佔最多僱員人數於美容院／健康中心及水療中心，其次類別依次序為髮廊、零售產品公司、批發及出入口產品公司、美甲中心以及學校(美容及美髮／化妝及美甲)。

3.21 與 2012 年相比，自由職人士及兼職人士的人數分別增加了 327

人(+14.0%)及增加 1 617 人(+83.1%)。圖一顯示直接僱員人數的公司數目及僱員分佈百分率，以便評估出業內的結構。

圖一：按直接僱員人數的公司數目及僱員分佈百分率



3.22 調查結果反映美容、美髮及化妝品業以僱員數目少於 10 人的小型公司為主。事實上，90.6% 的公司集中在 1-9 人範圍。但值得注意的是，從僱員總人數而言，35.8% 的僱員任職於 1-9 人公司；而僱員數目超過 100 人以上亦佔整體企業的 34.6%，與 2012 年調查相比，輕微上升。而大型公司亦集中於美容院／健康中心及水療中心及零售產品公司之兩個行業範疇。

3.23 美容、美髮及化妝品業的技術僱員整體空缺率約 6.2%，較 2012 年 5.9% 為高。人手不足的情況以美容院／健康中心及水療中心內美容師的職務最為嚴重，空缺有 887 個；其次為髮廊內髮型助理的職務，

空缺有 837 個。受惠於經濟增長及最低工資政策之實施，估計部份青年就業者或會考慮其他行業發展。與此同時，政府推出的多項教育政策及市場上提供不同類型的培訓課程以供選擇，均延緩青少年的入行年齡，以致近年各服務行業均有人手不足的情況。

### 僱主預測 2015 年 1 月時的人力需求

3.24 僱主預測，2015 年 1 月時在美容、美髮及化妝品業共有 51 007 個職位(不包括自由職及兼職人士)，與 2014 年比較，減幅約 0.8%。主要原因是由於店舖租金高企，本港營商成本持續增加，加上人手短缺等問題影響，整個行業在人力需求方面抱着審慎的態度。在各職務中，變化較大的職位有：

	<u>職位增／減數目</u>
(i) 營業／市場主任	<b>+63</b>
(ii) 高級導師-美容及美髮	<b>-14.3</b>
(iii) 訓練主任	<b>+12.2</b>

### 採用「調節過濾」人力預測方法推算 2014 至 2019 年的人力需求

3.25 考慮各種因素，本會沿用 2012 年使用的「調節過濾」人力預測方法(AdaptiveFilteringMethod)，推算出 2014 至 2019 年間每年平均僱員數目的增長情況。此方法是利用電腦分析，將過去的調查數據資料權重(數據愈新，所得的權重愈大)，加入調整的加權因數(A=0 至 1)，選取合適的推算數字進行出推算。美容美髮業訓練委員會亦會考慮影響行業人力需求的各種因素，例如市場趨勢、科技發展、經濟狀

況等，從而作出適當的預測。按此方法推算，個別行業類別於未來 5 年的平均增長之詳情請見表一。

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

**表一：2014 至 2019 年間  
各行業類別每年平均額外培訓的僱員數目**

行業類別	2014 年 流失率	每年平均 增長	每年額外 培訓人數
1.學校(美容及美髮／化妝及美甲)	1.4%	-4.5%	-15
2.美容院／健康中心及水療中心	4.7%	4.7%	2 319
3.髮廊	9.3%	-0.2%	1 526
4.批發及出入口產品公司	3.0%	0.1%	155
5.零售產品公司	5.1%	4.6%	1 203
6.美甲中心	5.1%	0.1%	74
<b>總數：</b>			<b>5 262</b>

3.27 表一的資料顯示，未來 5 年所需的額外培訓人數大部份屬美容院／健康中心及水療中心為主(佔整體數目的 44.1%)。由於最低工資的實施增加了行業的選擇，此外時下青少年大都認為美容院／健康中心及水療中心的工作性質較其他行業辛苦，因而轉投其他行業，業內長期新血不足，加上流失率偏高，導致行業長期出現人手短缺之問題，即使增加培訓資源，亦未必能夠徹底解決人手不足的問題。為鼓勵青少年入行並願意留於業內作長遠發展，業界需要研究清晰的培訓制度

及晉升階梯，吸引更多青年人入行，並建立長遠的事業發展方向，方可更全面處理業界的人力需求問題，填補流失率。

3.28 另外，需增加培訓人數的類別為髮廊(29.0%)、零售產品公司(22.9%)、批發及出入口產品公司(2.9%)、美甲中心(1.4%)。此預測亦與現時行業發展情況相近。

### 僱員現有及宜有的教育程度及職業資格要求

3.29 由於學制轉變，僱員的現有及宜有的教育程度亦有所提高。調查顯示僱員現有大學學位、副學士學位、文憑或同等學歷、證書／高級證書、中學文憑及中六至中七程度分類佔整體直接僱員人數的百份比與 2012 年比較，由 27.5% 上升至 34.7%，中三或以下程度由 11.7% 下降到 11.2%，中四至中五則由 55.6% 下降到 43.7%，其中具大學學位或以上學歷的僱員亦由 3.4% 上升至 4.2%，以上的數據亦與僱主期望僱員宜有的教育程度相約。

3.30 除主流教育外，僱主亦傾向聘用已接受職業培訓，以及考取職業資格的從業員。大部份僱主都認為僱員應持有職業訓練局美容美髮訓練委員會技能測驗證書或技能提升課程／僱員再培訓局課程證書的職業資格，而逾半數僱員現時已持有國際性專業／認可課程證書、上述兩項職業資格及其他本地專業／認可課程證書。可見上述證書在業內的廣獲認受，同時亦反映持有上述證書對技工級／半熟練技工級僱員越來越重要。

3.31 綜觀而言，現時普遍教育程度較以往高，加上業內人力需求持

續增長，僱主對直接僱員的職業技能較為重視，甚至以此為聘用條件，有意入行的人士宜參加行業認可的職前培訓，考取職業資格，以增加競爭力。

### 宜有及現有工作經驗

3.32 除教育程度外，僱員的工作年資亦是僱主其中一項主要的考慮因素。考慮到工資成本上漲，僱主期望聘用已具備相關經驗的員工以減低在職培訓的成本，故較多僱主認為僱員應有 1 年至 3 年之經驗，其次為 3 年至 6 年。這與僱員現有的工作經驗調查結果有點偏差，大部份僱員現有 3 年至 6 年之經驗，其次為 1 年至 3 年，值得關注的是擁有 1 年以下新入行之僱員人數，由 2012 年的 957 人大幅增加至 1 344 人(+40.4%)，而擁有 6 年至 10 年工作經驗的僱員，由 6 378 人上升至 7 860 人(+23.2%)。反映即使最低工資實行，本業(尤以美容及零售服務)過去兩年的發展蓬勃，對新入行人士仍有一定吸引力。而另一方面，最低工資亦推高各級別員工的薪金，故對於富經驗的僱員，薪金之提升亦促使他們留在業界發展。

### 僱員須接受的技能培訓範疇

3.33 跟 2012 年情況相似，由於有更多的內地及外地旅客訪港購物，大部份僱主認為前線員工(包括技術員級及技工級僱員)應加強在「處理投訴、銷售及市場推廣」及「顧客服務」等範疇的培訓，以持續提升美容、美髮及化妝品業整體服務水準。

### 招聘困難



3.34 按上一章的調查指出，共有 2 909 間機構進行招聘。當中 2 361 間(81.2%)機構表示在招聘人事方面遇上困難。一如 2012 年的情況，招聘困難多集中於技工級／半熟練技工級的職位，即業內最前線／新入行者的崗位。

3.35 遇有招聘困難的行業以髮廊最為嚴重，有 28.7%的髮廊反映遇有相關問題，究其原因，發現不少人認為最低工資的實施增加了行業的選擇，加上美髮業工作性質相對辛苦，行內亦缺乏具相關經驗的求職者，情形與 2012 年調查近似。另有一些求職者對服務條件／薪酬要求過高，行內亦缺乏具相關訓練／資歷的人力資源，有些人認為美髮業工作時間過長，故不願投身業內。

3.36 在美容院／健康中心及水療中心的範疇中，亦出現同樣狀況，有 24.7%公司表示有招聘困難，按僱主的意見，業內缺乏具相關經驗求職者，與此同時，求職者亦對服務條件／薪酬要求過高。

### 僱員流失率

3.37 按上一章調查結果顯示，調查期間共有 9 258 名僱員離職，當中新聘用而具備相關行業經驗的僱員則有 5 827 人，即共流失 3 431 人，即總流失率為 6%，比 2012 年 5.1% (2 712 人)稍高。按各行業類別劃分中，仍以髮廊流失率最高(9.3%)，其次為零售產品公司及美甲中心，同樣為 5.1%。而美容院／健康中心及水療中心之流失率則為 4.7%。與招聘困難的數字相應，顯示現時髮廊較難聘請具相關經驗的新入職僱員。

## 第四章

### 建議

#### (一) 培訓需要

4.1 在計算每年需額外培訓的人數，除預測人力增長外，必須考慮員工流失的因素。本會建議美容、美髮及化妝品業未來 5 年平均每年增加訓練人數如下：

	2014 年 總人力 需求*	平均每年 人力增長 (%)	2014 年 流失率 (%)	每年 額外訓練 人數
1. 學校(美容及美髮 ／化妝及美甲)	516	-4.5%	1.4%	-15
2. 美容院／健康中心 及水療中心	22 059	4.7%	4.7%	2 319
3. 髮廊	16 968	-0.2%	9.3%	1 526
4. 零售產品公司	11 167	4.6%	5.1%	1 203
5. 批發及出入口產品 公司	5 086	0.1%	3.0%	155
6. 美甲中心	1 425	0.1%	5.1%	74
合共：	<b>57 221</b>			<b>5 262</b>

\*總人力需求包括直接僱員人數、自由職人士人數、兼職人士人數及空缺額

4.2 在 5 262 名預計額外培訓人手中，大部份屬於美容院／健康中心及水療中心，其次為髮廊及零售產品公司。長遠來說，行業未來需提供更多的培訓課程以吸引新入職人士並挽留人才。唯以上額外訓練人數為參考數據，業界在考慮培訓資源分配時，亦需同時考慮實際人力情況。

4.3 整體而言，雖然本港受惠於內地開放自由行之政策，但同時受著外圍經濟的不明朗因素影響，加上面對本港租金高企，物價及工資上漲的壓力，經營者仍須抱審慎態度發展業務。

4.4 總結調查報告所得之數據分析及現時行業的前景，本會就有關各方面作出以下建議：

I. 給僱主及從業員的建議：

4.5 隨著資歷架構的發展，美髮業及美容業的能力標準說明及過往資歷認可機制亦已推出，僱主應按員工的職業能力及職務需要，鼓勵僱員按資歷架構的進修階梯持續進修，參加認可的專業評估，考取認可資格，提升行業地位；

4.6 僱主為挽留人才，對年資較深的僱員，可考慮提供與店舖管理及營運、人事管理相關等課程，藉以提升僱員對經營及管理的認識，有助其了解公司之運作並提升店舖之營運能力，長遠亦為能培育僱員成為公司擴展業務的基石；

4.7 僱員除專業技術的提升外，亦應提升純職業技能以外的增值培訓，如通用範疇的語文訓練、人際及溝通技巧、銷售技巧等，或與專業相關的美學、攝影、設計、保健等知識，確保更全面的發展，保持競爭力，擴闊事業發展空間；

4.8 本業現有很多年青人加入成為創業大軍，如彩妝、護膚品產品批發及零售，或以自僱形式成為化妝師、甲藝師等，本會建議此類從

業員應積極為自己增值，除增加行業技術的掌握，亦多參加與創業及業務營運相關的課程，為自己打造職業藍圖。

## II. 給培訓機構的建議：

4.9 職前教育方面，培訓機構宜以吸納青年僱員為前提設計行業相關之職前訓練課程，內容除涵蓋專業理論及技術，更需加強他們對行業的認識，包括行業的現況及其個人職業發展的方向，提升其就業心態；而按政府近年青年培育的施政方向，機構亦可探討與海外及內地的業界或職業教育單位合作機會，鼓勵青年人更多國際經驗，透過實習或互訪機會拓展視野，亦可將交流學習的經驗及知識帶回香港的業界；

4.10 培訓機構亦可為自僱及自行創業的年青從業員提供所需課程，如創業／推廣銷售技巧、商品說明條例、商業實務、互聯網營商、特許經營、品牌建立等相關課程；

4.11 另一方面，培訓機構亦可為在職人士設計按資歷架構發展的「能力標準說明為本」專業課程，讓從業員有清晰的進修階梯，按不同專業服務範疇及資歷級別進修，如近年愈來愈多化妝師，均會接受髮型及形象設計的訓練，按美容業及美髮業「能力標準說明」發展的課程，能有效讓不同服務範疇的從業員嘗試跨越服務範疇的培訓，更清晰了解完成進修後能掌握的知識及能力，促使從業員發展多元化及全面的能力；

4.12 針對更多旅客來港購物，已入職人士的語文能力及銷售技巧皆

十分重要，因此，建議培訓機構可為僱員(特別是前綫零售員工)提供下列的在職培訓：包括(i)與顧客服務、銷售及市場推廣、處理投訴技巧等課程及(ii)語文課程(如普通話及英語會話)，以提升行業的服務質素及顧客滿意程度並改善與顧客之溝通技巧；

4.13 此外，隨著美容、美甲、美髮服務專業化，及高端科技及產品的發展，培訓機構亦可發展高階的技術培訓課程，或考慮與儀器或產品供應商、海外認證及培訓單位合作，發展有關方面的專業訓練，為從業員增值，使其有晉升的機會。

### III. 給本業的建議：

4.14 業界應積極考慮與培訓機構合作提供見習訓練機會，例如參加見習員訓練計劃(美容美髮業)、職學創前路先導計劃(零售業)、展翅青見計劃等等，提供實習機會，讓新入職的僱員透過課堂及在職培訓，亦可邀請學員到職場進行參觀，或提供短期的工作體驗，讓他們對行業有更深入的了解，為投身行業作好準備，同時亦能配合市場需要，可更有效防止人才流失；

4.15 業界工會、商會可多舉辦職業講座及研討會，讓公眾人士，包括青年人、家長、教師等，更多了解行業前景、發展及晉升階梯，鼓勵青少年入行。

4.16 業界亦應鼓勵青年人參與本地或海外的技能大賽，與各地青年作技術交流、切磋，提升其專業技術。

#### IV. 給政府及有關部門的建議：

4.17 隨著資歷架構、過往資歷認可機制的推出，有關部門可探討就從業員的學歷、資歷、工作範疇等，訂立行業認可的持續專業發展機制。

#### (二) 日後調查

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

## 第五章

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行業類別的主要職務	直接僱員 (a)	自由職人士 (b)	兼職人士 (c)	合共 (a - c)	空缺 (d)	總人力需求 (a - d)	百分率 (%)
<b>1. 美容及美髮學校</b>							
總監／校長（學校）	21	0	0	21	0	21	0.0%
高級導師 - 美容及美髮	20	0	6	26	1	27	0.0%
美容導師	130	10	41	181	4	185	0.3%
美髮導師	25	13	31	69	0	69	0.1%
助理美容導師	2	0	0	2	0	2	0.0%
行政僱員	32	0	0	32	0	32	0.1%
接待員	19	0	0	19	0	19	0.0%
<b>小計</b>	<b>249</b>	<b>23</b>	<b>78</b>	<b>350</b>	<b>5</b>	<b>355</b>	<b>0.6%</b>
<b>2. 化妝、美甲學校</b>							
總監／校長（學校）	5	0	0	5	0	5	0.0%
高級導師 - 化妝及美甲	10	0	4	14	0	14	0.0%
化妝導師	32	27	14	73	1	74	0.1%
美甲導師	22	5	11	38	0	38	0.1%
助理化妝導師	5	0	0	5	0	5	0.0%
助理美甲導師	10	0	0	10	0	10	0.0%
行政僱員	11	0	0	11	0	11	0.0%
接待員	4	0	0	4	0	4	0.0%
<b>小計</b>	<b>99</b>	<b>32</b>	<b>29</b>	<b>160</b>	<b>1</b>	<b>161</b>	<b>0.3%</b>
<b>3. 美容院／健康中心及水療中心</b>							
總監／總經理	149	0	0	149	0	149	0.3%
分區店長／營運經理	733	0	2	735	2	737	1.3%
品牌／營業／市場總監／經理	155	0	0	155	5	160	0.3%
營業／市場主任	219	0	0	219	0	219	0.4%
高級美容師	1,211	0	0	1,211	17	1,228	2.1%
高級化妝師	57	0	0	57	1	58	0.1%
纖體顧問	122	0	0	122	2	124	0.2%
美容師	10,122	281	727	11,130	887	12,017	21.1%
醫護人員助理(美容)	68	0	4	72	0	72	0.1%
化妝師	391	74	13	478	4	482	0.8%
按摩及身體護理師	1,432	145	123	1,700	54	1,754	3.1%
修甲師（指甲／趾甲）	117	0	8	125	4	129	0.2%
甲藝師	117	0	0	117	40	157	0.3%
纖體師	610	10	55	675	87	762	1.3%
美容顧問	930	0	38	968	38	1,006	1.8%
美容師助理	535	37	39	611	149	760	1.3%
市場推廣助理	31	0	1	32	1	33	0.1%
推廣員	137	0	32	169	0	169	0.3%
行政僱員	652	0	0	652	1	653	1.1%
接待員	1,008	0	69	1,077	74	1,151	2.0%
醫護人員	176	20	3	199	40	239	0.4%
<b>小計</b>	<b>18,972</b>	<b>567</b>	<b>1,114</b>	<b>20,653</b>	<b>1,406</b>	<b>22,059</b>	<b>38.6%</b>



行業類別的主要職務	直接僱員 (a)	自由職人士 (b)	兼職人士 (c)	合共 (a - c)	空缺 (d)	總人力需求 (a - d)	百分率 (%)
<b>4. 髮廊</b>							
總監／總經理	28	0	0	28	0	28	0.0%
分區店長／營運經理	58	0	0	58	4	62	0.1%
髮型設計總監	58	0	0	58	0	58	0.1%
技術總監	0	0	0	0	0	0	0.0%
高級髮型師	524	2	0	526	2	528	0.9%
髮型師	7,017	1,870	295	9,182	248	9,430	16.5%
電染技術員	204	12	9	225	13	238	0.4%
修甲師 (指甲／趾甲)	116	26	11	153	2	155	0.3%
甲藝師	21	0	2	23	0	23	0.0%
髮型助理	3,648	110	1,136	4,894	837	5,731	10.0%
行政僱員	90	0	0	90	9	99	0.2%
接待員	532	0	54	586	30	616	1.1%
<b>小計</b>	<b>12,296</b>	<b>2,020</b>	<b>1,507</b>	<b>15,823</b>	<b>1,145</b>	<b>16,968</b>	<b>29.7%</b>
<b>5. 化妝產品公司 - 批發及出入口</b>							
總監／總經理	197	0	0	197	0	197	0.3%
品牌／營業／市場總監／經理	457	0	0	457	24	481	0.8%
產品／技術經理	100	0	0	100	0	100	0.2%
營業／市場主任	1,025	0	4	1,029	82	1,111	1.9%
訓練主任	49	0	0	49	0	49	0.1%
技術顧問	91	0	0	91	0	91	0.2%
營業代表	1,280	26	12	1,318	105	1,423	2.5%
市場推廣助理	131	0	0	131	13	144	0.3%
推廣員	694	0	0	694	68	762	1.3%
行政僱員	633	0	12	645	0	645	1.1%
接待員	83	0	0	83	0	83	0.1%
<b>小計</b>	<b>4,740</b>	<b>26</b>	<b>28</b>	<b>4,794</b>	<b>292</b>	<b>5,086</b>	<b>8.9%</b>
<b>6. 化妝產品公司 - 零售</b>							
總監／總經理	49	0	0	49	0	49	0.1%
企業／品牌形象營業總監／經理	50	0	0	50	0	50	0.1%
分區店長／營運經理	134	0	0	134	8	142	0.2%
市場經理	180	0	0	180	0	180	0.3%
產品／技術經理	42	0	0	42	1	43	0.1%
營業／市場主任	383	0	78	461	3	464	0.8%
訓練主任	102	0	0	102	2	104	0.2%
買手	119	0	0	119	1	120	0.2%
店長	1,356	0	0	1,356	42	1,398	2.4%
技術顧問	8	0	0	8	2	10	0.0%
美容顧問 (櫃位)	6,224	0	393	6,617	275	6,892	12.0%
頭髮護理顧問	316	0	0	316	0	316	0.6%
化妝師	46	0	0	46	0	46	0.1%
市場推廣助理	35	0	3	38	3	41	0.1%
推廣員	600	0	260	860	0	860	1.5%
行政僱員	289	0	26	315	0	315	0.6%
接待員	137	0	0	137	0	137	0.2%
<b>小計</b>	<b>10,070</b>	<b>0</b>	<b>760</b>	<b>10,830</b>	<b>337</b>	<b>11,167</b>	<b>19.5%</b>

行業類別的主要職務	直接僱員 (a)	自由職人士 (b)	兼職人士 (c)	合共 (a - c)	空缺 (d)	總人力需求 (a - d)	百分率 (%)
<b>7. 美甲中心</b>							
總監／總經理	6	0	0	6	0	6	0.0%
分區店長／營運經理	12	0	0	12	10	22	0.0%
指甲顧問 (指甲／趾甲)	28	0	0	28	20	48	0.1%
高級指甲技師 (指甲／趾甲)	10	0	0	10	0	10	0.0%
修甲師 (指甲／趾甲)	311	0	0	311	11	322	0.6%
甲藝師	725	0	30	755	132	887	1.6%
初級指甲技師 (指甲／趾甲)	63	0	0	63	0	63	0.1%
足底按摩師	0	0	0	0	0	0	0.0%
行政僱員	31	0	0	31	0	31	0.1%
接待員	18	0	18	36	0	36	0.1%
<b>小計</b>	<b>1,204</b>	<b>0</b>	<b>48</b>	<b>1,252</b>	<b>173</b>	<b>1,425</b>	<b>2.5%</b>
<b>總計</b>	<b>47,630</b>	<b>2,668</b>	<b>3,564</b>	<b>53,862</b>	<b>3,359</b>	<b>57,221</b>	<b>100.0%</b>

表一(b)：直接僱員、空缺、受訓者及僱主對2015年的人力需求預測(按行業類別劃分)

行業類別的主要職務	直接僱員 (a)	空缺 (b)	總人力需求 (a - b)	受訓者 (c)	僱主對2015年 的人力需求預測 (d)	2015與2014年 的比較(人數)	2015與2014年 的比較 (%)
<b>1. 美容及美髮學校</b>							
總監／校長(學校)	21	0	21	0	21	0	0.0%
高級導師 - 美容及美髮	20	1	21	0	18	-3	-14.3%
美容導師	130	4	134	0	134	0	0.0%
美髮導師	25	0	25	0	25	0	0.0%
助理美容導師	2	0	2	0	2	0	0.0%
行政僱員	32	0	32	0	32	0	0.0%
接待員	19	0	19	0	19	0	0.0%
<b>小計</b>	<b>249</b>	<b>5</b>	<b>254</b>	<b>0</b>	<b>251</b>	<b>-3</b>	<b>-1.2%</b>
<b>2. 化妝、美甲學校</b>							
總監／校長(學校)	5	0	5	0	5	0	0.0%
高級導師 - 化妝及美甲	10	0	10	0	10	0	0.0%
化妝導師	32	1	33	0	33	0	0.0%
美甲導師	22	0	22	0	22	0	0.0%
助理化妝導師	5	0	5	0	5	0	0.0%
助理美甲導師	10	0	10	0	10	0	0.0%
行政僱員	11	0	11	0	11	0	0.0%
接待員	4	0	4	0	4	0	0.0%
<b>小計</b>	<b>99</b>	<b>1</b>	<b>100</b>	<b>0</b>	<b>100</b>	<b>0</b>	<b>0.0%</b>
<b>3. 美容院／健康中心及水療中心</b>							
總監／總經理	149	0	149	0	149	0	0.0%
分區店長／營運經理	733	2	735	0	735	0	0.0%
品牌／營業／市場總監／經理	155	5	160	0	164	4	2.5%
營業／市場主任	219	0	219	0	219	0	0.0%
高級美容師	1,211	17	1,228	0	1,208	-20	-1.6%
高級化妝師	57	1	58	0	58	0	0.0%
纖體顧問	122	2	124	0	124	0	0.0%
美容師	10,122	887	11,009	22	10,962	-47	-0.4%
醫護人員助理(美容)	68	0	68	0	68	0	0.0%
化妝師	391	4	395	0	395	0	0.0%
按摩及身體護理師	1,432	54	1,486	0	1,486	0	0.0%
修甲師(指甲／趾甲)	117	4	121	0	121	0	0.0%
甲藝師	117	40	157	0	157	0	0.0%
纖體師	610	87	697	0	689	-8	-1.1%
美容顧問	930	38	968	1	968	0	0.0%
美容師助理	535	149	684	8	685	1	0.1%
市場推廣助理	31	1	32	0	32	0	0.0%
推廣員	137	0	137	0	137	0	0.0%
行政僱員	652	1	653	0	653	0	0.0%
接待員	1,008	74	1,082	0	1,079	-3	-0.3%
醫護人員	176	40	216	0	216	0	0.0%
<b>小計</b>	<b>18,972</b>	<b>1,406</b>	<b>20,378</b>	<b>31</b>	<b>20,305</b>	<b>-73</b>	<b>-0.4%</b>

行業類別的主要職務	直接僱員 (a)	空缺 (b)	總人力需求 (a - b)	受訓者 (c)	僱主對2015年 的人力需求預測 (d)	2015與2014年 的比較(人數)	2015與2014年 的比較 (%)
<b>4. 髮廊</b>							
總監／總經理	28	0	28	0	28	0	0.0%
分區店長／營運經理	58	4	62	0	62	0	0.0%
髮型設計總監	58	0	58	0	58	0	0.0%
技術總監	0	0	0	0	0	0	N/A
高級髮型師	524	2	526	0	522	-4	-0.8%
髮型師	7,017	248	7,265	97	7,271	6	0.1%
電染技術員	204	13	217	0	217	0	0.0%
修甲師（指甲／趾甲）	116	2	118	0	118	0	0.0%
甲藝師	21	0	21	0	21	0	0.0%
髮型助理	3,648	837	4,485	4	4,434	-51	-1.1%
行政僱員	90	9	99	0	99	0	0.0%
接待員	532	30	562	0	554	-8	-1.4%
<b>小計</b>	<b>12,296</b>	<b>1,145</b>	<b>13,441</b>	<b>101</b>	<b>13,384</b>	<b>-57</b>	<b>-0.4%</b>
<b>5. 化妝產品公司 - 批發及出入口</b>							
總監／總經理	197	0	197	0	197	0	0.0%
品牌／營業／市場總監／經理	457	24	481	0	481	0	0.0%
產品／技術經理	100	0	100	0	100	0	0.0%
營業／市場主任	1,025	82	1,107	0	1,107	0	0.0%
訓練主任	49	0	49	0	55	6	12.2%
技術顧問	91	0	91	0	91	0	0.0%
營業代表	1,280	105	1,385	0	1,339	-46	-3.3%
市場推廣助理	131	13	144	0	144	0	0.0%
推廣員	694	68	762	0	762	0	0.0%
行政僱員	633	0	633	0	593	-40	-6.3%
接待員	83	0	83	0	83	0	0.0%
<b>小計</b>	<b>4,740</b>	<b>292</b>	<b>5,032</b>	<b>0</b>	<b>4,952</b>	<b>-80</b>	<b>-1.6%</b>
<b>6. 化妝產品公司 - 零售</b>							
總監／總經理	49	0	49	0	49	0	0.0%
企業／品牌形象營業總監／經理	50	0	50	0	50	0	0.0%
分區店長／營運經理	134	8	142	0	141	-1	-0.7%
市場經理	180	0	180	0	185	5	2.8%
產品／技術經理	42	1	43	0	46	3	7.0%
營業／市場主任	383	3	386	0	449	63	16.3%
訓練主任	102	2	104	0	103	-1	-1.0%
買手	119	1	120	0	134	14	11.7%
店長	1,356	42	1,398	6	1,401	3	0.2%
技術顧問	8	2	10	0	10	0	0.0%
美容顧問（櫃位）	6,224	275	6,499	256	6,656	157	2.4%
頭髮護理顧問	316	0	316	0	316	0	0.0%
化妝師	46	0	46	0	46	0	0.0%
市場推廣助理	35	3	38	0	37	-1	-2.6%
推廣員	600	0	600	0	588	-12	-2.0%
行政僱員	289	0	289	0	289	0	0.0%
接待員	137	0	137	0	137	0	0.0%
<b>小計</b>	<b>10,070</b>	<b>337</b>	<b>10,407</b>	<b>262</b>	<b>10,637</b>	<b>230</b>	<b>2.2%</b>

行業類別的主要職務	直接僱員 (a)	空缺 (b)	總人力需求 (a - b)	受訓者 (c)	僱主對2015年 的人力需求預測 (d)	2015與2014年 的比較(人數)	2015與2014年 的比較 (%)
<b>7. 美甲中心</b>							
總監／總經理	6	0	6	0	6	0	0.0%
分區店長／營運經理	12	10	22	0	22	0	0.0%
指甲顧問 (指甲／趾甲)	28	20	48	0	48	0	0.0%
高級指甲技師 (指甲／趾甲)	10	0	10	0	10	0	0.0%
修甲師 (指甲／趾甲)	311	11	322	0	322	0	0.0%
甲藝師	725	132	857	45	858	1	0.1%
初級指甲技師 (指甲／趾甲)	63	0	63	0	63	0	0.0%
足底按摩師	0	0	0	0	0	0	N/A
行政僱員	31	0	31	0	31	0	0.0%
接待員	18	0	18	0	18	0	0.0%
<b>小計</b>	<b>1,204</b>	<b>173</b>	<b>1,377</b>	<b>45</b>	<b>1,378</b>	<b>1</b>	<b>0.1%</b>
<b>總計</b>	<b>47,630</b>	<b>3,359</b>	<b>50,989</b>	<b>439</b>	<b>51,007</b>	<b>18</b>	<b>0.0%</b>

表二：2012年與2014年直接僱員、自由職人士及兼職人士數目的比較 (按行業類別劃分)

行業類別的主要職務	2012	2014	2012與2014年 的比較 (%)	2012	2014	2012與2014年 的比較 (%)	2012	2014	2012與2014年 的比較 (%)
	直接僱員			自由職人士			兼職人士		
<b>1. 美容及美髮學校</b>									
總監／校長(學校)	26	21	-19.23%	0	0	N/A	0	0	N/A
高級導師 - 美容及美髮	29	20	-31.03%	0	0	N/A	1	6	500.00%
美容導師	154	130	-15.58%	19	10	-47.37%	72	41	-43.06%
美髮導師	10	25	150.00%	2	13	550.00%	39	31	-20.51%
助理美容導師	18	2	-88.89%	0	0	N/A	0	0	N/A
助理美髮導師	0	0	N/A	0	0	N/A	0	0	N/A
行政僱員	60	32	-46.67%	0	0	N/A	0	0	N/A
接待員	19	19	0.00%	0	0	N/A	0	0	N/A
<b>小計</b>	<b>316</b>	<b>249</b>	<b>-21.20%</b>	<b>21</b>	<b>23</b>	<b>9.52%</b>	<b>112</b>	<b>78</b>	<b>-30.36%</b>
<b>2. 化妝、美甲學校</b>									
總監／校長(學校)	5	5	0.00%	0	0	N/A	0	0	N/A
高級導師 - 化妝及美甲	9	10	11.11%	5	0	-100.00%	5	4	N/A
化妝導師	47	32	-31.91%	3	27	800.00%	28	14	-50.00%
美甲導師	10	22	120.00%	1	5	400.00%	12	11	-8.33%
助理化妝導師	2	5	150.00%	0	0	N/A	0	0	N/A
助理美甲導師	10	10	0.00%	0	0	N/A	0	0	N/A
行政僱員	12	11	-8.33%	0	0	N/A	0	0	N/A
接待員	4	4	0.00%	0	0	N/A	0	0	N/A
<b>小計</b>	<b>99</b>	<b>99</b>	<b>0.00%</b>	<b>9</b>	<b>32</b>	<b>255.56%</b>	<b>45</b>	<b>29</b>	<b>-35.56%</b>
<b>3. 美容院／健康中心及水療中心</b>									
總監／總經理	154	149	-3.25%	0	0	N/A	0	0	N/A
分區店長／營運經理	607	733	20.76%	0	0	N/A	0	2	N/A
品牌／營業／市場總監／經理	179	155	-13.41%	0	0	N/A	0	0	N/A
營業／市場主任	279	219	-21.51%	0	0	N/A	0	0	N/A
高級美容師	1,261	1,211	-3.97%	0	0	N/A	0	0	N/A
高級化妝師	30	57	90.00%	4	0	-100.00%	0	0	N/A
纖體顧問	127	122	-3.94%	0	0	N/A	0	0	N/A
美容師	9,184	10,122	10.21%	186	281	51.08%	326	727	123.01%
醫護人員助理(美容)	85	68	-20.00%	0	0	N/A	4	4	0.00%
化妝師	269	391	45.35%	174	74	-57.47%	20	13	-35.00%
按摩及身體護理師	1,224	1,432	16.99%	76	145	90.79%	70	123	75.71%
修甲師(指甲／趾甲)	83	117	40.96%	0	0	N/A	1	8	700.00%
甲藝師	86	117	36.05%	6	0	-100.00%	0	0	N/A
纖體師	651	610	-6.30%	0	10	N/A	2	55	2650.00%
美容顧問	645	930	44.19%	2	0	-100.00%	0	38	N/A
美容師助理	786	535	-31.93%	0	37	N/A	66	39	-40.91%
市場推廣助理	66	31	-53.03%	0	0	N/A	0	1	N/A
推廣員	112	137	22.32%	0	0	N/A	30	32	N/A
行政僱員	440	652	48.18%	0	0	N/A	0	0	N/A
接待員	788	1,008	27.92%	1	0	-100.00%	8	69	762.50%
醫護人員	66	176	166.67%	13	20	53.85%	0	3	N/A
<b>小計</b>	<b>17,122</b>	<b>18,972</b>	<b>10.80%</b>	<b>462</b>	<b>567</b>	<b>22.73%</b>	<b>527</b>	<b>1,114</b>	<b>111.39%</b>

行業類別的主要職務	2012	2014	2012與2014年 的比較 (%)	2012	2014	2012與2014年 的比較 (%)	2012	2014	2012與2014年 的比較 (%)
	直接僱員			自由職人士			兼職人士		
<b>4. 髮廊</b>									
總監／總經理	47	28	-40.43%	0	0	N/A	0	0	N/A
分區店長／營運經理	73	58	-20.55%	0	0	N/A	0	0	N/A
髮型設計總監	50	58	16.00%	6	0	-100.00%	0	0	N/A
技術總監	5	0	-100.00%	4	0	-100.00%	0	0	N/A
高級髮型師	635	524	-17.48%	28	2	-92.86%	16	0	-100.00%
髮型師	7,436	7,017	-5.63%	1,564	1,870	19.57%	146	295	102.05%
電染技術員	271	204	-24.72%	11	12	9.09%	26	9	-65.38%
修甲師（指甲／趾甲）	125	116	-7.20%	21	26	23.81%	2	11	450.00%
甲藝師	36	21	-41.67%	0	0	N/A	0	2	N/A
髮型助理	3,955	3,648	-7.76%	177	110	-37.85%	565	1,136	101.06%
行政僱員	162	90	-44.44%	1	0	-100.00%	12	0	-100.00%
接待員	435	532	22.30%	0	0	N/A	41	54	31.71%
<b>小計</b>	<b>13,230</b>	<b>12,296</b>	<b>-7.06%</b>	<b>1,812</b>	<b>2,020</b>	<b>11.48%</b>	<b>808</b>	<b>1,507</b>	<b>86.51%</b>
<b>5. 化妝產品公司 - 批發及出入口</b>									
總監／總經理	243	197	-18.93%	0	0	N/A	0	0	N/A
品牌／營業／市場總監／經理	291	457	57.04%	0	0	N/A	0	0	N/A
產品／技術經理	187	100	-46.52%	0	0	N/A	0	0	N/A
營業／市場主任	738	1,025	38.89%	0	0	N/A	8	4	-50.00%
訓練主任	58	49	-15.52%	0	0	N/A	0	0	N/A
技術顧問	34	91	167.65%	0	0	N/A	0	0	N/A
營業代表	1,425	1,280	-10.18%	36	26	-27.78%	67	12	-82.09%
市場推廣助理	169	131	-22.49%	0	0	N/A	6	0	-100.00%
推廣員	593	694	17.03%	0	0	N/A	3	0	-100.00%
行政僱員	840	633	-24.64%	0	0	N/A	3	12	300.00%
接待員	33	83	151.52%	0	0	N/A	9	0	-100.00%
<b>小計</b>	<b>4,611</b>	<b>4,740</b>	<b>2.80%</b>	<b>36</b>	<b>26</b>	<b>-27.78%</b>	<b>96</b>	<b>28</b>	<b>-70.83%</b>
<b>6. 化妝產品公司 - 零售</b>									
總監／總經理	100	49	-51.00%	0	0	N/A	0	0	N/A
企業／品牌形象營業總監／經理	30	50	66.67%	0	0	N/A	0	0	N/A
分區店長／營運經理	154	134	-12.99%	0	0	N/A	0	0	N/A
市場經理	176	180	2.27%	0	0	N/A	0	0	N/A
產品／技術經理	11	42	281.82%	0	0	N/A	0	0	N/A
營業／市場主任	374	383	2.41%	0	0	N/A	42	78	85.71%
訓練主任	84	102	21.43%	0	0	N/A	0	0	N/A
買手	93	119	27.96%	0	0	N/A	0	0	N/A
店長	939	1,356	44.41%	0	0	N/A	0	0	N/A
技術顧問	62	8	-87.10%	0	0	N/A	0	0	N/A
美容顧問（櫃位）	6,174	6,224	0.81%	1	0	-100.00%	266	393	47.74%
頭髮護理顧問	278	316	13.67%	0	0	N/A	0	0	N/A
化妝師	56	46	-17.86%	0	0	N/A	0	0	N/A
市場推廣助理	108	35	-67.59%	0	0	N/A	2	3	50.00%
推廣員	649	600	-7.55%	0	0	N/A	0	260	N/A
行政僱員	204	289	41.67%	0	0	N/A	1	26	2500.00%
接待員	40	137	242.50%	0	0	N/A	0	0	N/A
<b>小計</b>	<b>9,532</b>	<b>10,070</b>	<b>5.64%</b>	<b>1</b>	<b>0</b>	<b>-100.00%</b>	<b>311</b>	<b>760</b>	<b>144.37%</b>

行業類別的主要職務	2012	2014	2012與2014年 的比較 (%)	2012	2014	2012與2014年 的比較 (%)	2012	2014	2012與2014年 的比較 (%)
	直接僱員			自由職人士			兼職人士		
<b>7. 美甲中心</b>									
總監／總經理	5	6	20.00%	0	0	N/A	0	0	N/A
分區店長／營運經理	35	12	-65.71%	0	0	N/A	0	0	N/A
指甲顧問 (指甲／趾甲)	0	28	N/A	0	0	N/A	0	0	N/A
高級指甲技師 (指甲／趾甲)	62	10	-83.87%	0	0	N/A	0	0	N/A
指甲技師 (指甲／趾甲)	0	0	N/A	0	0	N/A	0	0	N/A
修甲師 (指甲／趾甲)	398	311	-21.86%	0	0	N/A	40	0	-100.00%
甲藝師	436	725	66.28%	0	0	N/A	8	30	275.00%
初級指甲技師 (指甲／趾甲)	88	63	-28.41%	0	0	N/A	0	0	N/A
足底按摩師	44	0	N/A	0	0	N/A	0	0	N/A
行政僱員	36	31	-13.89%	0	0	N/A	0	0	N/A
接待員	61	18	-70.49%	0	0	N/A	0	18	N/A
<b>小計</b>	<b>1,165</b>	<b>1,204</b>	<b>3.35%</b>	<b>0</b>	<b>0</b>	<b>N/A</b>	<b>48</b>	<b>48</b>	<b>0.00%</b>
<b>總計</b>	<b>46,075</b>	<b>47,630</b>	<b>3.37%</b>	<b>2,341</b>	<b>2,668</b>	<b>13.97%</b>	<b>1,947</b>	<b>3,564</b>	<b>83.05%</b>



表三(a)：直接僱員宜有的教育程度（按行業類別劃分）

行業類別的主要職務	大學學位或以上	副學士學位／高級文憑或同等學歷	文憑或同等學歷	證書／高級證書或同等學歷	中學文憑	中學六年級至七年級	中學四年級至五年級	中學三年級或以下	未有說明	總數
<b>1. 美容及美髮學校</b>										
總監／校長（學校）	13	1	5	2	0	0	0	0	0	21
高級導師 - 美容及美髮	3	5	6	2	0	0	3	0	1	20
美容導師	0	5	6	75	4	2	35	0	3	130
美髮導師	0	0	9	14	0	0	1	0	1	25
助理美容導師	0	0	2	0	0	0	0	0	0	2
行政僱員	0	7	2	0	5	1	15	0	2	32
接待員	0	0	3	0	8	0	4	0	4	19
<b>小計</b>	<b>16</b>	<b>18</b>	<b>33</b>	<b>93</b>	<b>17</b>	<b>3</b>	<b>58</b>	<b>0</b>	<b>11</b>	<b>249</b>
<b>佔該教育程度的百分比(總數：249)</b>	<b>6.4%</b>	<b>7.2%</b>	<b>13.3%</b>	<b>37.4%</b>	<b>6.8%</b>	<b>1.2%</b>	<b>23.3%</b>	<b>0.0%</b>	<b>4.4%</b>	<b>100.0%</b>
<b>2. 化妝、美甲學校</b>										
總監／校長（學校）	1	1	0	0	1	1	0	0	1	5
高級導師 - 化妝及美甲	0	1	1	3	0	2	2	0	1	10
化妝導師	0	4	5	9	0	4	1	0	9	32
美甲導師	0	0	0	12	0	4	5	1	0	22
助理化妝導師	0	0	5	0	0	0	0	0	0	5
助理美甲導師	0	0	0	0	0	4	6	0	0	10
行政僱員	0	1	0	0	2	2	3	0	3	11
接待員	0	0	1	0	0	0	2	0	1	4
<b>小計</b>	<b>1</b>	<b>7</b>	<b>12</b>	<b>24</b>	<b>3</b>	<b>17</b>	<b>19</b>	<b>1</b>	<b>15</b>	<b>99</b>
<b>佔該教育程度的百分比(總數：99)</b>	<b>1.0%</b>	<b>7.1%</b>	<b>12.1%</b>	<b>24.2%</b>	<b>3.0%</b>	<b>17.2%</b>	<b>19.2%</b>	<b>1.0%</b>	<b>15.2%</b>	<b>100.0%</b>
<b>3. 美容院／健康中心及水療中心</b>										
總監／總經理	47	3	34	27	17	0	11	0	10	149
分區店長／營運經理	145	71	234	96	118	10	26	3	30	733
品牌／營業／市場總監／經理	75	2	1	23	19	0	18	0	17	155
營業／市場主任	27	4	32	5	12	55	36	0	48	219
高級美容師	2	0	16	484	78	14	590	2	25	1,211
高級化妝師	0	0	5	15	37	0	0	0	0	57
纖體顧問	42	0	4	30	0	0	46	0	0	122
美容師	45	0	228	1,922	1,427	143	5,489	389	479	10,122
醫護人員助理(美容)	0	0	3	11	2	48	4	0	0	68
化妝師	0	0	13	82	79	0	89	37	91	391
按摩及身體護理師	3	0	23	147	57	305	460	291	146	1,432
修甲師（指甲／趾甲）	0	0	0	17	0	31	69	0	0	117
甲藝師	0	0	1	6	34	3	49	0	24	117
纖體師	36	0	0	179	6	153	186	0	50	610
美容顧問	0	0	33	224	83	30	456	13	91	930
美容師助理	0	0	0	3	64	112	272	58	26	535
市場推廣助理	0	0	0	1	4	23	3	0	0	31
推廣員	0	0	0	0	0	16	74	37	10	137
行政僱員	25	0	76	0	60	13	404	0	74	652

