

**2010 Manpower Survey Report**

**Retail Trade**

零售業

**2010** 年 人 力 調 查 報 告

**Retail Trade Training Board**

**Vocational Training Council**

職 業 訓 練 局

零 售 業 訓 練 委 員 會

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## TABLE OF CONTENTS

<b>Section</b>		<b>Page</b>
I	Executive Summary	1
II	Summary of Survey Findings	
	A. Manpower Situation in 2010	7
	B. Forecast Manpower Demand	13
	C. Recruitment Requirements	17
	D. Training Requirements	21
	E. The Trends	27
III	Recommendations	30
IV	Scope and Methodology of Survey	33
V	Statistical Tables	36
<b>Appendix</b>		
1	Terms of Reference of the Retail Trade Training Board	49
2	Membership List of the Retail Trade Training Board	51
3	Membership List of the Working Group on the 2010 Manpower Survey	53
4	Participant List of the In-Depth Interviews on the 2010 Manpower Survey	54
5	Survey Documents and Questionnaires	55
6	Manpower Projection for 2011 – 2013 Using the Labour Market Analysis Approach	73

## 目錄

章節	頁數	
第一章	報告摘要	75
第二章	調查結果	
	甲. 2010 年人力情況	81
	乙. 預測人力需求	87
	丙. 招聘要求	91
	丁. 訓練需求	95
	戊. 趨勢	101
第三章	建議	104
第四章	調查範圍及方法	107
第五章	統計表	110
附錄		
一	零售業訓練委員會的職權範圍	123
二	零售業訓練委員會委員名單	125
三	2010 年零售業人力調查工作小組委員名單	127
四	2010 年零售業人力調查深入受訪人士名單	128
五	調查文件及調查表	129
六	採用人力市場分析法作人力預測 (2011 至 2013 年)	145

# SECTION I

## EXECUTIVE SUMMARY

### The Survey

1.1 The Retail Trade Training Board conducts a manpower survey biennially with a view to assessing the manpower situation and identifying the manpower requirements and training needs of the retail trade.

1.2 The 2010 Retail Trade Manpower Survey fieldwork was conducted in October 2010 using 10 October 2010 as the time reference of data. Out of a total of 38 458\* registered companies in the retail trade, 902 companies had been selected by the stratified random sampling method to receive the questionnaires.

1.3 The revised Hong Kong Standard Industrial Classification Version 2.0 was employed and a new Branch 11 - "Not via Stores and Mobile Stalls" was subsequently included in the survey.

1.4 To enhance the response rate, companies employing four persons or less were only requested to complete Part I (basic information) of the questionnaire without any training related questions asked. Attention should be paid to this change when interpreting and comparing such data.

1.5 The overall effective response rate\* for the current survey was 93.7% which is lower than the 95.1% achieved in 2008.

### Objective

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

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Note:

\* The figure of 38 458 refers to the number of registered companies at company level based on the record of Central Register of Establishments (CRE) excluding those inactive companies in the trade. The total number of companies at company level in 2010 was 44 393.

\* The response rate includes "In partial response" and "Response".

## **Limitations**

1.7 In consideration of the time gap between the carrying out of the Survey and the publication of this report, the growing economy of Hong Kong on which the retail trade grows in the same time might have changed, rendering deviations of the findings from actual scenarios.

1.8 Due to limited resources, sample companies were drawn by statistical method from the trade for this Survey. Hence, inherent statistical errors were inevitable and might affect the translation to survey findings.

## **Business Outlook**

1.9 The effects of global financial crisis had been removed since first half of 2010, and Hong Kong's economy totally recovered in the third quarter of the same year. According to the economic and social data from Census and Statistics Department (C&SD), the year-on-year Gross Domestic Product (GDP) was 7.5% in 2010, up from 10.8% compared to 2009, and up from 8.9% in the first quarter of 2010 compared to same quarter of 2009. A significant growth was noted since the first quarter of the year 2010.

1.10 The non-seasonally adjusted unemployment continued to rise, increasing from 4.4% in the first quarter of 2010 to 4.7% of the second quarter of 2010. However, it dropped to 3.7% in the final quarter of 2010 to its lowest level 3.3% since 2003. The unemployment rate of the period March to May 2011 further dropped to 3.6%. As a result, both sales value and volume are forecast to rise in 2011 due to the optimistic economic growth, rising household wealth and falling unemployment.

1.11 Owing to the uptrend in the economic indicators, the economic situation of 2011 is expected to continue to grow. Business conditions for retailers are likely to be in a very good condition. About the first two months of 2011, the retail trade continued to show strongly. The total retail sales value and volume increased by 18.8% and 14.7% respectively when compared to the same period last year. The total retail sales value further reached \$33.1 billion in May 2011 and registered an annual increase of 27.8%. After deduction of the effect of price changes, the total retail sales volume recorded a 21.6% increase.

1.12 High local spending brought about by strong consumer confidence, improving job and income prospects as well as increasing number of tourists will further boost the retail trade. In the same time, with the stable global economy and robust economic growth in the Mainland, total retail sales are expected to register a double digit growth for the whole of 2011.

1.13 The continuous appreciation of the Renminbi against the US dollar since July 2005 accelerated in the latter part of 2007 and in early 2008, against the backdrop of the strong economic growth and rising trade surplus in the Mainland. In 2010, the value of Renminbi measured against the US dollar largely hovered with a narrow range. For 2010 as a whole, the Renminbi appreciated by an average of 6% against the US dollar, and it has a significant impact on the private consumption of the Mainland tourism.

1.14 The total tourism expenditure associated to inbound tourism raised from HK\$158 275 million in 2009 to HK\$209 983 million in 2010 and Mainland visitors accounted for approximately 63% of total visitor arrivals in 2010, up 26.3% over 2009 to more than 22.6 million, resulting from the higher number of visitors from the Mainland to Hong Kong via the Individual Visit Scheme (IVS).

1.15 The rising number of the inbound visitors would definitely boost the retail sales in Hong Kong. Hence, the Central Government implemented Multi journey “Tanqin” exit endorsement for the Mainland residents in order to further facilitate them to visit relatives in Hong Kong. Holders of an Exit-entry Permit for Travelling to and from Hong Kong and Macau bearing the multiple journey “Tanqin” exit endorsement may make multiple visits to Hong Kong.

1.16 In addition, the HKSAR Government introduced a measure to facilitate measures for the entry of Macau and Taiwan residents. The limit of stay for Macau permanent residents as visitors was extended from 14 to 180 days. Moreover, Taiwan residents holding a valid “Mainland Travel Permit for Taiwan Residents” were allowed to enter Hong Kong and stay for up to seven days without an entry endorsement for the Mainland. These measures are expected to further increase the contribution of Macau and Taiwan visitors to the retail sector.

1.17 According to the National Bureau of Statistic, the Mainland GDP grew 9.7% on year in the first quarter of 2011. Consumer prices, producer prices, industrial production cost rose 5.4%, 7.3% and 14.8% on year in March respectively. However, the retail sales jumped 17.4% on year. It was expected that the Mainland residents would prefer to have private consumption in other countries and Hong Kong relatively as the price of goods was cheaper than that in their country. As a result, some wealthy Mainland consumers may incline to purchase more high-end products in Hong Kong.

1.18 The announcement of the HK\$6,000 Government Cash Handouts in the 2011-12 Budget, it could not only ease the burden of living cost of the labour class and working class, but could also boost the private consumption.

1.19 The inflation pressure has continued further since the final quarter of 2009, and is expected to reinforce further in 2011. The underlying Composite Consumer Price Index (CCPI) is forecast to increase by 4.4% in March 2011, which is up from the 2.9% increase in 2010.

1.20 The “Statutory Minimum Wage” came into force on 1 May 2011, which was initially HK\$28 per hour. It would affect the salary of clerical / operation support staff as well as part time sales services staff, and eventually, it would put pressure on the operation cost.

1.21 Domestically, business cost pressures have become increasingly visible after the final quarter of 2009 with very strong economic growth. Externally, the pressure from import prices continues to build up across a wide range of goods, reflecting the strong demand in the emerging markets, and the global surge in commodity prices amid the liquidity glut. The surge in global food prices is particularly large. The political unrest in the Middle East and North Africa has also fuelled a further upsurge in oil prices. Indeed, inflation had picked up further across the world in the first quarter of 2011, particularly so in Asian economies with vibrant growth.

1.22 The rental price for private commercial will continue to grow steadily in 2011. According to the Rating and Valuation Department, price rose continually during the year and surged 28% in the fourth quarter of 2010 against the last quarter of 2009. Rent also posted year-on-year albeit at a slower pace of 10%.

1.23 The higher rental price, labour cost, material cost and inflation as well as the introduction of “Statutory Minimum Wage”, the retail trade will face a lot of challenges in near future. However, the blooming of visitor spending and local consumer demand will cause the

retail sales to grow strongly. With the improved income, domestic consumption is expected to be good and with vibrant inbound tourism continued in the coming months, the retail trade will be benefited. It is expected the employers will seek more new staff to join their organizations in order to fulfill the needs of the influx of shoppers.

1.24 The above-mentioned outlook forecast might be similar to the actual situation in 2011 due to the numerous measures linked to the Mainland. In general, the Training Board and participants of the In-Depth Interviews believe that the retail trade would experience robust growth in the year of 2011.

### **Manpower Situation in 2010**

1.25 At the time of survey, the total number of employees engaged in the retail trade was 240 927 (vs 231 229 in 2008), representing an increase of 4.2% over the previous survey. Of the total, technical manpower consisted of 214 424 (89%) (vs 205 806 in 2008) whilst non-technical manpower consisted of 26 503 (11%) (vs 25 423 in 2008).

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

1.27 Among the total manpower of 240 927 engaged in 2010, 10 075 (4.2%) were managerial staff, 38 744 (16.1%) were supervisory staff, 147 026 (61.0%) were clerical / operative staff (including part-time sales staff), 18 579 (7.7%) were owner / sole proprietor / working partner and 26 503 (11.0%) were non-technical manpower. Comparison on the composition between the 2008 and 2010 surveys is shown in the following table.

<b>Job Level</b>	<b>2008</b>	<b>2010</b>
Owner / Sole Proprietor / Working Partner	8%	7.7%
Managerial staff	3.8%	4.2%
Supervisory staff	14.4%	16.1%
Clerical/ Operative staff	62.8%	61.0%
Non-technical manpower	11%	11.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

1.28 The total number of vacancies at the date of survey was 3 724 comprising 49 for the managerial level, 201 for the supervisory level, 3 344 for the clerical / operative level and 130 for non-technical staff. As a result, the total manpower demand, which has taken into account the vacancies, would have been 244 651 at the time reference of data.

### **Manpower Forecast for 2011 by Employers**

1.29 Employers had forecast the manpower demand to be 244 926 in the next 12 months from the survey reference date, representing an overall increase of 275 (0.1%) over 2010.



1.30 The branches with the highest forecast increase in manpower demand are as follows:

- a. Medicines and Cosmetics (+0.4%)
- b. Clothing, Footwear and Allied Product (+1.3%)
- c. Fuel and Transport Equipment (+0.2%)

1.31 On the other hand, there is a very slight drop in manpower demand of 2 in number in the two branches “Consumer Goods, n.e.c.” and “Jewellery”.

1.32 By job level, the forecast manpower increases by 26 (0.2%) for managerial staff; and 190 (0.1%) for clerical/operative staff. However, the forecast manpower decreases by 21 (0.1%) for supervisory staff.

**Manpower Forecast for 2011 - 2013 Using the Labour Market Analysis Approach**

1.33 As in the 2008 survey, the Labour Market Analysis (“LMA”) approach has been applied in projecting manpower for the retail trade in the next three years. In the process, seven principal components were selected from a pool of some 42 economic indicators, which were then tested statistically to arrive at the projected figures. A description of the LMA approach and the key assumptions used are shown in paragraphs 2.24 – 2.25 of Section II. The projected manpower requirements for 2011 to 2013 are:

Year	Actual Manpower	Employers’ Forecast	Manpower Projection by LMA Approach
2010	244 651	-	-
2011	-	244 926 (+0.1%*)	246 920 (+0.9%*)
2012	-	-	254 918 (+3.2%**)
2013	-	-	261 245 (+2.5%**)

1.34 The manpower forecast of 2011 derived from the LMA Approach at +0.9% shows a slight difference, in terms of both magnitude and direction, from the Employers’ Forecast at +0.1%. Such deviation might be caused by the survey being conducted in October 2010 while the LMA Approach has taken into account the most updated economic indicators that reflected the favourable economy condition of the first quarter of 2011.

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

1.35 In anticipation of the financial crisis, most employers find it pressing to upgrade the knowledge level and skill base of their employees to cope with the mounting retail business as well as to stay competitive amongst others.

1.36 In 2010, 159 410 training places were provided or sponsored by employers. The number of forecast training places to be provided or sponsored by employers in 2011 will be 161 974 and there is a slight rise of about 1.6% when compared with 2010. With a view of the optimistic economy in the year of 2011, the rise is necessary and indicates that employers will continue to pay attention to staff training and development in order to keep the good quality services to customers.

1.37 The ratio of the forecast training places to be provided internally and externally for 2011 by areas are:

Subject Areas	Training Places to be provided Internally	Training Places to be Provided Externally
Managerial Training	73.9%	26.1%
Trade Specific Training	74.1%	25.9%
Languages	61.5%	38.5%
Others	70.3%	27.8%

Note:

\* As percentage change vs actual manpower in 2010.

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

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

1.38 The top three areas that needed training most as reflected in the 2010 Survey were:

- a. Product Knowledge
- b. Selling Skills
- c. Customer Services

1.39 The top three areas that growth of training needed most as reflected in the 2010 Survey were:

- a. Putonghua Languages
- b. Store Operations
- c. English Languages

1.40 With a view to improving overall employee standard, about 32.1% of the respondents rated pre-employment training for frontline sales staff either a “Pre-requisite” or “Preferred” criterion, down from 50.8% in 2008. In consideration of the “Pre-requisite” alone, the percentage of respondents apparently increased from 12.1% in 2008 to 14.2% in this round, while “Preferred” percentage of respondents decreased from 38.7% in 2008 to 17.9% in 2010, indicating that, in general, employers thought recruiting employees with pre-employment training was less necessary as they could provide employees with the on-job training .

Sources:

1. Hang Seng Economic Monthly
2. China Economic Monitor
3. The Hong Kong Monetary Authority
4. Census and Statistics Department
5. Hong Kong Tourism Board
6. Hong Kong Trade Development Council
7. 2010 Economic Background & 2011 Prospects

## SECTION II

### SUMMARY OF SURVEY FINDINGS

#### A. MANPOWER SITUATION IN 2010

##### Total Manpower

2.1 Based on the survey findings, the retail industry employed 240 927 persons in October 2010, the time reference of data for this survey. Out of this number, 214 424 (89%) were technical manpower and 26 503 (11%) were non-technical manpower, same as the situation in 2008.

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

##### Distribution of Companies

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

<b>Branch</b>	<b>Employment Size of four or less persons</b>	<b>Employment Size of five or above persons</b>	<b>Total</b>
1. Food, Beverages and Tobacco	9 565	1 120	<b>10 685</b>
2. Supermarkets	40	51	<b>91</b>
3. Fuel and Transport Equipment	611	264	<b>875</b>
4. Clothing, Footwear and Allied Product	7 788	1 638	<b>9 426</b>
5. Consumer Goods, n.e.c.	9 087	1 100	<b>10 187</b>
6. Department Stores	0	28	<b>28</b>
7. Jewellery	1 301	475	<b>1 776</b>
8. Medicines and Cosmetics	785	492	<b>1 277</b>
9. Durable Goods, n.e.c.	1 025	666	<b>1 691</b>
10. Telecommunications Equipment and Electrical Goods	1 449	240	<b>1 689</b>
11. Not via Stores and Mobile Stalls	625	108	<b>733</b>
<b>Total</b>	<b>32 276 (83.9%)</b>	<b>6 182 (16.1%)</b>	<b>38 458* (100%)</b>

Note:

\* The figure of 38 458 refers to the number of registered companies at company level based on the record of Central Register of Establishments (CRE) excluding those inactive companies in the trade. The total number of companies at company level in 2010 was 44 393.