行業類別的主要職務	大學學位或以上	副學士學位／高級文憑或同等學歷	文憑或同等學歷	證書／高級證書或同等學歷	中學文憑	中學六年級至七年級	中學四年級至五年級	中學三年級或以下	未有說明	總數
<b>3. 美容院／健康中心及水療中心 (續)</b>										
接待員	22	0	6	0	298	200	413	26	43	1,008
醫護人員	120	1	10	45	0	0	0	0	0	176
<b>小計</b>	<b>589</b>	<b>81</b>	<b>719</b>	<b>3,317</b>	<b>2,395</b>	<b>1,156</b>	<b>8,695</b>	<b>856</b>	<b>1,164</b>	<b>18,972</b>
<b>佔該教育程度的百分比(總數：18,972)</b>	<b>3.1%</b>	<b>0.4%</b>	<b>3.8%</b>	<b>17.5%</b>	<b>12.6%</b>	<b>6.1%</b>	<b>45.9%</b>	<b>4.5%</b>	<b>6.1%</b>	<b>100.0%</b>
<b>4. 髮廊</b>										
總監／總經理	1	4	4	16	0	0	1	0	2	28
分區店長／營運經理	1	4	4	22	15	1	3	4	4	58
髮型設計總監	0	8	4	19	2	0	18	6	1	58
高級髮型師	0	0	28	76	4	29	276	86	25	524
髮型師	0	0	20	118	251	64	3,855	2,436	273	7,017
電染技術員	0	0	0	6	24	28	98	38	10	204
修甲師 (指甲／趾甲)	0	0	0	6	8	13	21	59	9	116
甲藝師	0	0	2	2	0	0	9	8	0	21
髮型助理	0	0	0	13	4	76	1,412	1,967	176	3,648
行政僱員	0	0	2	0	6	4	75	1	2	90
接待員	0	0	0	12	41	24	368	53	34	532
<b>小計</b>	<b>2</b>	<b>16</b>	<b>64</b>	<b>290</b>	<b>355</b>	<b>239</b>	<b>6,136</b>	<b>4,658</b>	<b>536</b>	<b>12,296</b>
<b>佔該教育程度的百分比(總數：12,296)</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.5%</b>	<b>2.4%</b>	<b>2.9%</b>	<b>1.9%</b>	<b>49.9%</b>	<b>37.9%</b>	<b>4.4%</b>	<b>100%</b>
<b>5. 化妝產品公司 - 批發及出入口</b>										
總監／總經理	154	0	1	0	42	0	0	0	0	197
品牌／營業／市場總監／經理	247	64	30	18	79	0	16	0	3	457
產品／技術經理	56	0	12	0	12	0	1	0	19	100
營業／市場主任	259	12	163	36	24	43	404	0	84	1,025
訓練主任	13	19	0	0	0	12	5	0	0	49
技術顧問	61	0	6	0	0	0	16	0	8	91
營業代表	27	0	0	67	103	153	851	0	79	1,280
市場推廣助理	1	0	0	0	84	0	46	0	0	131
推廣員	0	0	0	0	0	0	492	182	20	694
行政僱員	24	0	48	0	85	64	293	1	118	633
接待員	0	0	0	0	12	0	71	0	0	83
<b>小計</b>	<b>842</b>	<b>95</b>	<b>260</b>	<b>121</b>	<b>441</b>	<b>272</b>	<b>2,195</b>	<b>183</b>	<b>331</b>	<b>4,740</b>
<b>佔該教育程度的百分比(總數：4,740)</b>	<b>17.8%</b>	<b>2.0%</b>	<b>5.5%</b>	<b>2.6%</b>	<b>9.3%</b>	<b>5.7%</b>	<b>46.2%</b>	<b>3.9%</b>	<b>7.0%</b>	<b>100.0%</b>
<b>6. 化妝產品公司 - 零售</b>										
總監／總經理	41	0	0	0	0	0	0	0	8	49
企業／品牌形象營業總監／經理	47	0	3	0	0	0	0	0	0	50
分區店長／營運經理	68	0	26	9	0	0	1	6	24	134
市場經理	167	2	0	0	3	0	0	0	8	180
產品／技術經理	35	5	1	0	0	0	0	0	1	42
營業／市場主任	98	15	17	0	27	0	166	56	4	383
訓練主任	19	15	2	30	0	15	10	0	11	102
買手	73	0	0	0	0	20	26	0	0	119
店長	0	63	110	111	232	192	444	43	161	1,356
技術顧問	8	0	0	0	0	0	0	0	0	8

行業類別的主要職務	大學學位或以上	副學士學位／高級文憑或同等學歷	文憑或同等學歷	證書／高級證書或同等學歷	中學文憑	中學六年級至七年級	中學四年級至五年級	中學三年級或以下	未有說明	總數
<b>6. 化妝產品公司 - 零售 (續)</b>										
美容顧問 (櫃位)	0	0	0	544	1,884	306	2,616	251	623	<b>6,224</b>
頭髮護理顧問	0	0	0	0	0	0	316	0	0	<b>316</b>
化妝師	0	0	0	31	3	0	12	0	0	<b>46</b>
市場推廣助理	0	13	9	0	0	0	13	0	0	<b>35</b>
推廣員	0	0	0	0	304	0	278	18	0	<b>600</b>
行政僱員	40	2	0	0	59	10	168	0	10	<b>289</b>
接待員	0	0	0	1	20	0	116	0	0	<b>137</b>
<b>小計</b>	<b>596</b>	<b>115</b>	<b>168</b>	<b>726</b>	<b>2,532</b>	<b>543</b>	<b>4,166</b>	<b>374</b>	<b>850</b>	<b>10,070</b>
<i>佔該教育程度的百分比 (總數：10,070)</i>	<i>5.9%</i>	<i>1.1%</i>	<i>1.7%</i>	<i>7.2%</i>	<i>25.1%</i>	<i>5.4%</i>	<i>41.5%</i>	<i>3.7%</i>	<i>8.4%</i>	<i>100.0%</i>
<b>7. 美甲中心</b>										
總監／總經理	4	0	2	0	0	0	0	0	0	<b>6</b>
分區店長／營運經理	10	0	2	0	0	0	0	0	0	<b>12</b>
指甲顧問 (指甲／趾甲)	0	0	0	18	0	0	10	0	0	<b>28</b>
高級指甲技師 (指甲／趾甲)	0	0	0	0	0	0	10	0	0	<b>10</b>
指甲技師 (指甲／趾甲)	0	0	0	0	0	0	0	0	0	<b>0</b>
修甲師 (指甲／趾甲)	0	0	0	97	0	28	148	0	38	<b>311</b>
甲藝師	0	0	0	77	0	2	528	80	38	<b>725</b>
手足護理師	0	0	0	0	0	0	0	0	0	<b>0</b>
初級指甲技師 (指甲／趾甲)	0	0	0	39	0	4	20	0	0	<b>63</b>
足底按摩師	0	0	0	0	0	0	0	0	0	<b>0</b>
行政僱員	0	0	0	0	13	0	18	0	0	<b>31</b>
接待員	0	0	0	0	0	0	18	0	0	<b>18</b>
<b>小計</b>	<b>14</b>	<b>0</b>	<b>4</b>	<b>231</b>	<b>13</b>	<b>34</b>	<b>752</b>	<b>80</b>	<b>76</b>	<b>1,204</b>
<i>佔該教育程度的百分比 (總數：1,204)</i>	<i>1.2%</i>	<i>0.0%</i>	<i>0.3%</i>	<i>19.2%</i>	<i>1.1%</i>	<i>2.8%</i>	<i>62.5%</i>	<i>6.6%</i>	<i>6.3%</i>	<i>100.0%</i>
<b>總計</b>	<b>2,060</b>	<b>332</b>	<b>1,260</b>	<b>4,802</b>	<b>5,756</b>	<b>2,264</b>	<b>22,021</b>	<b>6,152</b>	<b>2,983</b>	<b>47,630</b>
<i>佔該教育程度的百分比 (總數：47,630)</i>	<i>4.3%</i>	<i>0.7%</i>	<i>2.6%</i>	<i>10.1%</i>	<i>12.1%</i>	<i>4.8%</i>	<i>46.2%</i>	<i>12.9%</i>	<i>6.3%</i>	<i>100.0%</i>

表三(b)：直接僱員現有的教育程度 (按行業類別劃分)

行業類別的主要職務	大學學位或以上	副學士學位／高級文憑或同等學歷	文憑或同等學歷	證書／高級證書或同等學歷	中學文憑	中學六年級至七年級	中學四年級至五年級	中學三年級或以下	未有說明	總數
<b>1. 美容及美髮學校</b>										
總監／校長 (學校)	13	1	5	2	0	0	0	0	0	21
高級導師 - 美容及美髮	3	1	6	2	0	0	3	0	5	20
美容導師	0	5	6	34	0	2	35	0	48	130
美髮導師	0	0	9	4	0	0	1	0	11	25
助理美容導師	0	0	2	0	0	0	0	0	0	2
行政僱員	3	4	2	0	5	8	8	0	2	32
接待員	0	0	3	0	8	0	4	0	4	19
<b>小計</b>	<b>19</b>	<b>11</b>	<b>33</b>	<b>42</b>	<b>13</b>	<b>10</b>	<b>51</b>	<b>0</b>	<b>70</b>	<b>249</b>
<i>佔該教育程度的百分比(總數：249)</i>	<i>7.6%</i>	<i>4.4%</i>	<i>13.3%</i>	<i>16.9%</i>	<i>5.2%</i>	<i>4.0%</i>	<i>20.5%</i>	<i>0.0%</i>	<i>28.1%</i>	<i>100.0%</i>
<b>2. 化妝、美甲學校</b>										
總監／校長 (學校)	3	1	0	1	0	0	0	0	0	5
高級導師 - 化妝及美甲	3	0	0	5	0	0	1	0	1	10
化妝導師	3	0	5	18	0	0	0	0	6	32
美甲導師	0	0	0	12	1	4	5	0	0	22
助理化妝導師	0	0	4	1	0	0	0	0	0	5
助理美甲導師	0	0	0	0	0	4	6	0	0	10
行政僱員	0	1	0	0	2	2	3	0	3	11
接待員	0	0	1	0	0	0	2	0	1	4
<b>小計</b>	<b>9</b>	<b>2</b>	<b>10</b>	<b>37</b>	<b>3</b>	<b>10</b>	<b>17</b>	<b>0</b>	<b>11</b>	<b>99</b>
<i>佔該教育程度的百分比(總數：99)</i>	<i>9.1%</i>	<i>2.0%</i>	<i>10.1%</i>	<i>37.4%</i>	<i>3.0%</i>	<i>10.1%</i>	<i>17.2%</i>	<i>0.0%</i>	<i>11.1%</i>	<i>100.0%</i>
<b>3. 美容院／健康中心及水療中心</b>										
總監／總經理	42	6	7	18	26	1	13	0	36	149
分區店長／營運經理	142	62	59	104	32	198	62	0	74	733
品牌／營業／市場總監／經理	67	13	2	12	25	1	17	0	18	155
營業／市場主任	34	1	28	0	39	58	12	0	47	219
高級美容師	0	0	40	380	165	114	475	0	37	1,211
高級化妝師	0	0	0	6	0	0	42	9	0	57
纖體顧問	33	0	4	30	0	0	49	0	6	122
美容師	46	0	462	1,669	1,084	605	5,231	342	683	10,122
醫護人員助理(美容)	0	0	3	2	11	48	4	0	0	68
化妝師	0	0	0	80	84	5	131	37	54	391
按摩及身體護理師	3	0	10	187	32	306	347	315	232	1,432
修甲師 (指甲／趾甲)	0	0	0	17	0	31	69	0	0	117
甲藝師	0	0	0	17	23	4	49	0	24	117
纖體師	0	0	0	215	6	153	166	0	70	610
美容顧問	0	18	32	186	79	88	381	0	146	930
美容師助理	0	0	0	11	60	149	194	91	30	535
市場推廣助理	0	0	0	0	5	23	3	0	0	31
推廣員	0	0	0	0	0	16	74	37	10	137
行政僱員	66	0	80	9	54	18	349	0	76	652

行業類別的主要職務	大學學位或以上	副學士學位／高級文憑或同等學歷	文憑或同等學歷	證書／高級證書或同等學歷	中學文憑	中學六年級至七年級	中學四年級至五年級	中學三年級或以下	未有說明	總數
<b>3. 美容院／健康中心及水療中心 (續)</b>										
接待員	4	2	24	36	211	235	374	8	114	1,008
醫護人員	120	1	10	5	0	0	0	0	40	176
<b>小計</b>	<b>557</b>	<b>103</b>	<b>761</b>	<b>2,984</b>	<b>1,936</b>	<b>2,053</b>	<b>8,042</b>	<b>839</b>	<b>1,697</b>	<b>18,972</b>
<i>佔該教育程度的百分比(總數：18,972)</i>	<i>2.9%</i>	<i>0.5%</i>	<i>4.0%</i>	<i>15.8%</i>	<i>10.2%</i>	<i>10.8%</i>	<i>42.5%</i>	<i>4.4%</i>	<i>8.9%</i>	<i>100.0%</i>
<b>4. 髮廊</b>										
總監／總經理	1	0	4	16	0	0	5	0	2	28
分區店長／營運經理	1	4	4	24	1	8	7	0	9	58
髮型設計總監	2	8	4	18	5	2	9	0	10	58
技術總監	0	0	0	0	0	0	0	0	0	0
高級髮型師	0	0	28	72	4	37	290	70	23	524
髮型師	0	28	49	165	152	296	3,995	2,086	246	7,017
電染技術員	0	0	0	6	24	28	116	4	26	204
修甲師 (指甲／趾甲)	0	0	0	14	0	13	30	59	0	116
甲藝師	0	0	2	2	0	0	9	0	8	21
髮型助理	0	0	0	13	4	137	1,467	1,780	247	3,648
行政僱員	0	0	2	4	5	9	64	1	5	90
接待員	4	0	0	16	37	54	313	39	69	532
<b>小計</b>	<b>8</b>	<b>40</b>	<b>93</b>	<b>350</b>	<b>232</b>	<b>584</b>	<b>6,305</b>	<b>4,039</b>	<b>645</b>	<b>12,296</b>
<i>佔該教育程度的百分比(總數：12,296)</i>	<i>0.1%</i>	<i>0.3%</i>	<i>0.8%</i>	<i>2.8%</i>	<i>1.9%</i>	<i>4.7%</i>	<i>51.4%</i>	<i>32.8%</i>	<i>5.2%</i>	<i>100.0%</i>
<b>5. 化妝產品公司 - 批發及出入口</b>										
總監／總經理	136	0	2	1	33	0	20	0	5	197
品牌／營業／市場總監／經理	284	0	40	29	4	0	86	0	14	457
產品／技術經理	15	33	2	12	0	0	8	0	30	100
營業／市場主任	214	222	24	28	22	91	330	0	94	1,025
訓練主任	0	30	0	0	0	4	13	0	2	49
技術顧問	61	0	6	0	0	0	16	0	8	91
營業代表	106	0	0	80	99	64	872	0	59	1,280
市場推廣助理	1	0	3	26	84	4	12	0	1	131
推廣員	0	0	0	0	0	0	506	140	48	694
行政僱員	36	12	76	0	88	8	360	0	53	633
接待員	0	0	0	0	12	0	70	0	1	83
<b>小計</b>	<b>853</b>	<b>297</b>	<b>153</b>	<b>176</b>	<b>342</b>	<b>171</b>	<b>2,293</b>	<b>140</b>	<b>315</b>	<b>4,740</b>
<i>佔該教育程度的百分比(總數：4,740)</i>	<i>18.0%</i>	<i>6.3%</i>	<i>3.2%</i>	<i>3.7%</i>	<i>7.2%</i>	<i>3.6%</i>	<i>48.4%</i>	<i>3.0%</i>	<i>6.6%</i>	<i>100.0%</i>
<b>6. 化妝產品公司 - 零售</b>										
總監／總經理	22	0	0	0	0	0	0	0	27	49
企業／品牌形象營業總監／經理	47	0	0	0	0	3	0	0	0	50
分區店長／營運經理	50	3	0	9	2	0	17	6	47	134
市場經理	158	1	0	3	8	0	0	0	10	180
產品／技術經理	29	0	1	6	0	0	0	0	6	42
營業／市場主任	95	27	14	0	28	0	144	56	19	383
訓練主任	16	5	6	29	0	15	15	0	16	102
買手	73	0	0	0	3	17	26	0	0	119
店長	0	18	63	56	281	97	423	31	387	1,356
技術顧問	8	0	0	0	0	0	0	0	0	8
美容顧問 (櫃位)	0	0	0	357	1,762	456	1,869	123	1,657	6,224
頭髮護理顧問	0	0	0	0	0	0	316	0	0	316

行業類別的主要職務	大學學位或以上	副學士學位／高級文憑或同等學歷	文憑或同等學歷	證書／高級證書或同等學歷	中學文憑	中學六年級至七年級	中學四年級至五年級	中學三年級或以下	未有說明	總數
<b>6. 化妝產品公司 - 零售 (續)</b>										
化妝師	0	25	0	6	3	0	12	0	0	46
市場推廣助理	6	7	9	0	0	0	13	0	0	35
推廣員	0	0	0	0	304	0	218	78	0	600
行政僱員	40	2	0	0	59	10	167	0	11	289
接待員	0	0	0	0	20	1	81	0	35	137
<b>小計</b>	<b>544</b>	<b>88</b>	<b>93</b>	<b>466</b>	<b>2,470</b>	<b>599</b>	<b>3,301</b>	<b>294</b>	<b>2,215</b>	<b>10,070</b>
<i>佔該教育程度的百分比(總數：10,070)</i>	<i>5.4%</i>	<i>0.9%</i>	<i>0.9%</i>	<i>4.6%</i>	<i>24.5%</i>	<i>5.9%</i>	<i>32.9%</i>	<i>2.9%</i>	<i>22.0%</i>	<i>100.0%</i>
<b>7. 美甲中心</b>										
總監／總經理	4	0	2	0	0	0	0	0	0	6
分區店長／營運經理	0	4	8	0	0	0	0	0	0	12
指甲顧問 (指甲／趾甲)	0	0	0	18	0	0	10	0	0	28
高級指甲技師 (指甲／趾甲)	0	10	0	0	0	0	0	0	0	10
指甲技師 (指甲／趾甲)	0	0	0	0	0	0	0	0	0	0
修甲師 (指甲／趾甲)	0	0	0	97	0	28	186	0	0	311
甲藝師	0	0	30	77	0	2	616	0	0	725
手足護理師	0	0	0	0	0	0	0	0	0	0
初級指甲技師 (指甲／趾甲)	0	0	0	39	0	4	20	0	0	63
足底按摩師	0	0	0	0	0	0	0	0	0	0
行政僱員	0	0	0	0	13	0	18	0	0	31
接待員	0	0	0	0	0	0	18	0	0	18
<b>小計</b>	<b>4</b>	<b>14</b>	<b>40</b>	<b>231</b>	<b>13</b>	<b>34</b>	<b>868</b>	<b>0</b>	<b>0</b>	<b>1,204</b>
<i>佔該教育程度的百分比(總數：1,204)</i>	<i>0.3%</i>	<i>1.2%</i>	<i>3.3%</i>	<i>19.2%</i>	<i>1.1%</i>	<i>2.8%</i>	<i>72.1%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>100.0%</i>
<b>總計</b>	<b>1,994</b>	<b>555</b>	<b>1,183</b>	<b>4,286</b>	<b>5,009</b>	<b>3,461</b>	<b>20,877</b>	<b>5,312</b>	<b>4,953</b>	<b>47,630</b>
<i>佔該教育程度的百分比(總數：47,630)</i>	<i>4.2%</i>	<i>1.2%</i>	<i>2.5%</i>	<i>9.0%</i>	<i>10.5%</i>	<i>7.3%</i>	<i>43.7%</i>	<i>11.2%</i>	<i>10.4%</i>	<i>100.0%</i>

表四(a)：直接僱員宜有的相關年資 (按行業類別劃分)

行業類別的主要職務	十年以上	六年至十年以下	三年至六年以下	一年至三年以下	一年以下	未有說明	總數
<b>1. 美容及美髮學校</b>							
總監／校長（學校）	17	3	1	0	0	0	21
高級導師 - 美容及美髮	9	5	5	0	0	1	20
美容導師	0	13	109	4	0	4	130
美髮導師	0	9	15	0	0	1	25
助理美容導師	0	0	0	2	0	0	2
行政僱員	0	1	0	28	1	2	32
接待員	0	0	0	15	0	4	19
<b>小計</b>	<b>26</b>	<b>31</b>	<b>130</b>	<b>49</b>	<b>1</b>	<b>12</b>	<b>249</b>
<b>佔該年資的百分比(總數：249)</b>	<b>10.4%</b>	<b>12.4%</b>	<b>52.3%</b>	<b>19.7%</b>	<b>0.4%</b>	<b>4.8%</b>	<b>100.0%</b>
<b>2. 化妝、美甲學校</b>							
總監／校長（學校）	0	1	3	0	0	1	5
高級導師 - 化妝及美甲	0	4	6	0	0	0	10
化妝導師	0	16	8	5	0	3	32
美甲導師	1	12	4	5	0	0	22
助理化妝導師	0	0	1	4	0	0	5
助理美甲導師	0	0	0	6	4	0	10
行政僱員	0	1	2	6	2	0	11
接待員	0	0	1	1	2	0	4
<b>小計</b>	<b>1</b>	<b>34</b>	<b>25</b>	<b>27</b>	<b>8</b>	<b>4</b>	<b>99</b>
<b>佔該年資的百分比(總數：99)</b>	<b>1.0%</b>	<b>34.3%</b>	<b>25.3%</b>	<b>27.3%</b>	<b>8.1%</b>	<b>4.0%</b>	<b>100.0%</b>
<b>3. 美容院／健康中心及水療中心</b>							
總監／總經理	34	44	62	0	0	9	149
分區店長／營運經理	75	377	209	36	0	36	733
品牌／營業／市場總監／經理	36	54	39	9	0	17	155
營業／市場主任	0	30	63	76	2	48	219
高級美容師	0	567	460	156	0	28	1,211
高級化妝師	0	48	9	0	0	0	57
纖體顧問	4	10	62	14	0	32	122
美容師	3	37	2,562	6,301	778	441	10,122
醫護人員助理(美容)	0	0	2	57	9	0	68
化妝師	0	0	99	198	3	91	391
按摩及身體護理師	0	0	228	646	412	146	1,432
修甲師（指甲／趾甲）	0	0	10	107	0	0	117
甲藝師	0	0	19	32	42	24	117
纖體師	0	0	224	177	159	50	610
美容顧問	4	95	340	375	20	96	930
美容師助理	0	0	0	224	285	26	535
市場推廣助理	0	0	0	26	5	0	31
推廣員	0	0	0	15	112	10	137

行業類別的主要職務	十年以上	六年至十年以下	三年至六年以下	一年至三年以下	一年以下	未有說明	總數
<b>3. 美容院／健康中心及水療中心 (續)</b>							
行政僱員	0	0	37	427	98	90	652
接待員	0	0	80	330	552	46	1,008
醫護人員	0	40	61	5	58	12	176
<b>小計</b>	<b>156</b>	<b>1,302</b>	<b>4,566</b>	<b>9,211</b>	<b>2,535</b>	<b>1,202</b>	<b>18,972</b>
<b>佔該年資的百分比(總數：18,972)</b>	<b>0.8%</b>	<b>6.9%</b>	<b>24.1%</b>	<b>48.5%</b>	<b>13.4%</b>	<b>6.3%</b>	<b>100.0%</b>
<b>4. 髮廊</b>							
總監／總經理	5	20	1	0	0	2	28
分區店長／營運經理	5	28	21	0	0	4	58
髮型設計總監	17	9	31	0	0	1	58
技術總監	0	0	0	0	0	0	0
高級髮型師	15	181	291	17	0	20	524
髮型師	16	95	2,412	4,098	164	232	7,017
電染技術員	0	5	62	128	9	0	204
修甲師 (指甲／趾甲)	4	0	32	71	0	9	116
甲藝師	2	0	9	10	0	0	21
髮型助理	0	0	8	1,507	2,000	133	3,648
行政僱員	2	0	9	42	35	2	90
接待員	0	0	17	235	257	23	532
<b>小計</b>	<b>66</b>	<b>338</b>	<b>2,893</b>	<b>6,108</b>	<b>2,465</b>	<b>426</b>	<b>12,296</b>
<b>佔該年資的百分比(總數：12,296)</b>	<b>0.5%</b>	<b>2.7%</b>	<b>23.5%</b>	<b>49.8%</b>	<b>20.0%</b>	<b>3.5%</b>	<b>100.0%</b>
<b>5. 化妝產品公司 - 批發及出入口</b>							
總監／總經理	53	116	28	0	0	0	197
品牌／營業／市場總監／經理	50	201	203	0	0	3	457
產品／技術經理	11	5	53	12	0	19	100
營業／市場主任	0	41	339	561	0	84	1,025
訓練主任	2	1	46	0	0	0	49
技術顧問	0	0	58	25	0	8	91
營業代表	0	0	122	983	96	79	1,280
市場推廣助理	0	0	0	116	15	0	131
推廣員	0	0	0	532	142	20	694
行政僱員	0	0	67	381	67	118	633
接待員	0	0	0	35	48	0	83
<b>小計</b>	<b>116</b>	<b>364</b>	<b>916</b>	<b>2,645</b>	<b>368</b>	<b>331</b>	<b>4,740</b>
<b>佔該年資的百分比(總數：4,740)</b>	<b>2.4%</b>	<b>7.7%</b>	<b>19.3%</b>	<b>55.8%</b>	<b>7.8%</b>	<b>7.0%</b>	<b>100.0%</b>
<b>6. 化妝產品公司 - 零售</b>							
總監／總經理	27	8	6	0	0	8	49
企業／品牌形象營業總監／經理	3	44	3	0	0	0	50
分區店長／營運經理	15	44	62	0	0	13	134
市場經理	61	26	25	60	0	8	180
產品／技術經理	0	32	9	0	0	1	42
營業／市場主任	0	39	76	214	50	4	383



行業類別的主要職務	十年以上	六年至十年以下	三年至六年以下	一年至三年以下	一年以下	未有說明	總數
<b>6. 化妝產品公司 - 零售 (續)</b>							
訓練主任	0	18	69	4	0	11	102
買手	0	38	35	46	0	0	119
店長	0	440	591	139	25	161	1,356
技術顧問	0	0	8	0	0	0	8
美容顧問 (櫃位)	0	105	1,024	3,411	1,061	623	6,224
頭髮護理顧問	0	0	0	291	25	0	316
化妝師	0	0	15	6	25	0	46
市場推廣助理	0	0	0	23	12	0	35
推廣員	0	0	0	522	78	0	600
行政僱員	0	0	9	121	149	10	289
接待員	0	0	14	117	6	0	137
<b>小計</b>	<b>106</b>	<b>794</b>	<b>1,946</b>	<b>4,954</b>	<b>1,431</b>	<b>839</b>	<b>10,070</b>
<i>佔該年資的百分比(總數：10,070)</i>	<i>1.1%</i>	<i>7.9%</i>	<i>19.3%</i>	<i>49.2%</i>	<i>14.2%</i>	<i>8.3%</i>	<i>100.0%</i>
<b>7. 美甲中心</b>							
總監/總經理	6	0	0	0	0	0	6
分區店長/營運經理	12	0	0	0	0	0	12
指甲顧問 (指甲/趾甲)	0	18	10	0	0	0	28
高級指甲技師 (指甲/趾甲)	0	0	10	0	0	0	10
指甲技師 (指甲/趾甲)	0	0	0	0	0	0	0
修甲師 (指甲/趾甲)	0	0	58	187	28	38	311
甲藝師	0	0	163	524	0	38	725
手足護理師	0	0	0	0	0	0	0
初級指甲技師 (指甲/趾甲)	0	0	39	4	20	0	63
足底按摩師	0	0	0	0	0	0	0
行政僱員	0	0	8	23	0	0	31
接待員	0	0	0	14	4	0	18
<b>小計</b>	<b>18</b>	<b>18</b>	<b>288</b>	<b>752</b>	<b>52</b>	<b>76</b>	<b>1,204</b>
<i>佔該年資的百分比(總數：1,204)</i>	<i>1.5%</i>	<i>1.5%</i>	<i>23.9%</i>	<i>62.5%</i>	<i>4.3%</i>	<i>6.3%</i>	<i>100.0%</i>
<b>總計</b>	<b>489</b>	<b>2,881</b>	<b>10,764</b>	<b>23,746</b>	<b>6,860</b>	<b>2,890</b>	<b>47,630</b>
<i>佔該年資的百分比(總數：47,630)</i>	<i>1.0%</i>	<i>6.0%</i>	<i>22.6%</i>	<i>49.9%</i>	<i>14.4%</i>	<i>6.1%</i>	<i>100.0%</i>

表四(b)：直接僱員現有的相關年資（按行業類別劃分）

行業類別的主要職務	十年以上	六年至十年以下	三年至六年以下	一年至三年以下	一年以下	未有說明	總數
<b>1. 美容及美髮學校</b>							
總監／校長（學校）	18	3	0	0	0	0	21
高級導師 - 美容及美髮	15	0	0	0	0	5	20
美容導師	9	16	59	0	0	46	130
美髮導師	5	9	0	0	0	11	25
助理美容導師	0	0	0	2	0	0	2
行政僱員	4	9	3	15	0	1	32
接待員	2	0	1	13	0	3	19
<b>小計</b>	<b>53</b>	<b>37</b>	<b>63</b>	<b>30</b>	<b>0</b>	<b>66</b>	<b>249</b>
<b>佔該年資的百分比(總數：249)</b>	<b>21.3%</b>	<b>14.9%</b>	<b>25.3%</b>	<b>12.0%</b>	<b>0.0%</b>	<b>26.5%</b>	<b>100.0%</b>
<b>2. 化妝、美甲學校</b>							
總監／校長（學校）	4	1	0	0	0	0	5
高級導師 - 化妝及美甲	9	1	0	0	0	0	10
化妝導師	10	12	6	4	0	0	32
美甲導師	1	14	7	0	0	0	22
助理化妝導師	0	1	2	2	0	0	5
助理美甲導師	0	0	0	10	0	0	10
行政僱員	0	1	3	7	0	0	11
接待員	0	0	1	3	0	0	4
<b>小計</b>	<b>24</b>	<b>30</b>	<b>19</b>	<b>26</b>	<b>0</b>	<b>0</b>	<b>99</b>
<b>佔該年資的百分比(總數：99)</b>	<b>24.2%</b>	<b>30.3%</b>	<b>19.2%</b>	<b>26.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>100.0%</b>
<b>3. 美容院／健康中心及水療中心</b>							
總監／總經理	81	17	16	0	0	35	149
分區店長／營運經理	420	148	85	0	0	80	733
品牌／營業／市場總監／經理	81	36	16	0	4	18	155
營業／市場主任	1	58	90	15	8	47	219
高級美容師	598	428	147	9	0	29	1,211
高級化妝師	51	3	3	0	0	0	57
纖體顧問	4	11	60	9	0	38	122
美容師	2,752	2,078	3,100	1,531	16	645	10,122
醫護人員助理(美容)	0	0	11	57	0	0	68
化妝師	149	30	133	25	0	54	391
按摩及身體護理師	52	128	746	201	123	182	1,432
修甲師（指甲／趾甲）	0	7	106	4	0	0	117
甲藝師	0	37	47	9	0	24	117
纖體師	3	6	386	139	6	70	610
美容顧問	44	203	293	239	0	151	930
美容師助理	0	0	65	284	156	30	535
市場推廣助理	0	0	0	26	5	0	31
推廣員	0	0	27	63	37	10	137

行業類別的主要職務	十年以上	六年至十年以下	三年至六年以下	一年至三年以下	一年以下	未有說明	總數
<b>3. 美容院/健康中心及水療中心 (續)</b>							
行政僱員	0	123	78	322	0	129	652
接待員	2	0	262	572	55	117	1,008
醫護人員	38	3	64	16	3	52	176
<b>小計</b>	<b>4,276</b>	<b>3,316</b>	<b>5,735</b>	<b>3,521</b>	<b>413</b>	<b>1,711</b>	<b>18,972</b>
<i>佔該年資的百分比(總數: 18,972)</i>	<i>22.5%</i>	<i>17.5%</i>	<i>30.2%</i>	<i>18.6%</i>	<i>2.2%</i>	<i>9.0%</i>	<i>100.0%</i>
<b>4. 髮廊</b>							
總監/總經理	13	13	0	0	0	2	28
分區店長/營運經理	33	20	0	0	0	5	58
髮型設計總監	35	13	0	0	0	10	58
技術總監	0	0	0	0	0	0	0
高級髮型師	343	129	38	0	0	14	524
髮型師	3,636	2,045	955	212	0	169	7,017
電染技術員	3	17	147	21	0	16	204
修甲師(指甲/趾甲)	71	9	15	21	0	0	116
甲藝師	11	2	0	0	0	8	21
髮型助理	267	90	893	1,813	413	172	3,648
行政僱員	6	13	16	47	3	5	90
接待員	14	8	130	272	54	54	532
<b>小計</b>	<b>4,432</b>	<b>2,359</b>	<b>2,194</b>	<b>2,386</b>	<b>470</b>	<b>455</b>	<b>12,296</b>
<i>佔該年資的百分比(總數: 12,296)</i>	<i>36.1%</i>	<i>19.2%</i>	<i>17.8%</i>	<i>19.4%</i>	<i>3.8%</i>	<i>3.7%</i>	<i>100.0%</i>
<b>5. 化妝產品公司 - 批發及出入口</b>							
總監/總經理	186	6	0	0	0	5	197
品牌/營業/市場總監/經理	197	210	36	0	0	14	457
產品/技術經理	9	49	12	0	0	30	100
營業/市場主任	76	212	609	34	0	94	1,025
訓練主任	1	11	35	0	0	2	49
技術顧問	44	24	6	9	0	8	91
營業代表	183	223	350	465	0	59	1,280
市場推廣助理	0	0	15	115	0	1	131
推廣員	0	32	398	216	0	48	694
行政僱員	25	84	146	325	0	53	633
接待員	0	0	25	57	0	1	83
<b>小計</b>	<b>721</b>	<b>851</b>	<b>1,632</b>	<b>1,221</b>	<b>0</b>	<b>315</b>	<b>4,740</b>
<i>佔該年資的百分比(總數: 4,740)</i>	<i>15.2%</i>	<i>18.0%</i>	<i>34.4%</i>	<i>25.8%</i>	<i>0.0%</i>	<i>6.6%</i>	<i>100.0%</i>
<b>6. 化妝產品公司 - 零售</b>							
總監/總經理	27	0	1	0	0	21	49
企業/品牌形象營業總監/經理	10	0	0	40	0	0	50
分區店長/營運經理	43	9	43	3	0	36	134
市場經理	73	26	29	40	2	10	180
產品/技術經理	34	1	1	0	0	6	42
營業/市場主任	31	42	237	54	0	19	383

行業類別的主要職務	十年以上	六年至十年以下	三年至六年以下	一年至三年以下	一年以下	未有說明	總數
<b>6. 化妝產品公司 - 零售 (續)</b>							
訓練主任	13	25	47	1	0	16	<b>102</b>
買手	0	38	81	0	0	0	<b>119</b>
店長	233	415	216	65	0	427	<b>1,356</b>
技術顧問	0	0	8	0	0	0	<b>8</b>
美容顧問 (櫃位)	25	404	1,430	2,398	230	1,737	<b>6,224</b>
頭髮護理顧問	0	0	0	291	25	0	<b>316</b>
化妝師	25	0	15	6	0	0	<b>46</b>
市場推廣助理	0	0	0	29	6	0	<b>35</b>
推廣員	75	50	0	358	42	75	<b>600</b>
行政僱員	0	0	13	135	130	11	<b>289</b>
接待員	0	1	14	81	6	35	<b>137</b>
<b>小計</b>	<b>589</b>	<b>1,011</b>	<b>2,135</b>	<b>3,501</b>	<b>441</b>	<b>2,393</b>	<b>10,070</b>
<i>佔該年資的百分比(總數：10,070)</i>	<i>5.8%</i>	<i>10.0%</i>	<i>21.2%</i>	<i>34.8%</i>	<i>4.4%</i>	<i>23.8%</i>	<i>100.0%</i>
<b>7. 美甲中心</b>							
總監/總經理	6	0	0	0	0	0	<b>6</b>
分區店長/營運經理	12	0	0	0	0	0	<b>12</b>
指甲顧問 (指甲/趾甲)	0	18	10	0	0	0	<b>28</b>
高級指甲技師 (指甲/趾甲)	0	0	10	0	0	0	<b>10</b>
指甲技師 (指甲/趾甲)	0	0	0	0	0	0	<b>0</b>
修甲師 (指甲/趾甲)	0	112	132	67	0	0	<b>311</b>
甲藝師	75	118	458	74	0	0	<b>725</b>
手足護理師	0	0	0	0	0	0	<b>0</b>
初級指甲技師 (指甲/趾甲)	0	0	39	4	20	0	<b>63</b>
足底按摩師	0	0	0	0	0	0	<b>0</b>
行政僱員	0	8	23	0	0	0	<b>31</b>
接待員	0	0	4	14	0	0	<b>18</b>
<b>小計</b>	<b>93</b>	<b>256</b>	<b>676</b>	<b>159</b>	<b>20</b>	<b>0</b>	<b>1,204</b>
<i>佔該年資的百分比(總數：1,204)</i>	<i>7.7%</i>	<i>21.3%</i>	<i>56.1%</i>	<i>13.2%</i>	<i>1.7%</i>	<i>0.0%</i>	<i>100.0%</i>
<b>總計</b>	<b>10,188</b>	<b>7,860</b>	<b>12,454</b>	<b>10,844</b>	<b>1,344</b>	<b>4,940</b>	<b>47,630</b>
<i>佔該年資的百分比(總數：47,630)</i>	<i>21.4%</i>	<i>16.5%</i>	<i>26.1%</i>	<i>22.8%</i>	<i>2.8%</i>	<i>10.4%</i>	<i>100.0%</i>

表五(a)：直接僱員宜有的職業資格(按行業類別劃分)

行業類別	僱員宜有職業資格	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工級 (c)	總數 (a - c)
<b>1. 美容及美髮學校</b>					
	國家職業資格(技能鑒定)證書	4	0	0	4
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	3	6	1	10
	• 化妝師	3	5	1	9
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	4	3	1	8
	技能提升課程證書/僱員再培訓局課程證書	0	0	0	0
	其他本地專業/認可課程證書/資格	0	0	0	0
	其他國際性專業/認可課程證書	6	7	1	14
	<b>小計</b>	<b>20</b>	<b>21</b>	<b>4</b>	<b>45</b>
<b>2. 化妝及美甲學校</b>					
	國家職業資格(技能鑒定)證書	1	1	0	2
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	0	0	0
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書/僱員再培訓局課程證書	1	1	1	3
	其他本地專業/認可課程證書/資格	3	4	1	8
	其他國際性專業/認可課程證書	5	4	1	10
	<b>小計</b>	<b>10</b>	<b>10</b>	<b>3</b>	<b>23</b>
<b>3. 美容院/健康中心及水療中心</b>					
	國家職業資格(技能鑒定)證書	48	58	256	362
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	105	156	1,621	1,882
	• 化妝師	4	45	42	91
	• 強烈脈衝光儀器操作員	41	62	222	325
	• 髮型師	0	0	0	0
	技能提升課程證書/僱員再培訓局課程證書	29	82	1,326	1,437
	其他本地專業/認可課程證書/資格	31	39	516	586
	其他國際性專業/認可課程證書	96	345	1,772	2,213
	<b>小計</b>	<b>354</b>	<b>787</b>	<b>5,755</b>	<b>6,896</b>
<b>4. 髮廊</b>					
	國家職業資格(技能鑒定)證書	2	9	54	65
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	9	0	9
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	16	186	1,816	2,018
	技能提升課程證書/僱員再培訓局課程證書	5	120	1,532	1,657
	其他本地專業/認可課程證書/資格	11	11	62	84
	其他國際性專業/認可課程證書	6	47	148	201
	<b>小計</b>	<b>40</b>	<b>382</b>	<b>3,612</b>	<b>4,034</b>

行業類別	僱員宜有職業資格	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工級 (c)	總數 (a - c)
<b>5. 批發及出入口產品公司</b>					
	國家職業資格 (技能鑒定) 證書	1	0	0	1
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	0	0	0
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書/僱員再培訓局課程證書	0	1	1	2
	其他本地專業/認可課程證書/資格	1	1	0	2
	其他國際性專業/認可課程證書	11	58	0	69
	<b>小計</b>	<b>13</b>	<b>60</b>	<b>1</b>	<b>74</b>
<b>6. 零售產品公司</b>					
	國家職業資格 (技能鑒定) 證書	0	0	26	26
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	10	9	9	28
	• 化妝師	11	11	29	51
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書/僱員再培訓局課程證書	0	0	5	5
	其他本地專業/認可課程證書/資格	8	12	13	33
	其他國際性專業/認可課程證書	12	21	20	53
	<b>小計</b>	<b>41</b>	<b>53</b>	<b>102</b>	<b>196</b>
<b>7. 美甲中心</b>					
	國家職業資格 (技能鑒定) 證書	0	0	0	0
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	0	0	0
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書/僱員再培訓局課程證書	0	0	84	84
	其他本地專業/認可課程證書/資格	1	0	39	40
	其他國際性專業/認可課程證書	5	4	79	88
	<b>小計</b>	<b>6</b>	<b>4</b>	<b>202</b>	<b>212</b>
<b>8. 其他 (包括婚紗攝影及影視娛樂機構)</b>					
	國家職業資格 (技能鑒定) 證書	0	1	0	1
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	1	1	2
	• 化妝師	0	2	6	8
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	2	3	5
	技能提升課程證書/僱員再培訓局課程證書	0	1	41	42
	其他本地專業/認可課程證書/資格	1	2	4	7
	其他國際性專業/認可課程證書	1	1	1	3
	<b>小計</b>	<b>2</b>	<b>10</b>	<b>56</b>	<b>68</b>
	<b>總計</b>	<b>486</b>	<b>1,327</b>	<b>9,735</b>	<b>11,548</b>

表五(b)：直接僱員現有的職業資格 (按行業類別劃分)

行業類別	僱員現有職業資格	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工級 (c)	總數 (a - c)
<b>1. 美容及美髮學校</b>					
	國家職業資格 (技能鑒定) 證書	4	0	0	4
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	3	3	0	6
	• 化妝師	3	3	0	6
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	4	0	0	4
	技能提升課程證書/僱員再培訓局課程證書	0	0	0	0
	其他本地專業/認可課程證書/資格	0	0	0	0
	其他國際性專業/認可課程證書	7	8	0	15
	<b>小計</b>	<b>21</b>	<b>14</b>	<b>0</b>	<b>35</b>
<b>2. 化妝及美甲學校</b>					
	國家職業資格 (技能鑒定) 證書	1	1	0	2
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	0	0	0
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書/僱員再培訓局課程證書	0	1	1	2
	其他本地專業/認可課程證書/資格	3	4	1	8
	其他國際性專業/認可課程證書	6	7	1	14
	<b>小計</b>	<b>10</b>	<b>13</b>	<b>3</b>	<b>26</b>
<b>3. 美容院/健康中心及水療中心</b>					
	國家職業資格 (技能鑒定) 證書	47	52	283	382
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	32	51	423	506
	• 化妝師	3	5	6	14
	• 強烈脈衝光儀器操作員	40	60	109	209
	• 髮型師	0	0	0	0
	技能提升課程證書/僱員再培訓局課程證書	1	44	595	640
	其他本地專業/認可課程證書/資格	23	21	498	542
	其他國際性專業/認可課程證書	109	424	1,909	2,442
	<b>小計</b>	<b>255</b>	<b>657</b>	<b>3,823</b>	<b>4,735</b>
<b>4. 髮廊</b>					
	國家職業資格 (技能鑒定) 證書	0	0	123	123
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	0	0	0
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	7	29	259	295
	技能提升課程證書/僱員再培訓局課程證書	0	5	251	256
	其他本地專業/認可課程證書/資格	7	15	135	157
	其他國際性專業/認可課程證書	8	47	129	184
	<b>小計</b>	<b>22</b>	<b>96</b>	<b>897</b>	<b>1,015</b>

行業類別	僱員現有職業資格	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工級 (c)	總數 (a - c)
<b>5. 批發及出入口產品公司</b>					
	國家職業資格 (技能鑒定) 證書	0	0	0	0
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	0	0	0
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書/僱員再培訓局課程證書	0	0	0	0
	其他本地專業/認可課程證書/資格	0	0	0	0
	其他國際性專業/認可課程證書	11	63	0	74
	<b>小計</b>	<b>11</b>	<b>63</b>	<b>0</b>	<b>74</b>
<b>6. 零售產品公司</b>					
	國家職業資格 (技能鑒定) 證書	0	0	0	0
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	6	4	5	15
	• 化妝師	8	8	4	20
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書/僱員再培訓局課程證書	0	1	5	6
	其他本地專業/認可課程證書/資格	7	14	12	33
	其他國際性專業/認可課程證書	10	21	23	54
	<b>小計</b>	<b>31</b>	<b>48</b>	<b>49</b>	<b>128</b>
<b>7. 美甲中心</b>					
	國家職業資格 (技能鑒定) 證書	0	0	37	37
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	0	0	0
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書/僱員再培訓局課程證書	0	0	84	84
	其他本地專業/認可課程證書/資格	1	0	39	40
	其他國際性專業/認可課程證書	5	4	79	88
	<b>小計</b>	<b>6</b>	<b>4</b>	<b>239</b>	<b>249</b>
<b>8. 其他 (包括婚紗攝影及影視娛樂機構)</b>					
	國家職業資格 (技能鑒定) 證書	1	1	0	2
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	1	0	1
	• 化妝師	0	1	4	5
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	1	1	2
	技能提升課程證書/僱員再培訓局課程證書	0	0	1	1
	其他本地專業/認可課程證書/資格	1	1	4	6
	其他國際性專業/認可課程證書	0	0	6	6
	<b>小計</b>	<b>2</b>	<b>5</b>	<b>16</b>	<b>23</b>
	<b>總計</b>	<b>358</b>	<b>900</b>	<b>5,027</b>	<b>6,285</b>