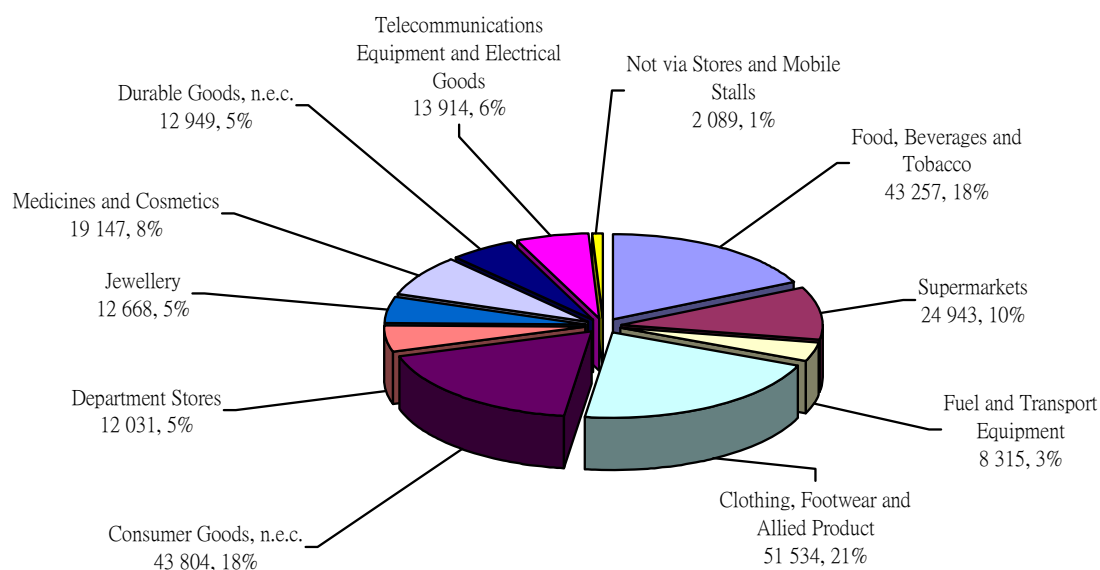
## Distribution of Manpower

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

Branch	Number Employed	Number of Vacancies	Manpower Demand
1. Food, Beverages and Tobacco	42 295	962	<b>43 257</b>
2. Supermarkets	24 892	51	<b>24 943</b>
3. Fuel and Transport Equipment	8 227	88	<b>8 315</b>
4. Clothing, Footwear and Allied Product	50 542	992	<b>51 534</b>
5. Consumer Goods, n.e.c.	43 439	365	<b>43 804</b>
6. Department Stores	11 958	73	<b>12 031</b>
7. Jewellery	12 605	63	<b>12 668</b>
8. Medicines and Cosmetics	18 999	148	<b>19 147</b>
9. Durable Goods, n.e.c.	12 478	471	<b>12 949</b>
10. Telecommunications Equipment and Electrical Goods	13 533	381	<b>13 914</b>
11. Not via Stores and Mobile Stalls	1 959	130	<b>2 089</b>
<b>Total</b>	<b>240 927</b>	<b>3 724</b>	<b>244 651</b>

Figure 1: Manpower Demand by Branch

(Total Manpower Demand: 244 651)



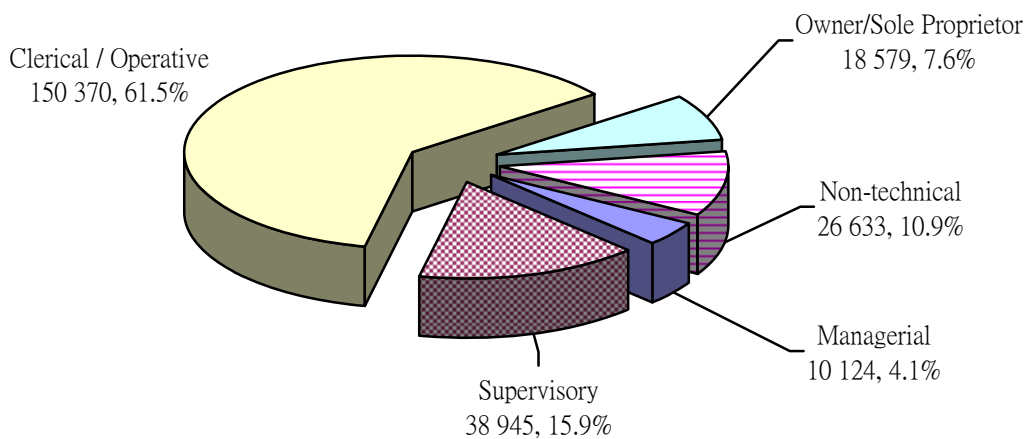
2.5 The total manpower demand of 244 651 was made up of 10 124 (4.1%) managerial staff, 38 945 (15.9%) supervisory staff, 150 370 (61.5%) clerical / operative staff, 18 579 (7.6%) owner / sole proprietor and 26 633 (10.9%) non-technical manpower. The distribution of total manpower demand by job level is shown below.

Manpower Distribution by Job Level

Job Level	Number Employed	Number of Vacancies	Manpower Demand
Managerial	10 075	49	<b>10 124</b>
Supervisory	38 744	201	<b>38 945</b>
Clerical / Operative	147 026	3 344	<b>150 370</b>
Owner / Sole Proprietor	18 579	-	<b>18 579</b>
Technical Manpower	214 424	3 594	<b>218 018</b>
Non-technical Manpower	26 503	130	<b>26 633</b>
<b>Total</b>	<b>240 927</b>	<b>3 724</b>	<b>244 651</b>

Figure 2: Manpower Demand by Job Level

(Total Manpower Demand: 244 651)



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

<b>Job Level</b>	<b>Number of Employees</b>	<b>% at the Respective Job Level</b>
<b>Managerial</b>		
1. Store Manager	4 311	42.6%
2. Operations / Retail Manager	1 690	16.7%
3. District / Area Manager	793	7.8%
<b>Supervisory</b>		
1. Store Supervisor	31 928	82.0%
2. Merchandiser / Buyer	4 132	10.6%
3. Customer Services Supervisor	945	2.4%
<b>Clerical / Operative</b>		
1. Junior Sales Staff	70 028	46.6%
2. Senior Sales Staff	46 340	30.8%
3. Part-Time Sales Staff	24 697	16.4%

### **Comparison of Manpower Demand in 2008 & 2010**

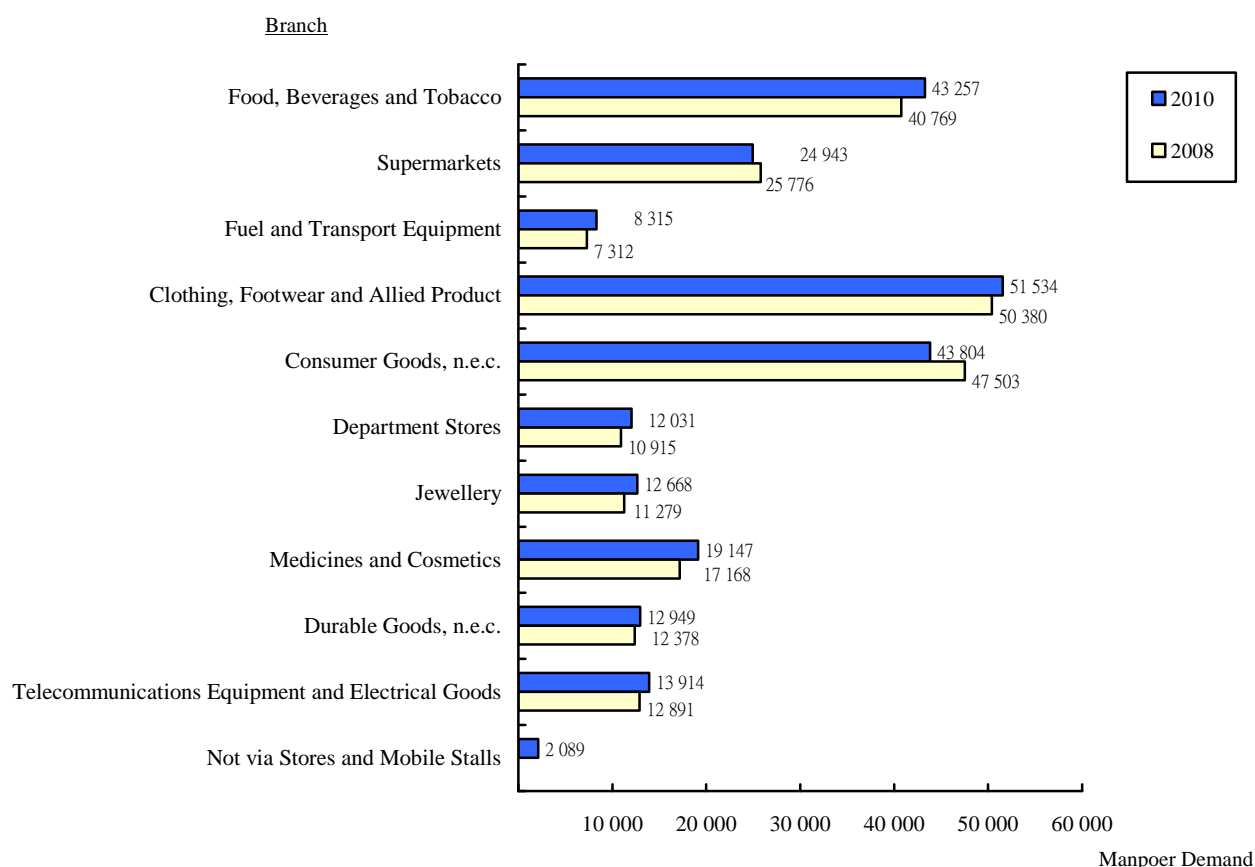
2.7 The 2010 survey was conducted in October, a period similar to the 2008 survey. Although there was a new Branch 11 – “Not via Stores and Mobile Stalls” included in 2010, it was believed that it was abstracted from the previous (2008) ten branches as a result of the adoption of the Hong Kong Standard Industrial Classification Version 2.0 in the Survey. Thus, the two sets of data are comparable without the need for seasonal adjustment. When interpreting the data, however, care must be taken that the overall economy in 2010, including the retail trade, was steadfastly booming while the global financial tsunami significantly restrained the growth of Hong Kong economy in the final quarter of 2008. The fluctuation in the economic situation would have a consequential impact on the manpower situation of the retail trade, as it is one of the industries that are most responsive to the economic trends.

2.8 In the 2010 survey, companies with employment size of four persons or less (83.9%) only needed to complete Part I (basic information) of the questionnaire for collecting core information without identifying their training needs. Thus, some 2008 figures related to training issues had been adjusted to facilitate direct comparison with those of 2010. Attention should be paid to this change when interpreting and comparing the data.

2.9 As compared with 2008, the 2010 total manpower demand, comprising both technical and non-technical manpower, increased to 244 651 (3.5% or 8 280 employees). A comparison of the manpower demand by branch between the two periods is shown in Table 3 in Section V.

2.10 Among the 11 branches, “Consumer Goods, n.e.c.” (-7.8%) and “Supermarkets” (-3.2%) recorded a drop in manpower in 2010 (6.2% or 4 532 employees), besides, 8 branches revealed an increase, the highest being “Fuel and Transport Equipment” (13.7%), followed by “Jewellery” (12.3%), “Medicines and Cosmetics” (11.5%) and “Department Stores” (10.2%).

Figure 3: Comparison of Manpower Demand by Branch, 2008 & 2010



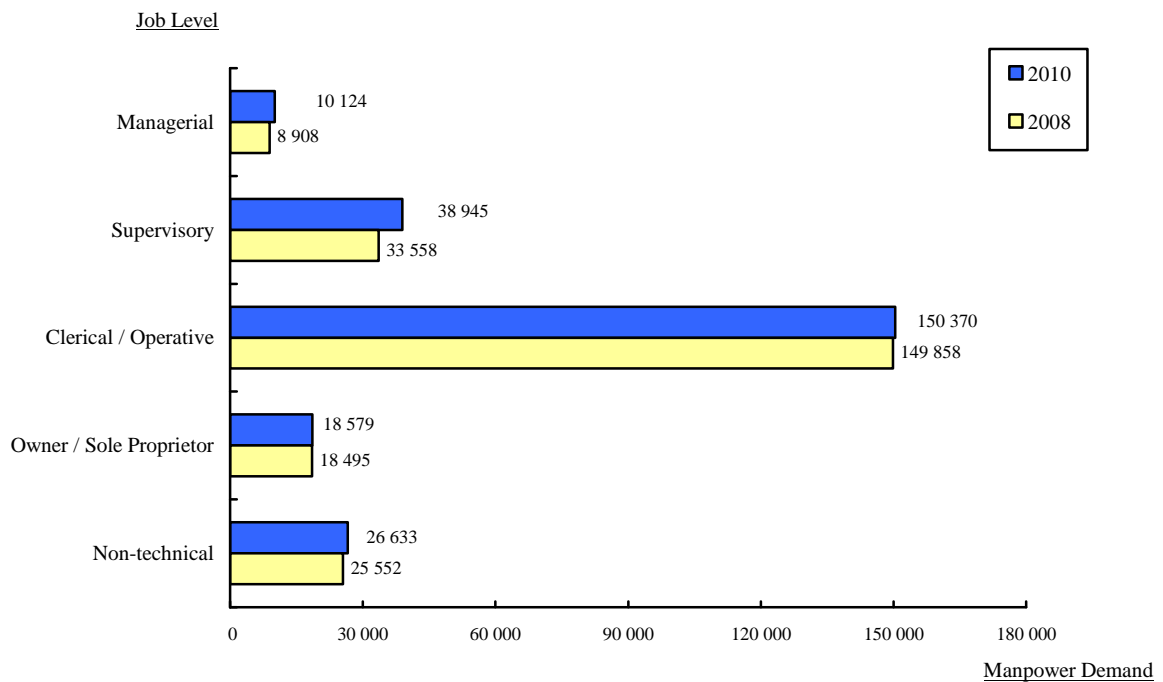
2.11 Owing to the extension of the Individual Visitor Scheme to more Mainland cities,, the higher demand for the Mainland tourist favorite products, such as clothing, footwear and allied product, telecommunications equipment / electrical goods and consumer goods brought about an increase in derived demand for practitioners in the related branches.

2.12 Of the 11 branches, “Consumer Goods, n.e.c.” and “Supermarkets” reported a mild decrease of 7.7% and 3.2% or 3 699 and 833 in manpower respectively as compared with the 2008 survey. It was mainly due to the price of material from China was steadily increased, which in turn adversely affected the manpower demand in this branch.

2.13 Overall, the 2010 total manpower demand was up 3.5% or 8 280 employees as compared with the 2008 figure. If analyzed by job level, all the four job levels recorded manpower growth over 2008. Among them, the supervisory level registered the highest growth of 16.1% or 5 387 employees (vs 23.6% or 1 702 employees in 2008), followed by the managerial level, 13.7% or 1 216 employees (vs 66.7% or 13 424 employees in 2008), the owner / sole proprietor level, 0.5% or 84 employees (vs 37.6% or 11 139 employees in 2008), and the clerical / operative level, 0.3% or 512 employees (vs 7.5% or 10 482 employees in 2008).

2.14 The figures indicated that since the global financial tsunami in 2008, there was a general recovery in economy, which led to the manpower growth in the retail trade. On the other hand, more employers tried to hire the managerial and supervisory level staff to handle the daily operations of retail outlets to provide better customer services with good quality in view of strong competition among competitors in the trade.

Figure 4: Comparison of Manpower Demand by Job Level, 2008 & 2010





## B. FORECAST MANPOWER DEMAND

### Employers' Forecast for 2011

2.15 The global financial tsunami and the uncertain economic outlook no longer affected Hong Kong's economy. Taking the major economic indicators, including the Real GDP, CCPI, Private Consumption and Unemployment Rate, into consideration, the economic performance of 2011 would probably be optimistic. The two main drivers affecting the retail trade, namely internal spending by Hong Kong people and tourism expenditure associated to inbound tourism, displayed an upward momentum in the final quarter of 2010.

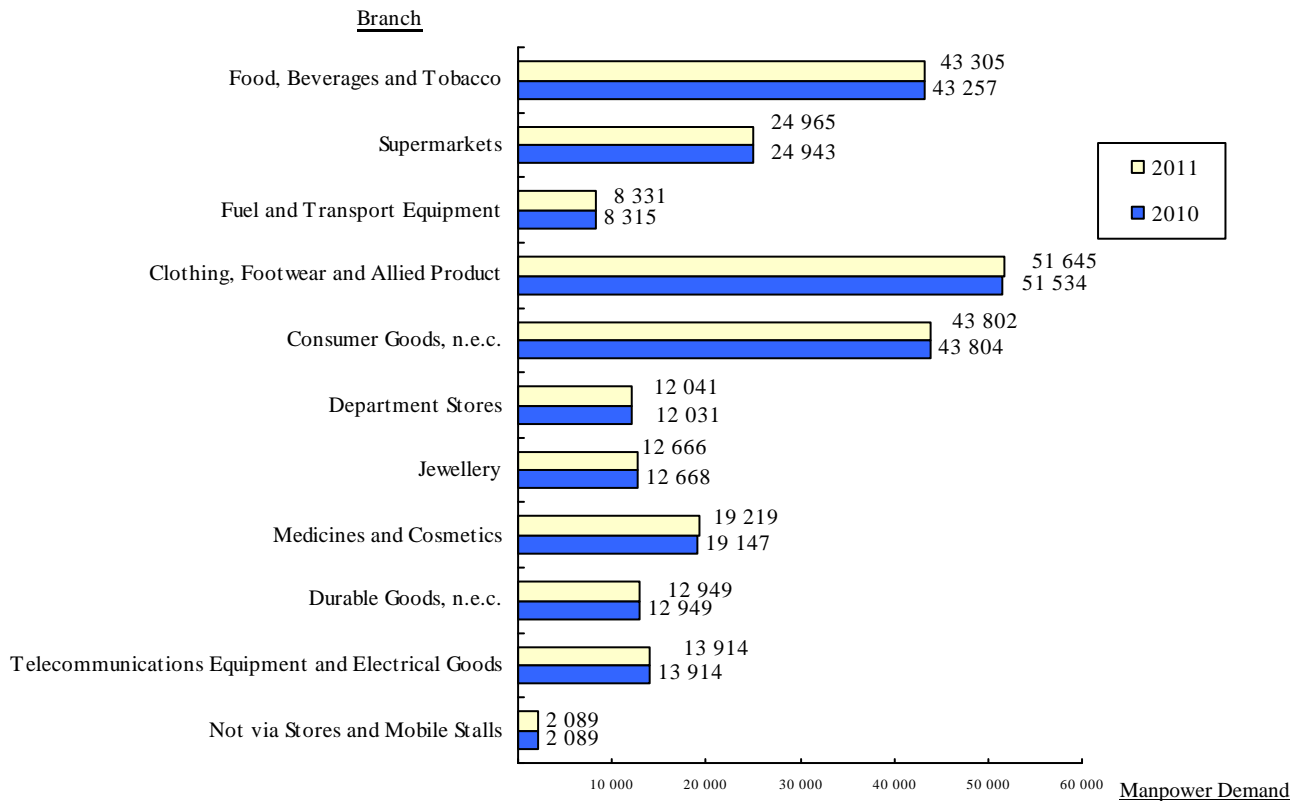
2.16 The number of inbound tourist demonstrated an increase in 2010. Visitor arrivals of 22,684,388 tourists from the Mainland and 13,345,943 tourists from the Americas, some European countries and Asian countries have risen due to the global economic recovery. Meanwhile, the Mainland visitor arrivals could keep recorded with significant growth. The economy of the Mainland will continue to play an important role in supporting the performance of retail trade.

2.17 In view of growing economy in both Hong Kong and the Mainland as well as a steady growth of the number of Mainland visitors, employers predicted a further growth of manpower demand to 244 926 in the next 12 months, representing an increase of 0.1% in terms of percentage and 275 in terms of number.

### Employers' Forecast Manpower Demand for 2011

Branch	2010 Manpower Demand	2011 Forecast Demand	Changes	
1. Food, Beverages and Tobacco	43 257	43 305	+48	(+0.1%)
2. Supermarkets	24 943	24 965	+22	(+0.1%)
3. Fuel and Transport Equipment	8 315	8 331	+16	(+0.2%)
4. Clothing, Footwear and Allied Product	51 534	51 645	+111	(+0.2%)
5. Consumer Goods, n.e.c.	43 804	43 802	-2	(0%)
6. Department Stores	12 031	12 041	+10	(+0.1%)
7. Jewellery	12 668	12 666	-2	(0%)
8. Medicines and Cosmetics	19 147	19 219	+72	(+0.4%)
9. Durable Goods, n.e.c.	12 949	12 949	0	(0%)
10. Telecommunications Equipment and Electrical Goods	13 914	13 914	0	(0%)
11. Not via Stores and Mobile Stalls	2 089	2 089	0	(0%)
<b>Total</b>	<b>244 651</b>	<b>244 926</b>	<b>+275</b>	<b>(+0.1%)</b>

Figure 5: Employers' Forecast Manpower Demand by Branch, 2010 & 2011



2.18 Despite an overall forecast manpower growth of 0.1% in 2011, Figure 5 above reveals that 3 of the 11 branches, namely, “Not via Stores and Mobile Stalls”, “Durable Goods, n.e.c.” and “Telecommunications Equipment and Electrical Products” expected no increases or decreases in manpower demand in 2011. Even among the branches with upside forecasts, employers of the “Medicines and Cosmetics” sector were the most optimistic, with the percentage of only +0.4%.

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

Job Level	2010 Manpower Demand	2011 Employers’ Forecast Demand	Changes
Managerial	10 124	10 151	+27 (+0.3%)
Supervisory	38 945	38 924	-21 (-0.1%)
Clerical/Operative	150 370	150 657	+287 (+0.2%)
Owner/Sole Proprietor	18 579	18 579	0 (0%)
Technical Manpower	218 018	218 311	+293 (+0.1%)
Non-technical Manpower	26 633	26 615	-18 (-0.1%)

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

Principal Job	2010 Manpower Demand	2011 Employers' Forecast Demand	Changes
Customer Services Manager	226	232	+18 (+2.7%)
Visual Merchandising Supervisor	345	353	+8 (+2.3%)
Junior Sales/ Staff	70 028	70 296	+268 (+0.4%)
Stock Assistant	5 954	5 976	+22 (+0.4%)
Store Manager	4 311	4 329	+18 (+0.4%)

2.21 This survey shows that employers will hire more “Customer Services Managers”, an increase of 2.7% or 18 in number in 2011. It indicates that employers will continue to provide better customer services to their customers and to be competitive in respect to strong competition in the retail trade. With the growth in business, more “Junior Sales/ Staff” and “Stock Assistants” will be required.

2.22 Other than “Customer Services Managers”, “Store Managers” is the next demanding job category in the managerial level, with the manpower demand expecting to increase by 0.4% in 2011.

2.23 At the supervisory level, “Visual Merchandising Supervisor” with forecast growth of 2.3% from 2011 indicates that employers will still require more visual merchandising supervisors to design visual merchandise in shop window, showcase and inside store in order to attract more customers to patronize their shops.

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

2.24 In addition to the forecast made by employers, a Labour Market Analysis (LMA) approach, of which a detailed description of the mechanism involved is provided in **Appendix 6**, had been applied to project the next three years manpower demand for the retail trade from 2011 to 2013. Seven determinants below had been identified and grouped into principal components:

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

2.25 Based on the statistical model under the LMA approach, the manpower requirements for 2011 will slightly increase 0.9% or 2 269 when compared with 2010 figures. In the 2010 survey, the employers' forecast manpower demand for 2011 also showed a growth by 0.1% or 275. With the continuous growth of the economy in Hong Kong, it is forecast that the manpower demand for 2012 and 2013 will continue to grow by 3.2% and 2.5% or 7 998 and 6 327 respectively. As a whole, the projected manpower requirements for 2011 – 2013 are:

<b>Year</b>	<b>Actual</b>	<b>Employers' Forecast</b>	<b>LMA Forecast</b>
<b>2010</b>	<b>244 651</b>		-
<b>2011</b>	-	<b>244 926</b> (+0.1%)*	<b>246 920</b> (+0.9%)*
<b>2012</b>	-		<b>254 918</b> (+3.2%)**
<b>2013</b>	-		<b>261 245</b> (+2.5%)**

Note:

\* As percentage change vs actual manpower in 2010.

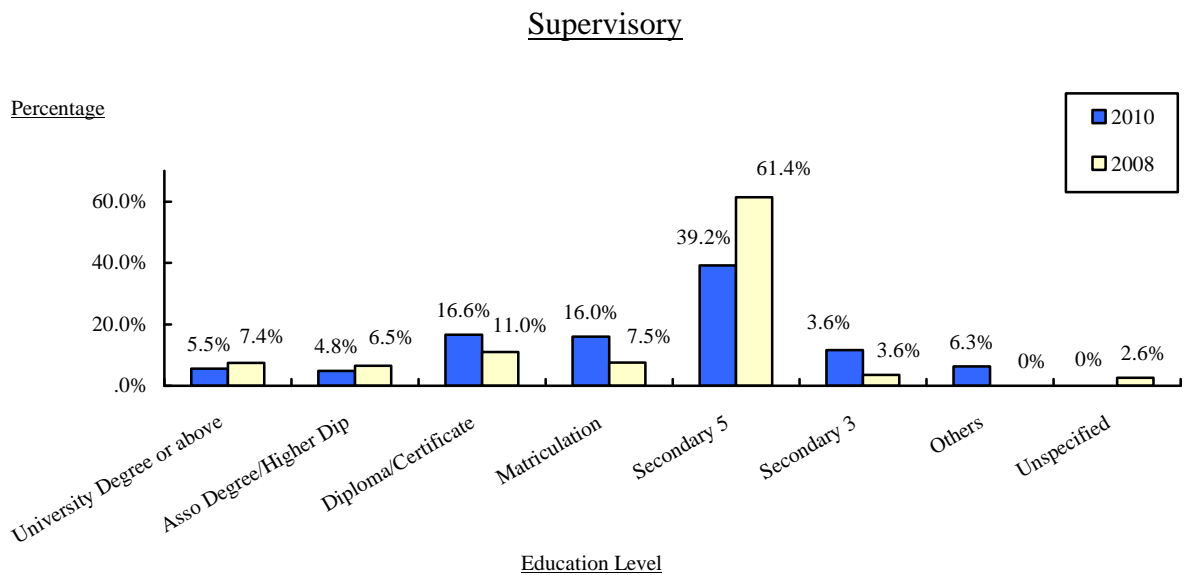
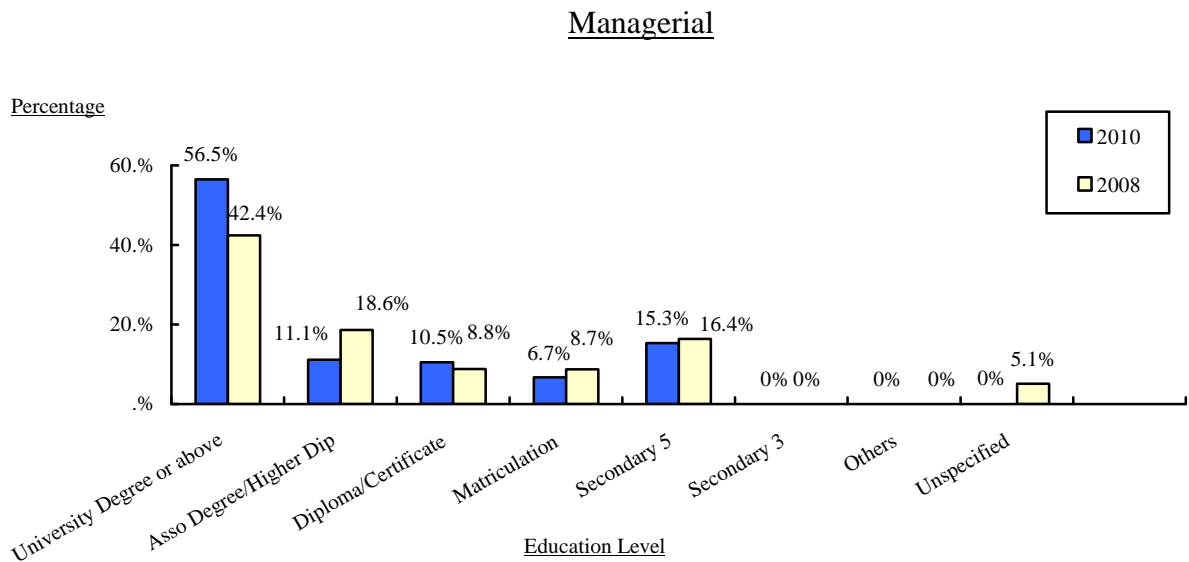
\*\* As percentage change vs projected manpower in pervious year.

## C. RECRUITMENT REQUIREMENTS

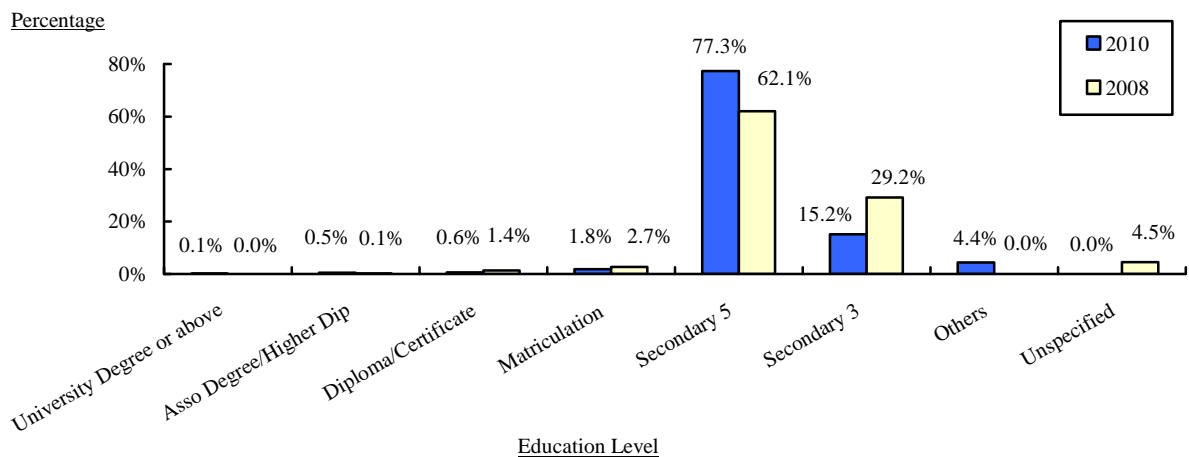
### Preferred Level of Education of Employees

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

Figure 6: Preferred Education Level of Employees by Job Level, 2008 & 2010



## Clerical/Operative



2.27 As shown in Figure 6 above, 56.5% of employers preferred managerial staff to have University or above education level, and 21.6% were satisfied with sub-degree level, i.e. Associate Degree, Higher Diploma and Diploma. For supervisory staff, only 5.5% of employers preferred University or above level, while 21.4% preferred sub-degree level and 55.2% were satisfied with Matriculation or Secondary 5 qualifications. Down to clerical/operative staff, a qualification of either Secondary 3 or Secondary 5, comprising 92.5% in total, was already acceptable to employers.