表六：未來十二個月內(18.1.2014-17.1.2015)，美容美髮業從業員須接受的技能培訓範疇 (按行業類別劃分)

行業類別	技能培訓範疇	經理級	技師級	主任級	技術員級	技工級	半熟練技工級	總數
<b>1. 美容及美髮學校</b>								
	<b>一般管理技能</b>							
	管理技能 (如解決問題、決策、領導才能及危機管理)	7	0	0	0	0	0	7
	人力資源	6	0	0	0	0	0	6
	市場管理	6	0	0	0	0	0	6
	優質服務管理	5	0	0	0	0	0	5
	其他	0	0	0	0	0	0	0
	<b>小計(a)</b>	<b>24</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>24</b>
	<b>通用技能</b>							
	顧客服務技巧	5	3	0	6	0	0	14
	處理投訴技巧	5	3	0	3	0	0	11
	銷售及市場推廣技巧	6	0	0	2	0	0	8
	店鋪營運技巧	5	0	0	1	0	0	6
	其他	0	2	0	2	0	0	4
	<b>小計(b)</b>	<b>21</b>	<b>8</b>	<b>0</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>43</b>
	<b>語文技能</b>							
	普通話	5	3	0	5	0	0	13
	中文書寫能力	4	0	0	1	0	0	5
	英文書寫能力	4	0	0	1	0	0	5
	英語會話	4	3	0	5	0	0	12
	其他	0	0	0	0	0	0	0
	<b>小計(c)</b>	<b>17</b>	<b>6</b>	<b>0</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>35</b>
	<b>總計(a - c)</b>	<b>62</b>	<b>14</b>	<b>0</b>	<b>26</b>	<b>0</b>	<b>0</b>	<b>102</b>
<b>2. 化妝及美甲學校</b>								
	<b>一般管理技能</b>							
	管理技能 (如解決問題、決策、領導才能及危機管理)	1	1	0	0	0	0	2
	人力資源	0	0	0	0	0	0	0
	市場管理	1	1	0	0	0	0	2
	優質服務管理	0	0	0	0	0	0	0
	其他	0	0	0	0	0	0	0
	<b>小計(a)</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>
	<b>通用技能</b>							
	顧客服務技巧	1	1	0	3	2	0	7
	處理投訴技巧	0	1	0	2	0	0	3
	銷售及市場推廣技巧	0	2	0	2	0	0	4
	店鋪營運技巧	0	1	0	1	0	0	2
	其他	1	1	0	3	2	0	7
	<b>小計(b)</b>	<b>2</b>	<b>6</b>	<b>0</b>	<b>11</b>	<b>4</b>	<b>0</b>	<b>23</b>
	<b>語文技能</b>							
	普通話	1	0	0	2	1	0	4
	中文書寫能力	0	0	0	1	1	0	2
	英文書寫能力	0	1	0	1	0	0	2
	英語會話	1	1	0	3	1	0	6
	其他	0	0	0	0	0	0	0
	<b>小計(c)</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>7</b>	<b>3</b>	<b>0</b>	<b>14</b>
	<b>總計(a - c)</b>	<b>6</b>	<b>10</b>	<b>0</b>	<b>18</b>	<b>7</b>	<b>0</b>	<b>41</b>

行業類別	技能培訓範疇	經理級	技師級	主任級	技術員級	技工級	半熟練技工級	總數
<b>3. 美容院/健康中心及水療中心</b>								
	<b>一般管理技能</b>							
	管理技能 (如解決問題、決策、領導才能及危機管理)	83	2	6	54	103	0	248
	人力資源	36	0	6	18	65	0	125
	市場管理	42	0	5	21	106	0	174
	優質服務管理	40	0	6	41	80	0	167
	其他	1	0	0	10	10	0	21
	<b>小計(a)</b>	<b>202</b>	<b>2</b>	<b>23</b>	<b>144</b>	<b>364</b>	<b>0</b>	<b>735</b>
	<b>通用技能</b>							
	顧客服務技巧	81	4	10	255	1,256	116	1,722
	處理投訴技巧	94	0	8	125	825	23	1,075
	銷售及市場推廣技巧	94	4	12	227	701	16	1,054
	店鋪營運技巧	68	0	7	42	597	2	716
	其他	9	0	4	36	145	3	197
	<b>小計(b)</b>	<b>346</b>	<b>8</b>	<b>41</b>	<b>685</b>	<b>3,524</b>	<b>160</b>	<b>4,764</b>
	<b>語文技能</b>							
	普通話	40	6	11	58	682	84	881
	中文書寫能力	23	0	3	13	56	1	96
	英文書寫能力	29	0	2	13	56	6	106
	英語會話	33	5	9	60	473	51	631
	其他	0	0	0	0	0	0	0
	<b>小計(c)</b>	<b>125</b>	<b>11</b>	<b>25</b>	<b>144</b>	<b>1,267</b>	<b>142</b>	<b>1,714</b>
	<b>總計(a - c)</b>	<b>673</b>	<b>21</b>	<b>89</b>	<b>973</b>	<b>5,155</b>	<b>302</b>	<b>7,213</b>
<b>4. 髮廊</b>								
	<b>一般管理技能</b>							
	管理技能 (如解決問題、決策、領導才能及危機管理)	4	1	0	1	0	0	6
	人力資源	4	0	0	0	1	0	5
	市場管理	4	0	0	1	33	0	38
	優質服務管理	4	0	0	0	5	0	9
	其他	0	0	0	0	0	0	0
	<b>小計(a)</b>	<b>16</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>39</b>	<b>0</b>	<b>58</b>
	<b>通用技能</b>							
	顧客服務技巧	4	4	0	82	569	375	1,034
	處理投訴技巧	4	4	0	65	392	154	619
	銷售及市場推廣技巧	4	4	0	9	23	20	60
	店鋪營運技巧	4	0	0	37	346	0	387
	其他	4	5	0	14	87	81	191
	<b>小計(b)</b>	<b>20</b>	<b>17</b>	<b>0</b>	<b>207</b>	<b>1,417</b>	<b>630</b>	<b>2,291</b>
	<b>語文技能</b>							
	普通話	4	0	0	63	258	189	514
	中文書寫能力	4	0	0	0	4	4	12
	英文書寫能力	4	0	0	4	32	4	44
	英語會話	4	0	0	14	108	38	164
	其他	0	0	0	0	4	13	17
	<b>小計(c)</b>	<b>16</b>	<b>0</b>	<b>0</b>	<b>81</b>	<b>406</b>	<b>248</b>	<b>751</b>
	<b>總計(a - c)</b>	<b>52</b>	<b>18</b>	<b>0</b>	<b>290</b>	<b>1,862</b>	<b>878</b>	<b>3,100</b>

行業類別	技能培訓範疇	經理級	技師級	主任級	技術員級	技工級	半熟練技工級	總數
<b>5. 批發及出入口產品公司</b>								
	<b>一般管理技能</b>							
	管理技能 (如解決問題、決策、領導才能及危機管理)	29	0	39	0	0	0	68
	人力資源	27	0	27	0	0	0	54
	市場管理	35	0	38	0	0	0	73
	優質服務管理	16	0	15	0	0	0	31
	其他	16	0	13	0	0	0	29
	<b>小計(a)</b>	<b>123</b>	<b>0</b>	<b>132</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>255</b>
	<b>通用技能</b>							
	顧客服務技巧	25	0	55	72	5	0	157
	處理投訴技巧	25	0	38	16	1	0	80
	銷售及市場推廣技巧	33	0	67	130	5	0	235
	店鋪營運技巧	0	0	13	0	0	0	13
	其他	0	0	12	12	0	0	24
	<b>小計(b)</b>	<b>83</b>	<b>0</b>	<b>185</b>	<b>230</b>	<b>11</b>	<b>0</b>	<b>509</b>
	<b>語文技能</b>							
	普通話	37	0	50	83	0	0	170
	中文書寫能力	25	0	37	25	0	0	87
	英文書寫能力	25	0	37	28	0	0	90
	英語會話	25	0	49	80	0	0	154
	其他	0	0	0	0	0	0	0
	<b>小計(c)</b>	<b>112</b>	<b>0</b>	<b>173</b>	<b>216</b>	<b>0</b>	<b>0</b>	<b>501</b>
	<b>總計(a - c)</b>	<b>318</b>	<b>0</b>	<b>490</b>	<b>446</b>	<b>11</b>	<b>0</b>	<b>1,265</b>
<b>6. 零售產品公司</b>								
	<b>一般管理技能</b>							
	管理技能 (如解決問題、決策、領導才能及危機管理)	57	0	47	0	0	0	104
	人力資源	54	0	44	0	0	0	98
	市場管理	68	0	52	0	0	0	120
	優質服務管理	55	0	46	1	1	0	103
	其他	0	0	0	0	0	0	0
	<b>小計(a)</b>	<b>234</b>	<b>0</b>	<b>189</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>425</b>
	<b>通用技能</b>							
	顧客服務技巧	57	0	94	5	121	0	277
	處理投訴技巧	58	0	63	1	51	0	173
	銷售及市場推廣技巧	61	0	124	3	101	0	289
	店鋪營運技巧	56	0	138	0	39	0	233
	其他	4	0	5	0	11	0	20
	<b>小計(b)</b>	<b>236</b>	<b>0</b>	<b>424</b>	<b>9</b>	<b>323</b>	<b>0</b>	<b>992</b>
	<b>語文技能</b>							
	普通話	60	0	62	5	96	0	223
	中文書寫能力	43	0	43	0	43	0	129
	英文書寫能力	3	0	3	0	3	0	9
	英語會話	54	0	58	2	95	0	209
	其他	0	0	0	0	1	0	1
	<b>小計(c)</b>	<b>160</b>	<b>0</b>	<b>166</b>	<b>7</b>	<b>238</b>	<b>0</b>	<b>571</b>
	<b>總計(a - c)</b>	<b>630</b>	<b>0</b>	<b>779</b>	<b>17</b>	<b>562</b>	<b>0</b>	<b>1,988</b>

行業類別	技能培訓範疇	經理級	技師級	主任級	技術員級	技工級	半熟練技工級	總數
<b>7. 美甲中心</b>								
	<b>一般管理技能</b>							
	管理技能 (如解決問題、決策、領導才能及危機管理)	0	0	0	0	0	0	0
	人力資源	0	0	0	0	37	0	37
	市場管理	0	0	0	0	37	0	37
	優質服務管理	4	0	0	0	74	0	78
	其他	0	0	0	0	0	0	0
	<b>小計(a)</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>148</b>	<b>0</b>	<b>152</b>
	<b>通用技能</b>							
	顧客服務技巧	10	0	0	14	79	0	103
	處理投訴技巧	15	0	0	10	42	0	67
	銷售及市場推廣技巧	15	0	0	10	42	0	67
	店鋪營運技巧	15	0	0	10	74	0	99
	其他	0	0	0	0	10	0	10
	<b>小計(b)</b>	<b>55</b>	<b>0</b>	<b>0</b>	<b>44</b>	<b>247</b>	<b>0</b>	<b>346</b>
	<b>語文技能</b>							
	普通話	0	0	0	4	44	0	48
	中文書寫能力	0	0	0	0	37	0	37
	英文書寫能力	0	0	0	0	37	0	37
	英語會話	0	0	0	4	79	0	83
	其他	0	0	0	0	2	0	2
	<b>小計(c)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>199</b>	<b>0</b>	<b>207</b>
	<b>總計(a - c)</b>	<b>59</b>	<b>0</b>	<b>0</b>	<b>52</b>	<b>594</b>	<b>0</b>	<b>705</b>
<b>8. 其他 (包括婚紗攝影及影視娛樂機構)</b>								
	<b>一般管理技能</b>							
	管理技能 (如解決問題、決策、領導才能及危機管理)	1	1	0	0	0	0	2
	人力資源	1	0	0	0	0	0	1
	市場管理	1	0	0	0	0	0	1
	優質服務管理	1	0	0	0	0	0	1
	其他	0	0	0	0	0	0	0
	<b>小計(a)</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>
	<b>通用技能</b>							
	顧客服務技巧	0	0	0	1	2	0	3
	處理投訴技巧	1	0	0	1	1	0	3
	銷售及市場推廣技巧	0	0	0	0	0	0	0
	店鋪營運技巧	0	0	0	0	0	0	0
	其他	0	1	0	1	0	0	2
	<b>小計(b)</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>8</b>
	<b>語文技能</b>							
	普通話	1	1	0	0	1	0	3
	中文書寫能力	1	1	0	1	1	0	4
	英文書寫能力	1	0	0	0	0	0	1
	英語會話	0	0	0	0	0	0	0
	其他	0	0	0	0	0	0	0
	<b>小計(c)</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>8</b>
	<b>總計(a - c)</b>	<b>8</b>	<b>4</b>	<b>0</b>	<b>4</b>	<b>5</b>	<b>0</b>	<b>21</b>
	<b>合共</b>	<b>1,808</b>	<b>67</b>	<b>1,358</b>	<b>1,826</b>	<b>8,196</b>	<b>1,180</b>	<b>14,435</b>

表七(a)：過去十二個月內(18.1.2013-17.1.2014)，招聘美容美髮從業員遇上困難的原因 (按行業類別劃分)

行業類別	原因	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工級 (c)	總數 (a - c)
<b>1. 美容及美髮學校</b>					
	缺乏具相關訓練／資歷的人力資源	0	1	0	1
	缺乏具相關經驗求職者	0	3	0	3
	求職者對服務條件／薪酬要求過高	0	0	0	0
	工作時間過長	0	0	0	0
	學藝／在職培訓時期過長	0	0	0	0
	工作性質相對辛苦	0	0	0	0
	地位低微	0	0	0	0
	職業發展前景的局限	0	0	0	0
	最低工資的實施增加了行業的選擇	0	0	0	0
	更長期的免費教育延後了基層員工的入職年齡	0	0	0	0
	擁有較高學歷年青人有很多就業的選擇	0	0	0	0
	其他	0	0	0	0
	<b>小計</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>4</b>
<b>2. 化妝及美甲學校</b>					
	缺乏具相關訓練／資歷的人力資源	0	1	0	1
	缺乏具相關經驗求職者	0	1	1	2
	求職者對服務條件／薪酬要求過高	0	0	0	0
	工作時間過長	0	0	0	0
	學藝／在職培訓時期過長	0	0	0	0
	工作性質相對辛苦	0	0	0	0
	地位低微	0	0	0	0
	職業發展前景的局限	0	0	0	0
	最低工資的實施增加了行業的選擇	0	1	0	1
	更長期的免費教育延後了基層員工的入職年齡	0	0	0	0
	擁有較高學歷年青人有很多就業的選擇	0	1	0	1
	其他	0	0	0	0
	<b>小計</b>	<b>0</b>	<b>4</b>	<b>1</b>	<b>5</b>
<b>3. 美容院／健康中心及水療中心</b>					
	缺乏具相關訓練／資歷的人力資源	3	22	490	515
	缺乏具相關經驗求職者	9	25	698	732
	求職者對服務條件／薪酬要求過高	18	25	630	673
	工作時間過長	38	3	217	258
	學藝／在職培訓時期過長	0	0	37	37
	工作性質相對辛苦	0	15	393	408
	地位低微	0	1	95	96
	職業發展前景的局限	0	10	16	26
	最低工資的實施增加了行業的選擇	2	1	456	459
	更長期的免費教育延後了基層員工的入職年齡	0	0	4	4
	擁有較高學歷年青人有很多就業的選擇	1	10	97	108
	其他	2	3	138	143
	<b>小計</b>	<b>73</b>	<b>115</b>	<b>3,271</b>	<b>3,459</b>

行業類別	原因	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工級 (c)	總數 (a - c)
<b>4. 髮廊</b>					
	缺乏具相關訓練／資歷的人力資源	4	0	234	238
	缺乏具相關經驗求職者	4	4	504	512
	求職者對服務條件／薪酬要求過高	4	1	275	280
	工作時間過長	0	0	196	196
	學藝／在職培訓時期過長	0	0	19	19
	工作性質相對辛苦	0	1	709	710
	地位低微	0	0	145	145
	職業發展前景的局限	0	1	89	90
	最低工資的實施增加了行業的選擇	0	0	711	711
	更長期的免費教育延後了基層員工的入職年齡	0	0	9	9
	擁有較高學歷年青人有很多就業的選擇	4	0	61	65
	其他	0	0	27	27
	<b>小計</b>	<b>16</b>	<b>7</b>	<b>2,979</b>	<b>3,002</b>
<b>5. 批發及出入口產品公司</b>					
	缺乏具相關訓練／資歷的人力資源	11	15	3	29
	缺乏具相關經驗求職者	11	59	1	71
	求職者對服務條件／薪酬要求過高	11	13	1	25
	工作時間過長	0	1	1	2
	學藝／在職培訓時期過長	0	0	0	0
	工作性質相對辛苦	0	2	1	3
	地位低微	0	0	0	0
	職業發展前景的局限	0	0	0	0
	最低工資的實施增加了行業的選擇	0	0	0	0
	更長期的免費教育延後了基層員工的入職年齡	0	0	0	0
	擁有較高學歷年青人有很多就業的選擇	11	15	0	26
	其他	0	13	5	18
	<b>小計</b>	<b>44</b>	<b>118</b>	<b>12</b>	<b>174</b>
<b>6. 零售產品公司</b>					
	缺乏具相關訓練／資歷的人力資源	4	7	76	87
	缺乏具相關經驗求職者	0	7	65	72
	求職者對服務條件／薪酬要求過高	4	7	40	51
	工作時間過長	0	2	26	28
	學藝／在職培訓時期過長	0	0	0	0
	工作性質相對辛苦	0	6	54	60
	地位低微	0	0	0	0
	職業發展前景的局限	0	3	12	15
	最低工資的實施增加了行業的選擇	0	4	14	18
	更長期的免費教育延後了基層員工的入職年齡	0	0	3	3
	擁有較高學歷年青人有很多就業的選擇	0	4	12	16
	其他	0	2	4	6
	<b>小計</b>	<b>8</b>	<b>42</b>	<b>306</b>	<b>356</b>

行業類別	原因	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工級 (c)	總數 (a - c)
<b>7. 美甲中心</b>					
	缺乏具相關訓練／資歷的人力資源	0	4	17	21
	缺乏具相關經驗求職者	0	4	27	31
	求職者對服務條件／薪酬要求過高	0	0	49	49
	工作時間過長	0	0	0	0
	學藝／在職培訓時期過長	0	0	2	2
	工作性質相對辛苦	0	0	30	30
	地位低微	0	0	0	0
	職業發展前景的局限	0	0	0	0
	最低工資的實施增加了行業的選擇	0	0	52	52
	更長期的免費教育延後了基層員工的入職年齡	0	0	10	10
	擁有較高學歷年青人有很多就業的選擇	0	4	5	9
	其他	0	0	0	0
	<b>小計</b>	<b>0</b>	<b>12</b>	<b>192</b>	<b>204</b>
<b>8. 其他 (包括婚紗攝影及影視娛樂機構)</b>					
	缺乏具相關訓練／資歷的人力資源	0	0	1	1
	缺乏具相關經驗求職者	0	0	2	2
	求職者對服務條件／薪酬要求過高	0	0	0	0
	工作時間過長	0	0	0	0
	學藝／在職培訓時期過長	0	0	0	0
	工作性質相對辛苦	0	0	1	1
	地位低微	0	0	0	0
	職業發展前景的局限	0	0	0	0
	最低工資的實施增加了行業的選擇	0	0	0	0
	更長期的免費教育延後了基層員工的入職年齡	0	0	0	0
	擁有較高學歷年青人有很多就業的選擇	0	0	0	0
	其他	0	0	0	0
	<b>小計</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>4</b>
<b>9. 所有分類(以上1-8項)</b>					
	缺乏具相關訓練／資歷的人力資源	22	50	821	893
	缺乏具相關經驗求職者	24	103	1,298	1,425
	求職者對服務條件／薪酬要求過高	37	46	995	1,078
	工作時間過長	38	6	440	484
	學藝／在職培訓時期過長	0	0	58	58
	工作性質相對辛苦	0	24	1,188	1,212
	地位低微	0	1	240	241
	職業發展前景的局限	0	14	117	131
	最低工資的實施增加了行業的選擇	2	6	1,233	1,241
	更長期的免費教育延後了基層員工的入職年齡	0	0	26	26
	擁有較高學歷年青人有很多就業的選擇	16	34	175	225
	其他	2	18	174	194
	<b>總計</b>	<b>141</b>	<b>302</b>	<b>6,765</b>	<b>7,208</b>

表七(b)：過去十二個月內(18.1.2013-17.1.2014)，招聘美容美髮從業員有否遇上困難 (按行業類別劃分)

行業類別	有	否	未有招聘/ 未有嘗試招聘	未有說明/ 拒絕回應	總數
1. 美容及美髮學校	3	0	14	1	<b>18</b>
2. 化妝及美甲學校	2	2	9	0	<b>13</b>
3. 美容院／健康中心及水療中心	1,084	323	2,879	95	<b>4,381</b>
4. 髮廊	987	98	2,347	8	<b>3,440</b>
5. 批發及出入口產品公司	79	98	871	45	<b>1,093</b>
6. 零售產品公司	130	21	465	34	<b>650</b>
7. 美甲中心	74	0	423	0	<b>497</b>
8. 其他 (包括婚紗攝影及影視娛樂機構)	2	6	80	4	<b>92</b>
<b>總計</b>	<b>2,361</b>	<b>548</b>	<b>7,088</b>	<b>187</b>	<b>10,184</b>



表八(a)：過去十二個月內(18.1.2013-17.1.2014)離職的僱員人數 (按行業類別劃分)

行業類別	過去十二個月內離職的僱員人數			
	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工級 (c)	總離職人數 (a - c)
1. 美容及美髮學校	3	7	0	10
2. 化妝及美甲學校	0	3	12	15
3. 美容院/健康中心及水療中心	74	224	3,431	3,729
4. 髮廊	12	13	3,275	3,300
5. 批發及出入口產品公司	11	424	56	491
6. 零售產品公司	13	118	1,131	1,262
7. 美甲中心	10	0	425	435
8. 其他 (包括婚紗攝影及影視娛樂機構)	1	1	14	16
<b>總計</b>	<b>124</b>	<b>790</b>	<b>8,344</b>	<b>9,258</b>

表八(b)：過去十二個月內(18.1.2013-17.1.2014)聘用的僱員人數 (按行業類別劃分)

行業類別	總招聘人數				入職前是從事美容美髮業 相關職務的人數			
	經理級/ 技師級 (a)	主任級/ 技術員級 (b)	技工級/ 半熟練技工 級 (c)	小計 (a-c)	經理級/ 技師級 (d)	主任級/ 技術員級 (e)	技工級/ 半熟練技工 級 (f)	小計 (d-f)
1. 美容及美髮學校	0	2	0	2	0	2	0	2
2. 化妝及美甲學校	0	4	12	16	0	4	12	16
3. 美容院/健康中心及水療中心	56	235	2,861	3,152	56	233	2,394	2,683
4. 髮廊	0	11	2,611	2,622	0	11	1,710	1,721
5. 批發及出入口產品公司	0	399	55	454	0	281	55	336
6. 零售產品公司	9	103	1,176	1,288	9	99	580	688
7. 美甲中心	0	4	459	463	0	4	359	363
8. 其他 (包括婚紗攝影及影視娛樂機構)	3	2	18	23	3	2	13	18
<b>總計</b>	<b>68</b>	<b>760</b>	<b>7,192</b>	<b>8,020</b>	<b>68</b>	<b>636</b>	<b>5,123</b>	<b>5,827</b>

表九：各類行業的機構數目 (按規模劃分)

行業類別	僱員數目	機構數目
<b>1. 美容及美髮學校</b>		
	1 -- 4	2
	5 -- 9	11
	10 -- 19	2
	20 -- 49	3
	50 -- 99	0
	100 -- 199	0
	200及以上	0
	<b>小計</b>	<b>18</b>
<b>2. 化妝及美甲學校</b>		
	1 -- 4	5
	5 -- 9	3
	10 -- 19	4
	20 -- 49	1
	50 -- 99	0
	100 -- 199	0
	200及以上	0
	<b>小計</b>	<b>13</b>
<b>3. 美容院／健康中心及水療中心</b>		
	1 -- 4	3,677
	5 -- 9	392
	10 -- 19	168
	20 -- 49	94
	50 -- 99	21
	100 -- 199	18
	200及以上	11
	<b>小計</b>	<b>4,381</b>
<b>4. 髮廊</b>		
	1 -- 4	2,353
	5 -- 9	768
	10 -- 19	233
	20 -- 49	59
	50 -- 99	23
	100 -- 199	4
	200及以上	0
	<b>小計</b>	<b>3,440</b>

行業類別	僱員數目	機構數目
<b>5. 批發及出入口產品公司</b>		
	1 -- 4	765
	5 -- 9	175
	10 -- 19	105
	20 -- 49	23
	50 -- 99	16
	100 -- 199	3
	200及以上	6
	<b>小計</b>	<b>1,093</b>
<b>6. 零售產品公司</b>		
	1 -- 4	354
	5 -- 9	151
	10 -- 19	64
	20 -- 49	40
	50 -- 99	16
	100 -- 199	11
	200及以上	14
	<b>小計</b>	<b>650</b>
<b>7. 美甲中心</b>		
	1 -- 4	449
	5 -- 9	40
	10 -- 19	0
	20 -- 49	6
	50 -- 99	2
	100 -- 199	0
	200及以上	0
	<b>小計</b>	<b>497</b>
<b>8. 其他 (包括婚紗攝影及影視娛樂機構)</b>		
	1 -- 4	53
	5 -- 9	10
	10 -- 19	10
	20 -- 49	4
	50 -- 99	0
	100 -- 199	2
	200及以上	13
	<b>小計</b>	<b>92</b>
	<b>總計</b>	<b>10,184</b>

表十：各類行業技術及非技術的僱員人數 (按規模劃分)

行業類別	僱員數目	非技術 僱員人數 (a)	技術 僱員人數 (b)	總數 (a) + (b)
<b>1. 美容及美髮學校</b>				
	1 -- 4	0	6	6
	5 -- 9	2	62	64
	10 -- 19	1	25	26
	20 -- 49	0	53	53
	50 -- 99	0	0	0
	100 -- 199	0	0	0
	200及以上	0	0	0
	<b>小計</b>	<b>3</b>	<b>146</b>	<b>149</b>
<b>2. 化妝及美甲學校</b>				
	1 -- 4	0	13	13
	5 -- 9	0	16	16
	10 -- 19	4	43	47
	20 -- 49	5	25	30
	50 -- 99	0	0	0
	100 -- 199	0	0	0
	200及以上	0	0	0
	<b>小計</b>	<b>9</b>	<b>97</b>	<b>106</b>
<b>3. 美容院／健康中心及水療中心</b>				
	1 -- 4	39	6,066	6,105
	5 -- 9	160	2,156	2,316
	10 -- 19	184	2,104	2,288
	20 -- 49	187	2,240	2,427
	50 -- 99	104	1,126	1,230
	100 -- 199	311	1,897	2,208
	200及以上	1,528	3,114	4,642
	<b>小計</b>	<b>2,513</b>	<b>18,703</b>	<b>21,216</b>
<b>4. 髮廊</b>				
	1 -- 4	29	3,743	3,772
	5 -- 9	18	3,556	3,574
	10 -- 19	57	2,207	2,264
	20 -- 49	55	1,220	1,275
	50 -- 99	52	1,088	1,140
	100 -- 199	56	445	501
	200及以上	0	0	0
	<b>小計</b>	<b>267</b>	<b>12,259</b>	<b>12,526</b>

行業類別	僱員數目	非技術 僱員人數 (a)	技術 僱員人數 (b)	總數 (a) + (b)
<b>5. 批發及出入口產品公司</b>				
	1 -- 4	0	1,218	1,218
	5 -- 9	324	802	1,126
	10 -- 19	476	823	1,299
	20 -- 49	262	440	702
	50 -- 99	544	641	1,185
	100 -- 199	265	200	465
	200及以上	672	1,080	1,752
	<b>小計</b>	<b>2,543</b>	<b>5,204</b>	<b>7,747</b>
<b>6. 零售產品公司</b>				
	1 -- 4	25	605	630
	5 -- 9	75	941	1,016
	10 -- 19	70	534	604
	20 -- 49	139	959	1,098
	50 -- 99	66	1,166	1,232
	100 -- 199	545	1,050	1,595
	200及以上	4,525	4,478	9,003
	<b>小計</b>	<b>5,445</b>	<b>9,733</b>	<b>15,178</b>
<b>7. 美甲中心</b>				
	1 -- 4	0	710	710
	5 -- 9	10	270	280
	10 -- 19	0	0	0
	20 -- 49	20	160	180
	50 -- 99	14	116	130
	100 -- 199	0	0	0
	200及以上	0	0	0
	<b>小計</b>	<b>44</b>	<b>1,256</b>	<b>1,300</b>
<b>8. 其他 (包括婚紗攝影及影視娛樂機構)</b>				
	1 -- 4	0	49	49
	5 -- 9	0	6	6
	10 -- 19	0	15	15
	20 -- 49	0	13	13
	50 -- 99	0	0	0
	100 -- 199	0	32	32
	200及以上	0	117	117
	<b>小計</b>	<b>0</b>	<b>232</b>	<b>232</b>
<b>總計</b>		<b>10,824</b>	<b>47,630</b>	<b>58,454</b>

表十一：美容美髮業2014年人力調查反應分析

結果 \ 行業類別*	1. 理髮服務	2. 美容服務	3. 化妝品及香水批發及出口貿易	4. 化妝品零售	5. 體育機構	6. 學校	7. 結婚攝影機構	8. 影視娛樂事業機構	總數
結束營業	3	5	0	3	0	6	0	0	17
重複	0	0	0	0	0	0	0	0	0
合併	2	5	0	1	0	0	0	0	8
搬遷、地址無法確定	6	16	3	2	0	2	3	0	32
無法取得聯絡	14	31	11	14	1	4	1	0	76
並無從事有關的單一業務	0	4	10	14	0	3	0	0	31
非技術僱員	0	0	0	5	0	5	26	2	38
未開始營業	0	2	2	1	0	1	0	0	6
只提供部份資料	11	7	3	6	1	3	2	1	34
拒絕回應	1	14	5	7	3	4	0	1	35
雖已註冊／有通信地址但並無營業	2	13	2	2	0	1	0	0	20
有回應	243	251	57	48	2	49	22	3	675
暫時停業	6	20	3	6	0	3	3	0	41
空置單位	0	1	0	0	0	0	0	0	1
<b>合共</b>	<b>288</b>	<b>369</b>	<b>96</b>	<b>109</b>	<b>7</b>	<b>81</b>	<b>57</b>	<b>7</b>	<b>1,014</b>

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

# **2014 Manpower Survey Report**

## **Beauty Care, Hairdressing and Cosmetics Industry**

### **Executive Summary**

#### Introduction

1. The Beauty Care and Hairdressing Training Board (The Training Board) conducts a biennial manpower survey for assessing the manpower situation, manpower demands and training needs of the industry.
2. Fieldwork of the manpower survey was conducted in the first quarter of 2014, with 17 January 2014 as the reference date for all survey data. Out of a total of 10 184 registered companies, 1 014 were selected for this survey by stratified random sampling.
3. 1 014 sampled companies fall into six sectors of the industry as follows:
  - i) School (Beauty & Hairdressing/Make-up & Nail) [abbreviated as “School”];
  - ii) Beauty Centre/Health Centre & Spa [abbreviated as “Beauty Centre”];
  - iii) Hairdressing Salon;
  - iv) Cosmetic Product Company - Wholesale, Import & Export [abbreviated as “Cosmetic Product Company - WIE”];
  - v) Cosmetic Product Company - Retail;
  - vi) Nail Salon.
4. The overall effective response rate was 95.1%, a slight drop from 2012.

#### Objective

5. The survey aimed to collect updated manpower data for the industry, and to assess the manpower demands and training needs, with a view for recommending strategies for



curriculum development and proposals for in-service training.

### Limitations

6. Owing to resources constraints, companies were drawn by statistical sampling methods for this survey. Statistical discrepancies were therefore inevitable and might affect the interpretation of survey findings.

### Economic Outlook

7. The pace of Hong Kong's economic growth slowed down in 2014. On the external front, the US economy recorded a moderate year-on-year growth, and the Eurozone revival was dragged down by long-term structural problems. Normalisation of US monetary policy and the global political tensions added to the uncertainties. Economic growth in the Mainland remained stable. Notwithstanding this, the sluggishness in advanced economies has held back the rebound of Asian exports in certain extent. Hong Kong's exports slightly picked up in the second quarter; yet exports of services declined sharply due to the dampened sentiments of tourists in luxuries spending. The growth of domestic demands was also hampered by economic slack.

8. Following a moderate imported inflation and slowdown of economic growth, underlying consumer price inflation eased further in the second quarter of 2014, where GDP grew by 1.8% in real terms, down from 2.6% growth in the previous quarter. On a seasonally adjusted comparison, real GDP edged down 0.1% in the second quarter, up 0.3% in the preceding quarter.

9. Nevertheless, the labour market has remained broadly stable. Seasonally adjusted unemployment rate edged up from 3.1% in the first quarter to 3.2% in the second quarter, and underemployment rate also rose from 1.3% to 1.5%. Wages and income continued to see growth in the first quarter. Substantial improvement in the average monthly earnings of full-time employees (especially the grassroots) in the second quarter continued. Overall, the recent slowdown in retail sales has yet to significantly affect the overall employment and income, but close watch must be kept on its subsequent development and impact.

10. Consumer price inflation continued slowing on the other hand. Overall inflation rate dropped to 3.6% in the second quarter of 2014, down from 4.2% in the first quarter. Looking at the first half of the year, the average inflation rate was 3.9%, down from 4.3% in 2013. Rents of commercial buildings were an issue of concern in the 2012 survey report, but the situation eased off in 2014. Together with the moderate increase of labour costs, these two factors could reduce the pressure on business operations.

11. Net output of services industry recorded a year-on-year growth of 2.2% in real terms in the first quarter of 2014, slightly lower than the 2.8% in the fourth quarter of 2013, which is in line with the moderate economic growth over the same period. Trading environment was weak at the beginning of the year. Net output of import-export trades had a slight drop, dragging down the services industry. There was also a slowdown in the growth of the retail and wholesale industries. It reflects the decelerating expansion of inbound tourism. Together with the change in the spending pattern of tourists, these situations must not be overlooked.

#### Business Outlook and Manpower Implications

12. Since the introduction of the Statutory Minimum Wage in 2011, the Training Board has been keeping an eye on its impacts from the time the manpower survey was conducted in 2012. Survey results in 2014 indicated that 17% of employers viewed the implementation of minimum wage as a move to open up more choices in the job market. As mentioned in the 2012 survey report, under a market condition of “equal pay for different jobs”, labour intensive industries had to offer more attractive salary packages for new recruits.

13. Grassroots jobs require longer pre-employment training and some even require the possession of professional certificates as an entrance requirement. For labour intensive service industries like beauty care and hairdressing, the implementation of minimum wage undoubtedly means more career choices in other fields, thus causing recruitment difficulties as reported by some employers.

14. With the rise in wages of grassroots employees, wage gaps between employees narrowed. Employers were more willing to recruit experienced employees with higher salaries. The pushing up of wage levels hence provided incentive for experienced

employees to stay on.

15. High-tech cosmetology<sup>1</sup> continued to be a key area of business growth for the beauty care industry. As the consumer spending on high-tech beauty services is much more lavish than that of the conventional types of service, and the service time involved is comparatively less, it fits in well with the business environment of Hong Kong characterised by its high operation cost, and will continue to project a very positive business outlook.

16. However, high return would imply better risk management in investment is required. Medical blunders involving beauty and health care in recent years undoubtedly dampened the confidence of consumers to a certain extent. In November 2013, the Department of Health issued guidelines on the differentiation of medical procedures and beauty services. Apart from following the guidelines, the industry should also step up training and education of professional skills and safety knowledge to restore consumer confidence.

17. The implementation of the Individual Visit Scheme for Mainland Tourists boosted the demand for cosmeceutical luxuries, like cosmetics and skin care products, and sustained the growth of the beauty retail industry. In addition, the surge in mainland consumers in local beauty centres and hairdressing salons led to a rise in the demand for frontline salespersons, beauticians and hairdressers. As a result, skills like language, interpersonal communication and customer services remain the key training areas most preferred by employers.

18. There was an expansion of nail salons over 2012, yet technical manpower was reaching a saturation point, attributed by the longer service time and the generally low monthly income, coupled with the continued rent rises. Business growth of nail salons was impacted by all these factors. With the emergence of large nail salon chains however, manicurists who usually worked as freelancers were absorbed by these nail salon chains. The number of technical employees thus remained comparable to 2012.

19. The Training Board is of the view that the nail salon services will become popular.

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<sup>1</sup> Hi-tech cosmetology: This refers to beauty care or body care procedures by applying hi-end technology equipment or products. It is popularly known as medical cosmetology or scientific cosmetology.

Training providers should therefore strengthen the professional skills and integrated training of nail artists and nail technologists. The professional knowledge about different areas like the physical setting of nail salons, safety and hygiene, nail abnormalities and lesions, as well as the generic knowledge on interpersonal skills, customer services and sales techniques should also be enhanced. Only by nurturing talents with professional skills and knowledge, employees can be of greater opportunities to benefit the further growth of the industry.

20. High wastage of manpower has impeded the growth of hairdressing industry. The government policy of extending free education entitlement has in a way pushed back the time grassroots employees starting to enter the workplace. Besides, young people have more options for training alongside the traditional education system. Young people with higher qualification/education are hesitant to join the hairdressing industry, having regard to its long apprenticeship period and relatively demanding job nature. Value-added training, such as art and aesthetics, image design, photography and related skills should be enhanced. It is also important to boost the commitment of employees to the hairdressing profession, and to elevate the social status of the practitioners. Hopefully these efforts will foster the loyalty and sense of belonging of the employees. Even if they are engaged in the grassroots level jobs, they would not treat their occupation merely as temporary or transitional.

21. It is also observed that a number of practitioners were adopting the business mode of self-employment or partnership in recent years. Most of them, including bridal/photography/stage make-up artists and hairdressers were not stationed in a fixed working location. There has been a growing trend of such practitioners. Even though concrete figures could not be obtained by the current statistical sampling, the manpower growth was obvious. Since this kind of business mode can be used as a reference for young people starting up their own business, workers unions and trade associations of this industry may take the initiative to approach them and explore their training needs and possibility of providing value-added services for their career development.

22. The Training Board noted that the wastage of technical employees remained acute at the grassroots level for many years, which was not only attributed by demanding job nature or unattractive remuneration, but also caused by insufficient training opportunity and the lack of clear career pathway. To address the wastage of technical manpower, employers should invest on manpower training. Systematic training on advanced skills and product

knowledge should also be provided. Professional attitude should be cultivated, starting from grassroots employees, for projecting a positive image of the profession. In addition, middle-level employees should be encouraged to join programmes to upgrade their skills in supervisory management, commercial practice, marketing and business operation, which would promote upward career mobility.

23. With the government provision of considerable resources in the vocational training market, training services have been gradually taken up by charity groups, non-profit making organisations, public bodies and academic institutions. Many private organisations have withdrawn from the market, leaving only a few still in operation. The latter may need to run other beauty services to sustain business. The demand for beauty training instructors has also fallen. Nevertheless, these surplus posts and manpower were more or less absorbed by the various organisations as above.

24. Overall speaking, the Training Board is of the view that professional training and rigorous examinations will enhance the service standard and income of practitioners, coupled with a licensing and vocational credits system under the Qualifications Framework (QF) in the long run. Taking a macro view, with satisfactory career prospects and improved social recognition, more new employees will be lured to join, achieving a win-win situation for both the practitioners and the industry.

#### Manpower Situation in 2014

25. For enhancing the accuracy of survey findings, further improvements were made to the sampling plan by the Census and Statistics Department of the HKSAR Government with due consideration to experience gained from the past surveys and peculiarities of the industry. Having examined the survey findings, the Training Board is of the view that the data obtained in general reflected the overall manpower situation of the Beauty Care, Hairdressing and Cosmetics Industry.

26. A total of 58 454 workers were employed in the six sectors of the industry in January 2014. Among them, 53 862 (92.1%) were technical employees engaged in principal jobs (including 47 630 Direct Employees, 2 668 Freelancers and 3 564 Part-time Employees), and the remaining 4 592 (7.9%) were non-technical employees engaged in non-principal jobs.

Compared with the percentages of 85.8% & 14.2% respectively for technical and non-technical employees in 2012, there was a remarkable growth in technical employees in 2014. An increase of 3 451 technical employees were recorded in 2014 over 50 411 in 2012, representing a growth of 6.8% within two years. Table 1 below shows the distribution of employees by sector (including Freelancers and Part-time Employees):

**Table 1: Distribution of Employees by Sector**

Sector	Direct Employees	Freelancers	Part-time Employees
1. School	348	55	107
2. Beauty Centre	18 972	567	1 114
3. Hairdressing Salon	12 296	2 020	1 507
4. Cosmetic Product Company - Retail	10 070	0	760
5. Cosmetic Product Company - WIE	4 740	26	28
6. Nail Salon	1 204	0	48
	<b>47 630</b>	<b>2 668</b>	<b>3 564</b>

27. Compared with the 2012 manpower survey, only a slight increase of 3.4% (+1555) and 11.7% (+279) was recorded respectively for Direct Employees and Freelancers, while a significant increase of 83.1% (+1617) was recorded for Part-time Employees.

#### Forecast of Manpower Demand

28. Employers forecast that by January 2015 there would be 51 007 posts (excluding those for Freelancers and Part-time Employees), representing a slight increase of 18 posts over 2014. By sector, there would be a drop of posts by 80 in Cosmetic Product Company – WIE, by 73 in Beauty Centre, by 57 in Hairdressing Salon respectively. On the other hand, there would be additional 230 posts in Cosmetic Product Company – Retail and 1 post in Nail Salon respectively. A comparison of the manpower forecast between 2014 and 2015 is summarised in **Table 2**.

**Table 2: Employers' Forecast of Manpower by Sector (by January 2015)**

Sector	January 2014			Employers' Forecast for January 2015	Increase/ Decrease (%) Number of Direct Employees (a)
	Number of Direct Employees (a)	Number of Vacancies of Direct Employees (b)	Total Number of Posts (a + b)		
1. School	348	6	354	351	-0.5%
2. Beauty Centre	18 972	1 406	20 378	20 305	-0.4%
3. Hairdressing Salon	12 296	1 145	13 441	13 384	-0.4%
4. Cosmetic Product Company - WIE	4 740	292	5 032	4 952	-1.6%
5. Cosmetic Product Company – Retail	10 070	337	10 407	10 637	2.2%
6. Nail Salon	1 204	173	1 377	1 378	0.1%
Total:	47 630	3 359	50 989	51 007	0.0%

29. Having considered the various factors, the Training Board adopted the “Adaptive Filtering Method” to project the average annual growth in manpower between 2014 and 2019. Besides manpower demands, the Training Board had to take into account the staff wastage rate. Accordingly, the Beauty Care, Hairdressing and Cosmetics Industry on average would need to train annually additional workers as follows:

**Table 3: Average Annual Additional Training Requirement by Sector in 2014-2019**

Sector	Wastage Rate in 2014	Average Annual Growth	Annual Additional Training Requirement
1. School	1.4%	-4.5%	-15
2. Beauty Centre	4.7%	4.7%	2 319
3. Hairdressing Salon	9.3%	-0.2%	1 526
4. Cosmetic Product Company - Retail	3.0%	0.1%	155
5. Cosmetic Product Company – WIE	5.1%	4.6%	1 203
6. Nail Salon	5.1%	0.1%	74
<b>Total :</b>			<b>5 262</b>

30. From the projection in Table 3, additional workers are to be trained mostly for Beauty Centre / Health Centre & Spa (44.1% of the total), Hairdressing Salons (29.0%), Cosmetic Product Company – Retail (22.9%) and in the next 5 years.

#### Preferred Education and Vocational Qualifications of Employees and Their Actual Attainment

31. Since the implementation of the new academic structure, employees have attained a higher level of education, but generally comparable to that preferred by employers. Nearly half of the employers preferred their employees to have attained Secondary 4 and 5 (46.2%), and in reality most employees have completed Secondary 4 and 5 (43.7%). The percentage of employees preferred to have attained HKDSE and Secondary 6 and 7 (16.9%) is also comparable to that in actual attainment (17.8%).

32. Most employers are of the view that employees should possess certificates of trade tests issued by the VTC's Beauty Care and Hairdressing Training Board, skills upgrading certificates/certificates issued by the Employees Retraining Board and international professional/recognised certificates. It indicates the importance employers attach to the certification of vocational qualifications.

#### Preferred and Actual Working Experience

33. Employees with relevant working experience were on the increase, compared with the figures in 2012. Those having 6 to 10 years of experience have risen by 23.2%, indicating that more experienced practitioners were joining and staying in the related profession.

#### Skills Training for Employees

34. The majority of employers considered that their employees should receive various kinds of training on management skills, generic skills and language skills. Among these three areas, Complaint Handling tops the priority list, followed by Sales and Marketing, Customer Services, Stores Operation.



### Recruitment Difficulties

35. 2 909 companies were conducting recruitment exercise during the survey period. Among them, 2 361 (81.2%) met difficulties in filling their vacancies. The difficulty was most acute in Beauty Centre, followed by Hairdressing Salon. It was attributed to the availability of more career choices with implementation of minimum wage, relative hard work in Beauty Centre, and lack of candidates with relevant experience.