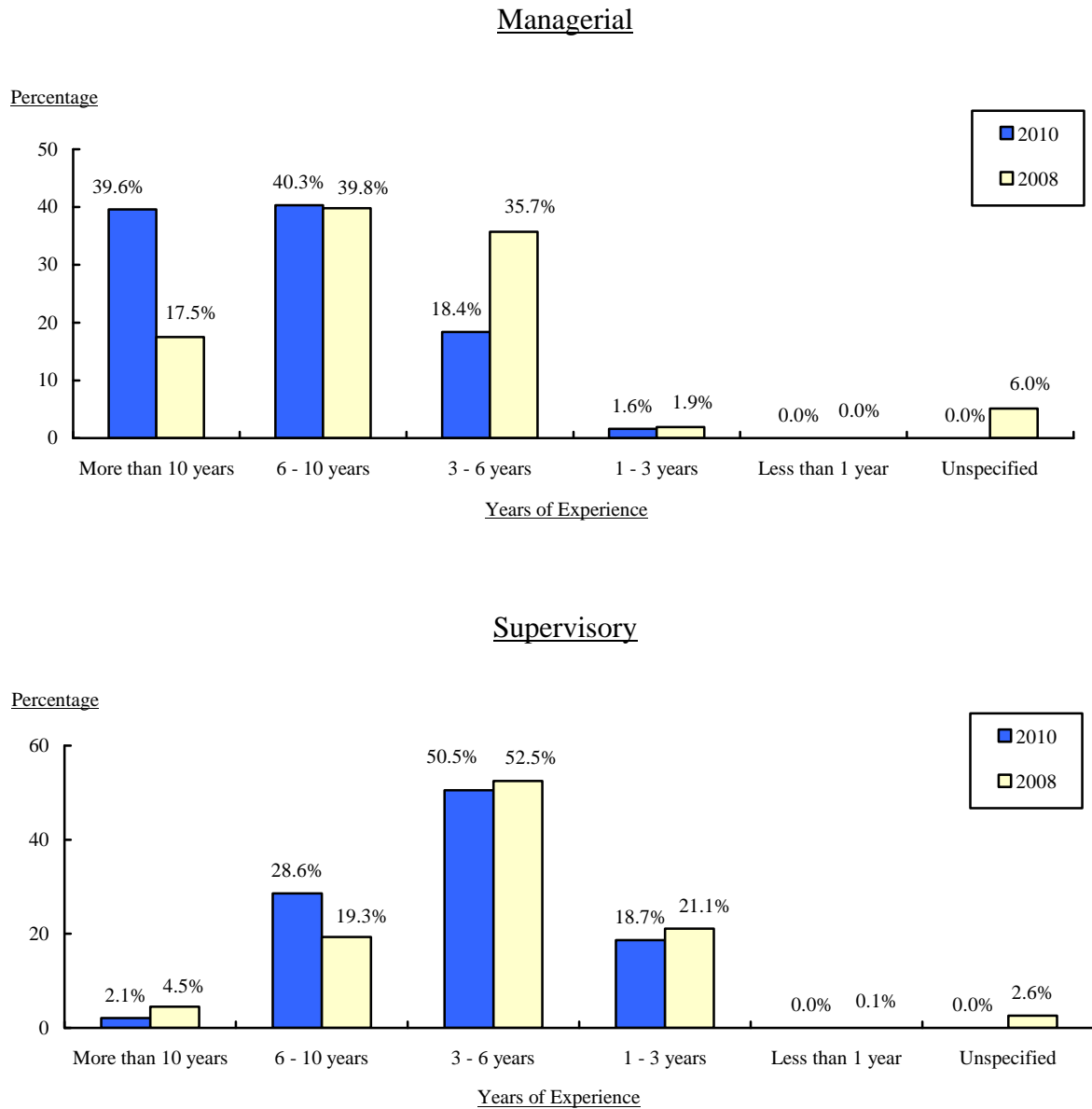
2.28 Compared with 2008, more employers in 2010 required their managerial and supervisory staff to be equipped with University or above qualifications, for the sake of upgrading the overall quality of service in the retail trade. The distinction among associate degree, diploma and matriculation, on the other hand, was blurred and did not make a big difference in the eyes of employers.

2.29 Another phenomenon which deserved attention was that the preference for employees with Secondary 5 education level increased among supervisory or clerical/operative level. This also implies that employers preferred to employ candidates with higher qualifications in managerial level. On the whole, a qualification of Secondary 5 seemed to be the minimum requirement acceptable by most employers in retail trade.

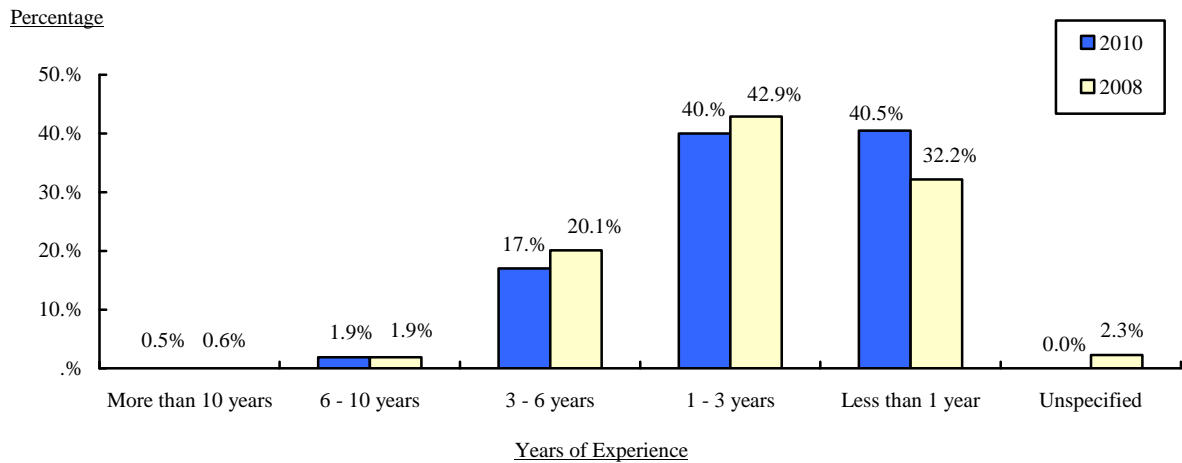
## Preferred Relevant Years of Experience

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

Figure 7: Preferred Relevant Years of Experience by Job Level, 2008 & 2010



## Clerical / Operative



2.31 As compared to the preferred level of education in 2008, employers in 2010 preferred their managerial staff (79.9% vs 57.3% in 2008) to have more working experience of 6 to 10 years of experience, indicating that more employers considered employees' education as a prime factor when they hired or promoted their managerial staff.

2.32 When compared with 2008, the Survey revealed that in 2010, employers preferred the same years of experience as in 2008 for the other two job levels, i.e. "6-10 years" and "3-6 years" for the supervisory level and "1-3 years" and "less than 1 year" for the clerical / operative level.



## **D. TRAINING REQUIREMENTS**

2.33 Attention should be paid to the presented figures related to the training requirements as only companies with employment size of five persons or above (16.1%) were required to answer the questionnaires on training questions during the survey.

### **Training Needs**

2.34 According to the survey, a total of 159 410 training places were either provided or sponsored by employers in 2010, representing a 21.6% rise as compared with 2008. Training place per person, increased from 0.5 in 2008 to approximately 0.7 in 2010 and majority of training was for clerical /operative staff (79.0%). When compared with 2008, the provision of training to both managerial and supervisory levels, and clerical / operative level were increased by 29.6% and 36.5% respectively.

2.35 In 2010, two new subject areas of trainings “Product Knowledge” and “Personal Development” were provided by employers. When compared with 2008, the Survey revealed significant increases of training places in subject areas of “Logistics / Inventory Management / Supply Chain Management” (258.3%), “IT & Applications” (68.1%), “Complaints Handling” (23.1%) and “Selling Skills” (9.7%) in 2010. As a whole, the total training places increased by 21.6% or 34 509. Details statistics of training needs are shown in Tables 8 to 10 in Section V.

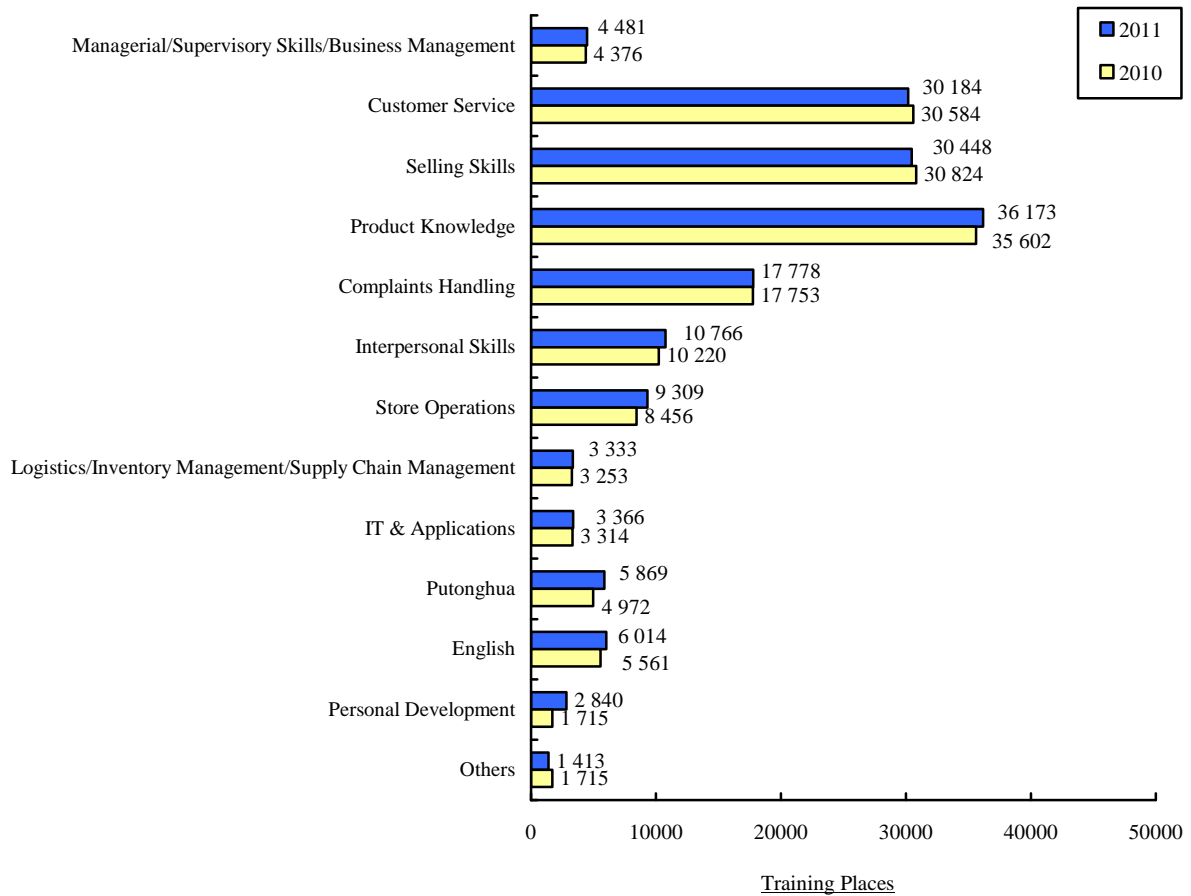
2.36 Figures also revealed that employers have a more open attitude to the provision of training in the coming year. The forecast training places to be provided or sponsored by employers would increase to 161 974 (1.6%) in 2011. Among the training areas, the biggest growth will be “Putonghua” (18.0%), reflecting the attachment of greater importance to clerical / operative staff to deal with visitors from the Mainland to Hong Kong via Individual Visit Scheme. Other areas where significant increases expected are “Store Operation” (10.1%) and “English” (8.1%).

Training Places Provided / Sponsored by Employers

Subject Area	2010	2011 Forecast	Changes	
1. Managerial / Supervisory Skills / Business Management	4 376	4 481	+105	(+2.4%)
2. Customer Service	30 584	30 184	-400	(-1.3%)
3. Selling Skills	30 824	30 448	-376	(-1.2%)
4. Product Knowledge	35 604	36 173	+569	(+1.6%)
5. Complaints Handling	17 753	17 778	+25	(+0.1%)
6. Interpersonal Skills	10 220	10 766	-546	(+5.3%)
7. Store Operations	8 456	9 309	+853	(+10.1%)
8. Logistics / Inventory Management / Supply Chain Management	3 253	3 333	+80	(+2.5%)
9. IT & Applications	3 314	3 366	+52	(+1.6%)
10. Putonghua	4 972	5 869	+897	(+18.0%)
11. English	5 561	6 014	+453	(+8.1%)
12. Personal Development	2 780	2 840	+60	(+2.2%)
13. Others	1 715	1 413	-302	(-17.6%)
<b>Total</b>	<b>159 410</b>	<b>161 974</b>	<b>2 564</b>	<b>(+1.6%)</b>

Figure 8: Comparison of Training Needs by Subject Area, 2010 & 2011

Subject Area



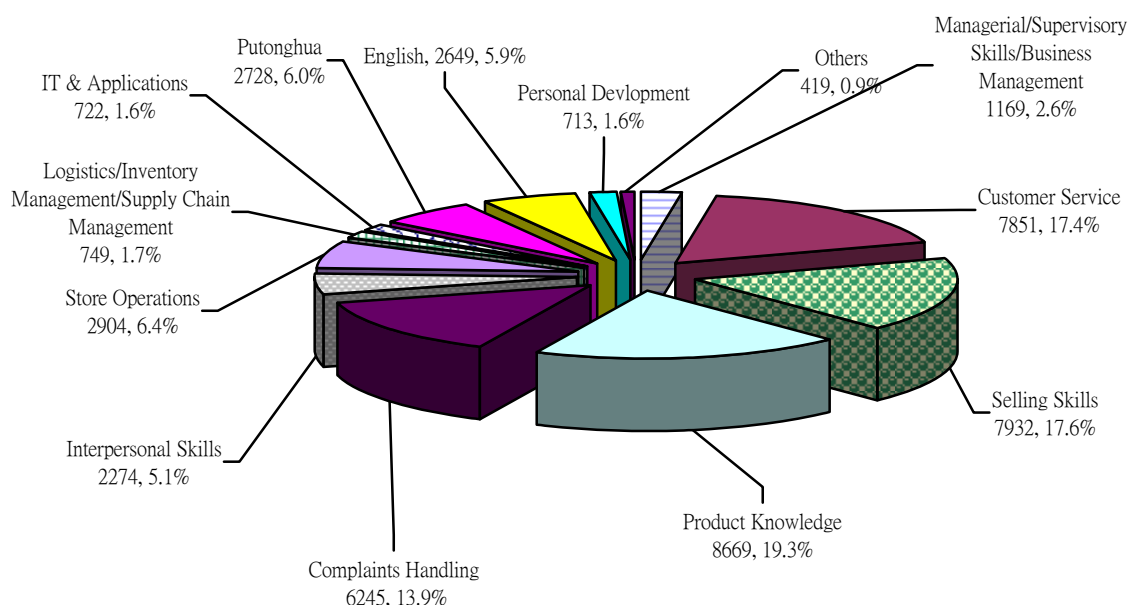
2.37 Of the 161 974 training places required in 2011, 116 968 places (72.2%) will be fulfilled by in-house training while external sources will be required to look after the remaining 45 024 (27.8%) training places.

2.38 Specifically, external training places required for the different subject areas in 2011 will be:

Subject Areas	Training Places Needed	Percentage of Training Places Needed
1. Managerial / Supervisory Skills / Business Management	1 169	2.6%
2. Customer Service	7 851	17.4%
3. Selling Skills	7 932	17.6%
4. Product Knowledge	8 669	19.3%
5. Complaints Handling	6 245	13.9%
6. Interpersonal Skills	2 274	5.1%
7. Store Operations	2 904	6.4%
8. Logistics / Inventory Management / Supply Chain Management	749	1.7%
9. IT & Applications	722	1.6%
10. Putonghua	2 728	6.0%
11. English	2 649	5.9%
12. Personal Development	713	1.8%
13. Others	419	0.9%
<b>Total</b>	<b>45 024</b>	<b>100%</b>

Figure 9 : Needs for External Training Places by Subject Area

(Total External Training Places Required: 45 024)



## Pre-employment Training

2.39 Pre-employment training refers to training provided to people before they enter the workforce or before they are employed in a particular industry. In the 2010 survey, 32.1% (50.8% in 2008 vs 47.5% in 2006) indicated that pre-employment training was either a “Pre-requisite” or “Preferred”, following the upward trend of past years. The figures indicated employers had a neutral attitude on a preference to hire already-trained employees. If analysed by branch, “Department Stores”, “Fuel and Transport Equipment” and “Clothing, Footwear and Allied Product” were at the top of the list. Detailed statistics are shown in Tables 11 and 12 in Section V.