### Staff Leaving and Wastage Rate

36. The survey reveals a total of 9 258 workers (17.2% of the total number of posts) were stepping out from the industry in the past 12 months. The highest rate of employees leaving was found in Beauty Centre (3 729, 40.3%), followed by Hairdressing Salon (3 300, 35.6%), and Cosmetic Product Company – Retail (1 262, 13.6%). During the same period, 8 020 new recruits were joining, of whom 5 827 had relevant experience. In other words, a wastage of 3 431 workers was recorded, amounting to 6% of the total of 57 221 technical employees (including vacancies).

### Recommendations

37. The Training Board has these recommendations on the future development of the industry and its practitioners:

I. For employers and employees:

38. With the launch of the QF, the Specification of Competency Standards (SCS) and Recognition of Prior Learning (RPL) mechanism of the hairdressing and beauty care industries are now in place. Employers may review the competencies and job requirements of their employees, and encourage them to pursue continuous learning through the progression pathways set out in the QF. Employees should also be advised to participate in recognised vocational assessments and acquire recognised qualifications to enhance their professional status.

39. To retain talents, employers may provide experienced employees with training on stores management and business operations, as well as personnel management. Such training will benefit their understanding of running a business and strengthen the operational effectiveness. In the long term, employees can be nurtured to become the cornerstone of the business expansion.

40. Apart from upgrading merely vocational skills, employees should also engage in value-added generic skills training, such as language skills, interpersonal and communication skills and sales techniques; or, profession-related knowledge on aesthetics, photography, design and health care. Training in these areas will ensure their comprehensive development, and help them to remain competitive while expanding their career path.

41. Many young people are starting up their own business, in the fields like cosmetics and skin care products wholesale and retailing, or working as self-employed make-up artists and manicurists. They are advised to continue to pursue personal advancement. In addition to technical skills, young people should also enrol in business start-up and operations related programmes to create their personal career blueprint.

## II. For training institutions:

42. Regarding pre-employment education, industry-related programmes with an appeal to young people should be provided. Besides technical theories and skills, the curriculum should focus on deepening their understanding of the industry, including knowledge on the current industry scenario and career aspirations, for cultivating a positive work attitude in students. Following the government's recent policies on youth education, training providers may also explore collaboration opportunities with industry or education partners overseas or in the mainland for arrangement of internships or exchange visits. Young people should be encouraged to increase international exposure and broaden their horizon through internship or visits, and bring back to Hong Kong the experience and knowledge gained.

43. Programmes for the self-employed or young entrepreneurs can also be offered, including business start-up/marketing and sales strategies, Trade Descriptions Ordinance, commercial practice, internet business operation, franchising and branding.

44. For the in-service practitioners, SCS-based professional programmes can be developed with reference to the QF. It provides employees with a clear progression pathway, enabling them to pursue study relevant to their career field and level of qualification attained. For example, in recent years more and more make-up artists tend to receive training in hairstyle and image design. SCS-based programmes of the beauty care and hairdressing industries will enable employees from various service sectors to have a taste of cross-sector training for a better understanding of the knowledge and skills they may acquire, thus boosting the diversified and all-round development of competencies.

45. In view of the growing number of visitors shopping in Hong Kong, language competencies and sales techniques of in-service practitioners are of paramount importance. In-service training should be provided for employees (especially frontline sales staff), including (i) customer services, sales and marketing, complaints handling skills; (ii) language skills (like Putonghua and Spoken English) to raise the service quality and thus enhance customer satisfaction, as well as improving communication with customers.

46. With growing professionalism of the industry and the development of high technology and products, training providers can develop advanced level training programmes or consider collaborating with equipment/product suppliers and overseas accreditation and training partners in related areas to strengthen employees' capabilities and promote upward career mobility.

### III. For the industry:

47. The industry should collaborate with training providers for arrangement of industrial attachments and practical training, like Traineeship Scheme (Beauty and Hairdressing Industries), VTC "Earn & Learn" Pilot Scheme (Retail Industry), and Youth Employment and Training Programme. Trainees of these programmes will be provided with classroom and in-service training. Workplace visits and short-term industrial attachments can also be arranged to facilitate their better understanding of the industry and to better prepare them for employment. These initiatives will also help to meet market needs and effectively prevent talent wastage.

48. Trade unions and industry associations may organise career talks and seminars for

the public, targeting young people, parents and teachers, helping them to have a better picture of the industry outlook, career prospects and promotion pathways, and encouraging young people to join the industry.

49. The industry should encourage young people to participate in local or overseas skills competitions, for interacting with their counterparts from around the world and elevate their skills.

IV. For the government and relevant departments:

50. With the launch of the QF and the RPL mechanism, relevant departments should explore formulating an industry-recognised system for continuous professional development for industry practitioners related to their academic and vocational qualifications and career sectors.

## Section I

### Survey Scope and Methodology

#### A. Beauty Care and Hairdressing Training Board

##### The Training Board

1.1 The Beauty Care and Hairdressing Training Board (The Training Board) of the Vocational Training Council (VTC) was set up in 2001. With members appointed by the Hong Kong Special Administrative Region (HKSAR) Government, the Training Board is responsible for identifying and assessing the manpower situation and training needs of the industry, and to recommend measures to employers, industry associations, trade unions, professional bodies, education/training institutions and government departments for nurturing talents to meet the industry's demand for trained manpower. The Training Board's terms of reference and membership are listed in Appendices 1 and 2 respectively.

##### Working Party on Manpower Survey

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

1.3 The Training Board has conducted five manpower surveys for the Beauty Care, Hairdressing and Cosmetics Industry since 2003. The sixth manpower survey was conducted in the first quarter of 2014, aiming to:

- i) assess the manpower and training needs of principal jobs of the Beauty Care, Hairdressing and Cosmetics Industry;

- ii) forecast the manpower growth of the industry; and
- iii) recommend measures to meet the training needs of the industry.

## **B. Survey Scope and Methodology**

### Scope of the Survey

1.4 Adopting the classification of the past two surveys, the 2014 survey covers principal jobs in six sectors of the industry as follows:

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

1.5 Survey samples of the above six sectors were randomly selected from the list of companies registered with the C&SD (data last updated in the fourth quarter of 2013). In C&SD’s database, the following classification was adopted:

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

1.6 By stratified random sampling method, 1014 out of the 10 184 companies from different branches with varying employment sizes were selected for this survey are as follows:

	<b>Branch</b>	<b>Sampled Companies</b>
1.	Beauty Service	288
2.	Hairdressing Service	369
3.	Cosmetic Products and Perfumes – Wholesale, Import & Export	96
4.	Cosmetic Products - Retail	109
5.	Athletic Institute	7
6.	School	81
7.	Bridal Salon	57
8.	Television & Entertainment Company	7
<b>Total</b>		<b>1 014</b>

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

#### Methodology of the Survey

1.8 The survey aimed at collecting information on manpower and training situation of the Beauty Care, Hairdressing and Cosmetics Industry. Each of the 1 014 sampled companies was required to complete a questionnaire on manpower and training needs. Interviewing officers of the C&SD then visited the companies to collect the completed questionnaires and assisted in completing the questionnaires when necessary.

1.9 Employers were requested to classify their employees by their actual duties rather than the job titles they held in the company. Questionnaires collected were checked, and if necessary, verified with the respondents. The survey data obtained were statistically grossed up to project the overall manpower situation of the industry.

## Analysis of the Responses

1.10 Of the 1 014 sampled companies, only 35 declined to respond. 675 provided the required information. The remaining 304 companies had earlier ceased operation, moved, were untraceable or no longer engaged in the related trade. The overall effective response rate was 95.1%.

## Limitations

1.11 Owing to resources constraints, companies were drawn by statistical sampling methods for this survey. Statistical discrepancies were therefore inevitable and might affect the interpretation of survey findings.



## Section II

### Survey Findings

#### A. Manpower Situation in 2014

##### Coverage of the Survey

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

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

##### Total Workforce

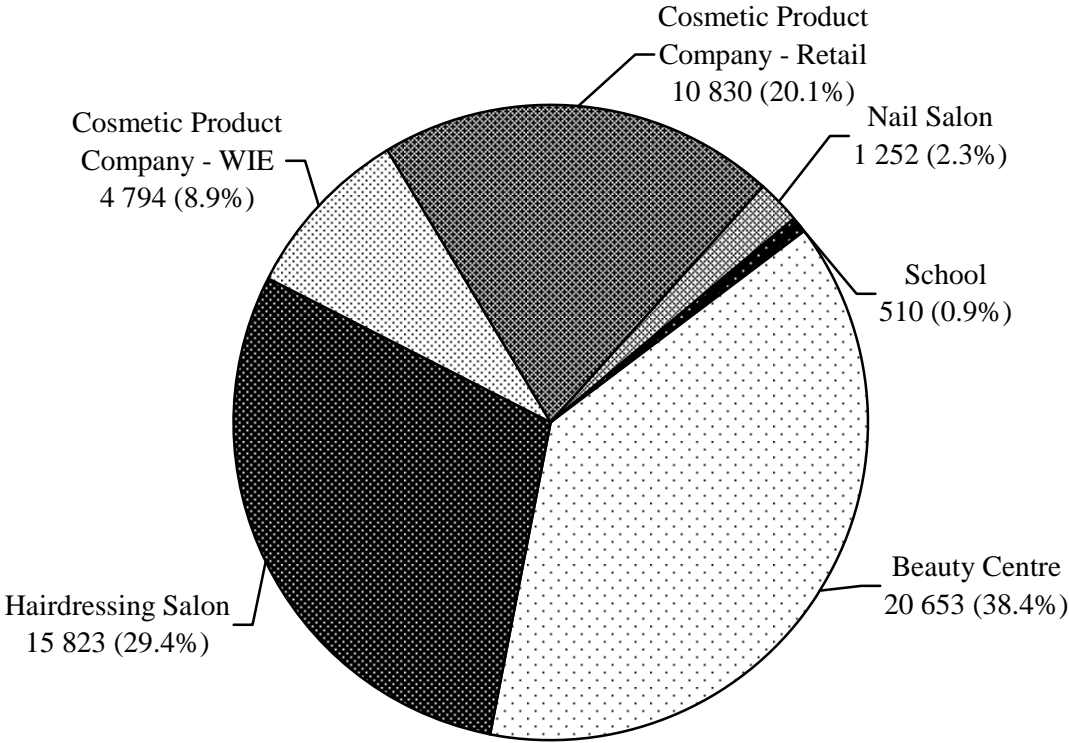
2.2 A total of **58 454** workers were employed in the six sectors of the industry in January 2014. Among them, **53 862 (92.1%)** were technical employees, engaged in principal jobs (including 47 630 Direct Employees, 2 668 Freelancers and 3 564 Part-time Employees), and the remaining **4 592 (7.9%)** were non-technical employees, engaged in non-principal jobs. Compared with the percentages of 85.8% & 14.2% respectively for technical and non-technical employees in 2012, there was a remarkable growth in technical employees in 2014. An increase of 3 451 technical employees were recorded in 2014 over 50 411 in 2012, representing a growth of 6.8% within two years.

2.3 Same as the 2012 survey, non-technical employees in general administration, accounting and other supporting functions have been excluded from all analyses in this report. With due consideration to the peculiarities of the industry, Direct Employees, Freelancers and Part-time Employees are included in this survey to fully reflect the manpower situation of the whole industry.

Distribution of Employees

2.4 The survey revealed that the majority of employees were working in Beauty Centre (20 653, or 38.4% of the total workforce), followed by Hairdressing Salon (15 823, 29.4%), Cosmetic Product Company – Retail (10 830, 20.1%), Cosmetic Product Company – WIE (4 794, 8.9%), Nail Salon (1 252, 2.3%) and School<sup>1</sup> (510, 0.9%). Distribution of employees by sector is shown in **Figure 1**. Detailed manpower statistics are shown in **Table 1, Section 5**.

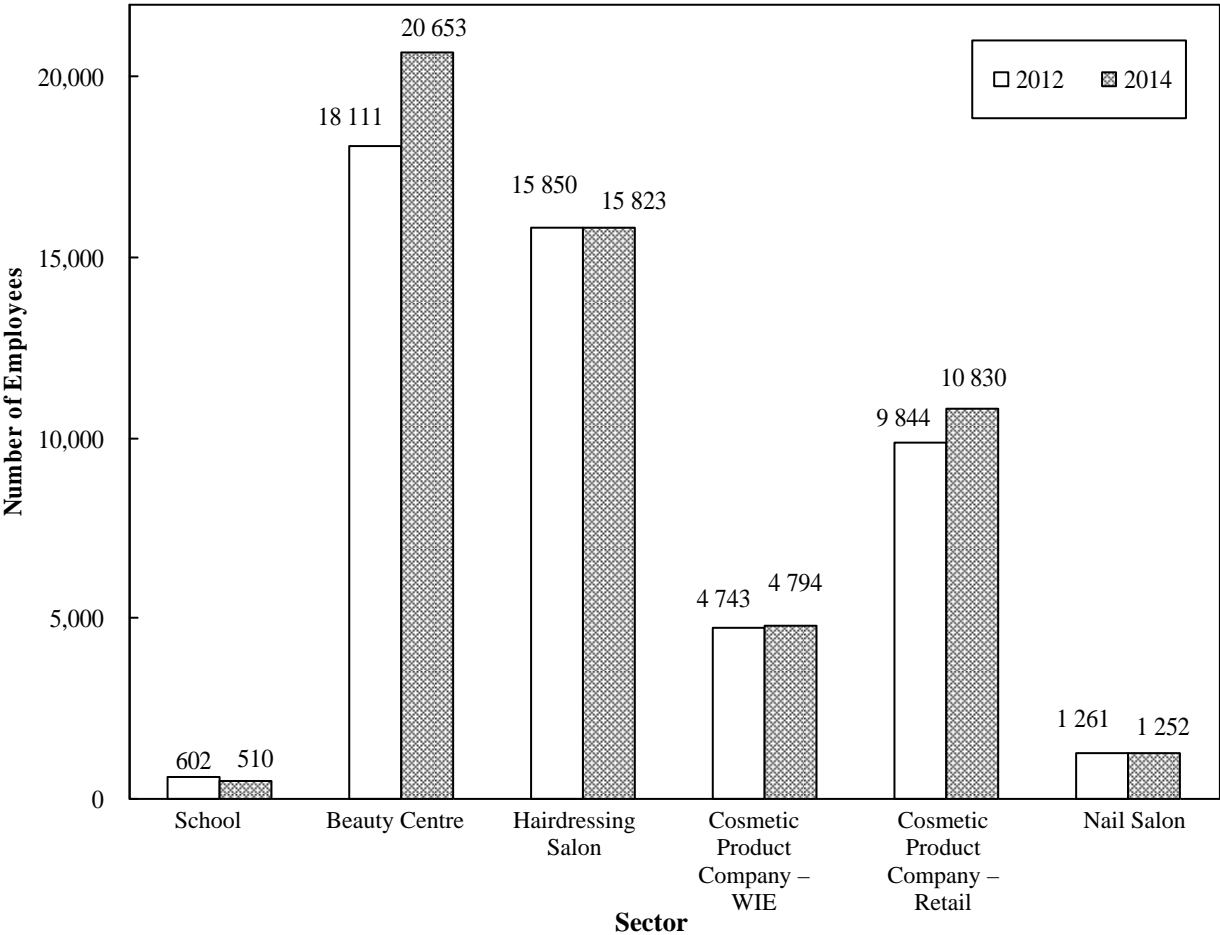
**Figure 1: Distribution of Employees by Sector**  
**(Including Direct Employees, Freelancers and Part-time Employees)**  
**Total: 53 862**



<sup>1</sup> School Sector: Private training institutes/schools and non-profit making training institutes were also covered.

2.5 Compared with the survey in 2012, Beauty Centre recorded the highest manpower growth (2 542, +14.0%), followed by Cosmetic Product Company – Retail (986, +10.0%). There was a slight increase in manpower in Cosmetic Product Company – WIE (51, +1.1%). On the other hand, School recorded the greatest decrease (92, -15.3%) while there was less than 1% drop of manpower in Hairdressing Salon and Nail Salon. Manpower growth by sector is shown in **Figure 2**. Detailed comparison of the manpower statistics between 2012 and 2014 is shown in **Table 2, Section 5**.

**Figure 2: Distribution of Employees in 2012 and 2014 by Sector**



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

**Table 1: Distribution of Employees by Sector**

<b>Sector</b>	<b>Direct Employees</b>	<b>Freelancers</b>	<b>Part-time Employees</b>
1. School	348	55	107
2. Beauty Centre	1 872	567	1 114
3. Hairdressing Salon	1 296	2 020	1 507
4. Cosmetic Product Company- WIE	4 740	26	28
5. Cosmetic Product Company- Retail	10 070	0	760
6. Nail Salon	1 204	0	48
	<b>47 630</b>	<b>2 668</b>	<b>3 564</b>

2.7 Compared with the 2012 manpower survey, a significant increase of 83.1% (+1 617) Part-time Employees was recorded, while Direct Employees and Freelancers recorded a slight increase of 3.4% (+1 555) and 11.7% (+279) respectively.

2.8 By sector, Beauty Centre recorded a 10.8% growth in Direct Employees, and there was a slight increase of 3.3% Direct Employees in Nail Salon. But the growth rate was obviously lower than in 2012, showing a slowdown in the business. Cosmetic Product Company – Retail and Cosmetic Product Company – WIE also recorded a slight growth in Direct Employees. However, School and Hair Salon recorded a significant decrease, with a drop of 16.1% and 7.1% respectively.

2.9 The survey also revealed that in 2014, there were 2 668 Freelancers, representing an increase of 279 compared with the survey in 2012. By sector, the manpower growth was most obvious in School, followed by Beauty Centre, and Hairdressing Salon. However, there has been a decrease in Freelancers in the sectors of Nail Salon, Cosmetic Product Company – WIE and Cosmetic Product Company – Retail.

2.10 There were 3 564 Part-time Employees in the 2014 survey, representing a drastic increase of 1 617 compared with the survey in 2012. The growth was most obvious in

Cosmetic Product Company – Retail, followed by Beauty Centre, and Hairdressing Salon. Among all sectors, Cosmetic Product Company – WIE and School recorded a marked decrease of Part-time Employees.

2.11 Principal jobs with the greatest number of employees were as follows:

**Table 2: Number of Employees Engaged in 2012 and 2014 (by Principal Job)**

Job Titles	Number of Employees (Including Direct Employees, Part-time Employees and Freelancers)			
	2012		2014	
1. Senior Beautician and Beautician	10 957	(21.7%) <sup>#</sup>	12 341	(22.9%) <sup>#</sup>
2. Senior Hair Stylist and Hair Stylist	9 825	(19.5%) <sup>#</sup>	9 708	(18.0%) <sup>#</sup>
3. Beauty Adviser (Counter) and Hair Care Adviser	6 719	(13.3%) <sup>#</sup>	6 933	(12.9%) <sup>#</sup>
4. Hairdressing Assistant	4 697	(9.3%) <sup>#</sup>	4 894	(9.1%) <sup>#</sup>
5. Sales Representative	1 528	(3%) <sup>#</sup>	1 318	(2.4%) <sup>#</sup>
6. Body Therapist	1 370	(2.7%) <sup>#</sup>	1 700	(3.2%) <sup>#</sup>
	<b>35 096</b>	<b>(69.6%)<sup>#</sup></b>	<b>36 894</b>	<b>(68.5%)<sup>#</sup></b>
<b>Total Number of Employees:</b>	<b>(50 411)</b>	<b>(100%)</b>	<b>(53 862)</b>	<b>(100%)</b>

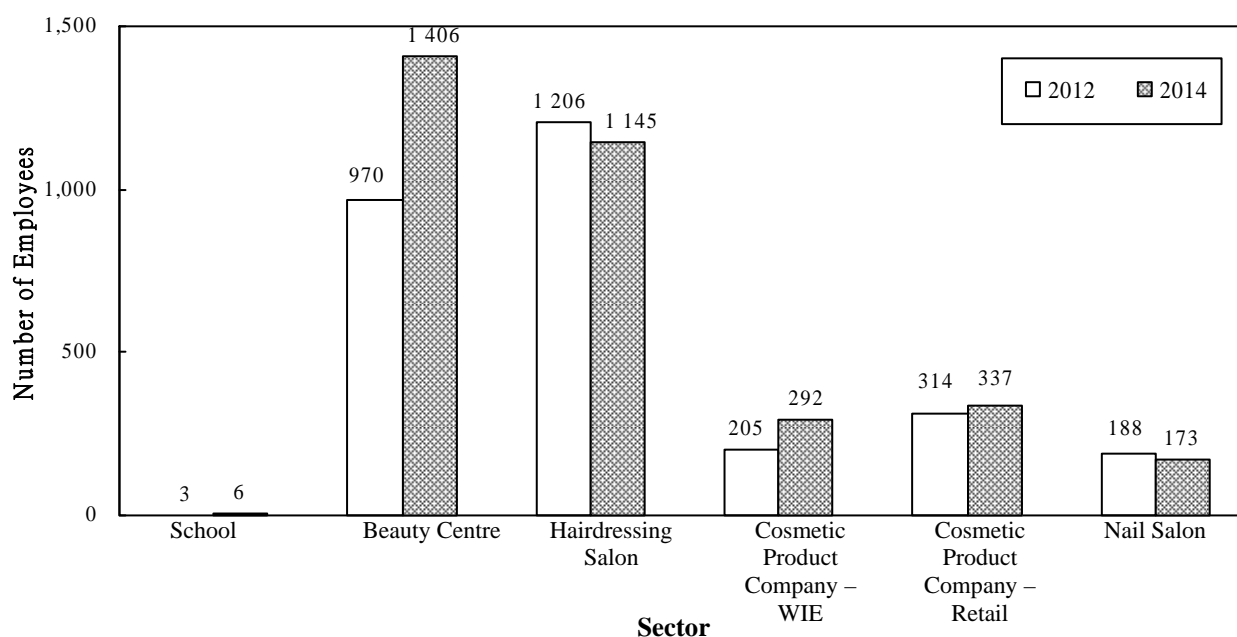
(# : Percentage over the total number of employees)

2.12 The percentage of employees engaged in the above-mentioned principal jobs was similar to that of 2012, with varying rates of growth/decline. The highest growth (up 330, +24.1%) was recorded in Body Therapist, followed by Senior Beautician and Beautician (up 1 384, +12.6%). On the other hand, the greatest decrease was recorded in the post of Sales Representative (down 210, -13.7%), followed by Senior Hair Stylist and Hair Stylist (down 117, -1.2%).

## Existing Number of Vacancies

2.13 Employers reported 3 359 vacancies at the time of the survey, representing 6.6% of the existing 50 989 posts (including posts filled by Direct Employees and unfilled vacancies). There were 473 more vacancies than in 2012. By sector, Beauty Centre had 1 406 vacancies, topping the list, followed by 1 145 in Hairdressing Salon. Comparison of number of vacancies by sector between 2012 and 2014 is shown in **Figure 3**.

**Figure 3: Number of Vacancies in 2012 and 2014 by Sector**



2.14 Vacancies of principal jobs are summarised below :

Job Titles	Number of Vacancies	Percentage over Total Vacancies
1. Beautician	887	26.4%
2. Hairdressing Assistant	837	24.9%
3. Beauty Adviser (Counter)	275	8.2%
4. Hair Stylist	248	7.4%
5. Beauty Assistant	149	4.4%
6. Manicurist/Pedicurist	132	3.9%
Sub-total	2 528	75.2%
Total Number of Vacancies	(3 359)	(100%)

### Number of Existing Trainees

2.15 A total of 439 trainees were employed in the six sectors, mostly in Cosmetic Product Company – Retail (262 trainees), followed by Hairdressing Salon (101 trainees). The number of trainees increased markedly by 348 over 2012.

## B. Forecast of Manpower Demand

### Employers' Forecast of Manpower Demand by January 2015

2.16 Employers forecast that by January 2015 there would be 51 007 posts (excluding those for Freelancers and Part-time Employees), representing a slight increase of 18 posts over 2014. By sector, there would be additional 230 posts in Cosmetic Product Company – Retail and 1 post in Nail Salon respectively. On the other hand, there would be a drop of posts in some sectors, by 80 in Cosmetic Product Company – WIE, by 73 in Beauty Centre, by 57 in Hairdressing Salon and by 3 in School respectively. A comparison of the manpower forecast between 2014 and 2015 is summarised in **Table 3**.

**Table 3: Employers' Forecast of Manpower by Sector (by January 2015)**

Sector	January 2014			Employers' Forecast for January 2015	Increase/ Decrease (%)
	Number of Direct Employees (a)	Number of Vacancies of Direct Employees (b)	Total Number of Posts (a + b)		
1. School	348	6	354	<b>351</b>	<b>-0.5%</b>
2. Beauty Centre	18 972	1 406	20 378	<b>20 305</b>	<b>-0.4%</b>
3. Hairdressing Salon	12 296	1 145	13 441	<b>13 384</b>	<b>-0.4%</b>
4. Cosmetic Product Company - WIE	4 740	292	5 032	<b>4 952</b>	<b>-1.6%</b>
5. Cosmetic Product Company – Retail	10 070	337	10 407	<b>10 637</b>	<b>2.2%</b>
6. Nail Salon	1 204	173	1 377	<b>1 378</b>	<b>0.1%</b>
<b>Total</b>	<b>47 630</b>	<b>3 359</b>	<b>50 989</b>	<b>51 007</b>	<b>0.0%</b>



2.17 In terms of number of posts, significant change was recorded in the following principal jobs:

<b>Job Titles</b>	<b>Increase/Decrease in Number of Posts</b>
Beauty Adviser (Counter)	157
Sales/Marketing Officer	63
Hairdressing Assistant	-51
Beautician	-47

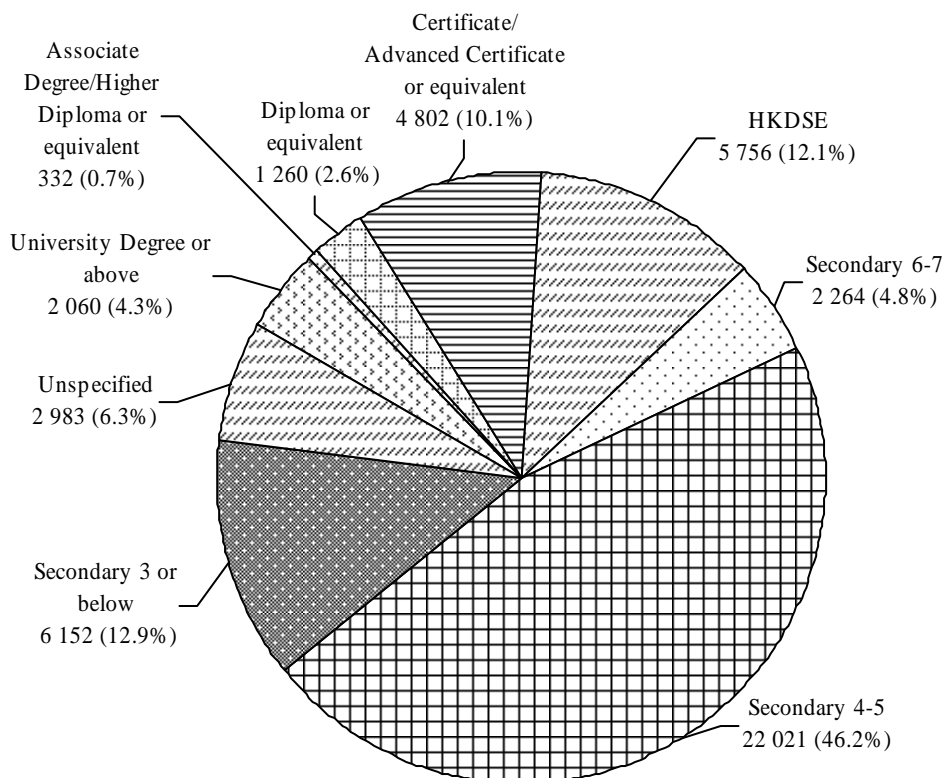
## C. Recruitment Requirement

### Preferred Level of Education

2.18 The survey revealed that employers preferred 46.2% of Direct Employees to have attained an education level at Secondary 4-5, 12.9% at Secondary 3 or below, and 12.1% with Hong Kong Diploma of Secondary Education (HKDSE). Distribution of preferred level of education of employees is shown in **Figure 4(a)**. Detailed statistics are shown in **Table 3(a)**, **Section 5**.

2.19 Employers had similar expectations on employees' education level in the 2012 survey. In 2012, employers preferred 55.5% of their Direct Employees to have attained education level at Secondary 4-5, and 11.4% of employees to be at Secondary 6-7. In 2014, they would accept a lower percentage of employees (46.2%) with education level at Secondary 4-5. They would accept 16.9% of employees to be at Secondary 6-7, and the HKDSE under the New Senior Secondary (NSS) Curriculum, collectively.

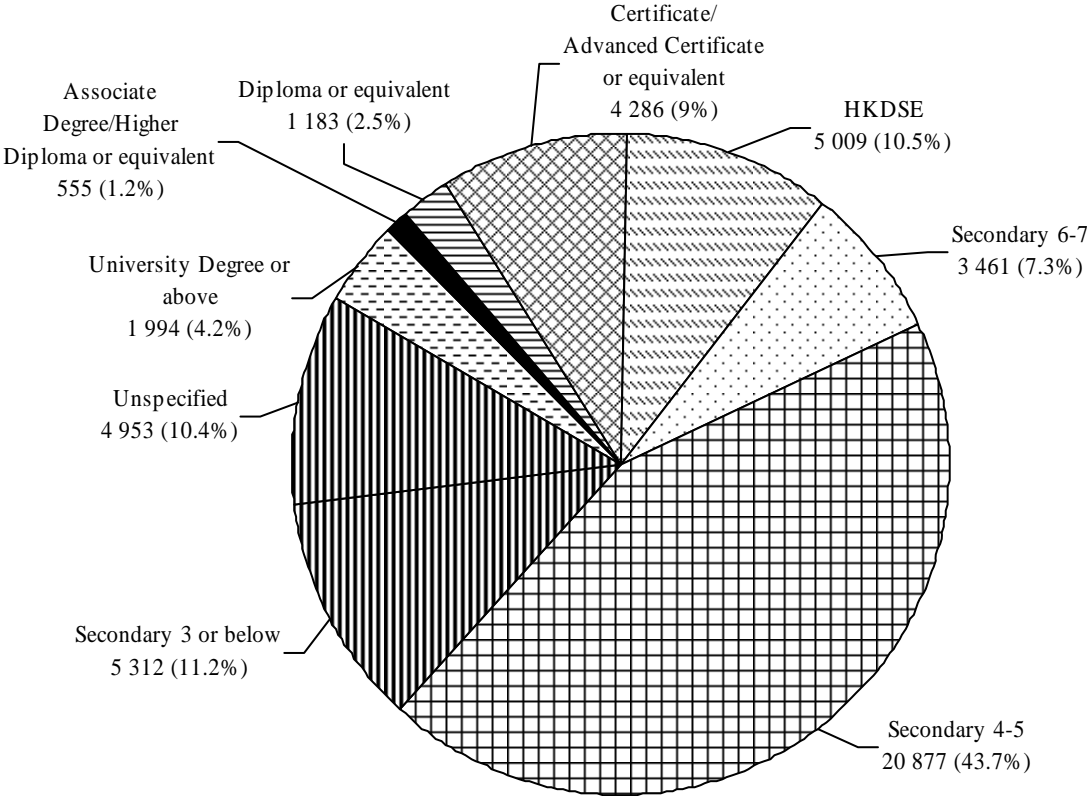
**Figure 4(a): Preferred Education Level of Employees in 2014**



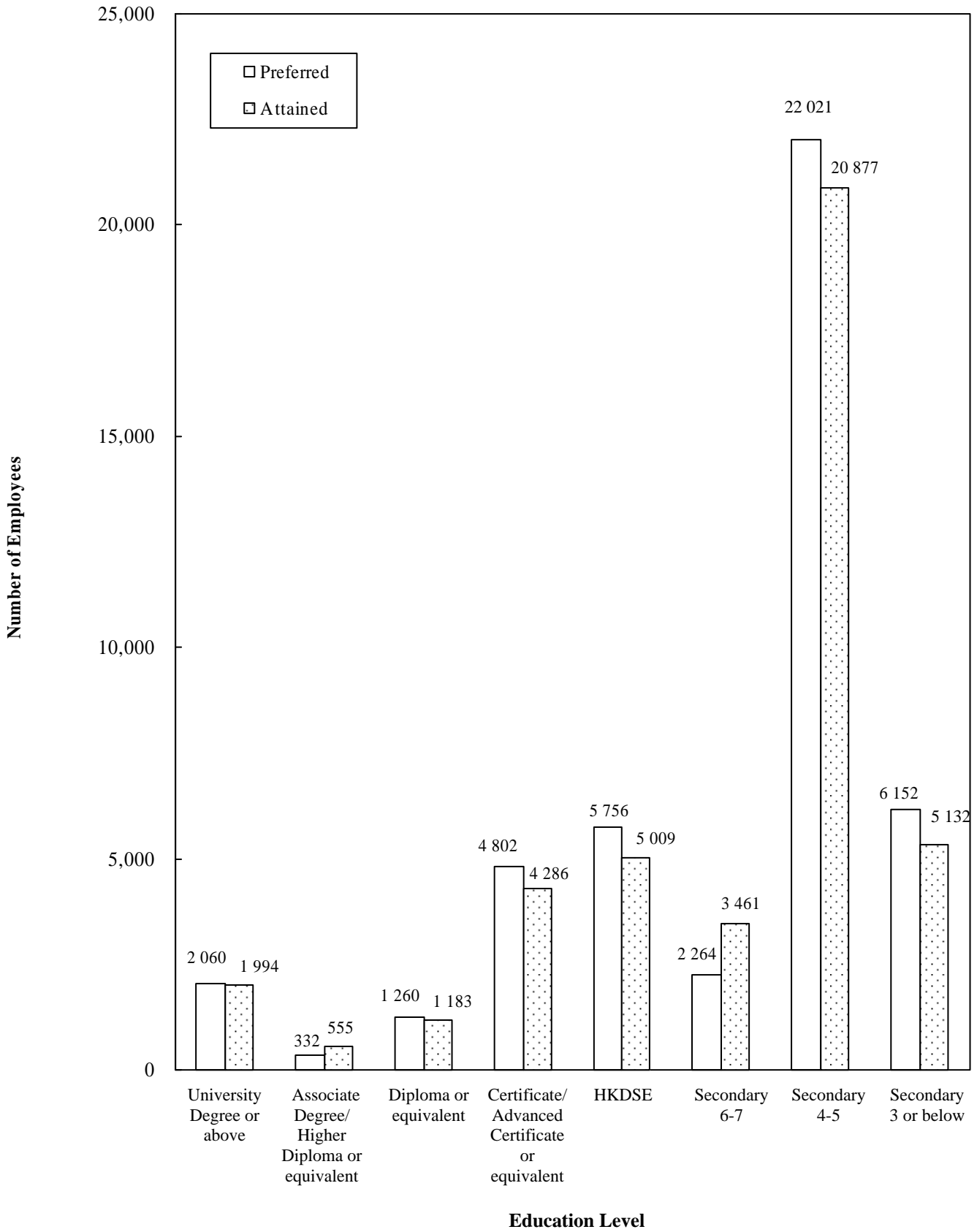
Education Attainments of Employees

2.20 Similar to the situation in 2012, the majority of employees (43.7%) have attained an education level at Secondary 4-5, followed by Secondary 3 or below (11.2%). Education attainments of employees have risen with introduction of the NSS curriculum. Employees with education level at Secondary 4-5 dropped from 55.6% to 43.7%, while those with Secondary 6-7 and HKDSE education rose from 8.9% in 2012 to 17.8% in 2014. Distribution of education attainments of employees is shown in **Figure 4(b)** and the comparison of preferred and attained education level is shown in **Figure 5**. Detailed statistics are given in **Table 3(b), Section 5**.

**Figure 4(b): Education Attainments of Employees by Sector in 2014**



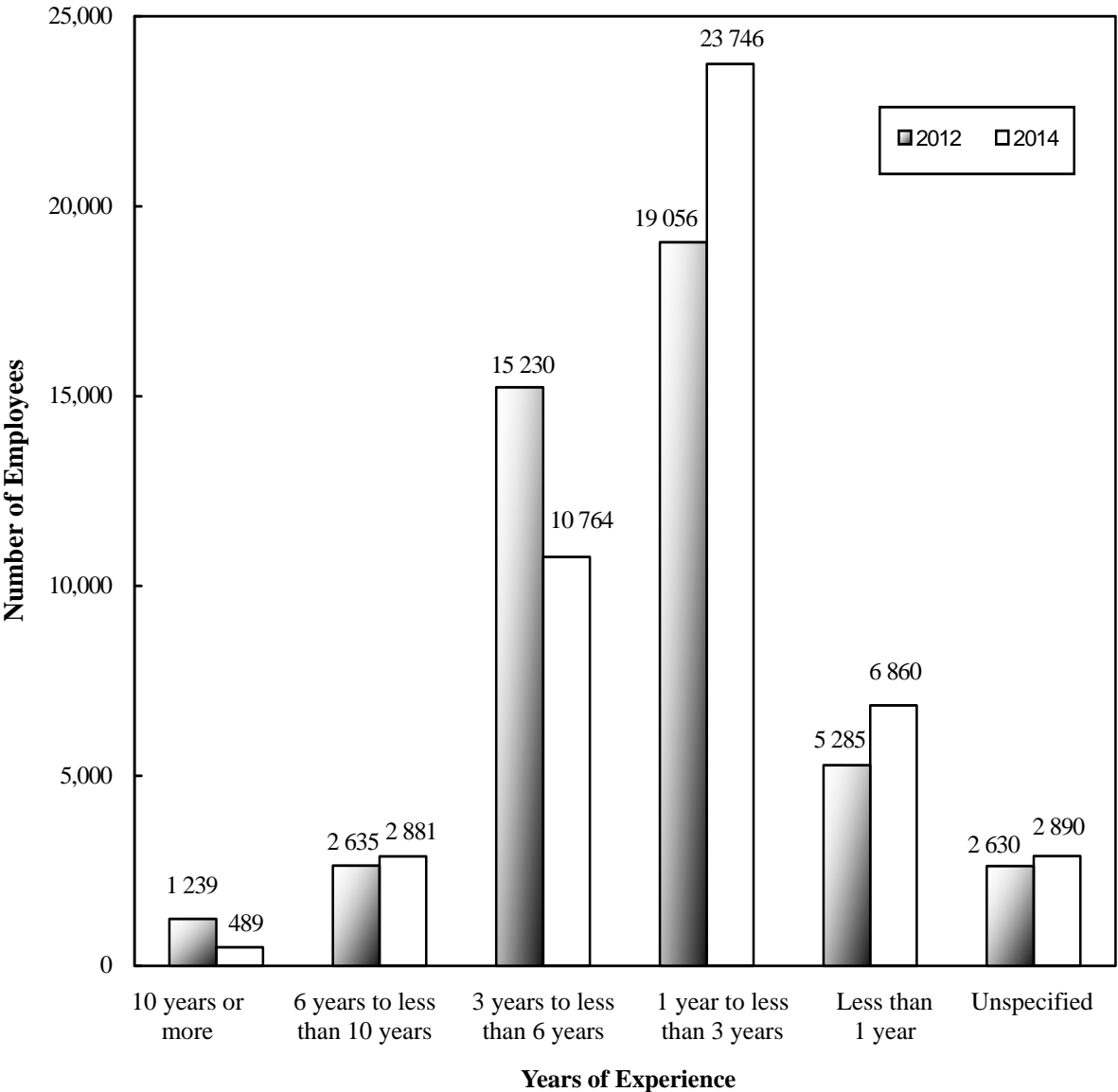
**Figure 5: Education Level (Preferred and Attained) of Employees in 2014**



Preferred Working Experience

2.21 The survey revealed that 49.9% of Direct Employees in various sectors were required to possess 1 to 3 years of relevant working experience, and 22.6% to possess 3 to 6 years of experience. Compared with the percentages of 41.3% and 33.1% in 2012, employers indicated a higher preference of their employees (a rise by 8.6%) to possess 1 to 3 years of relevant working experience. Detailed statistics are given in **Table 4(a), Section 5.**

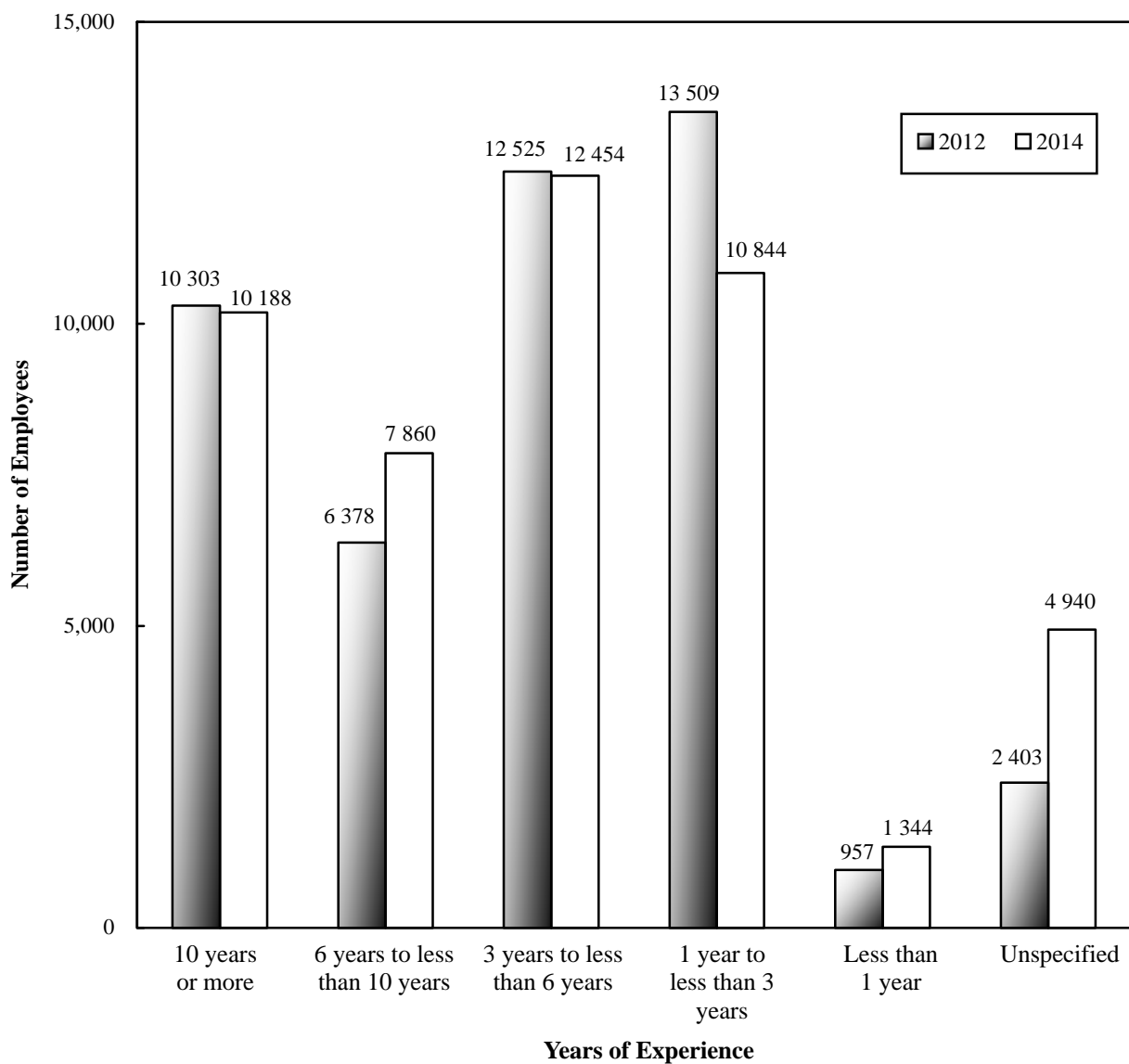
**Figure 6: Preferred Years of Working Experience of Employees in 2012 and 2014**



## Actual Working Experience

2.22 Of the Direct Employees in various sectors, only 22.8% possessed 1 to 3 years of relevant working experience, recording a decrease of 6.5% compared with the result of 29.3% obtained in the 2012 survey. Those who possessed 6 to less than 10 years of experience increased by 2.7%, while those who possessed 10 years or more experience decreased by 1.1%. It was an indication that more experienced employees joined and stayed on. Detailed statistics are given in **Table 4(b), Section 5**.

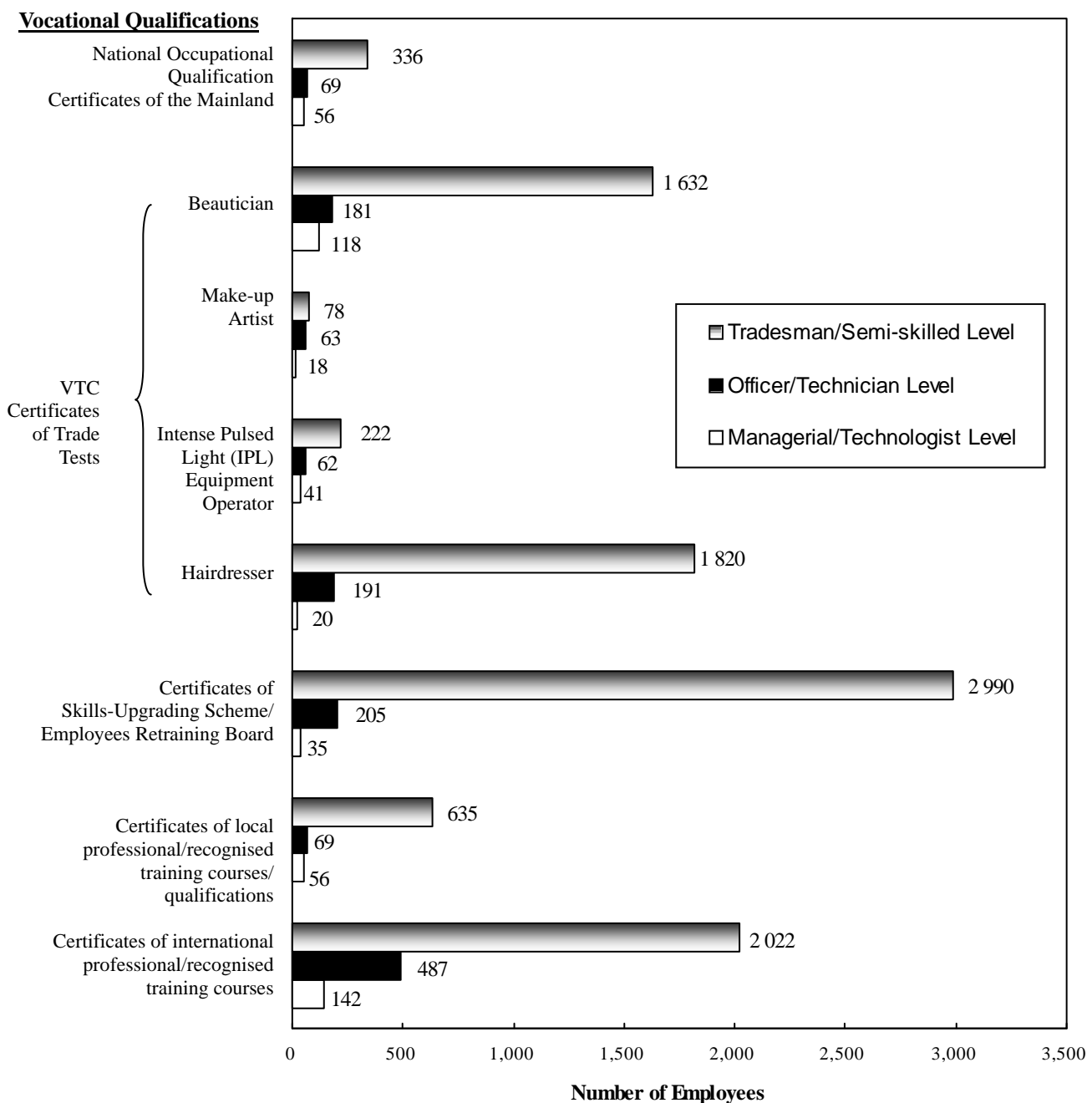
**Figure 7: Working Experience of Employees in 2012 and 2014**



## Preferred Vocational Qualifications

2.23 The survey revealed that the majority of employers preferred their Direct Employees to possess certificates of trade tests issued by the VTC's Beauty Care and Hairdressing Training Board (38.5%), followed by certificates of Skills Upgrading Scheme/Employees Retraining Board (28.0%). Types of preferred vocational qualifications of employees are shown in **Figure 8**. Detailed statistics are given in **Table 5(a), Section 5**.

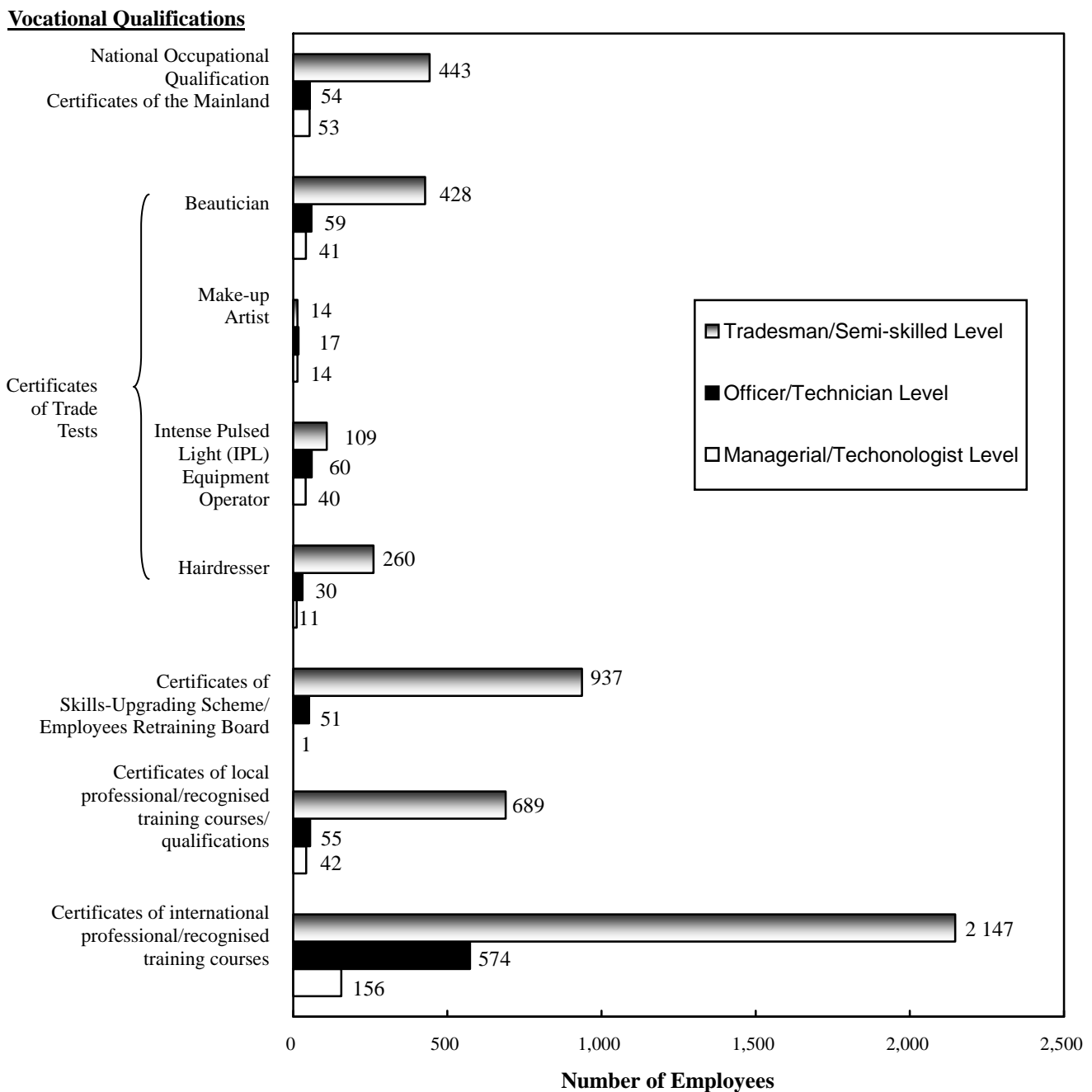
**Figure 8: Preferred Vocational Qualifications of Employees**



Actual Vocational Qualifications

2.24 The survey showed that 45.8% of the Direct Employees currently possessed certificates of international professional/recognised training courses, followed by certificates of trade tests issued by the VTC’s Beauty Care and Hairdressing Training Board (17.2% of Direct Employees). At the Tradesman/Semi-skilled level, 58.8% employees already possessed these certificates, indicating the importance of such qualifications to employees of this specific job level. Actual vocational qualifications of employees are shown in **Figure 9**.

**Figure 9: Actual Vocational Qualifications of Direct Employees**





## D. Manpower Training and Development

### Training Needs

2.25 On top of the above vocational qualifications, the majority of employers considered that employees should also receive various training on Management Skills, Generic Skills and Language Skills in the next 12 months. Among these three areas, Complaints Handling Skill was in greatest demand, followed by Sales & Marketing Skill, Customer Services Skill and Stores Operations Skill. Employees of all job levels, namely Tradesman, Technician and Managerial Levels were considered the target groups for training. Detailed statistics are given in **Table 6, Section 5**.

### Recruitment Difficulties

2.26 Of the 2 909 companies conducting recruitment exercise during the survey period, 2 361 (81.2%) reported that they encountered recruitment difficulties. The situation was most acute in the Beauty Centre, followed by Hairdressing Salon. **Table 4** below lists out the reasons of recruitment difficulties in 2012 and 2014 by percentages. Detailed statistics are given in **Table 7(a) and (b), Section 5**.

**Table 4: The Reasons of Recruitment Difficulties in 2012 and 2014 by Percentage**

	<b>Reasons of Recruitment Difficulties</b>	<b>2012</b>	<b>2014</b>
<b>1.</b>	Lack of candidates with relevant experiences	21%	20%
<b>2.</b>	More choices in the job market with the implementation of minimum wage*	--	17%
<b>3.</b>	Relative hard work*	--	17%
<b>4.</b>	High expectation on working conditions / remuneration package from candidates	30%	15%
<b>5.</b>	Insufficient trained / qualified manpower in related disciplines	13%	12%
<b>6.</b>	Long working hours	19%	7%
<b>7.</b>	Low status	5%	3%
<b>8.</b>	Young people with higher education level have more choices in the job market*	--	3%
<b>9.</b>	Limitation of career path*	--	2%
<b>10.</b>	Long apprentice / on-the-job training period*	--	1%
<b>11.</b>	Extension of free education entitlement deferred junior level employees starting to work*	--	0%
<b>12.</b>	Others	12%	3%

(\*New items added in the 2014 questionnaire survey)

## Staff Turnover

2.27 9 258 employees were reported to have left in the past 12 months, representing 17.2% of the total number of posts. In terms of job level, the highest turnover was reported in Tradesman/Semi-skilled workers (8 344 or 90.1%). In terms of sector, the highest turnover was recorded in Beauty Centre (3 729 or 40.3%), followed by Hairdressing Salon (3 300 or 35.6%), and Cosmetic Product Company – Retail (1 262 or 13.6%).

## Wastage of Employees

2.28 For calculating the annual manpower wastage rate, employers were also asked to provide information on the number of employees leaving their posts and new recruits with relevant experiences in the past 12 months. “Wastage rate” is defined as employees taking up a job or setting up a business other than the Beauty Care, Hairdressing & Cosmetics Industry, or leaving by reason of emigration, repatriation or retirement. Based on this definition, the wastage in the past 12 months by sector is calculated as follows:

**Table 5: Wastage in the Past 12 Months by Sector**

<b>Sector</b>	<b>Number of Leaving Employees (a)</b>	<b>Number of New Recruits with Relevant Experiences (b)</b>	<b>Number of Wastage (c=a-b)</b>	<b>Total Number of Employees<sup>@</sup> (d)</b>	<b>Wastage Rate* (%) (c/d)</b>
1. School	25	18	7	516	1.4*
2. Beauty Centre	3 729	2 683	1 046	22 059	4.7*
3. Hairdressing Salon	3 300	1 721	1 579	16 968	9.3*
4. Cosmetic Product Company - Retail	1 262	688	574	11 167	5.1*
5. Cosmetic Product Company – WIE	491	336	155	5 086	3.0*
6. Nail Salon	435	363	72	1 425	5.1*
<b>Total<sup>+</sup> :</b>	<b>9 258</b>	<b>5 827</b>	<b>3 431</b>	<b>57 221</b>	<b>6.0<sup>#</sup></b>

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

\* percentage over the total number of employees in the sector

# percentage over the total number of employees in the industry

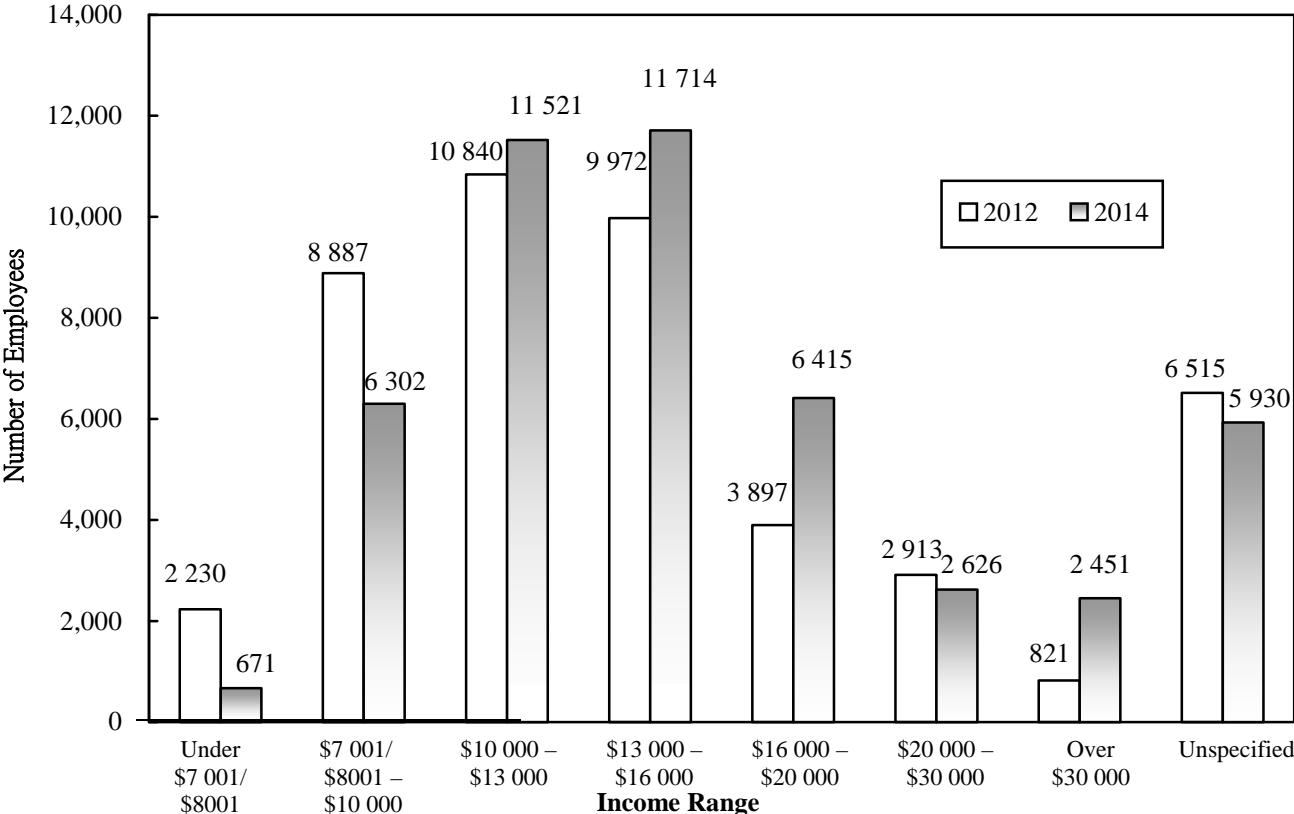
+ Including Bridal Salon, and Television & Entertainment Company related to the beauty care industry

2.29 Over the past 12 months, 9 258 employees left, and 8 020 were recruited. Of those who left, 5 827 were employees with related experience. In other words, 3 431 experienced employees had left the industry, representing 6.0% of the total technical employees (57 221, vacancies included) in 2014. Detailed statistics are given in **Table 8(a), Section 5.**

Income Distribution

2.30 “Total monthly income” includes basic salary, overtime pay, other allowances, commission and bonus. **Figure 10** shows the income distribution of the whole industry. Compared with the 2012 survey, employees’ income continued to rise with the introduction and adjustment<sup>2</sup> of the Statutory Minimum Wage. Most employees earned an average monthly income of \$13 001 to \$16 000, which was close to the income median published by the C&SD. Since this is a survey on manpower needs of the industry rather than a salary survey, the information obtained is for reference purpose only.

**Figure 10: Income Range of Direct Employees in 2012 and 2014 by Sector**



<sup>2</sup> Starting from 1 May 2013, the Statutory Minimum Wage was adjusted from \$28 per hour to \$30 per hour. Therefore, the monthly income level was set at under \$7 001 and \$7 001-\$10 000 in the 2012 questionnaire, and under \$8 001 and \$8 001-\$10 000 in the 2014 questionnaire.

## **Section III**

### **Conclusion**

#### **A. Economic Outlook**

3.1 The pace of Hong Kong's economic growth slowed down in 2014. On the external front, the US economy recorded a moderate year-on-year growth, and the Eurozone revival was dragged down by long-term structural problems. Normalisation of US monetary policy and the global political tensions added to the uncertainties. Economic growth in the Mainland remained stable. Notwithstanding this, the sluggishness in advanced economies has held back the rebound of Asian exports in certain extent. Hong Kong's exports slightly picked up in the second quarter of 2014; yet exports of services declined sharply due to the dampened sentiments of tourists in luxuries spending. The growth of domestic demands was also hampered by economic slack.

3.2 Following a moderate imported inflation and slowdown of economic growth, underlying consumer price inflation eased further in the second quarter of 2014, where GDP grew by 1.8% in real terms, down from 2.6 percent growth in the previous quarter. On a seasonally adjusted comparison, real GDP edged down 0.1% in the second quarter, up 0.3% in the preceding quarter.

3.3 Nevertheless, the labour market has remained broadly stable. Seasonally adjusted unemployment rate edged up from 3.1% in the first quarter to 3.2% in the second quarter, and underemployment rate also rose from 1.3% to 1.5% in the same period. Wages and income continued to see growth in the first quarter. Substantial improvement in the average monthly earnings of full-time employees (especially the grassroots) in the second quarter continued. Overall, the recent slowdown in retail sales has yet to significantly affect the overall employment and income, but close watch must be kept on its subsequent development and impact.

3.4 Consumer price inflation continued slowing on the other hand. Overall inflation rate dropped to 3.6% in the second quarter of 2014, down from 4.2% in the first quarter. Looking at the first half of the year, the average inflation rate was 3.9%, down from 4.3% in 2013. Rent of commercial buildings was an issue of concern in the 2012 survey report, but the situation eased off in 2014. Together with the moderate increase of labour costs, these two factors could reduce the pressure on business operations.

3.5 Net output of services industry recorded a year-on-year growth of 2.2% in real terms in the first quarter of 2014, slightly lower than the 2.8% in the fourth quarter of 2013, which is in line with the moderate economic growth over the same period. Trading environment was weak at the beginning of the year. Net output of import-export trades had a slight drop, dragging down the services industry. There was also a slowdown in the growth of the retail and wholesale industries. It reflects the decelerating expansion of inbound tourism. Together with the change in the spending pattern of tourists, these situations must not be overlooked.

## **B. Business Outlook and Manpower Implications**

3.6 Since the introduction of the Statutory Minimum Wage in 2011, the Training Board has been observing its impacts from the time the manpower survey was conducted in 2012. Survey results in 2014 indicated that 17% of employers viewed the implementation of minimum wage as a move to open up more choices in the job market. As mentioned in the 2012 survey report, under a market condition of “equal pay for different jobs”, labour intensive industries had to offer more attractive salary packages for new recruits.

3.7 Grassroots jobs require longer pre-employment training and some even require the possession of professional certificates as an entrance requirement. For labour intensive service industries like beauty care and hairdressing, the implementation of minimum wage undoubtedly means more career choices in other fields, thus causing recruitment difficulties as reported by some employers.

3.8 With the rise in wages of grassroots employees, wage gaps between employees narrowed. Employers were more willing to recruit experienced employees with higher salaries. The pushing up of wage levels hence provided incentive for experienced employees to stay on.

3.9 High-tech cosmetology<sup>1</sup> continued to be a key area of business growth for the beauty care industry. As the consumer spending on high-tech beauty services is much more lavish than that of the conventional types of service, and the service time involved is comparatively less, it fits in well with the business environment of Hong Kong characterised by its high operation cost, and will continue to project a very positive business outlook.

3.10 However, high return would imply better risk management in investment is required. Medical blunders involving beauty and health care in recent years undoubtedly dampened the confidence of consumers to a certain extent. In November 2013, the Department of Health issued guidelines on the differentiation of medical procedures and beauty services. Apart from following the guidelines, the industry should also step up training and education of professional skills and safety knowledge to restore consumer confidence.

3.11 The implementation of the Individual Visit Scheme for Mainland Tourists boosted the demand for cosmeceutical luxuries, like cosmetics and skin care products, and sustained the growth of the beauty retail industry. In addition, the surge in mainland consumers in local beauty centres and hairdressing salons led to a rise in the demand for frontline salespersons, beauticians and hairdressers. As a result, skills like language, interpersonal communication, and customer services remain the key training areas most preferred by employers.

3.12 There was an expansion of nail salons over 2012, yet technical manpower was reaching a saturation point, attributed by the longer service time and the generally low monthly income, coupled with the continued rent rises. Business growth of nail salons was impacted by all these factors. With the emergence of large nail salon chains however,

<sup>1</sup> Hi-tech cosmetology: This refers to beauty care or body care procedures by applying hi-end technology equipment or products. It is popularly known as medical cosmetology or scientific cosmetology.

manicurists who usually worked as freelancers were absorbed by these nail salon chains. The number of technical employees thus remained comparable to 2012.

3.13 The Training Board is of the view that the nail salon services will become popular. Training providers should therefore strengthen the professional skills and integrated training of nail artists and nail technologists. The professional knowledge about different areas like the physical setting of nail salons, safety and hygiene, nail abnormalities and lesions, as well as the generic knowledge on interpersonal skills, customer services and sales techniques should also be enhanced. Only by nurturing talents with professional skills and knowledge, employees can be of greater opportunities to benefit the further growth of the industry.

3.14 High wastage of manpower has impeded the growth of hairdressing industry. The government policy of extending free education entitlement has in a way deferred junior level employees starting to work. Besides, young people have more options for training alongside the traditional education system. Young people with higher qualification / education are hesitant to join the hairdressing industry, having regard to its long apprenticeship period and relatively demanding job nature. Value-added training, such as art and aesthetics, image design, photography and related skills should be enhanced. It is also important to boost the commitment of employees to the hairdressing profession, and to elevate the social status of the practitioners. Hopefully these efforts will foster the loyalty and sense of belonging of the employees. Even if they are engaged in the grassroots level jobs, they would not treat their occupation merely as temporary or transitional.

3.15 It is also observed that a number of practitioners were adopting the business mode of self-employment or partnership in recent years. Most of them, including bridal / photography / stage make-up artists and hairdressers were not stationed in a fixed working place. There has been a growing trend of such practitioners. Even though concrete figures could not be obtained by the current statistical sampling, the manpower growth was obvious. Since this kind of business mode can be used as a reference for young people starting up their own business, workers unions and trade associations of this industry may take the initiative to approach them and explore their training needs and possibility of providing value-added services for their career development.

3.16 The Training Board noted that the wastage of technical employees remained acute at the grassroots level for many years, which was not only attributed by demanding job nature or unattractive remuneration, but also caused by insufficient training opportunity and the lack of clear career pathway. To address the wastage of technical manpower, employers should invest on manpower training. Systematic training on advanced skills and product knowledge should also be provided. Professional attitude should be cultivated, starting from grassroots employees, for projecting a positive image of the profession. In addition, middle-level employees should be encouraged to join programmes to upgrade their skills in supervisory management, commercial practice, marketing and business operation, which would promote upward career mobility.

3.17 With the government provision of considerable resources in the vocational training market, training services have been gradually taken up by charity groups, non-profit making organisations, public bodies and academic institutions. Many private organisations have withdrawn from the market, leaving only a few still in operation. The latter may need to run other beauty services to sustain business. The demand for beauty training instructors has also fallen. Nevertheless, these surplus posts and manpower were more or less absorbed by the various organisations as above.

3.18 Overall speaking, the Training Board is of the view that professional training and rigorous examinations will enhance the service standard and income of practitioners, coupled with a licensing and vocational credits system under the Qualifications Framework in the long run. Taking a macro view, with satisfactory career prospects and improved social recognition, more new employees will be lured to join, achieving a win-win situation for both the practitioners and the industry.

## **C. Survey Findings**

3.19 The sampling framework of the 2012 survey was adopted by C&SD and improved it with reference to the list of registered companies. Data were collated to improve the accuracy of analysis of the long term manpower statistics. After reviewing the survey findings, the Training Board considers that the data collected could reflect the overall manpower situation of the industry during the survey period.

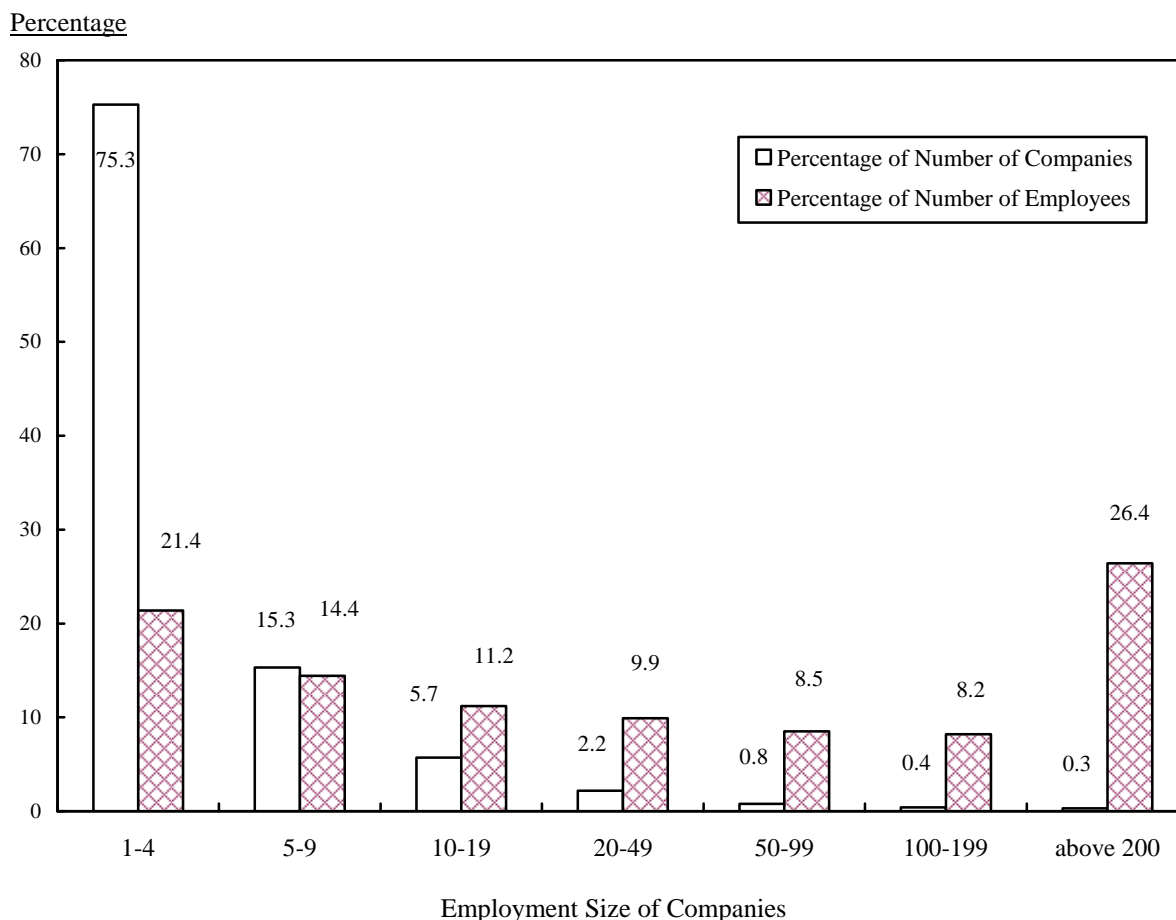


### Manpower Structure and Growth

3.20 The survey revealed that a total of 53 862 technical employees (including Direct Employees, Freelancers and Part-time Employees) were engaged in the industry as at January 2014. Among the six sectors, Beauty Centre/Health Centre & Spa had the greatest number of employees, followed by Hairdressing Salon, Cosmetic Product Company – Retail, Cosmetic Product Company – WIE, Nail Salon and School.

3.21 Compared with 2012, the number of Freelancers and Part-time Employees has increased by 327 (+14.0%) and 1 617 (+83.1%) respectively. The manpower structure of the industry is given in Figure 1, which shows the distribution of Direct Employees by company and employment size.

**Figure 1: Distribution of Direct Employees by Company and Employment Size**



3.22 The survey revealed that the majority of operators in the industry were small companies with fewer than 10 employees. In fact, 90.6% of the operators employed 1-9 workers. While 35.8% of the employees worked in these small companies, companies with an employment size of 100 or more took up 34.6% of the employees, a slight increase compared with the employment situation in the 2012 survey. Beauty Centre / Health Centre & Spa and Cosmetic Product Company – Retail were two main sectors with large employment size.

3.23 A vacancy rate of about 6.2% was recorded for the technical manpower of the industry, up from 5.9% in 2012. Manpower shortage was most acute in Beauty Centre / Health Centre & Spa, with 887 vacancies of Beauticians, followed by 837 vacancies of Hairdressing Assistants in Hairdressing Salons. As a result of the economic growth and the implementation of the Statutory Minimum Wage, some young employees were anticipated to consider switching to jobs in other industries. Meanwhile, the manifold education initiatives by the government and the offer of a diversity of training programmes in the market have deferred young people from entering the workplace, leading to manpower shortages in service industries in the recent years.

Employers’ Forecast of Manpower Demand by January 2015

3.24 Employers forecast that the industry would have a total of 51 007 posts (excluding Freelancers and Part-time Employees) by January 2015, an approximate 0.8% decrease over 2014. All sectors remain prudent in hiring employees, cautioned by the persistent high shop rents, operating costs and manpower shortages. Jobs with significant change in demand are as follows:

	<b><u>Change in Number of Posts</u></b>
(i) Sales/Marketing Executive	<b>+63</b>
(ii) Senior Instructors – Beauty and Hairdressing	<b>-14.3</b>
(iii) Training Officers	<b>+12.2</b>

Manpower Projections for 2014-2019 by Adaptive Filtering Method

3.25 Having considered the various factors, the Training Board adopted the “Adaptive Filtering Method” to project the average annual growth in manpower between 2014 and 2019.

Past survey data were weighted through computer analysis, and heavier weighting was given to the more recent data. By adjusting the weighing factor (A = 0 to 1), appropriate values were selected to generate the projections. Factors like market trends, technological developments and the economic situation that might affect the manpower demand of the industry were also duly considered. The projections by sector for the next 5 years by Adaptive Filtering are illustrated in Table 1.

3.26 Besides manpower demands, the Training Board had to take into account the staff wastage rate. As noted in the preceding section, the wastage rate for each sector was calculated based on the difference in the number of employees leaving the industry and the number of new recruits with relevant working experience. In other words, the Beauty Care, Hairdressing and Cosmetics Industry on average would need to train additional workers annually as shown below:

**Table 1: Average Annual Additional Training Requirement  
by Sector in 2014-2019**

Sector	Wastage Rate in 2014	Average Annual Growth	Annual Additional Training Requirement
1. School	1.4%	-4.5%	-15
2. Beauty Centre	4.7%	4.7%	2 319
3. Hairdressing Salon	9.3%	-0.2%	1 526
4. Cosmetic Product Company – Retail	3.0%	0.1%	155
5. Cosmetic Product Company – WIE	5.1%	4.6%	1 203
6. Nail Salon	5.1%	0.1%	74
<b>Total :</b>			<b>5 262</b>

3.27 Table 1 shows that in the next 5 years additional workers are to be trained mostly for Beauty Centre / Health Centre & Spa (44.1% of the total). The implementation of the Statutory Minimum Wage opens up career choices. Young people today perceive a career in Beauty Centre / Health Centre & Spa more demanding and may prefer a job in other fields, resulting in a persistent shortage in new recruits. Added to this is the relatively high staff wastage. The longstanding problem of manpower shortage may not be fully resolved even with an increase in training resources. To address the issue, a well-defined training system and career pathway should be in place, so that young people would be willing to join the industry for their career development. In this way, the manpower demand of the industry can be addressed and wastage replenished.

3.28 Additional training would also be required in Hairdressing Salons (29.0%), Cosmetic Product Company – Retail (22.9%), Cosmetic Product Company – WIE (2.9%) and Nail Salons (1.4%). These projections are also in line with the current development of the industry.

#### Preferred Education and Vocational Qualifications of Employees and Their Actual Attainment

3.29 With the reform in academic structure, the actual and preferred education attainments of employees have become higher. The survey reveals that a rising percentage of direct employees possess university degree, associate degree, diplomas or equivalent, certificate/advanced certificate, or HKDSE and Secondary 6-7 qualification, up from 27.5% in 2012 to 34.7% in 2014. On the other hand, employees with Secondary 3 or below dropped from 11.7% in 2012 to 11.2% in 2014. Those with Secondary 4 to 5 attainment dropped from 55.6% in 2012 to 43.7% in 2014. Holders of degrees or above increased from 3.4% in 2012 to 4.2% in 2014. These statistics are roughly in line with the education level of employees preferred by employers.

3.30 Besides mainstream education, employers were inclined to recruit staff who had received vocational training and acquired vocational qualifications. Most employers are of the view that employees should possess certificates of trade tests issued by the VTC's Beauty Care and Hairdressing Training Board, or skills upgrading certificates/certificates issued by the Employees Retraining Board [ERB]. More than half of the employees currently possess international professional/recognised certificates, vocational qualifications of the VTC or the ERB, and other local professional/recognised certificates. This shows that the above vocational qualifications are widely recognised by the industry and their growing importance for Tradesman/Semi-skilled employees.

3.31 With higher education attainments and the growing demand for technical manpower, employers have attached greater importance to the vocational skills of Direct Employees, and even stipulated these skills as entry requirements. Potential employees are therefore encouraged to join recognised pre-employment training and acquire vocational qualifications to enhance their competitiveness.

#### Preferred and Actual Working Experience

3.32 On top of education, employees' working experience was also one of the substantial considerations by employers. Having considered the factor of wage increase,

employees with relevant working experience were preferred, in the hope to reduce the costs of on-the-job training. More employers reckoned that employees should have 1 to 3 years of experience, followed by 3 to 6 years, slightly different from another survey finding on employees' actual working experience, which revealed that a majority of employees had 3 to 6 years of experience, followed by 1 to 3 years. But it is worth noting that the number of new recruits with experience less than 1 year greatly increased from 957 in 2012 to 1 344 (+40.4%). On the other hand, the number of employees with 6 to 10 years' experience increased from 6 378 to 7 860 (+23.2%). This indicates that the industry remained somewhat attractive to new recruits amid its booming development (especially beauty and retail services) in the past two years despite the onset of the minimum wage. The remuneration of each sector has increased accordingly after the implementation of the minimum wage. For the experienced staff, the salary rise has encouraged them to stay in the industry for further development.

#### Skills Training for Employees

3.33 Similar to 2012, with more mainland and overseas visitors spending their money in Hong Kong, most employers considered it important to provide frontline staff (including those at Technician and Tradesman levels) with training in areas of Complaint Handling, Sales and Marketing, and Customer Services to continuously upgrade the overall service standard of the industry.

#### Recruitment Difficulties

3.34 As noted in the previous section, 2 909 companies were conducting recruitment exercises during the survey period. Among them, 2 361 (81.2%) met difficulties in filling their vacancies. It was especially difficult to recruit for vacancies at Tradesman/Semi-skilled levels, i.e. frontline or entry-level posts, as was the case in 2012.

3.35 Recruitment difficulties were most acute in the Hairdressing Salon, with 28.7% of the salons affected. Similar to the findings in the 2012 survey findings, many attributed this to the availability of more career choices with implementation of minimum wage, relative hardship of work, and lack of candidates with relevant experience. Moreover, high expectations on working conditions/remuneration package from candidates, insufficient trained/qualified manpower in related disciplines, and long working hours of the hairdressing industry were other reasons for unwillingness of people to join the industry.

3.36 Beauty Centre was faced with similar situation. 24.7% of the companies in this

sector had recruitment difficulties, namely, high expectations on working conditions/ remuneration package from candidates, and lack of candidates with relevant experience.

### Staff Wastage Rate

3.37 The findings in the preceding section reveal a total of 9 258 workers were stepping out from the industry while 5 827 new recruits with relevant experience joining during the survey period. Manpower wastage rate in total was 6% (3 431 workers), slightly higher than the 5.1% (2 712 workers) in 2012. A breakdown of figures by sector shows the highest wastage in Hairdressing Salon (9.3%), followed by Cosmetic Product Company – Retail and Nail Salon (5.1%), and Beauty Centre (4.7%). Consistent with the figures on recruitment difficulty, Hairdressing Salon was faced with greater challenge of having new recruits with relevant experience.

## Section IV

### Recommendations

#### (I) Training Requirements

4.1 In estimating the additional training requirements, manpower growth is forecast along with staff wastage. The Training Board recommends that the Beauty Care, Hairdressing and Cosmetics Industry should train up additional manpower for the next 5 years are as follows:

	<b>Total Manpower Required for 2014*</b>	<b>Average Manpower Growth Per Year (%)</b>	<b>Wastage in 2014 (%)</b>	<b>Annual Additional Training Requirement</b>
1. School (Beauty & Hairdressing / Make-up & Nail)	516	-4.5%	1.4%	-15
2. Beauty Centre / Health Centre & Spa	22 059	4.7%	4.7%	2 319
3. Hairdressing Salon	16 968	-0.2%	9.3%	1 526
4. Cosmetic Product Company – Retail	11 167	4.6%	5.1%	1 203
5. Cosmetic Product Company– Wholesale, Import & Export	5 086	0.1%	3.0%	155
6. Nail Salon	1 425	0.1%	5.1%	74
<b>Total :</b>	<b>57 221</b>			<b>5 262</b>

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

4.2 The estimated 5 262 additional staff to be trained are mostly for Beauty Centre / Health Centre & Spa, followed by Hairdressing Salon and Cosmetic Product Company – Retail. More training programmes should be provided in the long term for attracting new recruits and retaining talents. The above figures on additional training requirement are only for reference. Consideration should also be given to the actual manpower situation while allocating training resources.

4.3 Taken as a whole, Hong Kong's economy has benefited from the mainland policy of "Individual Visit Scheme"; it is however subject to the uncertainties of external economies, coupled with the high rental costs, escalating wages and commodity prices. Hence business operators should still be cautious in their business expansion.

4.4 To sum up findings from the data analysis and the industry outlook, the Training Board has the following recommendations:

### **I. Recommendations for employers and employees:**

4.5 With the launch of the Qualifications Framework (QF), the Specification of Competency Standards (SCS) and Recognition of Prior Learning (RPL) mechanism of the hairdressing and beauty care industries are now in place. Employers may review the competencies and job requirements of their employees, and encourage their employees to pursue continuous learning through the progression pathways set out in the QF. Employees should also be advised to participate in recognised vocational assessments and acquire recognised qualifications to enhance their professional status.

4.6 To retain talents and enhance their knowledge of business operations and management, employers may provide experienced employees with training on stores management, business operations, as well as personnel management. Such training will benefit their understanding of running a business and strengthen the operational effectiveness. In the long term, employees can be nurtured to become the cornerstone of the business expansion.

4.7 Apart from upgrading merely vocational skills, employees should also engage in value-added generic skills training, such as language skills, interpersonal and communication skills, and sales techniques; or, profession-related knowledge on aesthetics, photography, design and health care. Training in these areas will ensure their comprehensive development, and help them to remain competitive while expanding their career path.

4.8 Many young people are starting up their own business, in the fields like cosmetics and skin care products wholesale and retailing, or working as self-employed make-up artists and manicurists. They are advised to continue to pursue personal advancement. In addition to technical skills, young people should also enrol in business start-up and operations related programmes to create their personal career blueprint.

### **II. Recommendations for training institutions:**

4.9 Regarding pre-employment education, industry-related programmes with an appeal



to young people should be provided. Besides technical theories and skills, the curriculum should focus on deepening their understanding of the industry, including knowledge on the current industry scenario and career aspirations, for cultivating a positive work attitude in students. Following the government's recent policies on youth education, education providers may also explore collaboration opportunities with industry or education partners overseas or in the mainland for arrangement of internships or exchange visits. Young people should be encouraged to increase international exposure and broaden their horizon through internship or visits, and bring back to Hong Kong the experience and knowledge gained.

4.10 Programmes for the self-employed or young entrepreneurs can also be offered, including business start-up / marketing and sales strategies, Trade Descriptions Ordinance, commercial practice, internet business operation, franchising and branding.

4.11 For the in-service practitioners, SCS-based professional programmes can be developed with reference to the QF. It provides employees with a clear progression pathway, enabling them to pursue study relevant to their career field and level of qualification attained. For example, in recent years more and more make-up artists tend to receive training in hairstyle and image design. SCS-based programmes of the beauty care and hairdressing industries will enable employees from various service sectors to have a taste of cross-sector training for a better understanding of the knowledge and skills they may acquire, thus boosting the diversified and all-round development of competencies.

4.12 In view of the growing number of visitors shopping in Hong Kong, language competencies and sales techniques of in-service practitioners are of paramount importance. In-service training should be provided for employees (especially frontline sales staff), including (i) customer services, sales and marketing, complaints handling skills; (ii) language skills (like Putonghua and Spoken English) to raise the service quality and thus enhance customer satisfaction, as well as improving communication with customers.

4.13 With growing professionalism of the industry and the development of high technology and products, training providers can develop advanced level training programmes or consider collaborating with equipment/product suppliers and overseas accreditation and training partners in related areas to strengthen employees' capabilities and promote upward career mobility.

### **III. Recommendations for the industry:**

4.14 The industry should collaborate with training providers for arrangement of industrial attachments and practical training, like Traineeship Scheme (Beauty and

Hairdressing Industries), VTC “Earn & Learn” Pilot Scheme (Retail Industry), and Youth Employment and Training Programme. Trainees of these programmes will be provided with classroom and in-service training. Workplace visits and short-term industrial attachments can also be arranged to facilitate their better understanding of the industry and to better prepare them for employment. These initiatives will also help to meet market needs and effectively prevent talent wastage.

4.15 Trade unions and industry associations may organise career talks and seminars for the public, targeting young people, parents and teachers, helping them to have a better picture of the industry outlook, career prospects and promotion pathways, and encouraging young people to join the industry.

4.16 The industry should encourage young people to participate in local or overseas skills competitions, for interacting with their counterparts from around the world and elevate their skills.

#### **IV. Recommendations for the government and relevant departments:**

4.17 With the launch of the QF and the RPL mechanism, relevant departments should explore formulating an industry-recognised system for continuous professional development for industry practitioners related to their academic and vocational qualifications and career sectors.

#### **(II) Future Surveys**

4.18 The Training Board recommends that for projecting future development of the industry and thus formulating relevant policies, biennial manpower surveys should continue to be conducted to collect manpower information for the Beauty Care, Hairdressing and Cosmetics Industry.