Figure 10: Needs for Pre-employment Training for Frontline Sales Staff by Branch, 2008 & 2010

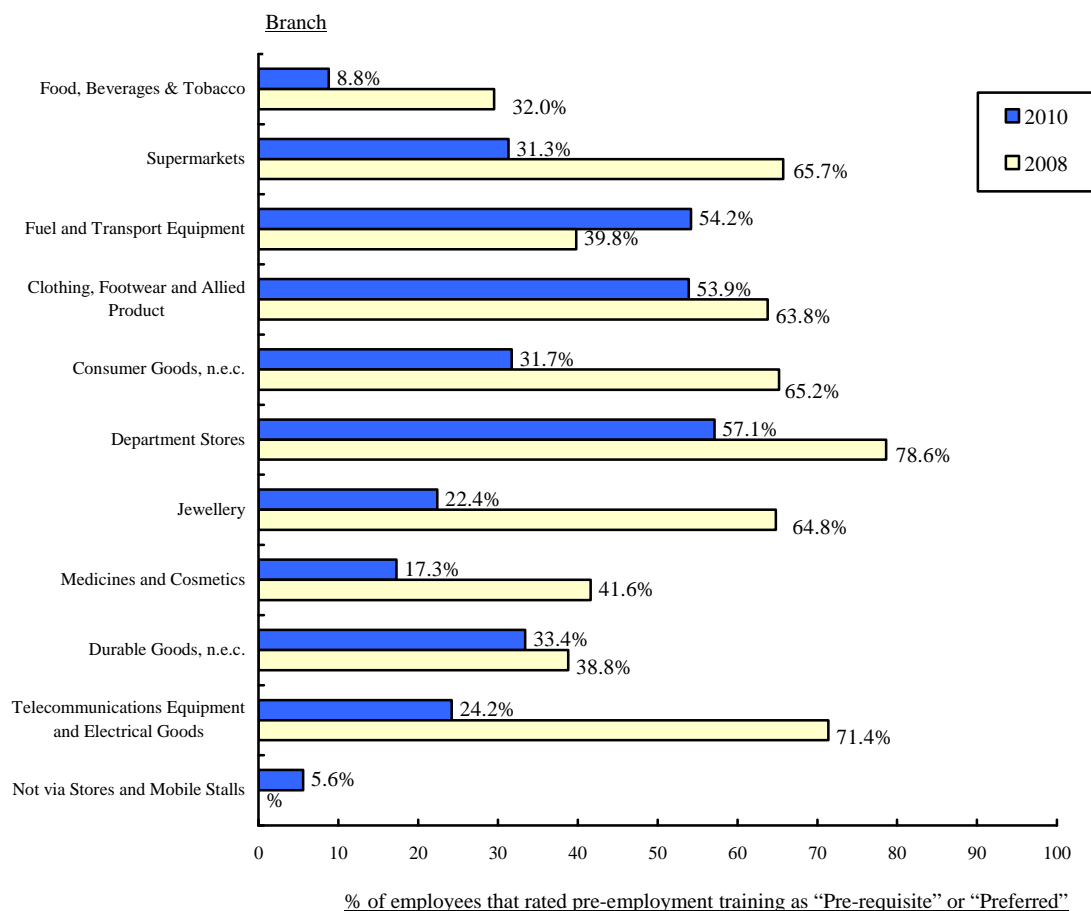
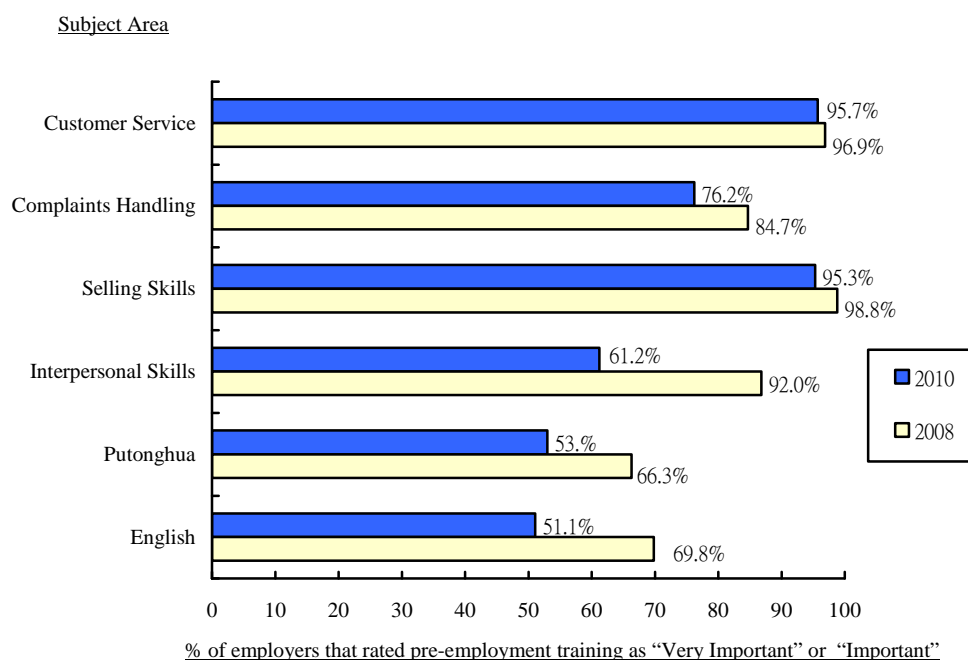


Figure 11: Needs for Pre-employment Training for Frontline Sales Staff by Subject Area, 2008 & 2010



2.40 Six subject areas were used to assess the need for pre-employment training and the top three areas where employers signified either "Very Important" or "Important" are shown in the following table. The results were close to the findings obtained in the 2008 with "Complaints Handling" replacing "Interpersonal Skills / Team Work".

Subject Areas	Needs for Pre-employment Training either 'Very Important' or 'Important'
1. Customer Service	95.7%
2. Selling Skills	95.3%
3. Complaints Handling	76.2%

2.41 The greater emphasis on providing in-service training as well as the need for pre-employment training in "Customer Service", "Selling Skills" & "Complaints Handling" demonstrated the importance of selling techniques to facilitate the rise of sales volume in retail sector.

## E. THE TRENDS

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

2.43 Special attention should be paid to the trend of overall training needs because a sharp increase of 35.0% was not conclusive in overall presentation as only companies with employment size of five persons or above (16.1%) were required to answer the questionnaires on training questions. It was believed that the trend still recorded an increase in order to provide a good quality of customer services in the retail trade. The result might be explained by the decreasing importance of pre-employment training. On the other hand, less part-time sales staff were employed in 2010, a decrease of 14.4% when compared with 2008. Also, the staff turnover rate by branch recorded a 7.3%, which was the lowest one since 2004.

### (a) Total Manpower Demand

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

### (b) Vacancies

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

(c) Overall Training Needs

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

(d) Part-Time Sales Staff

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

Note:

\* Including vacancies

# Only companies with employment size of 5 persons or above (16.1%) indicated their training places.



(e) Staff Turnover Rate by Branch

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

(f) Staff Turnover Rate by Job Level

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

## SECTION III

### RECOMMENDATIONS

#### A. TRAINING NEEDS

3.1 According to the survey findings, 161 974 training places will be required in the next 12 months, of which 116 968 will be met by in-house training and 45 024 to be provided by external training bodies. The main external training subject areas are shown in the table below.

<b>Subject Areas</b>	<b>Training Places Provided by External Training Bodies</b>
Managerial / supervisory skills	1 169
Trade specific skills	38 059
Languages	5 377
Others	419
<b>Total</b>	<b>45 024</b>

3.2 The short to medium-term business outlook for the retail trade is generally favourable as a moderate growth is expected in the IVS measures, local and global economy. In 2010, the economic growth of the world, the Mainland and Hong Kong were 3.9%, 10.3% and 6.8% respectively. The economy is expected to continue to grow in 2011 with an increase of 3.3%, 8.0% and 5.0% in the world, the Mainland and Hong Kong. Moreover, the domestic demand recovered strongly in 2010. Private consumption growth gathered pace and registered 5.8% underpinned by solid consumer confidence and continued improvement in labour market condition. The mentioned factors show a positive strong growth in the retail trade. Despite the retail trade faced a few challenges, such as higher rental price, labour cost, material cost and inflation as well as the introduction of “Statutory Minimum Wage” over the past few months, the trend of growth in the trade is expecting to head upward. On the other hand, the retailers could be more cautious on cost control. However, the retailers are advised not to cut their training costs as training on trade specific skills for new employees and the appropriate training with the view of life-long learning for current staff are necessary. Eventually, the retail trade will require more manpower and a little bit higher staff turnover rate will also be expected in 2011 compared with 2010, when the staff were more stabilized in their current field and post. To match with external training needs as indicated by employers, the Training Board recommends:

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

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

### Qualifications Framework

3.3 The Qualifications Framework (QF) launched by the Government is a seven-level cross-sectoral hierarchy covering both academic and vocational qualifications required by various industries. With unified standards of qualifications and clear indication of the articulation ladders between them, the QF enables learners to set clear goals and direction for obtaining quality-assured qualifications. The Government assisted the retail trade to set up its Industry Training Advisory Committee (ITAC) under the QF in September 2010. Employees are able to acquire knowledge and skills according to industry need and they will be provided a clear learning pathway in pursuing their career development.

### The Training Services Providers

3.4 The number of inbound tourists travel to Hong Kong causes the domestic market to continue to grow. In these instances, more training in the areas of languages and trade specific skills are needed. Meanwhile, the training services providers are also required to provide more training courses on product knowledge and customer service skills to in-service personnel.

3.5 On top of expanding the scope of training, training institutions such as the Vocational Training Council are advised to devise multiple training modes to offer more flexibility to those employees who have long working hours that are unable to attend the programme regularly or work shift.

3.6 Apart from in-service training, pre-employment training including internship and placement opportunities should not be overlooked in order to draw more qualified young people into the trades. Hence, basic knowledge and skills about the trade can be built into the curriculum of some vocational training courses to prepare students for easier adaptation to the job after graduation.

## Employers

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

3.8 Effectiveness of training relies very much on employers' support. In order to encourage employees to attend and complete training courses, employers are advised to offer various incentives.

3.9 Talks or seminars on the latest development of the trade and trade specific skills can be arranged during the lunch time and before the opening business for employees to equip themselves. It would be the easier way for them to adopt the on-job training. In view of shortage of manpower, employers can co-operate with training providers and institutes to provide tailor-made interesting training courses to their employees, especially the young ones.

## Employees

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

## **B. FUTURE SURVEYS**

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

## SECTION IV

### SCOPE AND METHODOLOGY OF SURVEY

#### A. RETAIL TRADE TRAINING BOARD

##### The Training Board

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

##### Working Group on Manpower Survey

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

##### In-Depth Interviews

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

##### Changes Made in the 2010 Survey

4.4 As compared with the 2008 survey, the following changes had been adopted to further enhance the effectiveness of data collection and to follow more closely the market trend:

- (a) "Complaints Handling" and "Logistic / Inventory Management / Supply Chain Management" were revised in training part of the survey.
- (b) "Personal Development" and "Product Knowledge" were added in the survey to meet the needs of training.
- (c) The revised Hong Kong Standard Industrial Classifications (HSIC) Version 2.0 was used.
- (d) The new Branch 11 - "Not via Stores and Mobile Stalls" was subsequently included as the result of (c).

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

## **B. SCOPE AND PROCEDURES**

### **Scope of the Survey**

4.6 Out of the 38 458\* registered companies in the retail industry, a sample comprising 902 companies covering 11 branches was selected by the stratified random sampling method, broken down according to the table below.

	<b>Branch</b>	<b>Sample Size</b>
1	Food, Beverages and Tobacco	139
2	Supermarkets	26
3	Fuel and Transport Equipment	102
4	Clothing, Footwear and Allied Products	160
5	Consumer Goods, n.e.c.	141
6	Department Stores	31
7	Jewellery	77
8	Medicines and Cosmetics	63
9	Durable Goods, n.e.c.	56
10	Telecommunications Equipment and Electrical Goods	70
11	Not via Stores and Mobile Stalls	37
	<b>Total</b>	<b>902</b>

**Note:**

\* The figure of 38 458 refers to the number of registered companies at company level based on the record of Central Register of Establishments (CRE) excluding those inactive companies in the trade. The total size of the trade of 2010 was 44 393.

## **Procedures of the Survey**

4.7 A Briefing Session was held on 10 October 2010. The main purpose of the Session was to brief fieldwork officers of the C&SD on the manpower situation and the nature of various jobs of the retail trade. Also, it helped the officers to have a better understanding of the retail sector before they carried out the fieldwork.

4.8 The fieldwork took place in October 2010, with the majority of questionnaires completed and returned in the first few months.

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

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

## **Response Rate**

4.11 Of the 902 companies selected, 652 complete questionnaires had been received while 45 companies refused to respond and 20 responded partially. The rest of the companies were either non-contactable, not engaged in retail trade, had merged, moved, ceased operation or closed down. The overall effective response rate was 93.7%.

## SECTION V

### LIST OF STATISTICAL TABLES

<b>Table</b>	<b>Descriptions</b>	<b>Page</b>
1	Number of Companies, Employees, Vacancies and Total Manpower Demand by Branch	37
2	Distribution of Employees by Branch and Job Level	38
3	2008 and 2010 Manpower Comparison by Branch	39
4	Number of Employees, Vacancies and Total Manpower Demand by Job	40
5	2008 and 2010 Manpower Comparison by Job	41
6	Preferred Education of Employees by Job	42
7	Preferred Relevant Years of Experience of Employees by Job	43
8	Number of Training Places Provided/Sponsored by Employers in the Past 12 Months by Job Level	44
9	Forecast Number of Training Places to be Provided / Sponsored by Employers in the Next 12 Months by Job Level	45
10	2008 and 2010 Comparison of Training Places Provided / Sponsored by Employers	46
11	Needs for Pre-Employment Training for Frontline Sales Staff by Branch	47
12	Needs for Pre-Employment Training for Frontline Sales Staff by Subject Area	48



**2010 Retail Trade Manpower Survey**

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

	Branch	Number of Companies	No. of Employees at Date of Survey	No. of Vacancies at Date of Survey	Total Manpower Demand (Numbers Employed + Vacancies)	Employers' Forecast for 2011	Changes on 2010	Changes (%) on 2010
1	Foodstuffs, Beverages and Tobacco	10 685	42 295	962	43 257	43 305	48	0.1%
2	Supermarkets	91	24 892	51	24 943	24 965	22	0.1%
3	Fuel and Transport Equipment	875	8 227	88	8 315	8 331	16	0.2%
4	Clothing, Footwear and Allied Products	9 426	50 542	992	51 534	51 645	111	0.2%
5	Consumer Goods, n.e.c.	10 187	43 439	365	43 804	43 802	- 2	0.0%
6	Department Stores	28	11 958	73	12 031	12 041	10	0.1%
7	Jewellery	1 776	12 605	63	12 668	12 666	- 2	0.0%
8	Medicines and Cosmetics	1 277	18 999	148	19 147	19 219	72	0.4%
9	Durable Goods, n.e.c.	1 691	12 478	471	12 949	12 949	0	0.0%
10	Telecommunications Equip & Elec Goods	1 689	13 533	381	13 914	13 914	0	0.0%
11	Not via Stores and Mobile Stalls	733	1 959	130	2 089	2 089	0	0.0%
	<b>Total</b>	<b>38 458*</b>	<b>240 927<sup>#</sup></b>	<b>3 724</b>	<b>244 651</b>	<b>244 926</b>	<b>275</b>	<b>0.1%</b>

Note:

\* The figure of 38 458 refers to the number of registered compaines at company level based on the record of Central Register of Establishment (CRE) excluding those inactive companies in the trade. The total number of companies at company level in 2010 was 44 393.

# Including both Technical Manpower (214 424) and Non-Technical Manpower (26 503).

**2010 Retail Trade Manpower Survey**  
**Table 2 : Distribution of Employees by Branch and Job Level**

	Branch	Managerial	Supervisory	Clerical/ Operative	Part Time Sales/ Service Staff <sup>#</sup>	Owner/Sole Proprietor	Branch Total	% to Total
1	Foodstuffs, Beverages and Tobacco	844	9 158	24 004	3 084	5 205	<b>42 295</b>	17.6%
2	Supermarkets	1 404	2 797	11 637	9 054	0	<b>24 892</b>	10.3%
3	Fuel and Transport Equipment	363	1 215	6 129	163	357	<b>8 227</b>	3.4%
4	Clothing, Footwear and Allied Products	2 624	9 306	30 033	3 779	4 800	<b>50 542</b>	21.0%
5	Consumer Goods, n.e.c.	2 242	7 824	24 009	3 254	6 110	<b>43 439</b>	18.0%
6	Department Stores	678	1 932	7 503	1 845	0	<b>11 958</b>	5.0%
7	Jewellery	770	2 323	8 717	309	486	<b>12 605</b>	5.2%
8	Medicines and Cosmetics	1 492	3 136	12 305	1 727	339	<b>18 999</b>	7.9%
9	Durable Goods, n.e.c.	929	2 276	7 978	951	344	<b>12 478</b>	5.2%
10	Telecommunications Equip & Elec Goods	767	2 296	9 612	248	610	<b>13 533</b>	5.6%
11	Not via Stores and Mobile Stalls	270	214	1 147	0	328	<b>1 959</b>	0.8%
		<b>12 383</b>	<b>42 477</b>	<b>143 074</b>	<b>24 414</b>	<b>18 579</b>	<b>240 927*</b>	<b>100.0%</b>

Note:

\* Including both Technical Manpower (214 424) and Non-Technical Manpower (26 503)

# The number refers to headcounts.

**2010 Retail Trade Manpower Survey**  
**Table 3 : 2008 and 2010 Manpower Comparison by Branch**

	Branch	2008 Total Manpower Demand	2010 Total Manpower Demand	2010 vs 2008 (%)	2011 Forecast	2011 vs 2010 (%)
1	Foodstuffs, Alcoholic Drinks and Tobacco	40 769	43 257	6.1%	43 305	0.1%
2	Supermarkets	25 776	24 943	-3.2%	24 965	0.1%
3	Fuel and Transport Equipment	7 312	8 315	13.7%	8 331	0.2%
4	Clothing, Footwear and Allied Products	50 380	51 534	2.3%	51 645	0.2%
5	Consumer Goods	47 503	43 804	-7.8%	43 802	0.0%
6	Department Stores	10 915	12 031	10.2%	12 041	0.1%
7	Jewellery	11 279	12 668	12.3%	12 666	0.0%
8	Medicines and Cosmetics	17 168	19 147	11.5%	19 219	0.4%
9	Durable Goods	12 378	12 949	4.6%	12 949	0.0%
10	Telecommunications Equip & Elec Goods	12 891	13 914	7.9%	13 914	0.0%
11	Not via Stores and Mobile Stalls	0	2 089	0.0%	2 089	0.0%
	<b>Total</b>	<b>236 371</b>	<b>244 651</b>	<b>3.5%</b>	<b>244 926</b>	<b>0.1%</b>

**2010 Retail Trade Manpower Survey**  
**Table 4 : Number of Employees, Vacancies and Total Manpower Demand by Job**

Job Code	Job	2010			Forecast for 2011		
		No. of Employees at Date of Survey	No. of Vacancies at Date of Survey	Total Manpower Demand (Numbers Employed + Vacancies)	Employers' Forecast for 2011	Changes on 2010	Changes (%)
<b>Managerial</b>							
111	General Manager	598	0	598	598	0	0.0%
112	Operations / Retail Manager	1 684	6	1 690	1 690	0	0.0%
113	District / Area Manager	793	0	793	795	2	0.3%
114	Store Manager	4 296	15	4 311	4 329	18	0.4%
115	Marketing Manager	657	10	667	668	1	0.1%
116	Sales Manager	774	10	784	784	0	0.0%
117	Customer Services Manager	226	0	226	232	6	2.7%
118	Head of Merchandising / Buying Manager	615	3	618	618	0	0.0%
119	Logistics / Distribution / Warehouse Manager	203	0	203	203	0	0.0%
120	Training Manager	205	5	210	210	0	0.0%
121	Visual Merchandising Manager	24	0	24	24	0	0.0%
	<b>Sub Total</b>	<b>10 075</b>	<b>49</b>	<b>10 124</b>	<b>10 151</b>	<b>27</b>	<b>0.3%</b>
<b>Supervisory</b>							
211	Store Supervisor	31 839	89	31 928	31 897	- 31	-0.1%
212	Visual Merchandising Supervisor	336	9	345	353	8	2.3%
213	Logistics / Distribution / Warehouse Supervisor	765	21	786	786	0	0.0%
214	Public Relations Officer / Advertising Officer	637	2	639	639	0	0.0%
215	Customer Services Supervisor	941	4	945	945	0	0.0%
216	Merchandiser / Buyer	4 058	74	4 132	4 134	2	0.0%
217	Training Officer	168	2	170	170	0	0.0%
	<b>Sub Total</b>	<b>38 744</b>	<b>201</b>	<b>38 945</b>	<b>38 924</b>	<b>- 21</b>	<b>-0.1%</b>
<b>Clerical / Operative</b>							
311	Senior Sales Staff	45 329	1 011	46 340	46 253	- 87	-0.2%
312	Junior Sales Staff	68 264	1 764	70 028	70 296	268	0.4%
313	Stock / Purchasing Clerk	2 153	5	2 158	2 162	4	0.2%
314	Stock Assistant	5 835	119	5 954	5 976	22	0.4%
315	Order Assistant (Online services)	1 004	160	1 164	1 164	0	0.0%
316	Visual Merchandising Assistant	27	2	29	29	0	0.0%
411	Part Time Sales / Service Staff*	24 414	283	24 697	24 777	80	0.3%
	<b>Sub Total</b>	<b>147 026</b>	<b>3 344</b>	<b>150 370</b>	<b>150 657</b>	<b>287</b>	<b>0.2%</b>
198	Owner / Sole Proprietor / Working Partner	18 579	0	18 579	18 579	0	0.0%
<b>Total Technical Manpower</b>		214 424	3 594	218 018	218 311	293	0.1%
199	Other Managers	2 308	1	2 309	2 308	-1	0.0%
299	Other Supervisors	3 733	5	3 738	3 738	0	0.0%
399	Other Clerks / Supportive Staff	20 462	124	20 586	20 569	- 17	-0.1%
<b>Total Workforce</b>		<b>240 927</b>	<b>3 724</b>	<b>244 651</b>	<b>244 926</b>	<b>275</b>	<b>0.1%</b>

\* The number refers to headcounts.

**2010 Retail Trade Manpower Survey**  
**Table 5 : 2008 and 2010 Manpower Comparison by Job**

Job Code	Job	2008 Total Manpower Demand	2010 Total Manpower Demand	2010 vs 2008	2011 Forecast	2011 vs 2010
<b>Managerial</b>						
111	General Manager	627	598	-4.6%	598	0.0%
112	Operations / Retail Manager	1 569	1 690	7.7%	1 690	0.0%
113	District / Area Manager	703	793	12.8%	795	0.3%
114	Store Manager	3 952	4 311	9.1%	4 329	0.4%
115	Marketing Manager	628	667	6.2%	668	0.1%
116	Sales Manager	516	784	51.9%	784	0.0%
117	Customer Services Manager	90	226	151.1%	232	2.7%
118	Head of Merchandising / Buying Manager	537	618	15.1%	618	0.0%
119	Logistics / Distribution / Warehouse Manager	187	203	8.6%	203	0.0%
120	Training Manager	99	210	112.1%	210	0.0%
121	Visual Merchandising Manager	0	24	0.0%	24	0.0%
	<b>Sub Total</b>	<b>8 908</b>	<b>10 124</b>	<b>13.7%</b>	<b>10 151</b>	<b>0.3%</b>
<b>Supervisory</b>						
211	Store Supervisor	28 518	31 928	12.0%	31 897	-0.1%
212	Visual Merchandising Supervisor	351	345	-1.7%	353	2.3%
213	Logistics / Distribution / Warehouse Supervisor	700	786	12.3%	786	0.0%
214	Public Relations Officer / Advertising Officer	560	639	14.1%	639	0.0%
215	Customer Services Supervisor	598	945	58.0%	945	0.0%
216	Merchandiser / Buyer	2 687	4 132	53.8%	4 134	0.0%
217	Training Officer	144	170	18.1%	170	0.0%
	<b>Sub Total</b>	<b>33 558</b>	<b>38 945</b>	<b>16.1%</b>	<b>38 924</b>	<b>-0.1%</b>
<b>Clerical / Operative</b>						
311	Senior Sales Staff	42 239	46 340	9.7%	46 253	-0.2%
312	Junior Sales Staff	69 151	70 028	1.3%	70 296	0.4%
313	Stock / Purchasing Clerk	2 044	2 158	5.6%	2 162	0.2%
314	Stock Assistant	6 471	5 954	-8.0%	5 976	0.4%
315	Order Assistant (Online services)	1 105	1 164	0.0%	1 164	0.0%
316	Visual Merchandising Assistant	0	29	0.0%	29	0.0%
411	Part Time Sales / Service Staff*	28 848	24 697	-14.4%	24 777	0.3%
	<b>Sub Total</b>	<b>149 858</b>	<b>150 370</b>	<b>0.3%</b>	<b>150 657</b>	<b>0.2%</b>
198	Owner / Sole Proprietor / Working Partner	18 495	18 579	0.5%	18 579	0.0%
<b>Total Technical Manpower</b>		<b>210 819</b>	<b>218 018</b>	<b>3.4%</b>	<b>218 311</b>	<b>0.1%</b>
199	Other Managers	1 942	2 309	18.9%	2 308	0.0%
299	Other Supervisors	3 355	3 738	11.4%	3 738	0.0%
399	Other Clerks / Supportive Staff	20 255	20 586	1.6%	20 569	-0.1%
<b>Total Workforce</b>		<b>236 371</b>	<b>244 651</b>	<b>3.5%</b>	<b>244 926</b>	<b>0.1%</b>

\* The number refers to headcounts.

**2010 Retail Trade Manpower Survey**  
**Table 6 : Preferred Education of Employees by Job**

Job	University Degree or above	Associate Degree / Professional Diploma / Higher Diploma / Higher Certificate or equivalent	Diploma / Certificate or equivalent	Matriculation	Secondary 5	Secondary 3	Others	Total
<b>Managerial Level</b>								
General Manager	568	17	6	4	3	0	0	598
Operations / Retail Manager	950	303	129	106	196	0	0	1 684
District / Area Manager	377	176	76	95	69	1	0	793
Store Manager	1 742	407	604	420	1123	0	0	4 296
Marketing Manager	566	52	26	2	11	0	0	657
Sales Manager	514	51	128	27	55	0	0	774
Customer Services Manager	172	14	37	3	0	0	0	226
Head of Merchandising / Buying Manager	462	61	14	11	67	0	0	615
Logistics / Distribution / Warehouse Manager	135	28	35	4	2	0	0	203
Training Manager	183	5	4	0	13	0	0	205
Visual Merchandising Manager	24	0	0	0	0	0	0	24
<b>Sub Total</b>	<b>5 692</b>	<b>1 113</b>	<b>1 057</b>	<b>672</b>	<b>1 539</b>	<b>1</b>	<b>0</b>	<b>10 075</b>
<b>% by Job Level (Total : 10 075)</b>	<b>56.5%</b>	<b>11.1%</b>	<b>10.5%</b>	<b>6.7%</b>	<b>15.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>100.0%</b>
<b>Supervisory Level</b>								
Store Supervisor	1156	1094	4848	4992	13056	4258	2436	31 839
Visual Merchandising Supervisor	50	84	137	20	46	0	0	336
Logistics / Distribution / Warehouse Supervisor	96	77	288	52	252	0	0	765
Public Relations Officer / Advertising Officer	143	107	301	38	49	0	0	637
Customer Services Supervisor	256	123	284	63	215	0	0	941
Merchandiser / Buyer	393	322	521	1027	1559	236	0	4 058
Training Officer	39	70	47	6	6	0	0	168
<b>Sub Total</b>	<b>2 132</b>	<b>1 876</b>	<b>6 427</b>	<b>6 197</b>	<b>15 183</b>	<b>4 493</b>	<b>2 436</b>	<b>38 744</b>
<b>% by Job Level (Total : 38 744)</b>	<b>5.5%</b>	<b>4.8%</b>	<b>16.6%</b>	<b>16.0%</b>	<b>39.2%</b>	<b>11.6%</b>	<b>6.3%</b>	<b>100.0%</b>
<b>Clerical / Operative Level</b>								
Senior Sales Staff	147	497	381	1626	32814	8488	1376	45 329
Junior Sales Staff	35	179	460	841	54166	8597	3987	68 264
Stock / Purchasing Clerk	11	19	26	51	2008	37	0	2 153
Stock Assistant	0	0	10	65	4201	1250	309	5 835
Order Assistant (Online services)	0	54	0	9	941	0	0	1 004
Visual Merchandising Assistant	0	0	0	0	27	0	0	27
Part Time Sales / Service Staff*	0	0	33	99	19538	3914	830	24 414
<b>Sub Total</b>	<b>194</b>	<b>748</b>	<b>911</b>	<b>2 690</b>	<b>113 695</b>	<b>22 286</b>	<b>6 502</b>	<b>147 026</b>
<b>% by Job Level (Total : 147 026)</b>	<b>0.1%</b>	<b>0.5%</b>	<b>0.6%</b>	<b>1.8%</b>	<b>77.3%</b>	<b>15.2%</b>	<b>4.4%</b>	<b>100.0%</b>

\* The number refers to headcounts.

**2010 Retail Trade Manpower Survey**  
**Table 7 : Preferred Relevant Years of Experience of Employees by Job**

Job	More than 10 years	6 - 10 years	3 - 6 years	1 - 3 years	Less than 1 year	Total
<b>Managerial Level</b>						
General Manager	376	167	53	3	0	598
Operations / Retail Manager	677	711	250	46	0	1 684
District / Area Manager	301	296	108	88	0	793
Store Manager	1812	1500	976	8	0	4 296
Marketing Manager	165	394	98	0	0	657
Sales Manager	210	402	144	18	0	774
Customer Services Manager	37	175	14	0	0	226
Head of Merchandising / Buying Manager	304	239	71	1	0	615
Logistics / Distribution / Warehouse Manager	59	131	13	0	0	203
Training Manager	37	42	127	0	0	205
Visual Merchandising Manager	16	8	0	0	0	24
<b>Sub Total</b>	<b>3 994</b>	<b>4 065</b>	<b>1 854</b>	<b>163</b>	<b>0</b>	<b>10 075</b>
<b>% by Job Level (Total : 10 075)</b>	<b>39.6%</b>	<b>40.3%</b>	<b>18.4%</b>	<b>1.6%</b>	<b>0.0%</b>	<b>100.0%</b>
<b>Supervisory Level</b>						
Store Supervisor	729	9030	16159	5921	0	31 839
Visual Merchandising Supervisor	2	100	207	27	0	336
Logistics / Distribution / Warehouse Supervisor	3	172	474	116	0	765
Public Relations Officer / Advertising Officer	7	73	493	64	0	637
Customer Services Supervisor	0	302	439	198	2	941
Merchandiser / Buyer	84	1380	1682	913	0	4 058
Training Officer	0	34	131	4	0	168
<b>Sub Total</b>	<b>825</b>	<b>11 091</b>	<b>19 584</b>	<b>7 241</b>	<b>2</b>	<b>38 744</b>
<b>% by Job Level (Total : 38 744)</b>	<b>2.1%</b>	<b>28.6%</b>	<b>50.5%</b>	<b>18.7%</b>	<b>0.0%</b>	<b>100.0%</b>
<b>Clerical / Operative Level</b>						
Senior Sales Staff	772	2552	23843	14937	3225	45 329
Junior Sales Staff	0	275	607	34875	32507	68 264
Stock / Purchasing Clerk	0	0	228	1679	247	2 153
Stock Assistant	0	0	170	3512	2152	5 835
Order Assistant (Online services)	0	0	89	470	445	1 004
Visual Merchandising Assistant	0	0	0	27	0	27
Part Time Sales / Service Staff*	0	0	90	3 319	21 006	24 415
<b>Sub Total</b>	<b>772</b>	<b>2 827</b>	<b>25 027</b>	<b>58 819</b>	<b>59 582</b>	<b>147 027</b>
<b>% by Job Level (Total : 147 026)</b>	<b>0.5%</b>	<b>1.9%</b>	<b>17.0%</b>	<b>40.0%</b>	<b>40.5%</b>	<b>100.0%</b>

\* The number refers to headcounts.