## Section V

### Statistical Tables

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

Principal Jobs in the Industry	Direct Employees (a)	Freelancers (b)	Part-time Employees (c)	Total (a - c)	Vacancies (d)	Total Manpower Demand (a - d)	Percentage (%)
<b>1. Beauty &amp; Hairdressing School</b>							
Director / Principal (School)	21	0	0	21	0	21	0.0%
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	20	0	6	26	1	27	0.0%
Tutor / Instructor - Beauty Care	130	10	41	181	4	185	0.3%
Tutor / Instructor - Hairdressing	25	13	31	69	0	69	0.1%
Assistant Tutor / Instructor - Beauty Care	2	0	0	2	0	2	0.0%
Administrative Staff	32	0	0	32	0	32	0.1%
Receptionist	19	0	0	19	0	19	0.0%
<b>Sub-total</b>	<b>249</b>	<b>23</b>	<b>78</b>	<b>350</b>	<b>5</b>	<b>355</b>	<b>0.6%</b>
<b>2. Make-up &amp; Nail School</b>							
Director / Principal (School)	5	0	0	5	0	5	0.0%
Senior Tutor / Senior Instructor - Make-up and Nail	10	0	4	14	0	14	0.0%
Tutor / Instructor - Make-up	32	27	14	73	1	74	0.1%
Tutor / Instructor - Nail	22	5	11	38	0	38	0.1%
Assistant Tutor / Instructor - Make-up	5	0	0	5	0	5	0.0%
Assistant Tutor / Instructor - Nail	10	0	0	10	0	10	0.0%
Administrative Staff	11	0	0	11	0	11	0.0%
Receptionist	4	0	0	4	0	4	0.0%
<b>Sub-total</b>	<b>99</b>	<b>32</b>	<b>29</b>	<b>160</b>	<b>1</b>	<b>161</b>	<b>0.3%</b>
<b>3. Beauty Centre / Health Centre &amp; Spa</b>							
Director / General Manager	149	0	0	149	0	149	0.3%
Chief Shop Manager / Operation Manager	733	0	2	735	2	737	1.3%
Brand / Sales / Marketing Director / Manager	155	0	0	155	5	160	0.3%
Sales / Marketing Officer	219	0	0	219	0	219	0.4%
Senior Beautician	1,211	0	0	1,211	17	1,228	2.1%
Senior Make-up Artist	57	0	0	57	1	58	0.1%
Slimming Consultant	122	0	0	122	2	124	0.2%
Beautician	10,122	281	727	11,130	887	12,017	21.1%
Assistant to Medical Practitioner (Beauty Care)	68	0	4	72	0	72	0.1%
Make-up Artist	391	74	13	478	4	482	0.8%
Body Therapist	1,432	145	123	1,700	54	1,754	3.1%
Manicurist / Pedicurist	117	0	8	125	4	129	0.2%
Nail Artist	117	0	0	117	40	157	0.3%
Slimming Therapist	610	10	55	675	87	762	1.3%
Beauty Consultant	930	0	38	968	38	1,006	1.8%
Beauty Assistant	535	37	39	611	149	760	1.3%
Marketing Assistant	31	0	1	32	1	33	0.1%
Promoter	137	0	32	169	0	169	0.3%
Administrative Staff	652	0	0	652	1	653	1.1%
Receptionist	1,008	0	69	1,077	74	1,151	2.0%
Medical Personnel	176	20	3	199	40	239	0.4%
<b>Sub-total</b>	<b>18,972</b>	<b>567</b>	<b>1,114</b>	<b>20,653</b>	<b>1,406</b>	<b>22,059</b>	<b>38.6%</b>

Principal Jobs in the Industry	Direct Employees (a)	Freelancers (b)	Part-time Employees (c)	Total (a - c)	Vacancies (d)	Total Manpower Demand (a - d)	Percentage (%)
<b>4. Hairdressing Salon</b>							
Director / General Manager	28	0	0	28	0	28	0.0%
Chief Shop Manager / Operation Manager	58	0	0	58	4	62	0.1%
Art Director	58	0	0	58	0	58	0.1%
Technical Director	0	0	0	0	0	0	0.0%
Senior Hair Stylist	524	2	0	526	2	528	0.9%
Hair Stylist	7,017	1,870	295	9,182	248	9,430	16.5%
Technician (perm and color)	204	12	9	225	13	238	0.4%
Manicurist / Pedicurist	116	26	11	153	2	155	0.3%
Nail Artist	21	0	2	23	0	23	0.0%
Hairdressing Assistant	3,648	110	1,136	4,894	837	5,731	10.0%
Administrative Staff	90	0	0	90	9	99	0.2%
Receptionist	532	0	54	586	30	616	1.1%
<b>Sub-total</b>	<b>12,296</b>	<b>2,020</b>	<b>1,507</b>	<b>15,823</b>	<b>1,145</b>	<b>16,968</b>	<b>29.7%</b>
<b>5. Cosmetic Product Company - Wholesale, Import &amp; Export</b>							
Director / General Manager	197	0	0	197	0	197	0.3%
Brand / Sales / Marketing Director / Manager	457	0	0	457	24	481	0.8%
Product / Technical Manager	100	0	0	100	0	100	0.2%
Sales / Marketing Officer	1,025	0	4	1,029	82	1,111	1.9%
Trainer	49	0	0	49	0	49	0.1%
Technical Adviser	91	0	0	91	0	91	0.2%
Sales Representative	1,280	26	12	1,318	105	1,423	2.5%
Marketing Assistant	131	0	0	131	13	144	0.3%
Promoter	694	0	0	694	68	762	1.3%
Administrative Staff	633	0	12	645	0	645	1.1%
Receptionist	83	0	0	83	0	83	0.1%
<b>Sub-total</b>	<b>4,740</b>	<b>26</b>	<b>28</b>	<b>4,794</b>	<b>292</b>	<b>5,086</b>	<b>8.9%</b>
<b>6. Cosmetic Product Company - Retail</b>							
Director / General Manager	49	0	0	49	0	49	0.1%
Corporate & Brand Image Sales Director / Manager	50	0	0	50	0	50	0.1%
Chief Shop Manager / Operation Manager	134	0	0	134	8	142	0.2%
Marketing Manager	180	0	0	180	0	180	0.3%
Product / Technical Manager	42	0	0	42	1	43	0.1%
Sales / Marketing Officer	383	0	78	461	3	464	0.8%
Trainer	102	0	0	102	2	104	0.2%
Buying Officer	119	0	0	119	1	120	0.2%
Shop Manager / Supervisor	1,356	0	0	1,356	42	1,398	2.4%
Technical Adviser	8	0	0	8	2	10	0.0%
Beauty Adviser (Counter)	6,224	0	393	6,617	275	6,892	12.0%
Hair Care Adviser	316	0	0	316	0	316	0.6%
Make-up Artist	46	0	0	46	0	46	0.1%
Marketing Assistant	35	0	3	38	3	41	0.1%
Promoter	600	0	260	860	0	860	1.5%
Administrative Staff	289	0	26	315	0	315	0.6%

<b>Principal Jobs in the Industry</b>	<b>Direct Employees (a)</b>	<b>Freelancers (b)</b>	<b>Part-time Employees (c)</b>	<b>Total (a - c)</b>	<b>Vacancies (d)</b>	<b>Total Manpower Demand (a - d)</b>	<b>Percentage (%)</b>
Receptionist	137	0	0	137	0	137	0.2%
<b>Sub-total</b>	<b>10,070</b>	<b>0</b>	<b>760</b>	<b>10,830</b>	<b>337</b>	<b>11,167</b>	<b>19.5%</b>
<b>7. Nail Salon</b>							
Director / General Manager	6	0	0	6	0	6	0.0%
Chief Shop Manager / Operation Manager	12	0	0	12	10	22	0.0%
Nail Consultant (Fingernail / Toenail)	28	0	0	28	20	48	0.1%
Senior Nail Technician (Fingernail / Toenail)	10	0	0	10	0	10	0.0%
Manicurist / Pedicurist	311	0	0	311	11	322	0.6%
Nail Artist	725	0	30	755	132	887	1.6%
Junior Nail Technician (Fingernail / Toenail)	63	0	0	63	0	63	0.1%
Foot Reflexologist	0	0	0	0	0	0	0.0%
Administrative Staff	31	0	0	31	0	31	0.1%
Receptionist	18	0	18	36	0	36	0.1%
<b>Sub-total</b>	<b>1,204</b>	<b>0</b>	<b>48</b>	<b>1,252</b>	<b>173</b>	<b>1,425</b>	<b>2.5%</b>
<b>Total</b>	<b>47,630</b>	<b>2,668</b>	<b>3,564</b>	<b>53,862</b>	<b>3,359</b>	<b>57,221</b>	<b>100.0%</b>

**Table 1(b): Direct Employees, Vacancies, Trainees and Employers' Forecast for 2015 by Sector**

Principal Jobs in the Industry	Direct Employees (a)	Vacancies (b)	Total Manpower Demand (a - b)	Trainees (c)	Employers' Forecast for 2015 (d)	Comparison of 2015 and 2014	Comparison of 2015 and 2014 (%)
<b>1. Beauty &amp; Hairdressing School</b>							
Director / Principal (School)	21	0	21	0	21	0	0.0%
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	20	1	21	0	18	-3	-14.3%
Tutor / Instructor - Beauty Care	130	4	134	0	134	0	0.0%
Tutor / Instructor - Hairdressing	25	0	25	0	25	0	0.0%
Assistant Tutor / Instructor - Beauty Care	2	0	2	0	2	0	0.0%
Administrative Staff	32	0	32	0	32	0	0.0%
Receptionist	19	0	19	0	19	0	0.0%
<b>Sub-total</b>	<b>249</b>	<b>5</b>	<b>254</b>	<b>0</b>	<b>251</b>	<b>-3</b>	<b>-1.2%</b>
<b>2. Make-up &amp; Nail School</b>							
Director / Principal (School)	5	0	5	0	5	0	0.0%
Senior Tutor / Senior Instructor - Make-up and Nail	10	0	10	0	10	0	0.0%
Tutor / Instructor - Make-up	32	1	33	0	33	0	0.0%
Tutor / Instructor - Nail	22	0	22	0	22	0	0.0%
Assistant Tutor / Instructor - Make-up	5	0	5	0	5	0	0.0%
Assistant Tutor / Instructor - Nail	10	0	10	0	10	0	0.0%
Administrative Staff	11	0	11	0	11	0	0.0%
Receptionist	4	0	4	0	4	0	0.0%
<b>Sub-total</b>	<b>99</b>	<b>1</b>	<b>100</b>	<b>0</b>	<b>100</b>	<b>0</b>	<b>0.0%</b>
<b>3. Beauty Centre / Health Centre &amp; Spa</b>							
Director / General Manager	149	0	149	0	149	0	0.0%
Chief Shop Manager / Operation Manager	733	2	735	0	735	0	0.0%
Brand / Sales / Marketing Director / Manager	155	5	160	0	164	4	2.5%
Sales / Marketing Officer	219	0	219	0	219	0	0.0%
Senior Beautician	1,211	17	1,228	0	1,208	-20	-1.6%
Senior Make-up Artist	57	1	58	0	58	0	0.0%
Slimming Consultant	122	2	124	0	124	0	0.0%
Beautician	10,122	887	11,009	22	10,962	-47	-0.4%
Assistant to Medical Practitioner (Beauty Care)	68	0	68	0	68	0	0.0%
Make-up Artist	391	4	395	0	395	0	0.0%
Body Therapist	1,432	54	1,486	0	1,486	0	0.0%
Manicurist / Pedicurist	117	4	121	0	121	0	0.0%
Nail Artist	117	40	157	0	157	0	0.0%
Slimming Therapist	610	87	697	0	689	-8	-1.1%
Beauty Consultant	930	38	968	1	968	0	0.0%
Beauty Assistant	535	149	684	8	685	1	0.1%
Marketing Assistant	31	1	32	0	32	0	0.0%
Promoter	137	0	137	0	137	0	0.0%
Administrative Staff	652	1	653	0	653	0	0.0%
Receptionist	1,008	74	1,082	0	1,079	-3	-0.3%
Medical Personnel	176	40	216	0	216	0	0.0%
<b>Sub-total</b>	<b>18,972</b>	<b>1,406</b>	<b>20,378</b>	<b>31</b>	<b>20,305</b>	<b>-73</b>	<b>-0.4%</b>

Principal Jobs in the Industry	Direct Employees (a)	Vacancies (b)	Total Manpower Demand (a - b)	Trainees (c)	Employers' Forecast for 2015 (d)	Comparison of 2015 and 2014	Comparison of 2015 and 2014 (%)
<b>4. Hairdressing Salon</b>							
Director / General Manager	28	0	28	0	28	0	0.0%
Chief Shop Manager / Operation Manager	58	4	62	0	62	0	0.0%
Art Director	58	0	58	0	58	0	0.0%
Technical Director	0	0	0	0	0	0	N/A
Senior Hair Stylist	524	2	526	0	522	-4	-0.8%
Hair Stylist	7,017	248	7,265	97	7,271	6	0.1%
Technician (perm and color)	204	13	217	0	217	0	0.0%
Manicurist / Pedicurist	116	2	118	0	118	0	0.0%
Nail Artist	21	0	21	0	21	0	0.0%
Hairdressing Assistant	3,648	837	4,485	4	4,434	-51	-1.1%
Administrative Staff	90	9	99	0	99	0	0.0%
Receptionist	532	30	562	0	554	-8	-1.4%
<b>Sub-total</b>	<b>12,296</b>	<b>1,145</b>	<b>13,441</b>	<b>101</b>	<b>13,384</b>	<b>-57</b>	<b>-0.4%</b>
<b>5. Cosmetic Product Company - Wholesale, Import &amp; Export</b>							
Director / General Manager	197	0	197	0	197	0	0.0%
Brand / Sales / Marketing Director / Manager	457	24	481	0	481	0	0.0%
Product / Technical Manager	100	0	100	0	100	0	0.0%
Sales / Marketing Officer	1,025	82	1,107	0	1,107	0	0.0%
Trainer	49	0	49	0	55	6	12.2%
Technical Adviser	91	0	91	0	91	0	0.0%
Sales Representative	1,280	105	1,385	0	1,339	-46	-3.3%
Marketing Assistant	131	13	144	0	144	0	0.0%
Promoter	694	68	762	0	762	0	0.0%
Administrative Staff	633	0	633	0	593	-40	-6.3%
Receptionist	83	0	83	0	83	0	0.0%
<b>Sub-total</b>	<b>4,740</b>	<b>292</b>	<b>5,032</b>	<b>0</b>	<b>4,952</b>	<b>-80</b>	<b>-1.6%</b>
<b>6. Cosmetic Product Company - Retail</b>							
Director / General Manager	49	0	49	0	49	0	0.0%
Corporate & Brand Image Sales Director / Manager	50	0	50	0	50	0	0.0%
Chief Shop Manager / Operation Manager	134	8	142	0	141	-1	-0.7%
Marketing Manager	180	0	180	0	185	5	2.8%
Product / Technical Manager	42	1	43	0	46	3	7.0%
Sales / Marketing Officer	383	3	386	0	449	63	16.3%
Trainer	102	2	104	0	103	-1	-1.0%
Buying Officer	119	1	120	0	134	14	11.7%
Shop Manager / Supervisor	1,356	42	1,398	6	1,401	3	0.2%
Technical Adviser	8	2	10	0	10	0	0.0%
Beauty Adviser (Counter)	6,224	275	6,499	256	6,656	157	2.4%
Hair Care Adviser	316	0	316	0	316	0	0.0%
Make-up Artist	46	0	46	0	46	0	0.0%
Marketing Assistant	35	3	38	0	37	-1	-2.6%
Promoter	600	0	600	0	588	-12	-2.0%
Administrative Staff	289	0	289	0	289	0	0.0%
Receptionist	137	0	137	0	137	0	0.0%
<b>Sub-total</b>	<b>10,070</b>	<b>337</b>	<b>10,407</b>	<b>262</b>	<b>10,637</b>	<b>230</b>	<b>2.2%</b>



<b>Principal Jobs in the Industry</b>	<b>Direct Employees (a)</b>	<b>Vacancies (b)</b>	<b>Total Manpower Demand (a - b)</b>	<b>Trainees (c)</b>	<b>Employers' Forecast for 2015 (d)</b>	<b>Comparison of 2015 and 2014</b>	<b>Comparison of 2015 and 2014 (%)</b>
<b>7. Nail Salon</b>							
Director / General Manager	6	0	6	0	6	0	0.0%
Chief Shop Manager / Operation Manager	12	10	22	0	22	0	0.0%
Nail Consultant (Fingernail / Toenail)	28	20	48	0	48	0	0.0%
Senior Nail Technician (Fingernail / Toenail)	10	0	10	0	10	0	0.0%
Manicurist / Pedicurist	311	11	322	0	322	0	0.0%
Nail Artist	725	132	857	45	858	1	0.1%
Junior Nail Technician (Fingernail / Toenail)	63	0	63	0	63	0	0.0%
Foot Reflexologist	0	0	0	0	0	0	N/A
Administrative Staff	31	0	31	0	31	0	0.0%
Receptionist	18	0	18	0	18	0	0.0%
<b>Sub-total</b>	<b>1,204</b>	<b>173</b>	<b>1,377</b>	<b>45</b>	<b>1,378</b>	<b>1</b>	<b>0.1%</b>
<b>Total</b>	<b>47,630</b>	<b>3,359</b>	<b>50,989</b>	<b>439</b>	<b>51,007</b>	<b>18</b>	<b>0.0%</b>

**Table 2: Comparison of Direct Employees, Freelancers and Part-time Employees in 2012 and 2014 by Sector**

Principal Jobs in the Industry	2012	2014	Comparison of 2012 and 2014 (%)	2012	2014	Comparison of 2012 and 2014 (%)	2012	2014	Comparison of 2012 and 2014 (%)
	Direct Employees			Freelancers			Part-time Employees		
<b>1. Beauty &amp; Hairdressing School</b>									
Director / Principal (School)	26	21	-19.23%	0	0	N/A	0	0	N/A
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	29	20	-31.03%	0	0	N/A	1	6	500.00%
Tutor / Instructor - Beauty Care	154	130	-15.58%	19	10	-47.37%	72	41	-43.06%
Tutor / Instructor - Hairdressing	10	25	150.00%	2	13	550.00%	39	31	-20.51%
Assistant Tutor / Instructor - Beauty Care	18	2	-88.89%	0	0	N/A	0	0	N/A
Assistant Tutor / Instructor - Hairdressing	0	0	N/A	0	0	N/A	0	0	N/A
Administrative Staff	60	32	-46.67%	0	0	N/A	0	0	N/A
Receptionist	19	19	0.00%	0	0	N/A	0	0	N/A
<b>Sub-total</b>	<b>316</b>	<b>249</b>	<b>-21.20%</b>	<b>21</b>	<b>23</b>	<b>9.52%</b>	<b>112</b>	<b>78</b>	<b>-30.36%</b>
<b>2. Make-up &amp; Nail School</b>									
Director / Principal (School)	5	5	0.00%	0	0	N/A	0	0	N/A
Senior Tutor / Senior Instructor - Make-up and Nail	9	10	11.11%	5	0	-100.00%	5	4	N/A
Tutor / Instructor - Make-up	47	32	-31.91%	3	27	800.00%	28	14	-50.00%
Tutor / Instructor - Nail	10	22	120.00%	1	5	400.00%	12	11	-8.33%
Assistant Tutor / Instructor - Make-up	2	5	150.00%	0	0	N/A	0	0	N/A
Assistant Tutor / Instructor - Nail	10	10	0.00%	0	0	N/A	0	0	N/A
Administrative Staff	12	11	-8.33%	0	0	N/A	0	0	N/A
Receptionist	4	4	0.00%	0	0	N/A	0	0	N/A
<b>Sub-total</b>	<b>99</b>	<b>99</b>	<b>0.00%</b>	<b>9</b>	<b>32</b>	<b>255.56%</b>	<b>45</b>	<b>29</b>	<b>-35.56%</b>
<b>3. Beauty Centre / Health Centre &amp; Spa</b>									
Director / General Manager	154	149	-3.25%	0	0	N/A	0	0	N/A
Chief Shop Manager / Operation Manager	607	733	20.76%	0	0	N/A	0	2	N/A
Brand / Sales / Marketing Director / Manager	179	155	-13.41%	0	0	N/A	0	0	N/A
Sales / Marketing Officer	279	219	-21.51%	0	0	N/A	0	0	N/A
Senior Beautician	1,261	1,211	-3.97%	0	0	N/A	0	0	N/A
Senior Make-up Artist	30	57	90.00%	4	0	-100.00%	0	0	N/A
Slimming Consultant	127	122	-3.94%	0	0	N/A	0	0	N/A
Beautician	9,184	10,122	10.21%	186	281	51.08%	326	727	123.01%
Assistant to Medical Practitioner (Beauty Care)	85	68	-20.00%	0	0	N/A	4	4	0.00%
Make-up Artist	269	391	45.35%	174	74	-57.47%	20	13	-35.00%
Body Therapist	1,224	1,432	16.99%	76	145	90.79%	70	123	75.71%
Manicurist / Pedicurist	83	117	40.96%	0	0	N/A	1	8	700.00%
Nail Artist	86	117	36.05%	6	0	-100.00%	0	0	N/A
Slimming Therapist	651	610	-6.30%	0	10	N/A	2	55	2650.00%
Beauty Consultant	645	930	44.19%	2	0	-100.00%	0	38	N/A
Beauty Assistant	786	535	-31.93%	0	37	N/A	66	39	-40.91%
Marketing Assistant	66	31	-53.03%	0	0	N/A	0	1	N/A
Promoter	112	137	22.32%	0	0	N/A	30	32	N/A
Administrative Staff	440	652	48.18%	0	0	N/A	0	0	N/A
Receptionist	788	1,008	27.92%	1	0	-100.00%	8	69	762.50%
Medical Personnel	66	176	166.67%	13	20	53.85%	0	3	N/A
<b>Sub-total</b>	<b>17,122</b>	<b>18,972</b>	<b>10.80%</b>	<b>462</b>	<b>567</b>	<b>22.73%</b>	<b>527</b>	<b>1,114</b>	<b>111.39%</b>

Principal Jobs in the Industry	2012	2014	Comparison of 2012 and 2014 (%)	2012	2014	Comparison of 2012 and 2014 (%)	2012	2014	Comparison of 2012 and 2014 (%)
	Direct Employees			Freelancers			Part-time Employees		
<b>4. Hairdressing Salon</b>									
Director / General Manager	47	28	-40.43%	0	0	N/A	0	0	N/A
Chief Shop Manager / Operation Manager	73	58	-20.55%	0	0	N/A	0	0	N/A
Art Director	50	58	16.00%	6	0	-100.00%	0	0	N/A
Technical Director	5	0	-100.00%	4	0	-100.00%	0	0	N/A
Senior Hair Stylist	635	524	-17.48%	28	2	-92.86%	16	0	-100.00%
Hair Stylist	7,436	7,017	-5.63%	1,564	1,870	19.57%	146	295	102.05%
Technician (perm and color)	271	204	-24.72%	11	12	9.09%	26	9	-65.38%
Manicurist / Pedicurist	125	116	-7.20%	21	26	23.81%	2	11	450.00%
Nail Artist	36	21	-41.67%	0	0	N/A	0	2	N/A
Hairdressing Assistant	3,955	3,648	-7.76%	177	110	-37.85%	565	1,136	101.06%
Administrative Staff	162	90	-44.44%	1	0	-100.00%	12	0	-100.00%
Receptionist	435	532	22.30%	0	0	N/A	41	54	31.71%
<b>Sub-total</b>	<b>13,230</b>	<b>12,296</b>	<b>-7.06%</b>	<b>1,812</b>	<b>2,020</b>	<b>11.48%</b>	<b>808</b>	<b>1,507</b>	<b>86.51%</b>
<b>5. Cosmetic Product Company - Wholesale, Import &amp; Export</b>									
Director / General Manager	243	197	-18.93%	0	0	N/A	0	0	N/A
Brand / Sales / Marketing Director / Manager	291	457	57.04%	0	0	N/A	0	0	N/A
Product / Technical Manager	187	100	-46.52%	0	0	N/A	0	0	N/A
Sales / Marketing Officer	738	1,025	38.89%	0	0	N/A	8	4	-50.00%
Trainer	58	49	-15.52%	0	0	N/A	0	0	N/A
Technical Adviser	34	91	167.65%	0	0	N/A	0	0	N/A
Sales Representative	1,425	1,280	-10.18%	36	26	-27.78%	67	12	-82.09%
Marketing Assistant	169	131	-22.49%	0	0	N/A	6	0	-100.00%
Promoter	593	694	17.03%	0	0	N/A	3	0	-100.00%
Administrative Staff	840	633	-24.64%	0	0	N/A	3	12	300.00%
Receptionist	33	83	151.52%	0	0	N/A	9	0	-100.00%
<b>Sub-total</b>	<b>4,611</b>	<b>4,740</b>	<b>2.80%</b>	<b>36</b>	<b>26</b>	<b>-27.78%</b>	<b>96</b>	<b>28</b>	<b>-70.83%</b>
<b>6. Cosmetic Product Company - Retail</b>									
Director / General Manager	100	49	-51.00%	0	0	N/A	0	0	N/A
Corporate & Brand Image Sales Director / Manager	30	50	66.67%	0	0	N/A	0	0	N/A
Chief Shop Manager / Operation Manager	154	134	-12.99%	0	0	N/A	0	0	N/A
Marketing Manager	176	180	2.27%	0	0	N/A	0	0	N/A
Product / Technical Manager	11	42	281.82%	0	0	N/A	0	0	N/A
Sales / Marketing Officer	374	383	2.41%	0	0	N/A	42	78	85.71%
Trainer	84	102	21.43%	0	0	N/A	0	0	N/A
Buying Officer	93	119	27.96%	0	0	N/A	0	0	N/A
Shop Manager / Supervisor	939	1,356	44.41%	0	0	N/A	0	0	N/A
Technical Adviser	62	8	-87.10%	0	0	N/A	0	0	N/A
Beauty Adviser (Counter)	6,174	6,224	0.81%	1	0	-100.00%	266	393	47.74%
Hair Care Adviser	278	316	13.67%	0	0	N/A	0	0	N/A
Make-up Artist	56	46	-17.86%	0	0	N/A	0	0	N/A
Marketing Assistant	108	35	-67.59%	0	0	N/A	2	3	50.00%
Promoter	649	600	-7.55%	0	0	N/A	0	260	N/A
Administrative Staff	204	289	41.67%	0	0	N/A	1	26	2500.00%
Receptionist	40	137	242.50%	0	0	N/A	0	0	N/A
<b>Sub-total</b>	<b>9,532</b>	<b>10,070</b>	<b>5.64%</b>	<b>1</b>	<b>0</b>	<b>-100.00%</b>	<b>311</b>	<b>760</b>	<b>144.37%</b>

Principal Jobs in the Industry	2012	2014	Comparison of 2012 and 2014 (%)	2012	2014	Comparison of 2012 and 2014 (%)	2012	2014	Comparison of 2012 and 2014 (%)
	Direct Employees			Freelancers			Part-time Employees		
<b>7. Nail Salon</b>									
Director / General Manager	5	6	20.00%	0	0	N/A	0	0	N/A
Chief Shop Manager / Operation Manager	35	12	-65.71%	0	0	N/A	0	0	N/A
Nail Consultant (Fingernail / Toenail)	0	28	N/A	0	0	N/A	0	0	N/A
Senior Nail Technician (Fingernail / Toenail)	62	10	-83.87%	0	0	N/A	0	0	N/A
Nail Technician (Fingernail / Toenail)	0	0	N/A	0	0	N/A	0	0	N/A
Manicurist / Pedicurist	398	311	-21.86%	0	0	N/A	40	0	-100.00%
Nail Artist	436	725	66.28%	0	0	N/A	8	30	275.00%
Junior Nail Technician (Fingernail / Toenail)	88	63	-28.41%	0	0	N/A	0	0	N/A
Foot Reflexologist	44	0	N/A	0	0	N/A	0	0	N/A
Administrative Staff	36	31	-13.89%	0	0	N/A	0	0	N/A
Receptionist	61	18	-70.49%	0	0	N/A	0	18	N/A
<b>Sub-total</b>	<b>1,165</b>	<b>1,204</b>	<b>3.35%</b>	<b>0</b>	<b>0</b>	<b>N/A</b>	<b>48</b>	<b>48</b>	<b>0.00%</b>
<b>Total</b>	<b>46,075</b>	<b>47,630</b>	<b>3.37%</b>	<b>2,341</b>	<b>2,668</b>	<b>13.97%</b>	<b>1,947</b>	<b>3,564</b>	<b>83.05%</b>

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

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Diploma of Secondary Education	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
<b>1. Beauty &amp; Hairdressing School</b>										
Director / Principal (School)	13	1	5	2	0	0	0	0	0	21
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	3	5	6	2	0	0	3	0	1	20
Tutor / Instructor - Beauty Care	0	5	6	75	4	2	35	0	3	130
Tutor / Instructor - Hairdressing	0	0	9	14	0	0	1	0	1	25
Assistant Tutor / Instructor - Beauty Care	0	0	2	0	0	0	0	0	0	2
Administrative Staff	0	7	2	0	5	1	15	0	2	32
Receptionist	0	0	3	0	8	0	4	0	4	19
<b>Sub-total</b>	<b>16</b>	<b>18</b>	<b>33</b>	<b>93</b>	<b>17</b>	<b>3</b>	<b>58</b>	<b>0</b>	<b>11</b>	<b>249</b>
<i>Percentage by Educational Level (Total: 249)</i>	<i>6.4%</i>	<i>7.2%</i>	<i>13.3%</i>	<i>37.4%</i>	<i>6.8%</i>	<i>1.2%</i>	<i>23.3%</i>	<i>0.0%</i>	<i>4.4%</i>	<i>100.0%</i>
<b>2. Make-up &amp; Nail School</b>										
Director / Principal (School)	1	1	0	0	1	1	0	0	1	5
Senior Tutor / Senior Instructor - Make-up and Nail	0	1	1	3	0	2	2	0	1	10
Tutor / Instructor - Make-up	0	4	5	9	0	4	1	0	9	32
Tutor / Instructor - Nail	0	0	0	12	0	4	5	1	0	22
Assistant Tutor / Instructor - Make-up	0	0	5	0	0	0	0	0	0	5
Assistant Tutor / Instructor - Nail	0	0	0	0	0	4	6	0	0	10
Administrative Staff	0	1	0	0	2	2	3	0	3	11
Receptionist	0	0	1	0	0	0	2	0	1	4
<b>Sub-total</b>	<b>1</b>	<b>7</b>	<b>12</b>	<b>24</b>	<b>3</b>	<b>17</b>	<b>19</b>	<b>1</b>	<b>15</b>	<b>99</b>
<i>Percentage by Educational Level (Total: 99)</i>	<i>1.0%</i>	<i>7.1%</i>	<i>12.1%</i>	<i>24.2%</i>	<i>3.0%</i>	<i>17.2%</i>	<i>19.2%</i>	<i>1.0%</i>	<i>15.2%</i>	<i>100.0%</i>
<b>3. Beauty Centre / Health Centre &amp; Spa</b>										
Director / General Manager	47	3	34	27	17	0	11	0	10	149
Chief Shop Manager / Operation Manager	145	71	234	96	118	10	26	3	30	733
Brand / Sales / Marketing Director / Manager	75	2	1	23	19	0	18	0	17	155
Sales / Marketing Officer	27	4	32	5	12	55	36	0	48	219
Senior Beautician	2	0	16	484	78	14	590	2	25	1,211
Senior Make-up Artist	0	0	5	15	37	0	0	0	0	57
Slimming Consultant	42	0	4	30	0	0	46	0	0	122
Beautician	45	0	228	1,922	1,427	143	5,489	389	479	10,122
Assistant to Medical Practitioner (Beauty Care)	0	0	3	11	2	48	4	0	0	68
Make-up Artist	0	0	13	82	79	0	89	37	91	391
Body Therapist	3	0	23	147	57	305	460	291	146	1,432
Manicurist / Pedicurist	0	0	0	17	0	31	69	0	0	117
Nail Artist	0	0	1	6	34	3	49	0	24	117
Slimming Therapist	36	0	0	179	6	153	186	0	50	610
Beauty Consultant	0	0	33	224	83	30	456	13	91	930
Beauty Assistant	0	0	0	3	64	112	272	58	26	535
Marketing Assistant	0	0	0	1	4	23	3	0	0	31
Promoter	0	0	0	0	0	16	74	37	10	137
Administrative Staff	25	0	76	0	60	13	404	0	74	652
Receptionist	22	0	6	0	298	200	413	26	43	1,008
Medical Personnel	120	1	10	45	0	0	0	0	0	176
<b>Sub-total</b>	<b>589</b>	<b>81</b>	<b>719</b>	<b>3,317</b>	<b>2,395</b>	<b>1,156</b>	<b>8,695</b>	<b>856</b>	<b>1,164</b>	<b>18,972</b>
<i>Percentage by Educational Level (Total: 18,972)</i>	<i>3.1%</i>	<i>0.4%</i>	<i>3.8%</i>	<i>17.5%</i>	<i>12.6%</i>	<i>6.1%</i>	<i>45.9%</i>	<i>4.5%</i>	<i>6.1%</i>	<i>100.0%</i>

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Diploma of Secondary Education	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
<b>4. Hairdressing Salon</b>										
Director / General Manager	1	4	4	16	0	0	1	0	2	28
Chief Shop Manager / Operation Manager	1	4	4	22	15	1	3	4	4	58
Art Director	0	8	4	19	2	0	18	6	1	58
Senior Hair Stylist	0	0	28	76	4	29	276	86	25	524
Hair Stylist	0	0	20	118	251	64	3,855	2,436	273	7,017
Technician (perm and color)	0	0	0	6	24	28	98	38	10	204
Manicurist / Pedicurist	0	0	0	6	8	13	21	59	9	116
Nail Artist	0	0	2	2	0	0	9	8	0	21
Hairdressing Assistant	0	0	0	13	4	76	1,412	1,967	176	3,648
Administrative Staff	0	0	2	0	6	4	75	1	2	90
Receptionist	0	0	0	12	41	24	368	53	34	532
<b>Sub-total</b>	<b>2</b>	<b>16</b>	<b>64</b>	<b>290</b>	<b>355</b>	<b>239</b>	<b>6,136</b>	<b>4,658</b>	<b>536</b>	<b>12,296</b>
<i>Percentage by Educational Level (Total: 12,296)</i>	<i>0.0%</i>	<i>0.1%</i>	<i>0.5%</i>	<i>2.4%</i>	<i>2.9%</i>	<i>1.9%</i>	<i>49.9%</i>	<i>37.9%</i>	<i>4.4%</i>	<i>100%</i>
<b>5. Cosmetic Product Company - Wholesale, Import &amp; Export</b>										
Director / General Manager	154	0	1	0	42	0	0	0	0	197
Brand / Sales / Marketing Director / Manager	247	64	30	18	79	0	16	0	3	457
Product / Technical Manager	56	0	12	0	12	0	1	0	19	100
Sales / Marketing Officer	259	12	163	36	24	43	404	0	84	1,025
Trainer	13	19	0	0	0	12	5	0	0	49
Technical Adviser	61	0	6	0	0	0	16	0	8	91
Sales Representative	27	0	0	67	103	153	851	0	79	1,280
Marketing Assistant	1	0	0	0	84	0	46	0	0	131
Promoter	0	0	0	0	0	0	492	182	20	694
Administrative Staff	24	0	48	0	85	64	293	1	118	633
Receptionist	0	0	0	0	12	0	71	0	0	83
<b>Sub-total</b>	<b>842</b>	<b>95</b>	<b>260</b>	<b>121</b>	<b>441</b>	<b>272</b>	<b>2,195</b>	<b>183</b>	<b>331</b>	<b>4,740</b>
<i>Percentage by Educational Level (Total: 4,740)</i>	<i>17.8%</i>	<i>2.0%</i>	<i>5.5%</i>	<i>2.6%</i>	<i>9.3%</i>	<i>5.7%</i>	<i>46.2%</i>	<i>3.9%</i>	<i>7.0%</i>	<i>100.0%</i>
<b>6. Cosmetic Product Company - Retail</b>										
Director / General Manager	41	0	0	0	0	0	0	0	8	49
Corporate & Brand Image Sales Director / Manager	47	0	3	0	0	0	0	0	0	50
Chief Shop Manager / Operation Manager	68	0	26	9	0	0	1	6	24	134
Marketing Manager	167	2	0	0	3	0	0	0	8	180
Product / Technical Manager	35	5	1	0	0	0	0	0	1	42
Sales / Marketing Officer	98	15	17	0	27	0	166	56	4	383
Trainer	19	15	2	30	0	15	10	0	11	102
Buying Officer	73	0	0	0	0	20	26	0	0	119
Shop Manager / Supervisor	0	63	110	111	232	192	444	43	161	1,356
Technical Adviser	8	0	0	0	0	0	0	0	0	8
Beauty Adviser (Counter)	0	0	0	544	1,884	306	2,616	251	623	6,224
Hair Care Adviser	0	0	0	0	0	0	316	0	0	316
Make-up Artist	0	0	0	31	3	0	12	0	0	46
Marketing Assistant	0	13	9	0	0	0	13	0	0	35
Promoter	0	0	0	0	304	0	278	18	0	600
Administrative Staff	40	2	0	0	59	10	168	0	10	289
Receptionist	0	0	0	1	20	0	116	0	0	137
<b>Sub-total</b>	<b>596</b>	<b>115</b>	<b>168</b>	<b>726</b>	<b>2,532</b>	<b>543</b>	<b>4,166</b>	<b>374</b>	<b>850</b>	<b>10,070</b>
<i>Percentage by Educational Level (Total: 10,070)</i>	<i>5.9%</i>	<i>1.1%</i>	<i>1.7%</i>	<i>7.2%</i>	<i>25.1%</i>	<i>5.4%</i>	<i>41.5%</i>	<i>3.7%</i>	<i>8.4%</i>	<i>100.0%</i>

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Diploma of Secondary Education	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
<b>7. Nail Salon</b>										
Director / General Manager	4	0	2	0	0	0	0	0	0	6
Chief Shop Manager / Operation Manager	10	0	2	0	0	0	0	0	0	12
Nail Consultant (Fingernail / Toenail)	0	0	0	18	0	0	10	0	0	28
Senior Nail Technician (Fingernail / Toenail)	0	0	0	0	0	0	10	0	0	10
Nail Technician (Fingernail / Toenail)	0	0	0	0	0	0	0	0	0	0
Manicurist / Pedicurist	0	0	0	97	0	28	148	0	38	311
Nail Artist	0	0	0	77	0	2	528	80	38	725
Hand and Foot Care Therapist	0	0	0	0	0	0	0	0	0	0
Junior Nail Technician (Fingernail / Toenail)	0	0	0	39	0	4	20	0	0	63
Foot Reflexologist	0	0	0	0	0	0	0	0	0	0
Administrative Staff	0	0	0	0	13	0	18	0	0	31
Receptionist	0	0	0	0	0	0	18	0	0	18
<b>ALL</b>	<b>14</b>	<b>0</b>	<b>4</b>	<b>231</b>	<b>13</b>	<b>34</b>	<b>752</b>	<b>80</b>	<b>76</b>	<b>1,204</b>
<i>Percentage by Educational Level (Total: 1,204)</i>	<i>1.2%</i>	<i>0.0%</i>	<i>0.3%</i>	<i>19.2%</i>	<i>1.1%</i>	<i>2.8%</i>	<i>62.5%</i>	<i>6.6%</i>	<i>6.3%</i>	<i>100.0%</i>
<b>Total</b>	<b>2,060</b>	<b>332</b>	<b>1,260</b>	<b>4,802</b>	<b>5,756</b>	<b>2,264</b>	<b>22,021</b>	<b>6,152</b>	<b>2,983</b>	<b>47,630</b>
<i>Percentage by Educational Level (Total: 47,630)</i>	<i>4.3%</i>	<i>0.7%</i>	<i>2.6%</i>	<i>10.1%</i>	<i>12.1%</i>	<i>4.8%</i>	<i>46.2%</i>	<i>12.9%</i>	<i>6.3%</i>	<i>100.0%</i>

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

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Diploma of Secondary Education	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
<b>1. Beauty &amp; Hairdressing School</b>										
Director / Principal (School)	13	1	5	2	0	0	0	0	0	21
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	3	1	6	2	0	0	3	0	5	20
Tutor / Instructor - Beauty Care	0	5	6	34	0	2	35	0	48	130
Tutor / Instructor - Hairdressing	0	0	9	4	0	0	1	0	11	25
Assistant Tutor / Instructor - Beauty Care	0	0	2	0	0	0	0	0	0	2
Administrative Staff	3	4	2	0	5	8	8	0	2	32
Receptionist	0	0	3	0	8	0	4	0	4	19
<b>Sub-total</b>	<b>19</b>	<b>11</b>	<b>33</b>	<b>42</b>	<b>13</b>	<b>10</b>	<b>51</b>	<b>0</b>	<b>70</b>	<b>249</b>
<i>Percentage by Educational Level (Total: 249)</i>	<i>7.6%</i>	<i>4.4%</i>	<i>13.3%</i>	<i>16.9%</i>	<i>5.2%</i>	<i>4.0%</i>	<i>20.5%</i>	<i>0.0%</i>	<i>28.1%</i>	<i>100.0%</i>
<b>2. Make-up &amp; Nail School</b>										
Director / Principal (School)	3	1	0	1	0	0	0	0	0	5
Senior Tutor / Senior Instructor - Make-up and Nail	3	0	0	5	0	0	1	0	1	10
Tutor / Instructor - Make-up	3	0	5	18	0	0	0	0	6	32
Tutor / Instructor - Nail	0	0	0	12	1	4	5	0	0	22
Assistant Tutor / Instructor - Make-up	0	0	4	1	0	0	0	0	0	5
Assistant Tutor / Instructor - Nail	0	0	0	0	0	4	6	0	0	10
Administrative Staff	0	1	0	0	2	2	3	0	3	11
Receptionist	0	0	1	0	0	0	2	0	1	4
<b>Sub-total</b>	<b>9</b>	<b>2</b>	<b>10</b>	<b>37</b>	<b>3</b>	<b>10</b>	<b>17</b>	<b>0</b>	<b>11</b>	<b>99</b>
<i>Percentage by Educational Level (Total: 99)</i>	<i>9.1%</i>	<i>2.0%</i>	<i>10.1%</i>	<i>37.4%</i>	<i>3.0%</i>	<i>10.1%</i>	<i>17.2%</i>	<i>0.0%</i>	<i>11.1%</i>	<i>100.0%</i>
<b>3. Beauty Centre / Health Centre &amp; Spa</b>										
Director / General Manager	42	6	7	18	26	1	13	0	36	149
Chief Shop Manager / Operation Manager	142	62	59	104	32	198	62	0	74	733
Brand / Sales / Marketing Director / Manager	67	13	2	12	25	1	17	0	18	155
Sales / Marketing Officer	34	1	28	0	39	58	12	0	47	219
Senior Beautician	0	0	40	380	165	114	475	0	37	1,211
Senior Make-up Artist	0	0	0	6	0	0	42	9	0	57
Slimming Consultant	33	0	4	30	0	0	49	0	6	122
Beautician	46	0	462	1,669	1,084	605	5,231	342	683	10,122
Assistant to Medical Practitioner (Beauty Care)	0	0	3	2	11	48	4	0	0	68
Make-up Artist	0	0	0	80	84	5	131	37	54	391
Body Therapist	3	0	10	187	32	306	347	315	232	1,432
Manicurist / Pedicurist	0	0	0	17	0	31	69	0	0	117
Nail Artist	0	0	0	17	23	4	49	0	24	117
Slimming Therapist	0	0	0	215	6	153	166	0	70	610
Beauty Consultant	0	18	32	186	79	88	381	0	146	930
Beauty Assistant	0	0	0	11	60	149	194	91	30	535
Marketing Assistant	0	0	0	0	5	23	3	0	0	31
Promoter	0	0	0	0	0	16	74	37	10	137
Administrative Staff	66	0	80	9	54	18	349	0	76	652



Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Diploma of Secondary Education	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
<b>3. Beauty Centre, Health Centre &amp; Spa (Cont')</b>										
Receptionist	4	2	24	36	211	235	374	8	114	1,008
Medical Personnel	120	1	10	5	0	0	0	0	40	176
<b>Sub-total</b>	<b>557</b>	<b>103</b>	<b>761</b>	<b>2,984</b>	<b>1,936</b>	<b>2,053</b>	<b>8,042</b>	<b>839</b>	<b>1,697</b>	<b>18,972</b>
<i>Percentage by Educational Level (Total: 18,972)</i>	<i>2.9%</i>	<i>0.5%</i>	<i>4.0%</i>	<i>15.8%</i>	<i>10.2%</i>	<i>10.8%</i>	<i>42.5%</i>	<i>4.4%</i>	<i>8.9%</i>	<i>100.0%</i>
<b>4. Hairdressing Salon</b>										
Director / General Manager	1	0	4	16	0	0	5	0	2	28
Chief Shop Manager / Operation Manager	1	4	4	24	1	8	7	0	9	58
Art Director	2	8	4	18	5	2	9	0	10	58
Technical Director	0	0	0	0	0	0	0	0	0	0
Senior Hair Stylist	0	0	28	72	4	37	290	70	23	524
Hair Stylist	0	28	49	165	152	296	3,995	2,086	246	7,017
Technician (perm and color)	0	0	0	6	24	28	116	4	26	204
Manicurist / Pedicurist	0	0	0	14	0	13	30	59	0	116
Nail Artist	0	0	2	2	0	0	9	0	8	21
Hairdressing Assistant	0	0	0	13	4	137	1,467	1,780	247	3,648
Administrative Staff	0	0	2	4	5	9	64	1	5	90
Receptionist	4	0	0	16	37	54	313	39	69	532
<b>Sub-total</b>	<b>8</b>	<b>40</b>	<b>93</b>	<b>350</b>	<b>232</b>	<b>584</b>	<b>6,305</b>	<b>4,039</b>	<b>645</b>	<b>12,296</b>
<i>Percentage by Educational Level (Total: 12,296)</i>	<i>0.1%</i>	<i>0.3%</i>	<i>0.8%</i>	<i>2.8%</i>	<i>1.9%</i>	<i>4.7%</i>	<i>51.4%</i>	<i>32.8%</i>	<i>5.2%</i>	<i>100.0%</i>
<b>5. Cosmetic Product Company - Wholesale, Import &amp; Export</b>										
Director / General Manager	136	0	2	1	33	0	20	0	5	197
Brand / Sales / Marketing Director / Manager	284	0	40	29	4	0	86	0	14	457
Product / Technical Manager	15	33	2	12	0	0	8	0	30	100
Sales / Marketing Officer	214	222	24	28	22	91	330	0	94	1,025
Trainer	0	30	0	0	0	4	13	0	2	49
Technical Adviser	61	0	6	0	0	0	16	0	8	91
Sales Representative	106	0	0	80	99	64	872	0	59	1,280
Marketing Assistant	1	0	3	26	84	4	12	0	1	131
Promoter	0	0	0	0	0	0	506	140	48	694
Administrative Staff	36	12	76	0	88	8	360	0	53	633
Receptionist	0	0	0	0	12	0	70	0	1	83
<b>Sub-total</b>	<b>853</b>	<b>297</b>	<b>153</b>	<b>176</b>	<b>342</b>	<b>171</b>	<b>2,293</b>	<b>140</b>	<b>315</b>	<b>4,740</b>
<i>Percentage by Educational Level (Total: 4,740)</i>	<i>18.0%</i>	<i>6.3%</i>	<i>3.2%</i>	<i>3.7%</i>	<i>7.2%</i>	<i>3.6%</i>	<i>48.4%</i>	<i>3.0%</i>	<i>6.6%</i>	<i>100.0%</i>
<b>6. Cosmetic Product Company - Retail</b>										
Director / General Manager	22	0	0	0	0	0	0	0	27	49
Corporate & Brand Image Sales Director / Manager	47	0	0	0	0	3	0	0	0	50
Chief Shop Manager / Operation Manager	50	3	0	9	2	0	17	6	47	134
Marketing Manager	158	1	0	3	8	0	0	0	10	180
Product / Technical Manager	29	0	1	6	0	0	0	0	6	42
Sales / Marketing Officer	95	27	14	0	28	0	144	56	19	383
Trainer	16	5	6	29	0	15	15	0	16	102
Buying Officer	73	0	0	0	3	17	26	0	0	119
Shop Manager / Supervisor	0	18	63	56	281	97	423	31	387	1,356
Technical Adviser	8	0	0	0	0	0	0	0	0	8
Beauty Adviser (Counter)	0	0	0	357	1,762	456	1,869	123	1,657	6,224