**2010 Retail Trade Manpower Survey**  
**Table 8 : Number of Training Places Provided / Sponsored by Employers in the Past 12 Months by Job Level**

Subject Areas	Managerial & Supervisory	Clerical / Operative	Total	Forecast for 2011	2011 vs 2010
<b>Managerial Training</b>					
Managerial / Supervisory Skills / Business Management	3 497	879	4 376	4 481	2.4%
<b>Trade Specific Training</b>					
Customer Service	4 918	25 666	30 584	30 184	-1.3%
Selling Skills	4 215	26 609	30 824	30 448	-1.2%
Product Knowledge	5 468	30 134	35 602	36 173	1.6%
Complaints Handling	3 822	13 931	17 753	17 778	0.1%
Interpersonal Skills	1 726	8 494	10 220	10 766	5.3%
Store Operations	4 499	3 957	8 456	9 309	10.1%
Logistics / Inventory Management /Supply Chain Management	1 075	2 178	3 253	3 333	2.5%
IT & Applications	971	2 343	3 314	3 366	1.6%
<b>Languages</b>					
Putonghua	1 151	3 821	4 972	5 869	18.0%
English	1 037	4 524	5 561	6 014	8.1%
Personal Development	937	1 843	2 780	2 840	2.2%
<b>Others</b>	512	1 203	1 715	1 413	-17.6%
<b>Total</b>	<b>33 828</b>	<b>125 582</b>	<b>159 410</b>	<b>161 974</b>	<b>1.6%</b>

Note:

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



**2010 Retail Trade Manpower Survey**

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

Subject Areas	Managerial & Supervisory	Clerical / Operative	Total	% of Training Places to be Provided Internally	% of Training Places to be Provided Externally	External Training Places Required
<b>Managerial Training</b>						
Managerial / Supervisory Skills / Business Management	3 471	1 010	4 481	73.9%	26.1%	1 169
<b>Trade Specific Training</b>						
Customer Service	4 584	25 600	30 184	74.0%	26.0%	7 851
Selling Skills	4 087	26 361	30 448	74.0%	26.0%	7 932
Product knowledge	5 465	30 708	36 173	76.0%	24.0%	8 669
Complaints Handling	3 920	13 858	17 778	64.9%	35.1%	6 245
Interpersonal Skills	1 946	8 820	10 766	78.9%	21.1%	2 274
Store Operations	4 908	4 401	9 309	68.8%	31.2%	2 904
Logistics / Inventory Management/Supply Chain Management	1 093	2 240	3 333	77.5%	22.5%	749
IT & Applications	915	2 451	3 366	78.6%	21.4%	722
<b>Languages</b>						
Putonghua	1 192	4 677	5 869	53.5%	46.5%	2 728
English	1 120	4 894	6 014	56.0%	44.0%	2 649
Personal Development	921	1 919	2 840	74.9%	25.1%	713
<b>Others</b>	455	958	1 413	70.3%	29.7%	419
<b>Total</b>	<b>34 077</b>	<b>127 897</b>	<b>161 974</b>	<b>72.2%</b>	<b>27.8%</b>	<b>45 024</b>

Note:

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

**2010 Retail Trade Manpower Survey**

**Table 10 : 2008 and 2010 Comparison of Training Places Provided / Sponsored by Employers**

Subject Areas	2008	2010	2008 vs 2010	2011 Forecast	2011 vs 2010
<b>Managerial Training</b>					
Managerial / Supervisory Skills / Business Management	4 498	4 376	-2.7%	4 481	2.4%
<b>Trade Specific Training</b>					
Customer Service	31 774	30 584	-3.7%	30 184	-1.3%
Selling Skills	28 102	30 824	9.7%	30 448	-1.2%
Product Knowledge	0	35 602	0.0%	36 173	
Handling Complaints	14 416	17 753	23.1%	17 778	0.1%
Interpersonal Skills	14 286	10 220	-28.5%	10 766	5.3%
Store Operations	9 936	8 456	-14.9%	9 309	10.1%
Logistics / Supply Chain Management	908	3 253	258.3%	3 333	2.5%
IT & Applications	1 972	3 314	68.1%	3 366	1.6%
<b>Languages</b>					
Putonghua	7 054	4 972	-29.5%	5 869	18.0%
English	5 986	5 561	-7.1%	6 014	8.1%
Personal Development	0	2 780	0.0%	2 840	2.2%
<b>Others</b>	5 969	1 715	-71.3%	1 413	-17.6%
<b>Total</b>	<b>124 901</b>	<b>159 410</b>	<b>21.6%</b>	<b>161 974</b>	<b>1.6%</b>

Note:

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

2010 Retail Trade Manpower Survey

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

	Branch	Pre-requisite	Preferred	No comment	Not necessary	Unspecified	Total
1	Foodstuffs, Beverages and Tobacco	5	94	360	657	4	1 120
		0.4%	8.4%	32.1%	58.7%	0.4%	
2	Supermarkets	9	7	17	17	1	51
		17.6%	13.7%	33.3%	33.3%	2.0%	
3	Fuel and Transport Equipment	5	138	79	29	13	264
		1.9%	52.3%	29.9%	11.0%	4.9%	
4	Clothing, Footwear and Allied Product	623	261	625	121	8	1 638
		38.0%	15.9%	38.2%	7.4%	0.5%	
5	Consumer Goods, n.e.c.	61	288	242	509	0	1 100
		5.5%	26.2%	22.0%	46.3%	0.0%	
6	Department Stores	2	14	10	2	0	28
		7.1%	50.0%	35.7%	7.1%	0.0%	
7	Jewellery	25	81	136	219	14	475
		5.3%	17.1%	28.6%	46.1%	2.9%	
8	Medicines and Cosmetics	0	85	160	246	1	492
		0.0%	17.3%	32.5%	34.1%	0.2%	
9	Durable Goods, n.e.c.	115	107	157	286	1	666
		17.3%	16.1%	23.6%	42.9%	0.2%	
10	Telecommunications Equipment and Electrical Goods	33	25	102	80	0	240
		13.8%	10.4%	42.5%	33.3%	0.0%	
11	Not Via Stores and Mobile Stalls	0	6	90	12	0	108
		0.0%	5.6%	83.3%	11.1%	0.0%	
	<b>Total</b>	<b>878</b>	<b>1 106</b>	<b>1 978</b>	<b>2 178</b>	<b>42</b>	<b>6 182</b>
		<b>14.2%</b>	<b>17.9%</b>	<b>32.0%</b>	<b>35.2%</b>	<b>0.7%</b>	<b>100.0%</b>

Note:

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

**2010 Retail Trade Manpower Survey**

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

Subject Areas		Very Important		Important		Not Very Important		Not necessary	
		Number	%	Number	%	Number	%	Number	%
1	Managerial / Supervisory Skills / Business Managemnt	48	2.4%	269	13.6%	1 239	62.4%	428	21.6%
2	Customer Service	632	31.9%	1 265	63.8%	51	2.6%	36	1.8%
3	Selling Skills	621	31.3%	1 269	64.0%	56	2.8%	38	1.9%
4	Product Knowledge	461	23.2%	1 345	67.8%	107	5.4%	71	3.6%
5	Complaints Handling	348	17.5%	1 165	58.7%	309	15.6%	162	8.2%
6	Interpersonal Skills	291	14.7%	922	46.5%	552	27.8%	219	11.0%
7	Store Operations	79	4.0%	595	30.0%	1 008	50.8%	302	15.2%
8	Logistics / Inventroy Management / Supply Chain Management	49	2.5%	551	27.8%	1 035	52.2%	349	17.6%
9	IT & Applications	35	1.8%	369	18.6%	1 290	65.0%	290	14.6%
10	Putonghua	80	4.0%	973	49.0%	691	34.8%	240	12.1%
11	English	105	5.3%	909	45.8%	730	36.8%	240	12.1%
12	Personal Development	8	0.4%	626	31.6%	1 055	53.2%	295	14.9%
13	Others	115	76.2%	36	23.8%	0	0.0%	0	0.0%

48

Note:

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

## VOCATIONAL TRAINING COUNCIL

### Terms of Reference of Training Boards

1. To determine the manpower demand of the industry, including the collection and analysis of relevant manpower and student/trainee statistics and information on socio-economic, technological and labour market developments.
2. To assess and review whether the manpower supply for the industry matches with the manpower demand.
3. To recommend to the Vocational Training Council the development of vocational education and training facilities to meet the assessed manpower demand.
4. To advise the Hong Kong Institute of Vocational Education (IVE) and 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, including employers, employers' associations, trade unions, professional institutions, training and educational institutions and government departments, on matters pertaining to the development and promotion of vocational education and training in the industry.
11. To organize seminars/conferences/symposia on vocational education and training for the industry.
12. To advise on the publicity relating to the activities of the Training Board and relevant vocational education and training programmes of the VTC.
13. To submit to the Council an annual report on the Training Board's work and its recommendations on the strategies for programmes in the relevant disciplines.
14. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.

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## RETAIL TRADE TRAINING BOARD

### Membership List

#### Chairman

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

#### Vice-chairlady

Ms YU Lai-yiu, Ruth (nominated by the Hong Kong Retail Management Association)

#### Members

Mr CHOY Jing-man, Ian (nominated by a retail chain)

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

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

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

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

Ms KWOK Yee-ying\* (nominated by a retail chain)

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

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

Mr WONG Tsz-wan, Bryon\* (nominated by the Hong Kong Department Stores and Commercial Staff General Union)

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

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

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

Mr KWOK Kai-hing, Daniel\* (representative of the Executive Director  
of the Vocational Training Council)

Secretary

Mr LEUNG Kim-hang, Lesile\* (The Vocational Training Council)

Mr CHENG Tai-man+ (The Vocational Training Council)

\* Appointment term expired on 31<sup>st</sup> March 2011

+ Appointment term commenced on 1<sup>st</sup> April 2011



**WORKING GROUP ON THE  
2010 RETAIL TRADE MANPOWER SURVEY**

**Membership List**

Convenor

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

Members

Ms CHOW Winnie (A.S Watson Group)

Dr TSO Geoffrey (City University of Hong Kong)

Mr WAI Angus (Fairton International Group Ltd.)

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

Ms YU Ruth (Hong Kong Retail Management Association)

Ms KEA Chi-shun, Josephine (Vocational Training Council)

Secretary

Mr CHENG Tai-man (Vocational Training Council)

**IN-DEPTH INTERVIEWS ON THE  
2010 RETAIL TRADE MANPOWER SURVEY**

**Membership List**

Mr LAU Hak-bun	(Chow Sang Sang Jewellery Company Limited)
Mr WONG HC, Harvey	(Hong Kong CSL Limited)
Mr Joseph CHU	(Prince Jewellery & Watch Company)
Ms Eliza FAN	(Hong Kong Seibu Enterprise Company Limited)

Secretary

Mr CHENG Tai-man	(The Vocational Training Council)
------------------	-----------------------------------

Headquarters Division 2 總辦事處二科  
20F, Skyline Tower, 39 Wang Kwong Road, Kowloon Bay, Kowloon, Hong Kong  
香港九龍九龍灣宏光道39號宏天廣場20樓  
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真 (852) 2574 3759

Our Reference 本局檔號 (9) in RT/4/2 (2010)

Your Reference 來函檔號



4 October 2010

Dear Sir/Madam,

**2010 Manpower Survey of the Retail Trade**

On behalf of the Vocational Training Council, I am writing to solicit your kind cooperation in the 2010 Manpower Survey to be conducted by the Retail Trade Training Board. The Retail Trade Training Board is appointed by the Chief Executive of the Government of the Hong Kong Special Administrative Region to be responsible for matters pertaining to manpower training in the retail trade.

The purpose of the survey is to assess the latest manpower situation and training needs so as to enable the Training Board to formulate appropriate recommendations on manpower training for the retail industry. Information on salary will not be collected in this survey. The survey will be conducted from 11 October to 12 November 2010. Your support in supplying the information will be much appreciated.

----  
completion

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

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

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

I wish to assure you that the information collected will be handled in strict confidence and will be published only in the form of statistical summaries without reference to individual establishments.

All information and findings reported in the survey reports is of great relevance for future growth and development in your company. It would be most appreciated if you would take a few minutes in completing the questionnaire.

For details of past manpower survey reports of the Retail Trade, please visit our website: <http://rttb.vtc.edu.hk>.

Should you have any questions regarding the survey, please contact the Manpower Statistics Section of the Census and Statistics Department at 2116 8505.

Thank you for your cooperation.

Yours faithfully,

A handwritten signature in black ink, appearing to read "T H JIM", written over a horizontal line.

(T H JIM)  
Chairman  
Retail Trade Training Board

**CONFIDENTIAL**

WHEN DATA ENTERED

填入數據後即成

機密文件

**Appendix A**

附錄A

**VOCATIONAL TRAINING COUNCIL**

職業訓練局

(For companies with employment size of 4 persons or less)

公司僱員人數四人或以下

**2010 MANPOWER SURVEY OF THE RETAIL TRADE**

2010 年 零 售 業 人 力 調 查

**QUESTIONNAIRE**

調查表

*PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE*

填表前請詳閱附註

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

NAME OF COMPANY: \_\_\_\_\_

公司名稱

ADDRESS: \_\_\_\_\_

地址

TYPE OF PRODUCTS / SERVICES: \_\_\_\_\_

產品/服務

TOTAL NUMBER OF PERSONS ENGAGED: \_\_\_\_\_

僱員總人數

NAME OF PERSON TO CONTACT: \_\_\_\_\_

聯絡人姓名

28

47

POSITION: \_\_\_\_\_

職位

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

電話

48

55

56

63

FAX NO.: \_\_\_\_\_

圖文傳真

E-MAIL: \_\_\_\_\_

64

98

	(A) Job 工作		(B) No. of Employees at Date of Survey  現有的 僱員人數	(C) No. of Vacancies at Date of Survey  現有的 空缺額	(D) Forecast of No. Employed 12 Months from Now  預計12個月 後僱員人數	(E) Preferred Level of Education  僱員宜有的 教育程度	(F) Preferred Relevant Years of Experience  僱員宜有的 相關年資	Codes 編號說明
	Title 職稱  (See Appendix C) (參閱附錄C)	Rec. Type	Job Code 職位編號  8 - 10	11 - 14	15 - 17	18 - 21	22	23
1.		2						<p><u>Column (E) (E欄)</u></p> <p>Enter in Column (E) the preferred level of education for employee according to the following codes: 請將僱員宜有的教育程度，按下列編號填入「E」欄內：</p> <p><u>Codes Preferred Level of Education</u> 編號 宜有的教育程度</p> <p>1 University Degree or above 大學學位或以上</p> <p>2 Associate Degree/Professional Diploma/ Higher Diploma/Higer Certificate or equivalent 副學士學位／專業文憑／高級文憑／高級證書或同等學歷</p> <p>3 Diploma/Certificate or equivalent 文憑／證書或同等學歷</p> <p>4 Matriculation 預科</p> <p>5 Secondary 4 - Secondary 5 中四 - 中五</p> <p>6 Secondary 3 中三</p> <p>7 Others 其他</p> <p><u>Column (F) (F欄)</u></p> <p>Enter in Column (F) the preferred relevant years of experience for employee according to the following codes: 請將僱員宜有的相關年資，按下列編號填入「F」欄內：</p> <p><u>Codes Preferred Relevant Years of Experience</u> 編號 宜有的相關年資</p> <p>1 10 years or more 十年或以上</p> <p>2 6 years to less than 10 years 六年至十年以下</p> <p>3 3 years to less than 6 years 三年至六年以下</p> <p>4 1 year to less than 3 years 一年至三年以下</p> <p>5 Less than 1 year 一年以下</p>
2.		2						
3.		2						
4.		2						
5.		2						
6.		2						
7.		2						
8.		2						
9.		2						
10.		2						

Please tick in the appropriate box if your company wants a complimentary copy of the 2010 Manpower Survey Report.