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Diploma of Secondary Education	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
Hair Care Adviser	0	0	0	0	0	0	316	0	0	316
<b>6. Cosmetic Product Company - Retail (Cont')</b>										
Make-up Artist	0	25	0	6	3	0	12	0	0	46
Marketing Assistant	6	7	9	0	0	0	13	0	0	35
Promoter	0	0	0	0	304	0	218	78	0	600
Administrative Staff	40	2	0	0	59	10	167	0	11	289
Receptionist	0	0	0	0	20	1	81	0	35	137
<b>Sub-total</b>	<b>544</b>	<b>88</b>	<b>93</b>	<b>466</b>	<b>2,470</b>	<b>599</b>	<b>3,301</b>	<b>294</b>	<b>2,215</b>	<b>10,070</b>
<i>Percentage by Educational Level (Total: 10,070)</i>	<i>5.4%</i>	<i>0.9%</i>	<i>0.9%</i>	<i>4.6%</i>	<i>24.5%</i>	<i>5.9%</i>	<i>32.9%</i>	<i>2.9%</i>	<i>22.0%</i>	<i>100.0%</i>
<b>7. Nail Salon</b>										
Director / General Manager	4	0	2	0	0	0	0	0	0	6
Chief Shop Manager / Operation Manager	0	4	8	0	0	0	0	0	0	12
Nail Consultant (Fingernail / Toenail)	0	0	0	18	0	0	10	0	0	28
Senior Nail Technician (Fingernail / Toenail)	0	10	0	0	0	0	0	0	0	10
Nail Technician (Fingernail / Toenail)	0	0	0	0	0	0	0	0	0	0
Manicurist / Pedicurist	0	0	0	97	0	28	186	0	0	311
Nail Artist	0	0	30	77	0	2	616	0	0	725
Hand and Foot Care Therapist	0	0	0	0	0	0	0	0	0	0
Junior Nail Technician (Fingernail / Toenail)	0	0	0	39	0	4	20	0	0	63
Foot Reflexologist	0	0	0	0	0	0	0	0	0	0
Administrative Staff	0	0	0	0	13	0	18	0	0	31
Receptionist	0	0	0	0	0	0	18	0	0	18
<b>Sub-total</b>	<b>4</b>	<b>14</b>	<b>40</b>	<b>231</b>	<b>13</b>	<b>34</b>	<b>868</b>	<b>0</b>	<b>0</b>	<b>1,204</b>
<i>Percentage by Educational Level (Total: 1,204)</i>	<i>0.3%</i>	<i>1.2%</i>	<i>3.3%</i>	<i>19.2%</i>	<i>1.1%</i>	<i>2.8%</i>	<i>72.1%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>100.0%</i>
<b>Total</b>	<b>1,994</b>	<b>555</b>	<b>1,183</b>	<b>4,286</b>	<b>5,009</b>	<b>3,461</b>	<b>20,877</b>	<b>5,312</b>	<b>4,953</b>	<b>47,630</b>
<i>Percentage by Educational Level (Total: 47,630)</i>	<i>4.2%</i>	<i>1.2%</i>	<i>2.5%</i>	<i>9.0%</i>	<i>10.5%</i>	<i>7.3%</i>	<i>43.7%</i>	<i>11.2%</i>	<i>10.4%</i>	<i>100.0%</i>

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

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
<b>1. Beauty &amp; Hairdressing School</b>							
Director / Principal (School)	17	3	1	0	0	0	21
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	9	5	5	0	0	1	20
Tutor / Instructor - Beauty Care	0	13	109	4	0	4	130
Tutor / Instructor - Hairdressing	0	9	15	0	0	1	25
Assistant Tutor / Instructor - Beauty Care	0	0	0	2	0	0	2
Administrative Staff	0	1	0	28	1	2	32
Receptionist	0	0	0	15	0	4	19
<b>Sub-total</b>	<b>26</b>	<b>31</b>	<b>130</b>	<b>49</b>	<b>1</b>	<b>12</b>	<b>249</b>
<i>Percentage by Relevant Years of Experience (Total: 249)</i>	<i>10.4%</i>	<i>12.4%</i>	<i>52.3%</i>	<i>19.7%</i>	<i>0.4%</i>	<i>4.8%</i>	<i>100.0%</i>
<b>2. Make-up &amp; Nail School</b>							
Director / Principal (School)	0	1	3	0	0	1	5
Senior Tutor / Senior Instructor - Make-up and Nail	0	4	6	0	0	0	10
Tutor / Instructor - Make-up	0	16	8	5	0	3	32
Tutor / Instructor - Nail	1	12	4	5	0	0	22
Assistant Tutor / Instructor - Make-up	0	0	1	4	0	0	5
Assistant Tutor / Instructor - Nail	0	0	0	6	4	0	10
Administrative Staff	0	1	2	6	2	0	11
Receptionist	0	0	1	1	2	0	4
<b>Sub-total</b>	<b>1</b>	<b>34</b>	<b>25</b>	<b>27</b>	<b>8</b>	<b>4</b>	<b>99</b>
<i>Percentage by Relevant Years of Experience (Total: 99)</i>	<i>1.0%</i>	<i>34.3%</i>	<i>25.3%</i>	<i>27.3%</i>	<i>8.1%</i>	<i>4.0%</i>	<i>100.0%</i>
<b>3. Beauty Centre / Health Centre &amp; Spa</b>							
Director / General Manager	34	44	62	0	0	9	149
Chief Shop Manager / Operation Manager	75	377	209	36	0	36	733
Brand / Sales / Marketing Director / Manager	36	54	39	9	0	17	155
Sales / Marketing Officer	0	30	63	76	2	48	219
Senior Beautician	0	567	460	156	0	28	1,211
Senior Make-up Artist	0	48	9	0	0	0	57
Slimming Consultant	4	10	62	14	0	32	122
Beautician	3	37	2,562	6,301	778	441	10,122
Assistant to Medical Practitioner (Beauty Care)	0	0	2	57	9	0	68
Make-up Artist	0	0	99	198	3	91	391
Body Therapist	0	0	228	646	412	146	1,432
Manicurist / Pedicurist	0	0	10	107	0	0	117
Nail Artist	0	0	19	32	42	24	117
Slimming Therapist	0	0	224	177	159	50	610
Beauty Consultant	4	95	340	375	20	96	930
Beauty Assistant	0	0	0	224	285	26	535
Marketing Assistant	0	0	0	26	5	0	31
Promoter	0	0	0	15	112	10	137

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
<b>3. Beauty Centre, Health Centre &amp; Spa (Cont')</b>							
Administrative Staff	0	0	37	427	98	90	652
Receptionist	0	0	80	330	552	46	1008
Medical Personnel	0	40	61	5	58	12	176
<b>Sub-total</b>	<b>156</b>	<b>1,302</b>	<b>4,566</b>	<b>9,211</b>	<b>2,535</b>	<b>1,202</b>	<b>18,972</b>
<i>Percentage by Relevant Years of Experience (Total: 18,972)</i>	<i>0.8%</i>	<i>6.9%</i>	<i>24.1%</i>	<i>48.5%</i>	<i>13.4%</i>	<i>6.3%</i>	<i>100.0%</i>
<b>4. Hairdressing Salon</b>							
Director / General Manager	5	20	1	0	0	2	28
Chief Shop Manager / Operation Manager	5	28	21	0	0	4	58
Art Director	17	9	31	0	0	1	58
Technical Director	0	0	0	0	0	0	0
Senior Hair Stylist	15	181	291	17	0	20	524
Hair Stylist	16	95	2,412	4,098	164	232	7,017
Technician (perm and color)	0	5	62	128	9	0	204
Manicurist / Pedicurist	4	0	32	71	0	9	116
Nail Artist	2	0	9	10	0	0	21
Hairdressing Assistant	0	0	8	1,507	2,000	133	3,648
Administrative Staff	2	0	9	42	35	2	90
Receptionist	0	0	17	235	257	23	532
<b>Sub-total</b>	<b>66</b>	<b>338</b>	<b>2,893</b>	<b>6,108</b>	<b>2,465</b>	<b>426</b>	<b>12,296</b>
<i>Percentage by Relevant Years of Experience (Total: 12,296)</i>	<i>0.5%</i>	<i>2.7%</i>	<i>23.5%</i>	<i>49.8%</i>	<i>20.0%</i>	<i>3.5%</i>	<i>100.0%</i>
<b>5. Cosmetic Product Company - Wholesale, Import &amp; Export</b>							
Director / General Manager	53	116	28	0	0	0	197
Brand / Sales / Marketing Director / Manager	50	201	203	0	0	3	457
Product / Technical Manager	11	5	53	12	0	19	100
Sales / Marketing Officer	0	41	339	561	0	84	1025
Trainer	2	1	46	0	0	0	49
Technical Adviser	0	0	58	25	0	8	91
Sales Representative	0	0	122	983	96	79	1,280
Marketing Assistant	0	0	0	116	15	0	131
Promoter	0	0	0	532	142	20	694
Administrative Staff	0	0	67	381	67	118	633
Receptionist	0	0	0	35	48	0	83
<b>Sub-total</b>	<b>116</b>	<b>364</b>	<b>916</b>	<b>2,645</b>	<b>368</b>	<b>331</b>	<b>4,740</b>
<i>Percentage by Relevant Years of Experience (Total: 4,740)</i>	<i>2.4%</i>	<i>7.7%</i>	<i>19.3%</i>	<i>55.8%</i>	<i>7.8%</i>	<i>7.0%</i>	<i>100.0%</i>
<b>6. Cosmetic Product Company - Retail</b>							
Director / General Manager	27	8	6	0	0	8	49
Corporate & Brand Image Sales Director / Manager	3	44	3	0	0	0	50
Chief Shop Manager / Operation Manager	15	44	62	0	0	13	134
Marketing Manager	61	26	25	60	0	8	180
Product / Technical Manager	0	32	9	0	0	1	42
Sales / Marketing Officer	0	39	76	214	50	4	383
Trainer	0	18	69	4	0	11	102

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
<b>6. Cosmetic Product Company - Retail (Cont')</b>							
Buying Officer	0	38	35	46	0	0	119
Shop Manager / Supervisor	0	440	591	139	25	161	1356
Technical Adviser	0	0	8	0	0	0	8
Beauty Adviser (Counter)	0	105	1,024	3,411	1,061	623	6,224
Hair Care Adviser	0	0	0	291	25	0	316
Make-up Artist	0	0	15	6	25	0	46
Marketing Assistant	0	0	0	23	12	0	35
Promoter	0	0	0	522	78	0	600
Administrative Staff	0	0	9	121	149	10	289
Receptionist	0	0	14	117	6	0	137
<b>Sub-total</b>	<b>106</b>	<b>794</b>	<b>1,946</b>	<b>4,954</b>	<b>1,431</b>	<b>839</b>	<b>10,070</b>
<i>Percentage by Relevant Years of Experience (Total: 10,070)</i>	<i>1.1%</i>	<i>7.9%</i>	<i>19.3%</i>	<i>49.2%</i>	<i>14.2%</i>	<i>8.3%</i>	<i>100.0%</i>
<b>7. Nail Salon</b>							
Director / General Manager	6	0	0	0	0	0	6
Chief Shop Manager / Operation Manager	12	0	0	0	0	0	12
Nail Consultant (Fingernail / Toenail)	0	18	10	0	0	0	28
Senior Nail Technician (Fingernail / Toenail)	0	0	10	0	0	0	10
Nail Technician (Fingernail / Toenail)	0	0	0	0	0	0	0
Manicurist / Pedicurist	0	0	58	187	28	38	311
Nail Artist	0	0	163	524	0	38	725
Hand and Foot Care Therapist	0	0	0	0	0	0	0
Junior Nail Technician (Fingernail / Toenail)	0	0	39	4	20	0	63
Foot Reflexologist	0	0	0	0	0	0	0
Administrative Staff	0	0	8	23	0	0	31
Receptionist	0	0	0	14	4	0	18
<b>Sub-total</b>	<b>18</b>	<b>18</b>	<b>288</b>	<b>752</b>	<b>52</b>	<b>76</b>	<b>1,204</b>
<i>Percentage by Relevant Years of Experience (Total: 1,204)</i>	<i>1.5%</i>	<i>1.5%</i>	<i>23.9%</i>	<i>62.5%</i>	<i>4.3%</i>	<i>6.3%</i>	<i>100.0%</i>
<b>Total</b>	<b>489</b>	<b>2,881</b>	<b>10,764</b>	<b>23,746</b>	<b>6,860</b>	<b>2,890</b>	<b>47,630</b>
<i>Percentage by Relevant Years of Experience (Total: 47,630)</i>	<i>1.0%</i>	<i>6.0%</i>	<i>22.6%</i>	<i>49.9%</i>	<i>14.4%</i>	<i>6.1%</i>	<i>100.0%</i>

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

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
<b>1. Beauty &amp; Hairdressing School</b>							
Director / Principal (School)	18	3	0	0	0	0	21
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	15	0	0	0	0	5	20
Tutor / Instructor - Beauty Care	9	16	59	0	0	46	130
Tutor / Instructor - Hairdressing	5	9	0	0	0	11	25
Assistant Tutor / Instructor - Beauty Care	0	0	0	2	0	0	2
Administrative Staff	4	9	3	15	0	1	32
Receptionist	2	0	1	13	0	3	19
<b>Sub-total</b>	<b>53</b>	<b>37</b>	<b>63</b>	<b>30</b>	<b>0</b>	<b>66</b>	<b>249</b>
<i>Percentage by Relevant Years of Experience (Total: 249)</i>	<i>21.3%</i>	<i>14.9%</i>	<i>25.3%</i>	<i>12.0%</i>	<i>0.0%</i>	<i>26.5%</i>	<i>100.0%</i>
<b>2. Make-up &amp; Nail School</b>							
Director / Principal (School)	4	1	0	0	0	0	5
Senior Tutor / Senior Instructor - Make-up and Nail	9	1	0	0	0	0	10
Tutor / Instructor - Make-up	10	12	6	4	0	0	32
Tutor / Instructor - Nail	1	14	7	0	0	0	22
Assistant Tutor / Instructor - Make-up	0	1	2	2	0	0	5
Assistant Tutor / Instructor - Nail	0	0	0	10	0	0	10
Administrative Staff	0	1	3	7	0	0	11
Receptionist	0	0	1	3	0	0	4
<b>Sub-total</b>	<b>24</b>	<b>30</b>	<b>19</b>	<b>26</b>	<b>0</b>	<b>0</b>	<b>99</b>
<i>Percentage by Relevant Years of Experience (Total: 99)</i>	<i>24.2%</i>	<i>30.3%</i>	<i>19.2%</i>	<i>26.3%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>100.0%</i>
<b>3. Beauty Centre / Health Centre &amp; Spa</b>							
Director / General Manager	81	17	16	0	0	35	149
Chief Shop Manager / Operation Manager	420	148	85	0	0	80	733
Brand / Sales / Marketing Director / Manager	81	36	16	0	4	18	155
Sales / Marketing Officer	1	58	90	15	8	47	219
Senior Beautician	598	428	147	9	0	29	1,211
Senior Make-up Artist	51	3	3	0	0	0	57
Slimming Consultant	4	11	60	9	0	38	122
Beautician	2,752	2,078	3,100	1,531	16	645	10,122
Assistant to Medical Practitioner (Beauty Care)	0	0	11	57	0	0	68
Make-up Artist	149	30	133	25	0	54	391
Body Therapist	52	128	746	201	123	182	1,432
Manicurist / Pedicurist	0	7	106	4	0	0	117
Nail Artist	0	37	47	9	0	24	117
Slimming Therapist	3	6	386	139	6	70	610
Beauty Consultant	44	203	293	239	0	151	930
Beauty Assistant	0	0	65	284	156	30	535
Marketing Assistant	0	0	0	26	5	0	31
Promoter	0	0	27	63	37	10	137

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
<b>3. Beauty Centre, Health Centre &amp; Spa (Cont')</b>							
Administrative Staff	0	123	78	322	0	129	652
Receptionist	2	0	262	572	55	117	1,008
Medical Personnel	38	3	64	16	3	52	176
<b>Sub-total</b>	<b>4,276</b>	<b>3,316</b>	<b>5,735</b>	<b>3,521</b>	<b>413</b>	<b>1,711</b>	<b>18,972</b>
<i>Percentage by Relevant Years of Experience (Total: 18,972)</i>	<i>22.5%</i>	<i>17.5%</i>	<i>30.2%</i>	<i>18.6%</i>	<i>2.2%</i>	<i>9.0%</i>	<i>100.0%</i>
<b>4. Hairdressing Salon</b>							
Director / General Manager	13	13	0	0	0	2	28
Chief Shop Manager / Operation Manager	33	20	0	0	0	5	58
Art Director	35	13	0	0	0	10	58
Technical Director	0	0	0	0	0	0	0
Senior Hair Stylist	343	129	38	0	0	14	524
Hair Stylist	3,636	2,045	955	212	0	169	7,017
Technician (perm and color)	3	17	147	21	0	16	204
Manicurist / Pedicurist	71	9	15	21	0	0	116
Nail Artist	11	2	0	0	0	8	21
Hairdressing Assistant	267	90	893	1,813	413	172	3,648
Administrative Staff	6	13	16	47	3	5	90
Receptionist	14	8	130	272	54	54	532
<b>Sub-total</b>	<b>4,432</b>	<b>2,359</b>	<b>2,194</b>	<b>2,386</b>	<b>470</b>	<b>455</b>	<b>12,296</b>
<i>Percentage by Relevant Years of Experience (Total: 12,296)</i>	<i>36.1%</i>	<i>19.2%</i>	<i>17.8%</i>	<i>19.4%</i>	<i>3.8%</i>	<i>3.7%</i>	<i>100.0%</i>
<b>5. Cosmetic Product Company - Wholesale, Import &amp; Export</b>							
Director / General Manager	186	6	0	0	0	5	197
Brand / Sales / Marketing Director / Manager	197	210	36	0	0	14	457
Product / Technical Manager	9	49	12	0	0	30	100
Sales / Marketing Officer	76	212	609	34	0	94	1,025
Trainer	1	11	35	0	0	2	49
Technical Adviser	44	24	6	9	0	8	91
Sales Representative	183	223	350	465	0	59	1,280
Marketing Assistant	0	0	15	115	0	1	131
Promoter	0	32	398	216	0	48	694
Administrative Staff	25	84	146	325	0	53	633
Receptionist	0	0	25	57	0	1	83
<b>Sub-total</b>	<b>721</b>	<b>851</b>	<b>1,632</b>	<b>1,221</b>	<b>0</b>	<b>315</b>	<b>4,740</b>
<i>Percentage by Relevant Years of Experience (Total: 4,740)</i>	<i>15.2%</i>	<i>18.0%</i>	<i>34.4%</i>	<i>25.8%</i>	<i>0.0%</i>	<i>6.6%</i>	<i>100.0%</i>
<b>6. Cosmetic Product Company - Retail</b>							
Director / General Manager	27	0	1	0	0	21	49
Corporate & Brand Image Sales Director / Manager	10	0	0	40	0	0	50
Chief Shop Manager / Operation Manager	43	9	43	3	0	36	134
Marketing Manager	73	26	29	40	2	10	180
Product / Technical Manager	34	1	1	0	0	6	42
Sales / Marketing Officer	31	42	237	54	0	19	383
Trainer	13	25	47	1	0	16	102

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
<b>6. Cosmetic Product Company - Retail (Cont')</b>							
Buying Officer	0	38	81	0	0	0	<b>119</b>
Shop Manager / Supervisor	233	415	216	65	0	427	<b>1,356</b>
Technical Adviser	0	0	8	0	0	0	<b>8</b>
Beauty Adviser (Counter)	25	404	1,430	2,398	230	1,737	<b>6,224</b>
Hair Care Adviser	0	0	0	291	25	0	<b>316</b>
Make-up Artist	25	0	15	6	0	0	<b>46</b>
Marketing Assistant	0	0	0	29	6	0	<b>35</b>
Promoter	75	50	0	358	42	75	<b>600</b>
Administrative Staff	0	0	13	135	130	11	<b>289</b>
Receptionist	0	1	14	81	6	35	<b>137</b>
<b>Sub-total</b>	<b>589</b>	<b>1,011</b>	<b>2,135</b>	<b>3,501</b>	<b>441</b>	<b>2,393</b>	<b>10,070</b>
<i>Percentage by Relevant Years of Experience (Total: 10,070)</i>	<i>5.8%</i>	<i>10.0%</i>	<i>21.2%</i>	<i>34.8%</i>	<i>4.4%</i>	<i>23.8%</i>	<i>100.0%</i>
<b>7. Nail Salon</b>							
Director / General Manager	6	0	0	0	0	0	<b>6</b>
Chief Shop Manager / Operation Manager	12	0	0	0	0	0	<b>12</b>
Nail Consultant (Fingernail / Toenail)	0	18	10	0	0	0	<b>28</b>
Senior Nail Technician (Fingernail / Toenail)	0	0	10	0	0	0	<b>10</b>
Nail Technician (Fingernail / Toenail)	0	0	0	0	0	0	<b>0</b>
Manicurist / Pedicurist	0	112	132	67	0	0	<b>311</b>
Nail Artist	75	118	458	74	0	0	<b>725</b>
Hand and Foot Care Therapist	0	0	0	0	0	0	<b>0</b>
Junior Nail Technician (Fingernail / Toenail)	0	0	39	4	20	0	<b>63</b>
Foot Reflexologist	0	0	0	0	0	0	<b>0</b>
Administrative Staff	0	8	23	0	0	0	<b>31</b>
Receptionist	0	0	4	14	0	0	<b>18</b>
<b>Sub-total</b>	<b>93</b>	<b>256</b>	<b>676</b>	<b>159</b>	<b>20</b>	<b>0</b>	<b>1,204</b>
<i>Percentage by Relevant Years of Experience (Total: 1,204)</i>	<i>7.7%</i>	<i>21.3%</i>	<i>56.1%</i>	<i>13.2%</i>	<i>1.7%</i>	<i>0.0%</i>	<i>100.0%</i>
<b>Total</b>	<b>10,188</b>	<b>7,860</b>	<b>12,454</b>	<b>10,844</b>	<b>1,344</b>	<b>4,940</b>	<b>47,630</b>
<i>Percentage by Relevant Years of Experience (Total: 47,630)</i>	<i>21.4%</i>	<i>16.5%</i>	<i>26.1%</i>	<i>22.8%</i>	<i>2.8%</i>	<i>10.4%</i>	<i>100.0%</i>



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

Sector	Preferred Vocational Qualification of Employees	Managerial / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
<b>1. Beauty &amp; Hairdressing School</b>					
	Certificates of National Occupation Qualifications of the Mainland	4	0	0	4
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	3	6	1	10
	• Make-up Artist	3	5	1	9
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	4	3	1	8
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	0	0	0	0
	Certificates of international professional / recognized training courses	6	7	1	14
	<b>Sub-total</b>	<b>20</b>	<b>21</b>	<b>4</b>	<b>45</b>
<b>2. Make-up &amp; Nail School</b>					
	Certificates of National Occupation Qualifications of the Mainland	1	1	0	2
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	1	1	1	3
	Certificates of local professional / recognized training courses / qualifications	3	4	1	8
	Certificates of international professional / recognized training courses	5	4	1	10
	<b>Sub-total</b>	<b>10</b>	<b>10</b>	<b>3</b>	<b>23</b>
<b>3. Beauty Centre, Health Centre &amp; Spa</b>					
	Certificates of National Occupation Qualifications of the Mainland	48	58	256	362
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	105	156	1,621	1,882
	• Make-up Artist	4	45	42	91
	• Intense Pulsed Light (IPL) Equipment Operator	41	62	222	325
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	29	82	1,326	1,437
	Certificates of local professional / recognized training courses / qualifications	31	39	516	586
	Certificates of international professional / recognized training courses	96	345	1,772	2,213
	<b>Sub-total</b>	<b>354</b>	<b>787</b>	<b>5,755</b>	<b>6,896</b>
<b>4. Hairdressing Salon</b>					
	Certificates of National Occupation Qualifications of the Mainland	2	9	54	65
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	9	0	9
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	16	186	1,816	2,018
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	5	120	1,532	1,657
	Certificates of local professional / recognized training courses / qualifications	11	11	62	84
	Certificates of international professional / recognized training courses	6	47	148	201
	<b>Sub-total</b>	<b>40</b>	<b>382</b>	<b>3,612</b>	<b>4,034</b>

Sector	Preferred Vocational Qualification of Employees	Managerial / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
<b>5. Product Company - Wholesale, Import &amp; Export</b>					
	Certificates of National Occupation Qualifications of the Mainland	1	0	0	1
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	1	1	2
	Certificates of local professional / recognized training courses / qualifications	1	1	0	2
	Certificates of international professional / recognized training courses	11	58	0	69
	<b>Sub-total</b>	<b>13</b>	<b>60</b>	<b>1</b>	<b>74</b>
<b>6. Product Company - Retail</b>					
	Certificates of National Occupation Qualifications of the Mainland	0	0	26	26
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	10	9	9	28
	• Make-up Artist	11	11	29	51
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	5	5
	Certificates of local professional / recognized training courses / qualifications	8	12	13	33
	Certificates of international professional / recognized training courses	12	21	20	53
	<b>Sub-total</b>	<b>41</b>	<b>53</b>	<b>102</b>	<b>196</b>
<b>7. Nail Salon</b>					
	Certificates of National Occupation Qualifications of the Mainland	0	0	0	0
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	84	84
	Certificates of local professional / recognized training courses / qualifications	1	0	39	40
	Certificates of international professional / recognized training courses	5	4	79	88
	<b>Sub-total</b>	<b>6</b>	<b>4</b>	<b>202</b>	<b>212</b>
<b>8. Others (Including Bridal Salon and Television &amp; Entertainment Company)</b>					
	Certificates of National Occupation Qualifications of the Mainland	0	1	0	1
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	1	1	2
	• Make-up Artist	0	2	6	8
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	2	3	5
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	1	41	42
	Certificates of local professional / recognized training courses / qualifications	1	2	4	7
	Certificates of international professional / recognized training courses	1	1	1	3
	<b>Sub-total</b>	<b>2</b>	<b>10</b>	<b>56</b>	<b>68</b>
	<b>Total</b>	<b>486</b>	<b>1,327</b>	<b>9,735</b>	<b>11,548</b>

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

Sector	Present Vocational Qualification of Employees	Managerial/ Technologist (a)	Officer/ Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
<b>1. Beauty &amp; Hairdressing School</b>					
	Certificates of National Occupation Qualifications of the Mainland	4	0	0	4
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	3	3	0	6
	• Make-up Artist	3	3	0	6
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	4	0	0	4
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	0	0	0	0
	Certificates of international professional / recognized training courses	7	8	0	15
	<b>Sub-total</b>	<b>21</b>	<b>14</b>	<b>0</b>	<b>35</b>
<b>2. Make-up &amp; Nail School</b>					
	Certificates of National Occupation Qualifications of the Mainland	1	1	0	2
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	1	1	2
	Certificates of local professional / recognized training courses / qualifications	3	4	1	8
	Certificates of international professional / recognized training courses	6	7	1	14
	<b>Sub-total</b>	<b>10</b>	<b>13</b>	<b>3</b>	<b>26</b>
<b>3. Beauty Centre, Health Centre &amp; Spa</b>					
	Certificates of National Occupation Qualifications of the Mainland	47	52	283	382
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	32	51	423	506
	• Make-up Artist	3	5	6	14
	• Intense Pulsed Light (IPL) Equipment Operator	40	60	109	209
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	1	44	595	640
	Certificates of local professional / recognized training courses / qualifications	23	21	498	542
	Certificates of international professional / recognized training courses	109	424	1,909	2,442
	<b>Sub-total</b>	<b>255</b>	<b>657</b>	<b>3,823</b>	<b>4,735</b>
<b>4. Hairdressing Salon</b>					
	Certificates of National Occupation Qualifications of the Mainland	0	0	123	123
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	7	29	259	295
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	5	251	256
	Certificates of local professional / recognized training courses / qualifications	7	15	135	157
	Certificates of international professional / recognized training courses	8	47	129	184
	<b>Sub-total</b>	<b>22</b>	<b>96</b>	<b>897</b>	<b>1,015</b>

Sector	Present Vocational Qualification of Employees	Managerial/ Technologist (a)	Officer/ Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
<b>5. Product Company - Wholesale, Import &amp; Export</b>					
	Certificates of National Occupation Qualifications of the Mainland	0	0	0	0
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	0	0	0	0
	Certificates of international professional / recognized training courses	11	63	0	74
	<b>Sub-total</b>	<b>11</b>	<b>63</b>	<b>0</b>	<b>74</b>
<b>6. Product Company - Retail</b>					
	Certificates of National Occupation Qualifications of the Mainland	0	0	0	0
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	6	4	5	15
	• Make-up Artist	8	8	4	20
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	1	5	6
	Certificates of local professional / recognized training courses / qualifications	7	14	12	33
	Certificates of international professional / recognized training courses	10	21	23	54
	<b>Sub-total</b>	<b>31</b>	<b>48</b>	<b>49</b>	<b>128</b>
<b>7. Nail Salon</b>					
	Certificates of National Occupation Qualifications of the Mainland	0	0	37	37
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	84	84
	Certificates of local professional / recognized training courses / qualifications	1	0	39	40
	Certificates of international professional / recognized training courses	5	4	79	88
	<b>Sub-total</b>	<b>6</b>	<b>4</b>	<b>239</b>	<b>249</b>
<b>8. Others (Including Bridal Salon and Television &amp; Entertainment Company)</b>					
	Certificates of National Occupation Qualifications of the Mainland	1	1	0	2
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	1	0	1
	• Make-up Artist	0	1	4	5
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	1	1	2
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	1	1
	Certificates of local professional / recognized training courses / qualifications	1	1	4	6
	Certificates of international professional / recognized training courses	0	0	6	6
	<b>Sub-total</b>	<b>2</b>	<b>5</b>	<b>16</b>	<b>23</b>
	<b>Total</b>	<b>358</b>	<b>900</b>	<b>5,027</b>	<b>6,285</b>

**Table 6: Types of Training Needs for Employees in the Next 12 Months (18.1.2014-17.1.2015) by Sector**

Sector	Areas of Training	Managerial	Technologist	Officer	Technician	Tradesman	Semi-skilled	Total
<b>1. Beauty &amp; Hairdressing School</b>								
	<b>General Management Skills</b>							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	7	0	0	0	0	0	7
	Human Resource Management	6	0	0	0	0	0	6
	Marketing Management	6	0	0	0	0	0	6
	Quality Management	5	0	0	0	0	0	5
	Others	0	0	0	0	0	0	0
	<b>Sub-total (a)</b>	<b>24</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>24</b>
	<b>Generic Skills</b>							
	Customer Services	5	3	0	6	0	0	14
	Complaints Handling	5	3	0	3	0	0	11
	Sales & Marketing	6	0	0	2	0	0	8
	Stores Operations	5	0	0	1	0	0	6
	Others	0	2	0	2	0	0	4
	<b>Sub-total (b)</b>	<b>21</b>	<b>8</b>	<b>0</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>43</b>
	<b>Language Skills</b>							
	Putonghua	5	3	0	5	0	0	13
	Written Chinese	4	0	0	1	0	0	5
	Written English	4	0	0	1	0	0	5
	Spoken English	4	3	0	5	0	0	12
	Others	0	0	0	0	0	0	0
	<b>Sub-total (c)</b>	<b>17</b>	<b>6</b>	<b>0</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>35</b>
	<b>Total (a - c)</b>	<b>62</b>	<b>14</b>	<b>0</b>	<b>26</b>	<b>0</b>	<b>0</b>	<b>102</b>
<b>2. Make-up &amp; Nail School</b>								
	<b>General Management Skills</b>							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	1	1	0	0	0	0	2
	Human Resource Management	0	0	0	0	0	0	0
	Marketing Management	1	1	0	0	0	0	2
	Quality Management	0	0	0	0	0	0	0
	Others	0	0	0	0	0	0	0
	<b>Sub-total (a)</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>
	<b>Generic Skills</b>							
	Customer Services	1	1	0	3	2	0	7
	Complaints Handling	0	1	0	2	0	0	3
	Sales & Marketing	0	2	0	2	0	0	4
	Stores Operations	0	1	0	1	0	0	2
	Others	1	1	0	3	2	0	7
	<b>Sub-total (b)</b>	<b>2</b>	<b>6</b>	<b>0</b>	<b>11</b>	<b>4</b>	<b>0</b>	<b>23</b>
	<b>Language Skills</b>							
	Putonghua	1	0	0	2	1	0	4
	Written Chinese	0	0	0	1	1	0	2
	Written English	0	1	0	1	0	0	2
	Spoken English	1	1	0	3	1	0	6
	Others	0	0	0	0	0	0	0
	<b>Sub-total (c)</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>7</b>	<b>3</b>	<b>0</b>	<b>14</b>
	<b>Total (a - c)</b>	<b>6</b>	<b>10</b>	<b>0</b>	<b>18</b>	<b>7</b>	<b>0</b>	<b>41</b>

Sector	Areas of Training	Managerial	Technologist	Officer	Technician	Tradesman	Semi-skilled	Total
<b>3. Beauty Centre, Health Centre &amp; Spa</b>								
	<b>General Management Skills</b>							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	83	2	6	54	103	0	248
	Human Resource Management	36	0	6	18	65	0	125
	Marketing Management	42	0	5	21	106	0	174
	Quality Management	40	0	6	41	80	0	167
	Others	1	0	0	10	10	0	21
	<b>Sub-total (a)</b>	<b>202</b>	<b>2</b>	<b>23</b>	<b>144</b>	<b>364</b>	<b>0</b>	<b>735</b>
	<b>Generic Skills</b>							
	Customer Services	81	4	10	255	1256	116	1,722
	Complaints Handling	94	0	8	125	825	23	1075
	Sales & Marketing	94	4	12	227	701	16	1,054
	Stores Operations	68	0	7	42	597	2	716
	Others	9	0	4	36	145	3	197
	<b>Sub-total (b)</b>	<b>346</b>	<b>8</b>	<b>41</b>	<b>685</b>	<b>3,524</b>	<b>160</b>	<b>4,764</b>
	<b>Language Skills</b>							
	Putonghua	40	6	11	58	682	84	881
	Written Chinese	23	0	3	13	56	1	96
	Written English	29	0	2	13	56	6	106
	Spoken English	33	5	9	60	473	51	631
	Others	0	0	0	0	0	0	0
	<b>Sub-total (c)</b>	<b>125</b>	<b>11</b>	<b>25</b>	<b>144</b>	<b>1,267</b>	<b>142</b>	<b>1,714</b>
	<b>Total (a - c)</b>	<b>673</b>	<b>21</b>	<b>89</b>	<b>973</b>	<b>5,155</b>	<b>302</b>	<b>7,213</b>
<b>4. Hairdressing Salon</b>								
	<b>General Management Skills</b>							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	4	1	0	1	0	0	6
	Human Resource Management	4	0	0	0	1	0	5
	Marketing Management	4	0	0	1	33	0	38
	Quality Management	4	0	0	0	5	0	9
	Others	0	0	0	0	0	0	0
	<b>Sub-total (a)</b>	<b>16</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>39</b>	<b>0</b>	<b>58</b>
	<b>Generic Skills</b>							
	Customer Services	4	4	0	82	569	375	1,034
	Complaints Handling	4	4	0	65	392	154	619
	Sales & Marketing	4	4	0	9	23	20	60
	Stores Operations	4	0	0	37	346	0	387
	Others	4	5	0	14	87	81	191
	<b>Sub-total (b)</b>	<b>20</b>	<b>17</b>	<b>0</b>	<b>207</b>	<b>1,417</b>	<b>630</b>	<b>2,291</b>
	<b>Language Skills</b>							
	Putonghua	4	0	0	63	258	189	514
	Written Chinese	4	0	0	0	4	4	12
	Written English	4	0	0	4	32	4	44
	Spoken English	4	0	0	14	108	38	164
	Others	0	0	0	0	4	13	17
	<b>Sub-total (c)</b>	<b>16</b>	<b>0</b>	<b>0</b>	<b>81</b>	<b>406</b>	<b>248</b>	<b>751</b>
	<b>Total (a - c)</b>	<b>52</b>	<b>18</b>	<b>0</b>	<b>290</b>	<b>1,862</b>	<b>878</b>	<b>3,100</b>

Sector	Areas of Training	Managerial	Technologist	Officer	Technician	Tradesman	Semi-skilled	Total
<b>5. Product Company - Wholesale, Import &amp; Export</b>								
	<b>General Management Skills</b>							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	29	0	39	0	0	0	68
	Human Resource Management	27	0	27	0	0	0	54
	Marketing Management	35	0	38	0	0	0	73
	Quality Management	16	0	15	0	0	0	31
	Others	16	0	13	0	0	0	29
	<b>Sub-total (a)</b>	<b>123</b>	<b>0</b>	<b>132</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>255</b>
	<b>Generic Skills</b>							
	Customer Services	25	0	55	72	5	0	157
	Complaints Handling	25	0	38	16	1	0	80
	Sales & Marketing	33	0	67	130	5	0	235
	Stores Operations	0	0	13	0	0	0	13
	Others	0	0	12	12	0	0	24
	<b>Sub-total (b)</b>	<b>83</b>	<b>0</b>	<b>185</b>	<b>230</b>	<b>11</b>	<b>0</b>	<b>509</b>
	<b>Language Skills</b>							
	Putonghua	37	0	50	83	0	0	170
	Written Chinese	25	0	37	25	0	0	87
	Written English	25	0	37	28	0	0	90
	Spoken English	25	0	49	80	0	0	154
	Others	0	0	0	0	0	0	0
	<b>Sub-total (c)</b>	<b>112</b>	<b>0</b>	<b>173</b>	<b>216</b>	<b>0</b>	<b>0</b>	<b>501</b>
	<b>Total (a - c)</b>	<b>318</b>	<b>0</b>	<b>490</b>	<b>446</b>	<b>11</b>	<b>0</b>	<b>1,265</b>
<b>6. Product Company - Retail</b>								
	<b>General Management Skills</b>							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	57	0	47	0	0	0	104
	Human Resource Management	54	0	44	0	0	0	98
	Marketing Management	68	0	52	0	0	0	120
	Quality Management	55	0	46	1	1	0	103
	Others	0	0	0	0	0	0	0
	<b>Sub-total (a)</b>	<b>234</b>	<b>0</b>	<b>189</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>425</b>
	<b>Generic Skills</b>							
	Customer Services	57	0	94	5	121	0	277
	Complaints Handling	58	0	63	1	51	0	173
	Sales & Marketing	61	0	124	3	101	0	289
	Stores Operations	56	0	138	0	39	0	233
	Others	4	0	5	0	11	0	20
	<b>Sub-total (b)</b>	<b>236</b>	<b>0</b>	<b>424</b>	<b>9</b>	<b>323</b>	<b>0</b>	<b>992</b>
	<b>Language Skills</b>							
	Putonghua	60	0	62	5	96	0	223
	Written Chinese	43	0	43	0	43	0	129
	Written English	3	0	3	0	3	0	9
	Spoken English	54	0	58	2	95	0	209
	Others	0	0	0	0	1	0	1
	<b>Sub-total (c)</b>	<b>160</b>	<b>0</b>	<b>166</b>	<b>7</b>	<b>238</b>	<b>0</b>	<b>571</b>
	<b>Total (a - c)</b>	<b>630</b>	<b>0</b>	<b>779</b>	<b>17</b>	<b>562</b>	<b>0</b>	<b>1,988</b>

Sector	Areas of Training	Managerial	Technologist	Officer	Technician	Tradesman	Semi-skilled	Total
<b>7. Nail Salon</b>								
	<b>General Management Skills</b>							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	0	0	0	0	0	0	0
	Human Resource Management	0	0	0	0	37	0	37
	Marketing Management	0	0	0	0	37	0	37
	Quality Management	4	0	0	0	74	0	78
	Others	0	0	0	0	0	0	0
	<b>Sub-total (a)</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>148</b>	<b>0</b>	<b>152</b>
	<b>Generic Skills</b>							
	Customer Services	10	0	0	14	79	0	103
	Complaints Handling	15	0	0	10	42	0	67
	Sales & Marketing	15	0	0	10	42	0	67
	Stores Operations	15	0	0	10	74	0	99
	Others	0	0	0	0	10	0	10
	<b>Sub-total (b)</b>	<b>55</b>	<b>0</b>	<b>0</b>	<b>44</b>	<b>247</b>	<b>0</b>	<b>346</b>
	<b>Language Skills</b>							
	Putonghua	0	0	0	4	44	0	48
	Written Chinese	0	0	0	0	37	0	37
	Written English	0	0	0	0	37	0	37
	Spoken English	0	0	0	4	79	0	83
	Others	0	0	0	0	2	0	2
	<b>Sub-total (c)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>199</b>	<b>0</b>	<b>207</b>
	<b>Total (a - c)</b>	<b>59</b>	<b>0</b>	<b>0</b>	<b>52</b>	<b>594</b>	<b>0</b>	<b>705</b>
<b>8. Others (Including Bridal Salon and Television &amp; Entertainment Company)</b>								
	<b>General Management Skills</b>							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	1	1	0	0	0	0	2
	Human Resource Management	1	0	0	0	0	0	1
	Marketing Management	1	0	0	0	0	0	1
	Quality Management	1	0	0	0	0	0	1
	Others	0	0	0	0	0	0	0
	<b>Sub-total (a)</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>
	<b>Generic Skills</b>							
	Customer Services	0	0	0	1	2	0	3
	Complaints Handling	1	0	0	1	1	0	3
	Sales & Marketing	0	0	0	0	0	0	0
	Stores Operations	0	0	0	0	0	0	0
	Others	0	1	0	1	0	0	2
	<b>Sub-total (b)</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>8</b>
	<b>Language Skills</b>							
	Putonghua	1	1	0	0	1	0	3
	Written Chinese	1	1	0	1	1	0	4
	Written English	1	0	0	0	0	0	1
	Spoken English	0	0	0	0	0	0	0
	Others	0	0	0	0	0	0	0
	<b>Sub-total (c)</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>8</b>
	<b>Total (a - c)</b>	<b>8</b>	<b>4</b>	<b>0</b>	<b>4</b>	<b>5</b>	<b>0</b>	<b>21</b>
	<b>Total</b>	<b>1,808</b>	<b>67</b>	<b>1,358</b>	<b>1,826</b>	<b>8,196</b>	<b>1,180</b>	<b>14,435</b>



**Table 7(a): Reasons of Recruitment Difficulties in the Past 12 Months (18.1.2013-17.1.2014) by Sector**

Sector	Reasons	Managerial / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
<b>1. Beauty &amp; Hairdressing School</b>					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	1	0	1
	Lack of Candidates with Relevant Experiences	0	3	0	3
	High Expectation on Working Conditions / Remuneration Package from Candidates	0	0	0	0
	Long Working Hours	0	0	0	0
	Long Apprentice/ On-the-job Training Period	0	0	0	0
	Relative Hard Work	0	0	0	0
	Low Status	0	0	0	0
	Limitation of Career Path	0	0	0	0
	More Choices in the Job Market with the Implementation of Minimum Wage	0	0	0	0
	Extension of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	0	0
	Young People with Higher Education Level have More Choices in the Job Market	0	0	0	0
	Others	0	0	0	0
	<b>Sub-total</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>4</b>
<b>2. Make-up &amp; Nail School</b>					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	1	0	1
	Lack of Candidates with Relevant Experiences	0	1	1	2
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	0	0	0
	Long Working Hours	0	0	0	0
	Long Apprentice/ On-the-job Training Period	0	0	0	0
	Relative Hard Work	0	0	0	0
	Low Status	0	0	0	0
	Limitation of Career Path	0	0	0	0
	More Choices in the Job Market with the Implementation of Minimum Wage	0	1	0	1
	Extension of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	0	0
	Young People with Higher Education Level have More Choices in the Job Market	0	1	0	1
	Others	0	0	0	0
	<b>Sub-total</b>	<b>0</b>	<b>4</b>	<b>1</b>	<b>5</b>
<b>3. Beauty Centre, Health Centre &amp; Spa</b>					
	Insufficient Trained / Qualified Manpower in Related Disciplines	3	22	490	515
	Lack of Candidates with Relevant Experiences	9	25	698	732
	High Expectation on Working Conditions / Remuneration Package from Recruits	18	25	630	673
	Long Working Hours	38	3	217	258
	Long Apprentice/ On-the-job Training Period	0	0	37	37
	Relative Hard Work	0	15	393	408
	Low Status	0	1	95	96
	Limitation of Career Path	0	10	16	26
	More Choices in the Job Market with the Implementation of Minimum Wage	2	1	456	459
	Extension of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	4	4
	Young People with Higher Education Level have More Choices in the Job Market	1	10	97	108
	Others	2	3	138	143
	<b>Sub-total</b>	<b>73</b>	<b>115</b>	<b>3,271</b>	<b>3,459</b>

Sector	Reasons	Managerial / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
<b>4. Hairdressing Salon</b>					
	Insufficient Trained / Qualified Manpower in Related Disciplines	4	0	234	238
	Lack of Candidates with Relevant Experiences	4	4	504	512
	High Expectation on Working Conditions / Remuneration Package from Recruits	4	1	275	280
	Long Working Hours	0	0	196	196
	Long Apprentice/ On-the-job Training Period	0	0	19	19
	Relative Hard Work	0	1	709	710
	Low Status	0	0	145	145
	Limitation of Career Path	0	1	89	90
	More Choices in the Job Market with the Implementation of Minimum Wage	0	0	711	711
	Extension of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	9	9
	Young People with Higher Education Level have More Choices in the Job Market	4	0	61	65
	Others	0	0	27	27
	<b>Sub-total</b>	<b>16</b>	<b>7</b>	<b>2,979</b>	<b>3,002</b>
<b>5. Product Company - Wholesale, Import &amp; Export</b>					
	Insufficient Trained / Qualified Manpower in Related Disciplines	11	15	3	29
	Lack of Candidates with Relevant Experiences	11	59	1	71
	High Expectation on Working Conditions / Remuneration Package from Recruits	11	13	1	25
	Long Working Hours	0	1	1	2
	Long Apprentice/ On-the-job Training Period	0	0	0	0
	Relative Hard Work	0	2	1	3
	Low Status	0	0	0	0
	Limitation of Career Path	0	0	0	0
	More Choices in the Job Market with the Implementation of Minimum Wage	0	0	0	0
	Extension of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	0	0
	Young People with Higher Education Level have More Choices in the Job Market	11	15	0	26
	Others	0	13	5	18
	<b>Sub-total</b>	<b>44</b>	<b>118</b>	<b>12</b>	<b>174</b>
<b>6. Product Company - Retail</b>					
	Insufficient Trained / Qualified Manpower in Related Disciplines	4	7	76	87
	Lack of Candidates with Relevant Experiences	0	7	65	72
	High Expectation on Working Conditions / Remuneration Package from Recruits	4	7	40	51
	Long Working Hours	0	2	26	28
	Long Apprentice/ On-the-job Training Period	0	0	0	0
	Relative Hard Work	0	6	54	60
	Low Status	0	0	0	0
	Limitation of Career Path	0	3	12	15
	More Choices in the Job Market with the Implementation of Minimum Wage	0	4	14	18
	Extension of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	3	3
	Young People with Higher Education Level have More Choices in the Job Market	0	4	12	16
	Others	0	2	4	6
	<b>Sub-total</b>	<b>8</b>	<b>42</b>	<b>306</b>	<b>356</b>

Sector	Reasons	Managerial / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
<b>7. Nail Salon</b>					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	4	17	21
	Lack of Candidates with Relevant Experiences	0	4	27	31
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	0	49	49
	Long Working Hours	0	0	0	0
	Long Apprentice/ On-the-job Training Period	0	0	2	2
	Relative Hard Work	0	0	30	30
	Low Status	0	0	0	0
	Limitation of Career Path	0	0	0	0
	More Choices in the Job Market with the Implementation of Minimum Wage	0	0	52	52
	Extension of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	10	10
	Young People with Higher Education Level have More Choices in the Job Market	0	4	5	9
	Others	0	0	0	0
	<b>Sub-total</b>	<b>0</b>	<b>12</b>	<b>192</b>	<b>204</b>
<b>8. Others (Including Bridal Salon and Television &amp; Entertainment Company)</b>					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	0	1	1
	Lack of Candidates with Relevant Experiences	0	0	2	2
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	0	0	0
	Long Working Hours	0	0	0	0
	Long Apprentice/ On-the-job Training Period	0	0	0	0
	Relative Hard Work	0	0	1	1
	Low Status	0	0	0	0
	Limitation of Career Path	0	0	0	0
	More Choices in the Job Market with the Implementation of Minimum Wage	0	0	0	0
	Extension of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	0	0
	Young People with Higher Education Level have More Choices in the Job Market	0	0	0	0
	Others	0	0	0	0
	<b>Sub-total</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>4</b>
<b>8. All Sectors</b>					
	Insufficient Trained / Qualified Manpower in Related Disciplines	22	50	821	893
	Lack of Candidates with Relevant Experiences	24	103	1,298	1,425
	High Expectation on Working Conditions / Remuneration Package from Recruits	37	46	995	1,078
	Long Working Hours	38	6	440	484
	Long Apprentice/ On-the-job Training Period	0	0	58	58
	Relative Hard Work	0	24	1,188	1,212
	Low Status	0	1	240	241
	Limitation of Career Path	0	14	117	131
	More Choices in the Job Market with the Implementation of Minimum Wage	2	6	1,233	1,241
	Extension of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	26	26
	Young People with Higher Education Level have More Choices in the Job Market	16	34	175	225
	Others	2	18	174	194
	<b>Total</b>	<b>141</b>	<b>302</b>	<b>6,765</b>	<b>7,208</b>

**Table 7(b): Difficulties Encountered in Recruitment in the Past 12 Months (18.1.2013-17.1.2014) by Sector**

Sector	Yes	No	No Recruitment Nor Tried to Recruit	Unspecified/ Refusal	Total
1. Beauty & Hairdressing School	3	0	14	1	<b>18</b>
2. Make-up & Nail School	2	2	9	0	<b>13</b>
3. Beauty Centre, Health Centre & Spa	1,084	323	2,879	95	<b>4,381</b>
4. Hairdressing Salon	987	98	2,347	8	<b>3,440</b>
5. Product Company - Wholesale, Import & Export	79	98	871	45	<b>1,093</b>
6. Product Company - Retail	130	21	465	34	<b>650</b>
7. Nail Salon	74	0	423	0	<b>497</b>
8. Others (Including Bridal Salon and Television & Entertainment Company)	2	6	80	4	<b>92</b>
<b>Total</b>	<b>2,361</b>	<b>548</b>	<b>7,088</b>	<b>187</b>	<b>10,184</b>

**Table 8(a): Number of Employees Left in the Past 12 Months (18.1.2013 - 17.1.2014)**

Sector	Number of employees left in the past 12 months			
	Managerial / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
1. Beauty & Hairdressing School	3	7	0	10
2. Make-up & Nail School	0	3	12	15
3. Beauty Centre, Health Centre & Spa	74	224	3,431	3,729
4. Hairdressing Salon	12	13	3,275	3,300
5. Product Company - Wholesale, Import & Export	11	424	56	491
6. Product Company - Retail	13	118	1,131	1,262
7. Nail Salon	10	0	425	435
8. Others (Including Bridal Salon and Television & Entertainment Company)	1	1	14	16
<b>Total</b>	<b>124</b>	<b>790</b>	<b>8,344</b>	<b>9,258</b>

**Table 8(b): Number of Recruits in the Past 12 Months (18.1.2013 - 17.1.2014)**

Sector	Total number of recruits				Total number of recruits have performed services related duties in their last jobs			
	Manager/ Technologist (a)	Officer/ Technician (b)	Tradesman/ Semi-skilled (c)	Subtotal (a - c)	Manager/ Technologist (d)	Officer/ Technician (e)	Tradesman/ Semi-skilled (f)	Subtotal (d - f)
1. Beauty & Hairdressing School	0	2	0	2	0	2	0	2
2. Make-up & Nail School	0	4	12	16	0	4	12	16
3. Beauty Centre, Health Centre & Spa	56	235	2,861	3,152	56	233	2,394	2,683
4. Hairdressing Salon	0	11	2,611	2,622	0	11	1,710	1,721
5. Product Company - Wholesale, Import & Export	0	399	55	454	0	281	55	336
6. Product Company - Retail	9	103	1,176	1,288	9	99	580	688
7. Nail Salon	0	4	459	463	0	4	359	363
8. Others (Including Bridal Salon and Television & Entertainment Company)	3	2	18	23	3	2	13	18
<b>Total</b>	<b>68</b>	<b>760</b>	<b>7,192</b>	<b>8,020</b>	<b>68</b>	<b>636</b>	<b>5,123</b>	<b>5,827</b>

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

Sector	Number of Employees	Number of Companies
<b>1. Beauty &amp; Hairdressing School</b>		
	1 -- 4	2
	5 -- 9	11
	10 -- 19	2
	20 -- 49	3
	50 -- 99	0
	100 -- 199	0
	200 or above	0
	<b>Sub-total</b>	<b>18</b>
<b>2. Make-up &amp; Nail School</b>		
	1 -- 4	5
	5 -- 9	3
	10 -- 19	4
	20 -- 49	1
	50 -- 99	0
	100 -- 199	0
	200 or above	0
	<b>Sub-total</b>	<b>13</b>
<b>3. Beauty Centre, Health Centre &amp; Spa</b>		
	1 -- 4	3,677
	5 -- 9	392
	10 -- 19	168
	20 -- 49	94
	50 -- 99	21
	100 -- 199	18
	200 or above	11
	<b>Sub-total</b>	<b>4,381</b>
<b>4. Hairdressing Salon</b>		
	1 -- 4	2,353
	5 -- 9	768
	10 -- 19	233
	20 -- 49	59
	50 -- 99	23
	100 -- 199	4
	200 or above	0
	<b>Sub-total</b>	<b>3,440</b>

Sector	Number of Employees	Number of Companies
<b>5. Product Company - Wholesale, Import &amp; Export</b>		
	1 -- 4	765
	5 -- 9	175
	10 -- 19	105
	20 -- 49	23
	50 -- 99	16
	100 -- 199	3
	200 or above	6
	<b>Sub-total</b>	<b>1,093</b>
<b>6. Product Company - Retail</b>		
	1 -- 4	354
	5 -- 9	151
	10 -- 19	64
	20 -- 49	40
	50 -- 99	16
	100 -- 199	11
	200 or above	14
	<b>Sub-total</b>	<b>650</b>
<b>7. Nail Salon</b>		
	1 -- 4	449
	5 -- 9	40
	10 -- 19	0
	20 -- 49	6
	50 -- 99	2
	100 -- 199	0
	200 or above	0
	<b>Sub-total</b>	<b>497</b>
<b>8. Others (Including Bridal Salon and Television &amp; Entertainment Company)</b>		
	1 -- 4	53
	5 -- 9	10
	10 -- 19	10
	20 -- 49	4
	50 -- 99	0
	100 -- 199	2
	200 or above	13
	<b>Sub-total</b>	<b>92</b>
<b>Total</b>		<b>10,184</b>



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

Sector	Number of Employees	Non-technical Manpower (a)	Technical Manpower (b)	Total (a) + (b)
<b>1. Beauty &amp; Hairdressing School</b>				
	1 -- 4	0	6	6
	5 -- 9	2	62	64
	10 -- 19	1	25	26
	20 -- 49	0	53	53
	50 -- 99	0	0	0
	100 -- 199	0	0	0
	200 or above	0	0	0
	<b>Sub-total</b>	<b>3</b>	<b>146</b>	<b>149</b>
<b>2. Make-up &amp; Nail School</b>				
	1 -- 4	0	13	13
	5 -- 9	0	16	16
	10 -- 19	4	43	47
	20 -- 49	5	25	30
	50 -- 99	0	0	0
	100 -- 199	0	0	0
	200 or above	0	0	0
	<b>Sub-total</b>	<b>9</b>	<b>97</b>	<b>106</b>
<b>3. Beauty Centre, Health Centre &amp; Spa</b>				
	1 -- 4	39	6,066	6,105
	5 -- 9	160	2,156	2,316
	10 -- 19	184	2,104	2,288
	20 -- 49	187	2,240	2,427
	50 -- 99	104	1,126	1,230
	100 -- 199	311	1,897	2,208
	200 or above	1,528	3,114	4,642
	<b>Sub-total</b>	<b>2,513</b>	<b>18,703</b>	<b>21,216</b>
<b>4. Hairdressing Salon</b>				
	1 -- 4	29	3,743	3,772
	5 -- 9	18	3,556	3,574
	10 -- 19	57	2,207	2,264
	20 -- 49	55	1,220	1,275
	50 -- 99	52	1,088	1,140
	100 -- 199	56	445	501
	200 or above	0	0	0
	<b>Sub-total</b>	<b>267</b>	<b>12,259</b>	<b>12,526</b>

Sector	Number of Employees	Non-technical Manpower (a)	Technical Manpower (b)	Total (a) + (b)
<b>5. Product Company - Wholesale, Import &amp; Export</b>				
	1 -- 4	0	1,218	1,218
	5 -- 9	324	802	1,126
	10 -- 19	476	823	1,299
	20 -- 49	262	440	702
	50 -- 99	544	641	1,185
	100 -- 199	265	200	465
	200 or above	672	1,080	1,752
	<b>Sub-total</b>	<b>2,543</b>	<b>5,204</b>	<b>7,747</b>
<b>6. Product Company - Retail</b>				
	1 -- 4	25	605	630
	5 -- 9	75	941	1,016
	10 -- 19	70	534	604
	20 -- 49	139	959	1,098
	50 -- 99	66	1,166	1,232
	100 -- 199	545	1,050	1,595
	200 or above	4,525	4,478	9,003
	<b>Sub-total</b>	<b>5,445</b>	<b>9,733</b>	<b>15,178</b>
<b>7. Nail Salon</b>				
	1 -- 4	0	710	710
	5 -- 9	10	270	280
	10 -- 19	0	0	0
	20 -- 49	20	160	180
	50 -- 99	14	116	130
	100 -- 199	0	0	0
	200 or above	0	0	0
	<b>Sub-total</b>	<b>44</b>	<b>1,256</b>	<b>1,300</b>
<b>8. Others (Including Bridal Salon and Television &amp; Entertainment Company)</b>				
	1 -- 4	0	49	49
	5 -- 9	0	6	6
	10 -- 19	0	15	15
	20 -- 49	0	13	13
	50 -- 99	0	0	0
	100 -- 199	0	32	32
	200 or above	0	117	117
	<b>Sub-total</b>	<b>0</b>	<b>232</b>	<b>232</b>
	<b>Total</b>	<b>10,824</b>	<b>47,630</b>	<b>58,454</b>

**Table 11: Response Analysis of the 2014 Manpower Survey**

<b>All Branch*</b> <b>Result</b>	<b>1. Hairdressing Salon</b>	<b>2. Beauty Shop</b>	<b>3. Wholesales and Import / Export of Cosmetics and Perfumes</b>	<b>4. Retail of Cosmetics Stores</b>	<b>5. Athletic Institute</b>	<b>6. School</b>	<b>7. Wedding Photographic Service</b>	<b>8. Television &amp; Entertainment Company</b>	<b>Total</b>
Closed	3	5	0	3	0	6	0	0	<b>17</b>
Duplication	0	0	0	0	0	0	0	0	<b>0</b>
Merged	2	5	0	1	0	0	0	0	<b>8</b>
Moved, address cannot be located / untraceable	6	16	3	2	0	2	3	0	<b>32</b>
Non-contact	14	31	11	14	1	4	1	0	<b>76</b>
Not engaged in specific trade	0	4	10	14	0	3	0	0	<b>31</b>
No technical manpower	0	0	0	5	0	5	26	2	<b>38</b>
Not yet start operation	0	2	2	1	0	1	0	0	<b>6</b>
Partial response	11	7	3	6	1	3	2	1	<b>34</b>
Refusal	1	14	5	7	3	4	0	1	<b>35</b>
Registered office / corresponding address	2	13	2	2	0	1	0	0	<b>20</b>
Response	243	251	57	48	2	49	22	3	<b>675</b>
Temporary ceased	6	20	3	6	0	3	3	0	<b>41</b>
Vacant	0	1	0	0	0	0	0	0	<b>1</b>
<b>Total</b>	<b>288</b>	<b>369</b>	<b>96</b>	<b>109</b>	<b>7</b>	<b>81</b>	<b>57</b>	<b>7</b>	<b>1,014</b>

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

### 美容美髮業訓練委員會職權範圍

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

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

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

美容美髮訓練委員會  
委員名單

**主席：**

彭錦釗先生 (香港形象設計師聯盟提名)

**副主席：**

楊慧君女士 (國際專業化妝師協會(香港)提名)

**委員：**

陳美香女士 (聖迪斯哥國際美容協會(中國)分會提名)

陳沅盈女士 (香港國際專業美容師協會提名)

張韻嫦女士 (某大型髮廊公司提名)

趙小玲女士 (香港美容業總會提名)

蔡浩生先生 (香港化粧品同業協會提名)

朱似萍女士 (香港美容業總會提名)

朱雯迪女士 (國際斯佳美容協會提名)

傅嘉賢女士 (國際專業美容師協會提名)

侯金相女士 (香港美容美髮職工會提名)

許慧鳳女士 (香港工會聯合會提名)

劉玉棠女士 (某大型美容或美髮產品零售/批發公司提名)

羅小華女士 (國際斯佳美容協會提名)

吳冠廷先生 (香港美髮美容業商會提名)

彭玉玲女士 (香港美髮美容業商會提名)

潘佩芬女士 (香港化粧品同業協會提名)  
鄧偉先生 (亞洲美髮美容協會提名)  
王國華先生 (IBCA 國際美容文化協會提名)  
張淑敏女士 (勞工處處長代表)  
張玉雲女士 (消費者委員會代表)  
梁文傑博士 (職業訓練局執行幹事代表)

**顧問：**

鄭明明教授, BBS

馮譚佩玲女士

葉世雄先生

**列席者：**

張信屏先生 (香港知專設計學院代表)

張正嫻女士 (職業訓練局青年學院(葵芳)代表)

莫碧詩女士 (香港專業教育學院(柴灣分校)代表)

**秘書：**

關嬰女士 (職業訓練局)

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

<u>Name</u>	<u>Nominated by</u>
<b><u>Chairman</u></b>	
Mr PANG Kam-chiu	(Hong Kong Image Designer Association)
<b><u>Vice-chairman</u></b>	
Ms YANG Hui-chun, Juliana	(International Professional Make Up Artists Federation (Hong Kong))
<b><u>Members</u></b>	
Ms CHAN Mei-heung, Sindy	(CIDESCO Section China)
Ms CHAN Yuen-ying, Jessica	(Hong Kong Association of Professional Aestheticians International)
Ms Liza CHEUNG	(A major salon company)
Ms CHIU Siu-ling, Frances	(Federation of Beauty Industry (H.K.))
Mr CHOI Ho-sang, Jacky	(The Cosmetic & Perfumery Association of Hong Kong Ltd.)
Ms CHU Chi-ping, Candy	(Federation of Beauty Industry (H.K.))
Ms CHU Chor-man, Mandy	(International CICA Association of Esthetics)
Ms FU Ka-yin, Doris	(International Professional Cosmetology Association)
Ms HAU Kam-sheung, Ann	(Hong Kong Beauty and Hair Care Employees' Union)
Ms HUI Wai-fung, Amy	(The Hong Kong Federation of Trade Unions)
Ms LAU Yuk-tong, April	(A major company of beauty care / hairdressing product (retail / wholesales))
Ms LAW Siu-wa, Sara	(The International CICA Association of Esthetics)



<u>Name</u>	<u>Nominated by</u>
Mr NG Koon-ting, Ray	(Hong Kong Hair and Beauty Merchants Association)
Ms PANG Yuk-ling, Carmen	(Hong Kong Hair and Beauty Merchants Association)
Ms PUN Pui-fun, Elsa	(The Cosmetic & Perfumery Association of Hong Kong Ltd.)
Mr TANG Wai, William	(Asian Hair and Beauty Association)
Mr WONG Kwok-wah, Thomas	(International Beauty Culture Association (IBCA))
Ms CHEUNG Shuk-man, Candy	(The Commissioner for Labour)
Ms Winnie CHEUNG	(The Consumer Council)
Dr LEUNG Man-kit, Christopher	(The Executive Director of Vocational Training Council)

### **Advisor**

Prof CHENG Ming-ming, BBS  
Mrs FUNG TAM Pui-ling, Christine  
Mr IP Sai-hung, Nelson

### **In Attendance**

Mr CHEUNG Shun-ping, Shaun (Hong Kong Design Institute)  
Ms CHEUNG Ching-fai, Nancy (VTC Youth College (Kwai Fong))  
Ms MOK Pik-sze, Florence (Hong Kong Institute of Vocational Education (Chai Wan))

### **Secretary**

Ms KWAN Ying, Maggie (The Vocational Training Council)

工作小組之委員名單

召集人

蔡浩生先生

委員

朱雯迪女士

侯金相女士

何紹忠先生

許慧鳳女士

葉世雄先生

鄧偉先生

張淑敏女士

列席者

統計處代表

秘書

關嬰女士

**Working Party on Manpower Survey  
Membership List**

**Convenor**

Mr CHOI Hoi-sang, Jacky

**Members**

Ms CHU Chor-man, Mandy

Ms HAU Kam-sheung, Ann

Mr HO Shiu-chung, Joseph

Ms HUI Wai-fung, Amy

Mr IP Sai-hung, Nelson

Mr TANG Wai, William

Ms CHEUNG Shuk-man, Candy

**In Attendance**

Representative of the Census and Statistics Department

**Secretary**

Ms KWAN Ying, Maggie

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

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號

Your Reference 來函檔號



各位僱主：

美容、美髮及化妝品業 2014 年人力調查

謹代表職業訓練局屬下美容美髮訓練委員會致函，懇請 貴機構提供協助，以便本會進行 2014 年美容、美髮及化妝品業人力調查。

美容美髮訓練委員會由香港特別行政區行政長官委任，負責業內的訓練事宜。本會每兩年進行一次人力調查，以評估業內人力情況，以及制訂訓練計劃。2014 年人力調查資料參照日為 2014 年 1 月 17 日。

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

---- 現隨函附上調查表、附註及主要職務工作說明表，以供參閱填寫。調查期間，政府統計處職員將聯絡 貴機構負責人或其授權代表，如有需要，將協助 貴公司填寫並收回填妥的問卷。

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

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

多謝 貴機構積極參與及對美容、美髮及化妝品業作出貢獻。如對調查有任何疑問，可致電 2116 8534 與政府統計處人力統計組聯絡。

A handwritten signature in black ink, appearing to read '彭錦釗' (Peng Kin-kin).

美容美髮業訓練委員會主席

彭錦釗

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

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號

Your Reference 來函檔號



16 January 2014

Dear Sir/Madam,

The 2014 Manpower Survey of the  
Beauty Care, Hairdressing and Cosmetics Sector

---

I am writing to solicit your cooperation in the 2014 Manpower Survey, conducted by the Beauty Care and Hairdressing Training Board (BHTB) of the Vocational Training Council.

The Beauty Care and Hairdressing Training Board is appointed by the Chief Executive of the Hong Kong Special Administrative Region (HKSAR) to be responsible for training matters in the beauty care and hairdressing field. To enable it to assess the manpower situation of the sector and formulate training plans, the Training Board has been conducting manpower surveys on a biennial basis. Data of the 2014 Manpower Survey will be collected as at 17 January 2014.

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

---- I enclose one copy each of the Survey Questionnaire, Explanatory Notes and Job Descriptions of Principal Jobs for your reference and completion. During the survey period, an officer of the Census and Statistics Department (C&SD) will contact your office. The officer will assist in the completion of the questionnaire, if necessary, and collect the questionnaire for processing.

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

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

Thank you for your kind participation and contribution to the Beauty Care, Hairdressing and Cosmetics Sector. Should you have any queries in connection with the survey, please contact the Manpower Statistics Section of the C&SD by telephoning 2116 8534.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'PANG Kam-chiu', is written over a light blue horizontal line.

(PANG Kam-chiu)  
Chairman

Beauty Care and Hairdressing Training Board

**CONFIDENTIAL**  
WHEN ENTERED WITH DATA

填入數據後即成  
機密文件

**VOCATIONAL TRAINING COUNCIL**  
職業訓練局

**THE 2014 MANPOWER SURVEY OF THE BEAUTY CARE, HAIRDRESSING AND COSMETICS INDUSTRY**  
美容、美髮及化妝品業二零一四年人力調查  
QUESTIONNAIRE  
調查表

(PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE)  
(請於填寫前詳閱附註)

For Official Use Only: 此欄毋須填寫		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27
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 7																											

Name of Company: \_\_\_\_\_

公司名稱

Address: \_\_\_\_\_

地址

**NATURE OF BUSINESS (行業性質)**

\* Please put a "✓" in the appropriate bracket to indicate the nature of your business.

*You may choose more than one type.*  
\* 請在適當的 ( ) 內加上 "✓" 號。  
可選擇多於一項。

- (1) School - Beauty & Hairdressing 學校- 美容及美髮 ( )
- (2) School - Make-up, Nail etc. 學校- 化妝、美甲等 ( )
- (3) Beauty Centre 美容院 / Health Centre & Spa 健康中心及水療中心 ( )
- (4) Hairdressing Salon 髮廊 ( )
- (5) Cosmetic Product Company - Wholesale, Import & Export 化妝品及個人護理用品公司 - 批發及出入口 ( )
- (6) Cosmetic Product Company - Retail 化妝品公司 - 零售 ( )
- (7) Nail Salon 美甲中心 ( )
- (8) Others (Please specify) 其他 (請註明) ( )

Total No. of Persons Engaged in Your Company in Beauty Care, Hairdressing and Cosmetics Industry:

在貴機構工作之美容、美髮及化妝品業僱員總數

Name of Person to Contact: \_\_\_\_\_

聯絡人姓名

Tel. No.: \_\_\_\_\_

電話

E-mail: \_\_\_\_\_

電郵

Position: \_\_\_\_\_

職位

Fax No.: \_\_\_\_\_

傳真

Questionnaire (Part I)  
調查表 (第一部份)

(A) Principal Job 主要職務		(B) Direct Employees as at 17.1.2014 (exclude trainees) 在17.1.2014 的 直接僱員 (受訓者除外)			(C) Number of Part-time Employees as at 17.1.2014	(D) Number of Freelancers as at 17.1.2014	(E) Forecast Number of Employees as at 17.1.2015 (exclude trainees)	(F) Number of Vacancies as at 17.01.2014 (exclude trainees)	(G) Number of Trainees as at 17.1.2014	(H) Actual Level of Education 僱員現有 教育程度	(I) Preferred Level of Education 僱員宜有 教育程度	(J) Actual Years of Experience 僱員現有 相關年資	(K) Preferred Years of Experience 僱員宜有 相關年資	(L) Please use the following Codes for Column (B), (H), (I), (J) and (K). 請按下列編號, 填入(B)·(H)·(I)·(J) 及(K)欄內。	
Job Title 職稱	Rec. Type	Job Code 職稱編號	Income Code 收入 編號	Number 人數	在17.1.2014 的 兼職人士 人數	在17.1.2014 的 自由職人士 人數	預計在17.1.2015 的 僱員人數 (受訓者除外)	在17.1.2014 的 空缺額 (受訓者除外)	在17.1.2014 的 受訓者 人數	(see Column L) (見 L 欄)	(see Column L) (見 L 欄)	(see Column L) (見 L 欄)	(see Column L) (見 L 欄)	Average Monthly Income Range 平均每月收入幅度	Income Code 收入編號
										8-10	11	12-15	16-19		
1	2														
2	2														
3	2														
4	2														
5	2														
6	2														
7	2														
8	2														
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27	2														
28	2														
29	2														
30	2														
31	2														
32	2														
33	2														
34	2														
35	2														

**2014 Manpower Survey of the Beauty Care, Hairdressing and Cosmetics Industry**  
**2014 年美容、美髮及化妝品業人力調查**

**Questionnaire (Part II)**  
**調查表 (第二部份)**

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

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

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

Please tick the vocational qualification which **employees have acquired** in a particular job level in your company.  
 (You may wish to tick more than 1 box for each job level.)  
 請選擇貴機構內各職級類別**現有**的相關職業資格。(每職級可選擇一項或以上。)

<u>Vocational Qualifications</u> 職業資格	<u>Manager / Technologist</u> 經理／技師	<u>Officer / Technician</u> 主任／技術員	<u>Tradesman / Semi-skilled</u> 技工／半熟練技工
i. Certificates of National Occupation Qualifications of the Mainland 國家職業資格 (技能鑒定) 證書	<input type="checkbox"/> 8	<input type="checkbox"/> 9	<input type="checkbox"/> 10
ii. Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, Vocational Training Council 職業訓練局美容美髮訓練委員會技能測驗證書			
● Beautician 美容師	<input type="checkbox"/> 11	<input type="checkbox"/> 12	<input type="checkbox"/> 13
● Make-up Artist 化妝師	<input type="checkbox"/> 14	<input type="checkbox"/> 15	<input type="checkbox"/> 16
● Intense Pulsed Light (IPL) Equipment Operator 強烈脈衝光儀器操作員	<input type="checkbox"/> 17	<input type="checkbox"/> 18	<input type="checkbox"/> 19
● Hairdresser 髮型師	<input type="checkbox"/> 20	<input type="checkbox"/> 21	<input type="checkbox"/> 22
iii. Certificates of Skills Upgrading Scheme / Employees Retraining Board 技能提升課程證書／僱員再培訓局課程證書	<input type="checkbox"/> 23	<input type="checkbox"/> 24	<input type="checkbox"/> 25
iv. Certificates of local professional / recognized training courses / qualifications (e.g. Recognition of Prior Learning under Qualifications Framework, please specify): 其他本地專業／認可課程證書／資格 (例如於資歷架構下的過往資歷認可，請列明)：	<input type="checkbox"/> 26	<input type="checkbox"/> 27	<input type="checkbox"/> 28
v. Certificates of international professional / recognized training courses (please specify): 其他國際性專業／認可課程證書 (請列明)：	<input type="checkbox"/> 29	<input type="checkbox"/> 30	<input type="checkbox"/> 31

For Official Use Only 此欄無需填寫	<input type="checkbox"/> 32	<input type="checkbox"/> 33	<input type="checkbox"/> 34	<input type="checkbox"/> 35
---------------------------------	--------------------------------	--------------------------------	--------------------------------	--------------------------------



## 2. Preferred Vocational Qualification

僱員宜有職業資格

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

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

<u>Vocational Qualifications</u> 職業資格	<u>Manager / Technologist</u> 經理／技師	<u>Officer / Technician</u> 主任／技術員	<u>Tradesman/ Semi-skilled</u> 技工／半熟練技工
i. Certificates of National Occupation Qualifications of the Mainland 國家職業資格 (技能鑒定) 證書	<input type="checkbox"/> 36	<input type="checkbox"/> 37	<input type="checkbox"/> 38
ii. Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, Vocational Training Council 職業訓練局美容美髮訓練委員會技能測驗證書			
● Beautician 美容師	<input type="checkbox"/> 39	<input type="checkbox"/> 40	<input type="checkbox"/> 41
● Make-up Artist 化妝師	<input type="checkbox"/> 42	<input type="checkbox"/> 43	<input type="checkbox"/> 44
● Intense Pulsed Light (IPL) Equipment Operator 強烈脈衝光儀器操作員	<input type="checkbox"/> 45	<input type="checkbox"/> 46	<input type="checkbox"/> 47
● Hairdresser 髮型師	<input type="checkbox"/> 48	<input type="checkbox"/> 49	<input type="checkbox"/> 50
iii. Certificates of Skills Upgrading Scheme / Employees Retraining Board 技能提升課程證書／僱員再培訓局課程證書	<input type="checkbox"/> 51	<input type="checkbox"/> 52	<input type="checkbox"/> 53
iv. Certificates of local professional / recognized training courses / qualifications (e.g. Recognition of Prior Learning under Qualifications Framework, please specify): 其他本地專業／認可課程證書／資格 (例如於資歷架構下的過往資歷認可，請列明)：	<input type="checkbox"/> 54	<input type="checkbox"/> 55	<input type="checkbox"/> 56
<hr/>			
v. Certificates of international professional / recognized training courses (please specify): 其他國際性專業／認可課程證書 (請列明)：	<input type="checkbox"/> 57	<input type="checkbox"/> 58	<input type="checkbox"/> 59
<hr/>			
For Official Use Only 此欄無需填寫	<input type="checkbox"/> 60	<input type="checkbox"/> 61	<input type="checkbox"/> 62
		<input type="checkbox"/> 63	

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

3. What types of training you think the personnel in the beauty care, hairdressing & cosmetics industry needs to enhance their skills in the next 12 months (18.1.2014 - 17.1. 2015)? (You may wish to choose more than one type of training.)  
在未來十二個月內 (18.1.2014 - 17.1. 2015) , 閣下認為美容美髮及化妝品業從業員須接受那類培訓?  
(可選擇一項或以上的培訓類別。)

	<u>Manager</u> 經理	<u>Technologist</u> 技師	<u>Officer</u> 主任	<u>Technician</u> 技術員	<u>Tradesman</u> 技工	<u>Semi-skilled</u> 半熟練技工
<u>General Management skills</u> 一般管理技能						
i. Principal of management (e.g. problem solving, decision making, leadership, crisis management) 管理技能 (如解決問題、決策、 領導才能及危機管理)	<input type="checkbox"/> 64	<input type="checkbox"/> 65	<input type="checkbox"/> 66	<input type="checkbox"/> 67	<input type="checkbox"/> 68	<input type="checkbox"/> 69
ii. Human resource management 人力資源	<input type="checkbox"/> 70	<input type="checkbox"/> 71	<input type="checkbox"/> 72	<input type="checkbox"/> 73	<input type="checkbox"/> 74	<input type="checkbox"/> 75
iii. Marketing management 市場管理	<input type="checkbox"/> 76	<input type="checkbox"/> 77	<input type="checkbox"/> 78	<input type="checkbox"/> 79	<input type="checkbox"/> 80	<input type="checkbox"/> 81
iv. Quality management 優質服務管理	<input type="checkbox"/> 82	<input type="checkbox"/> 83	<input type="checkbox"/> 84	<input type="checkbox"/> 85	<input type="checkbox"/> 86	<input type="checkbox"/> 87
v. Others (please specify): 其他 (請說明):	<input type="checkbox"/> 88	<input type="checkbox"/> 89	<input type="checkbox"/> 90	<input type="checkbox"/> 91	<input type="checkbox"/> 92	<input type="checkbox"/> 93

### Generic skills

#### 通用技能

i. Customer services 顧客服務技巧	<input type="checkbox"/> 94	<input type="checkbox"/> 95	<input type="checkbox"/> 96	<input type="checkbox"/> 97	<input type="checkbox"/> 98	<input type="checkbox"/> 99
ii. Complaints handling 處理投訴技巧	<input type="checkbox"/> 100	<input type="checkbox"/> 101	<input type="checkbox"/> 102	<input type="checkbox"/> 103	<input type="checkbox"/> 104	<input type="checkbox"/> 105
iii. Sales & marketing 銷售及市場推廣技巧	<input type="checkbox"/> 106	<input type="checkbox"/> 107	<input type="checkbox"/> 108	<input type="checkbox"/> 109	<input type="checkbox"/> 110	<input type="checkbox"/> 111
iv. Stores operations 店鋪營運技巧	<input type="checkbox"/> 112	<input type="checkbox"/> 113	<input type="checkbox"/> 114	<input type="checkbox"/> 115	<input type="checkbox"/> 116	<input type="checkbox"/> 117
v. Others (please specify): 其他 (請說明):	<input type="checkbox"/> 118	<input type="checkbox"/> 119	<input type="checkbox"/> 120	<input type="checkbox"/> 121	<input type="checkbox"/> 122	<input type="checkbox"/> 123

### Language skills

#### 語文技能

i. Putonghua 普通話	<input type="checkbox"/> 124	<input type="checkbox"/> 125	<input type="checkbox"/> 126	<input type="checkbox"/> 127	<input type="checkbox"/> 128	<input type="checkbox"/> 129
ii. Written Chinese 中文書寫能力	<input type="checkbox"/> 130	<input type="checkbox"/> 131	<input type="checkbox"/> 132	<input type="checkbox"/> 133	<input type="checkbox"/> 134	<input type="checkbox"/> 135
iii. Written English 英文書寫能力	<input type="checkbox"/> 136	<input type="checkbox"/> 137	<input type="checkbox"/> 138	<input type="checkbox"/> 139	<input type="checkbox"/> 140	<input type="checkbox"/> 141
iv. Spoken English 英語會話	<input type="checkbox"/> 142	<input type="checkbox"/> 143	<input type="checkbox"/> 144	<input type="checkbox"/> 145	<input type="checkbox"/> 146	<input type="checkbox"/> 147
v. Others (please specify): 其他 (請說明):	<input type="checkbox"/> 148	<input type="checkbox"/> 149	<input type="checkbox"/> 150	<input type="checkbox"/> 151	<input type="checkbox"/> 152	<input type="checkbox"/> 153

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此欄無需填寫

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### III. Employee Leaving the Company

#### 離職人數

4. The total number of employees left the company in the past 12 months (18.1.2013 - 17.1.2014).  
過去十二個月內 (18.1.2013 - 17.1. 2014 )離職的僱員人數。

Manager / Technologist  
經理 / 技師

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161

Officer / Technician  
主任 / 技術員

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164

Tradesman / Semi-skilled  
技工 / 半熟練技工

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167

### IV. Recruitment

#### 招聘

5. Please state the number of recruits of your company in the past 12 months (18.1.2013 - 17.1.2014).  
請列出貴機構在過去十二個月內 (18.1.2013 - 17.1. 2014 ) 招聘的僱員。

Manager /  
Technologist  
經理 / 技師

Officer /  
Technician  
主任 / 技術員

Tradesman /  
Semi-skilled  
技工 / 半熟練技工

- i. Total number of recruits  
總招聘人數

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170

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173

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176

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

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179

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182

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185

上列(i)項中，入職前是從事美容美髮及化妝品業相關職務的人數

### V. Recruitment Problems

#### 招聘問題

6. Did your company encounter any difficulties in recruitment of beauty care, hairdressing and cosmetics  
personnel at various job levels in the past year (18.1.2013 - 17.1.2014)?  
貴機構在過去十二個月內 (18.1.2013 - 17.1.2014) 在招聘美容或美髮及化妝品業從業員有沒有困難？

Yes  
(please go to Q.7)  
有 (請答第7題)

--

188

No  
否

--

189

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

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此欄無需填寫

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195

7. Please choose the possible reasons for encountering recruitment difficulties.

(You may tick more than 1 box for each job level).

請選擇遇到招聘困難的原因。(每職級可選擇一項或以上。)

	Manager / Technologist 經理/技師	Officer / Technician 主任/技術員	Tradesman / Semi-skilled 技工/半熟練技工
i. Insufficient trained / qualified manpower in related disciplines 缺乏具相關訓練/資歷的人力資源	<input type="checkbox"/> 196	<input type="checkbox"/> 197	<input type="checkbox"/> 198
ii. Lack of candidates with relevant experiences 缺乏具相關經驗求職者	<input type="checkbox"/> 199	<input type="checkbox"/> 200	<input type="checkbox"/> 201
iii. High expectation on working conditions / remuneration package from candidates 求職者對服務條件/薪酬要求過高	<input type="checkbox"/> 202	<input type="checkbox"/> 203	<input type="checkbox"/> 204
iv. Long working hours 工作時間過長	<input type="checkbox"/> 205	<input type="checkbox"/> 206	<input type="checkbox"/> 207
v. Long apprentice/ on-the-job training period 學藝/在職培訓時期過長	<input type="checkbox"/> 208	<input type="checkbox"/> 209	<input type="checkbox"/> 210
vi. Relative hard work 工作性質相對辛苦	<input type="checkbox"/> 211	<input type="checkbox"/> 212	<input type="checkbox"/> 213
vii. Low status 地位低微	<input type="checkbox"/> 214	<input type="checkbox"/> 215	<input type="checkbox"/> 216
viii. Limitation of career path 職業發展前景的局限	<input type="checkbox"/> 217	<input type="checkbox"/> 218	<input type="checkbox"/> 219
ix. More choices in the job market with the implementation of minimum wage 最低工資的實施增加了行業的選擇	<input type="checkbox"/> 220	<input type="checkbox"/> 221	<input type="checkbox"/> 222
x. Extention of free education entitlement deferred junior level employees starting to work 更長期的免費教育延後了基層員工的入職年齡	<input type="checkbox"/> 223	<input type="checkbox"/> 224	<input type="checkbox"/> 225
xi. Young people with higher education level have more choices in the job market 擁有較高學歷的年青人有很多就業的選擇	<input type="checkbox"/> 226	<input type="checkbox"/> 227	<input type="checkbox"/> 228
xii. Others (please specify): 其他 (請說明) :	<input type="checkbox"/> 229	<input type="checkbox"/> 230	<input type="checkbox"/> 231

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此欄無需填寫

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End of questionnaire. Thank you for your cooperation.

問卷完，多謝合作

2014 Manpower Survey of the Beauty Care, Hairdressing and Cosmetics Industry

二〇一四年美容、美髮及化妝品業人力調查

Explanatory Notes

附註

**Questionnaire (Part I)**

調查表 (第一部份)

1. Please complete all columns ('A' to 'K') of the questionnaire which are applicable to your business sector and insert a zero (0) in any column which is not. Please refer to the information as at 17.1.2014.  
請填寫表內 (A) 至 (K) 欄。如不適用，請填 (0) 符號。填寫之資料請參照 2014 年 1 月 17 日當天資料作準。

2. Column 'A' - Titles of Principal Jobs in the Beauty Care, Hairdressing and Cosmetics Industry  
(A) 欄 — 美容、美髮及化妝品業主要職務名稱

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

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

3. Column 'B' - Total Monthly Income Range of Direct Employees (excluding trainees)  
(B) 欄 — 直接僱員每月總收入 (受訓者除外)

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

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

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

4. Column 'B' - Number of Direct Employees (excluding trainees) (as at 17.1.2014)  
(B) 欄 — (在 2014 年 1 月 17 日的) 直接僱員人數 (受訓者除外)

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

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

5. Column 'C' - Number of Part-time Employees (as at 17.1.2014)  
(C) 欄 — (在 2014 年 1 月 17 日的) 兼職人士人數

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

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

6. Column 'D' - Number of Freelancers (as at 17.1.2014)  
(D) 欄 — (在 2014 年 1 月 17 日的) 自由職人士人數

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

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

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

The forecast of number employed means the number of employees the organization will be employing 12 months from now (as at 17.1.2015). The number given could be more/less than that in column 'B' if a expansion/contraction is expected.

預計僱員人數指貴機構在十二個月後 (在 2015 年 1 月 17 日) 的僱員人數。如估計業務屆時可能擴張/收縮，此欄所填的數字應多於/少於 (B) 欄。

8. Column 'F' - Number of Vacancies (as at 17.1.2014)

(F) 欄 — (在 2014 年 1 月 17 日的) 空缺額 \_\_\_\_\_

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

「空缺額」指該職位仍懸空，須立刻填補而現正積極招聘人員填補。

9. Column 'G' - Number of Trainees (as at 17.1.2014)

(G) 欄 — (在 2014 年 1 月 17 日的) 受訓者人數 \_\_\_\_\_

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

請填寫正在接受訓練的僱員／學徒總數。

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

(H) 及 (I) 欄 — 僱員現有及僱主期望僱員宜有教育程度 \_\_\_\_\_

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

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

<u>Education Level</u> 教育程度	<u>Education Level Code</u> 教育程度 編號
University Degree or above 大學學位或以上	1
Associate Degree, Higher Diploma or equivalent 副學士學位／高級文憑或同等學歷	2
Diploma or equivalent 文憑或同等學歷	3
Certificate, Advanced Certificate or equivalent 證書／高級證書或同等學歷	4
Diploma of Secondary Education 中學文憑	5
Secondary 6-7 中學六年級至七年級	6
Secondary 4-5 中學四年級至五年級	7
Secondary 3 or below 中學三年級或以下	8

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

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

請將僱員現有及宜有的相關年資，按下列編號分別填入 (J) 及 (K) 欄內。

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

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

註：調查所得資料絕對保密，只以統計摘要方式發表，並不提及個別機構。



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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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



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

美甲中心主要職務的工作說明

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

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

Code No. 編號	Job Title 職稱	Job Description 工作說明
TRADESMAN LEVEL (Continued) 技工級 (續)		
575	Foot Reflexologist  足底按摩師	Uses thumb, finger and hand pressures to concentrate on ten different reflex points which correspond to every part of the bodies in order to promote health and relaxation and achieve physiological effect. 為顧客以拇指、手指及手技，對腳底十個不同的縱向身體反射部位施壓，達致身體的生理轉變效果。
SUPPORTING STAFF 輔助僱員級		
771	Administrative Staff  行政僱員	Handles all administrative duties (including preparation of schedules, filing and record keeping etc) of the stores. 負責店舖營運上各方面的行政工作，例如編制時間表、處理檔案及資料紀錄等。
772	Receptionist  接待員	Handles telephone enquires. Accepts appointments arrangement. Serves customers and provide relevant information. Maintains relationship with customers. 接聽電話，回答諮詢，接受預約安排，接待顧客及提供相關資訊，與顧客保持聯繫。