如貴公司欲收到二〇一〇年人力調查報告贈閱版，請於方格內加上 "✓" 號。

 388

Booklet 書冊

 389

CD-ROM 光碟

 390

Email 電郵

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

問卷完，多謝合作。

<b>CONFIDENTIAL</b> WHEN DATA ENTERED	填入數據後即成 <b>機密文件</b>
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**Appendix A**  
附錄A

**VOCATIONAL TRAINING COUNCIL**

職業訓練局

(For companies with employment size of 5 persons or above)  
公司僱員人數五人或以上

**2010 MANPOWER SURVEY OF THE RETAIL TRADE**

2010 年 零 售 業 人 力 調 查

**QUESTIONNAIRE**

調查表

PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE

填表前請詳閱附註

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

NAME OF COMPANY: \_\_\_\_\_  
公司名稱

ADDRESS: \_\_\_\_\_  
地址

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

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

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

POSITION: \_\_\_\_\_  
職位

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

FAX NO.: \_\_\_\_\_  
圖文傳真

E-MAIL: \_\_\_\_\_  
64 98

**Part I**

**第一部份**

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

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

**Codes  
編號**      **Preferred Level of Education  
宜有的教育程度**

1      University Degree or above  
大學學位或以上

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

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

4      Matriculation  
預科

5      Secondary 4 - Secondary 5  
中四 - 中五

6      Secondary 3  
中三

7      Others  
其他

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

**Codes  
編號**      **Preferred Relevant Years of Experience  
宜有的相關年資**

1      10 years or more  
十年或以上

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

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

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

5      Less than 1 year  
一年以下

Note : If additional lines are necessary, please tick here  and enter on supplementary sheet(s).  
附註：如此頁填滿，請先將“✓”號填入此  內，然後在附頁繼續填寫。



**Part II**  
**第二部份**

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

1. Number of full-time retail trade employees in October 2009 (12 months ago).  
2009年10月時(12個月前)的全職零售業僱員人數。

- (a) Managerial  
經理級       
8
- (b) Supervisory  
主任級       
12
- (c) Sales Staff  
售貨員       
16
- (d) Other Operative & Clerical Support  
其他技術人員及文員級       
20

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

- (a) Managerial  
經理級       
25
- (b) Supervisory  
主任級       
29
- (c) Sales Staff  
售貨員       
33
- (d) Other Operative & Clerical Support  
其他技術人員及文員級       
37

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

3. (a) Number of Part-time Sales/Service Staff in October 2009 (12 months ago).  
2009年10月時(12個月前)的兼職售貨員/服務員人數。

42

46

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

47

51

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

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

24

41

**Training**

**訓練**

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

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

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

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

附註 : \* 內部訓練指由公司內部提供之訓練。

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

\* 外間訓練指由公司以外的培訓機構提供之訓練。

**For Official Use Only**

此欄毋須填寫

234 236

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

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

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此欄毋須填寫

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

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

貴機構有沒有為兼職售貨員／服務員資助或提供培訓？

Yes   
有

No   
沒有

329

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

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

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

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

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

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

334

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

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

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

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此欄毋須填寫

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

387

Please tick in the appropriate box if your company wants a complimentary copy of the 2010 Manpower Survey Report.

如貴公司欲收到二〇一〇年人力調查報告贈閱版，請於方格內加上"✓"號。

388

Booklet 書冊

389

CD-ROM 光碟

390

Email 電郵

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

問卷完，多謝合作。

**2010 Manpower Survey of the Retail Trade**

**Explanatory Notes**

**(For companies with employment size of 4 persons or less)**

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

**Part I**

4. **Column “A” - Job Titles**

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

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

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

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

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

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

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

8. Column “E” - Preferred Level of Education

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

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

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

**2010 Manpower Survey of the Retail Trade**

**Explanatory Notes**

**(For companies with employment size of 5 persons or above)**

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

**Part I**

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

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

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

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

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

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

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

8. Column “E” - Preferred Level of Education

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

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

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

**Part II**

10. Full-time Retail Trade Employees 12 Months Ago

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

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

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

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

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



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

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

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

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

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

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

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

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

**2010 Manpower Survey of the Retail Trade****Job Descriptions of Principal Jobs**

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

Code No.	Job Title	Brief Job Description
<b>MANAGERIAL LEVEL (including Senior and Assistant Managers) (Continued)</b>		
120	Training Manager	Plans, directs and manages training functions. Formulates training plans with reference to manpower plan, identifies training needs, delivers training programmes and monitors training effectiveness.
198	Owner/Sole Proprietor/ Working Partner	Owns and runs the business.
199	Other Managers (please specify titles)	Managers involve in accounting, finance, IT or other administrative work.
<b>SUPERVISORY LEVEL (including Senior and Assistant Supervisors)</b>		
211	Store Supervisor	Responsible for the sale of a particular merchandise or a range of merchandises in a store/outlet. Checks and studies sales figures, stock and customers' preference and makes subsequent recommendations. Supervises a team of sales staff.
212	Visual Merchandising Supervisor	Supervises and designs visual merchandise in shop window, showcase and inside store. Plans and implements merchandise display in store.
213	Logistics/Distribution/ Warehouse Supervisor	Supervises logistics, distribution and warehousing of merchandise to achieve planned levels of services to users and customers.
214	Public Relations Officer/ Advertising Officer	Plans and implements marketing programmes to promote sale of merchandise and to promote a company's image. Keeps close contact with the mass media and advertising agents.
215	Customer Services Supervisor	Supervises and implements activities relating to customer services. Provides services directly to customers.
216	Merchandiser/Buyer	Responsible for merchandising or buying functions. Liaises and negotiates with suppliers and appropriate departments to ensure continuity and quality of merchandise supply.

Code No.	Job Title	Brief Job Description
<b>SUPERVISORY LEVEL (including Senior and Assistant Supervisors) (Continued)</b>		
217	Training Officer	Implements training plans, conducts training programmes, maintains training records, and arranges for training administration.
299	Other Supervisors (please specify titles)	Supervisors performing administrative and supporting works.
<b>OPERATIVE/CLERICAL SUPPORT LEVEL</b>		
311	Senior Sales Staff	Sells merchandise, provides customer service, and/or operates cash register in retail store. Typically has more sales experiences and/or good sales records. (If companies do not have their own system of classification, sales staff having 5 years or more relevant experience in the industry will be classified as senior.)
312	Junior Sales Staff	Sells merchandise, provides customer service, and/or operates cash register in retail store. Usually has less sales experience. (If companies do not have their own system of classification, sales staff having less than 5 years of relevant experience in the industry will be classified as junior.)
313	Stock/Purchasing Clerk	Receives, stores and distributes supplies and commodities. Prepares purchase orders and maintains records of items purchased. Compiles and compares stock records to prepare purchase requisitions.
314	Stock Assistant	Delivers and receives merchandise, arranges storage, fills up shelves in warehouse and/or in stores.
315	Order Assistant (Online services)	Receives online orders, checks stocks, arranges distribution of commodities, and confirms the delivery of commodities to destinations.
399	Other Clerks/Supportive Staff (please specify titles)	Clerks provide supporting work.
411	Part Time Sales/Service Staff	Employed on part time basis. Sells merchandise, provides customer service, and/or operates cash register in retail store.

## **Manpower Projection of the Retail Trade for 2011-2013 Labour Market Analysis Approach**

### **Methodology**

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

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

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

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

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

- i) Total loans and advances [LAI]
- ii) Composite consumer price index [CCPI]
- iii) Property price index (private domestic) [PPI]
- iv) Number of visitor arrivals [VAI]

- v) Export of services [XSER]
- vi) Export of goods in quantum index [XGDS]
- vii) Import of goods in quantum index [MGDS]

5. Due to insufficient manpower data for the second step, a method based on economic theories applied to the Input-Output (I/O) model will be adopted. Input-output model attempts to quantify the interdependency of the various sectors in an economy. In this I/O table, information on the economy will be presented with all outputs in either one of the two types: production (i.e. agriculture, manufacturing, services industries) or final demand (i.e. consumption or investment). In the I/O model, an industry uses certain primary inputs (e.g. labour, capital equipment) to produce outputs. The industry is assumed to have fixed production coefficients (i.e. constant return to scale) over the short time span under consideration. To generate the employment effect, it is necessary to estimate a set of labour input requirements by determining the ratio of the production (or final demand) to the number of employees. The ratio, called employment coefficient, will represent the number of employees needed to produce a single unit of production (or final demand).

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

7. Based on the statistical model with LMA approach, the manpower demand of the retail trade for 2011-2013 is projected as below:

Year	Actual Manpower	Employers' Forecast	Projected Manpower
2010	244,651		
2011		244 926 (0.1%*)	246,920 (0.9%*)
2012			254,918 (3.2%**)
2013			261,245 (2.5%**)
* as percentage change vs actual manpower in 2010			
** as percentage change vs projected manpower in previous year.			

# 第一章

## 報告摘要

### 人力調查

1.1 零售業訓練委員會每兩年進行一次人力調查，評估業內人力情況，並了解人力需求及培訓需要。

1.2 實地調查工作於 2010 年 10 月進行，以 2010 年 10 月 10 日為調查數據的參考日，並以分層隨機抽樣法，從 38 458\* 間零售業登記商號選出 902 間為調查對象，收集問卷。

1.3 調查採用《香港標準行業分類 2.0 版》，並據此新增第十一個類別：「無店面和不經流動貨攤」類別。

1.4 為提高回應率，僱員在四人或以下的公司只需填寫調查表第一部分的基本資料，無須回答有關訓練需求的問題。詮釋和比較這些數據時，請加留意。

1.5 是次調查整體有效回應率\*為 93.7%，較 2008 年的 95.1% 為低。

### 目的

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

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附註：

\* 2010 年零售業公司的總數為 44 393 間，剔除機構紀錄庫中不活躍商號後，登記公司數目有 38 458 間。

\* 「回應率」包括「部分回覆」及「回覆」的比率在內。

## 限制

1.7 因調查與出版報告之間相隔一段時間，期間香港經濟情況或已有變；受此影響，調查結果會與實際情況有差異。

1.8 資源所限，本會以統計方法向業內機構進行抽樣調查。因此，難免出現內在的統計誤差，可能影響調查結果的詮釋。

## 業務前景

1.9 2010 年上半年，全球金融危機的影響逐漸減退。及至同年第三季，香港經濟已經完全復甦。政府統計處的經濟及社會資料顯示，2010 年的按年本地生產總值[GDP]為 7.5%，較 2009 年上升 10.8%；而 2010 年首季的 GDP，亦較 2009 年同期上升 8.9%。自 2010 年首季開始，GDP 出現顯著升幅。

1.10 未經季節性調整的失業率續升，由 2010 年首季的 4.4% 上升至第二季的 4.7%。及至 2010 年最後一季，失業率下降至 3.7% 至最低的 3.3%，是 2003 年以來最低。2011 年 3 月至 5 月的失業率更進一步下降至 3.6%。由於經濟前景樂觀、住戶財富增加及失業率下降，預計 2011 年零售業的營業額及銷售量將會有所上升。

1.11 由於各項經濟指標的表現均呈強勢，預期 2011 年的經濟狀況將持續有增長。零售業的營商環境預期會頗佳。2011 年的首兩個月，零售業繼續表現強勁，總營業額及銷售量較上年同期分別增加了 18.8% 及 14.7%；及至 2011 年 5 月，零售業的總營業額更達至 331 億元，而全年營業額亦上升了 27.8%。撇開價格轉變的影響，零售業的總銷售量錄得 21.6% 的增長。

1.12 消費者信心增強帶動本地消費上升，加上就業及收入前景理想、來港旅客人數上升，必然會更進一步刺激本港的零售業務。同時，全球經濟穩定，而且內地經濟增長強勁，因此預期 2011 年全年的零售銷售量將錄得雙位數字的增幅。

1.13 人民幣兌美元的匯率自 2005 年開始持續攀升。內地經濟增長強勁，貿易盈餘亦上升，匯率於 2007 年後期至 2008 年前期加速升值；2010 年，匯率主要在窄幅內徘徊。2010 年全年，人民幣兌美元的匯率平均上升了 6%，對內地旅遊的私人消費開支有重大影響。

1.14 由於更多內地旅客透過「個人遊」計劃來港，與此相關的旅遊消費，由 2009 年的港幣 1,582.75 億元急升至 2010 年的 2,099.83 億元。內地旅客人次佔 2010 年全年來港旅客量約 63%，超過 2,260 萬人次，較 2009 年上升 26.3%。

1.15 內地旅客人數急升，必然刺激本港的零售銷售業績。中央政府推行一年多次赴香港「探親」簽注，方便內地居民赴香港探親。內地居民持附有這項簽注的往來港澳通行證，可於簽注有效期內多次來港探親。



1.16 此外，特區政府亦推出措施，放寬澳門及台灣旅客的留港限制。澳門永久性居民以訪客身分在港逗留的期限由 14 天延長至 180 天。另外，持有有效「台灣居民來往大陸通行證（台胞證）」的台灣居民，即使沒有有效的大陸入境簽注，亦可進入並於香港逗留最多七天。預計這些措施可以進一步推動澳門及台灣旅客對本港零售業的貢獻。

1.17 根據國家統計局的資料，內地的按年 GDP 於 2011 年首季錄得 9.7% 的升幅。3 月份的按年消費物價、生產者價格及工業生產成本分別上升 5.4%、7.3% 及 14.8%。儘管如此，按年零售銷售量仍然跳升了 17.4%。由於內地消費品價格高企，預期內地居民會選擇於其他消費較廉的國家及香港消費，亦可預期部分經濟能力優厚的內地消費者或會傾向在香港購買更多高檔產品。

1.18 《2011-12 年度財政預算案》宣布，政府將發放 6,000 元予合資格的香港居民。有關措施不但有助減輕勞工階層的生活負擔，同時亦可刺激本地的私人消費。

1.19 自 2009 年最後一季以來，通脹壓力持續上升，預期 2011 年的通脹情況將進一步加劇。2011 年 3 月的綜合消費物價指數[CCPI]估計會上升 4.4%，較 2010 年的 2.9% 升幅為高。

1.20 隨著「法定最低工資」（現階段為每小時 28 元）於 2011 年 5 月 1 日實施後，文員／技術支援人員及兼職售貨員／服務員的薪酬將受到影響，最終對機構的營運成本造成壓力。

1.21 自 2009 年最後一季後，本地經濟增長強勁，營商成本壓力越來越明顯。外圍方面，多項進口貨品的價格持續上調，造成壓力，反映新興市場強勁的需求，以及全球商品價格在流動性過剩的情況下上漲。全球食品價格的脹幅尤為明顯。中東及北非政局動盪更進一步推動油價急升。事實上，世界各地的通脹在 2010 年首季繼續攀升，於蓬勃增長的亞洲經濟體中尤為明顯。

1.22 預期 2011 年的私人商業樓宇租金將穩步上揚。差餉物業估價署的資料顯示，2010 年全年的租金價格持續攀升，最後一季的租金價格較 2009 年同期增加了 28%。去年同期的租金亦有所上升，但升幅相對較細，只有 10%。

1.23 由於租金價格上調、勞動力及材料成本上升、通脹持續、「法定最低工資」推行，估計未來零售業將面臨多項挑戰。不過，隨著旅客消費市道暢旺及本地消費者需求增強，預計零售業的銷售量將增長強勁。此外，收入改善亦將帶動本地消費。如未來數個月，來港旅客人次持續上升，零售業將連帶受惠。預期僱主會招聘更多員工，應付大量抵港的購物旅客。

1.24 在多項與內地相關的措施推動下，上述業務展望可能非常貼近 2011 年的實際情況。總括而言，本會及接受深入訪問的人士均認為零售業將於 2011 年有蓬勃的增長。

## 2010年的人力情況

1.25 調查期間，零售業共有 240 927 名僱員（2008 年：231 229 名），較上次調查上升 4.2%。其中，主要職能人員有 214 424 人（89%）（2008 年：205 806 人），非主要職能人員則有 26 503 人（11%）（2008 年：25 423 人）。

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

1.27 在 2010 年總數為 240 927 名的僱員中，10 075 人（4.2%）為經理級、38 744 人（16.1%）為主任級、147 026 人（61.0%）為文員／技術人員級（包括兼職售貨員）、18 579 人（7.7%）為東主／獨資經營者／執行合夥董事，26 503 人（11.0%）為非主要職能人員。2008 年與 2010 年人力調查的比較如下：

職級	2008	2010
東主／獨資經營者／執行合夥董事	8%	7.7%
經理級	3.8%	4.2%
主任級	14.4%	16.1%
文員／技術人員級	62.8%	61.0%
非主要職能人員	11%	11.0%
<b>總計</b>	<b>100.0%</b>	<b>100.0%</b>

1.28 調查當日，零售業共有 3 724 個職位空缺。其中，49 個為經理級、201 個是主任級、3 344 個屬文員／技術人員級，另外有 130 個非主要職能人員空缺。連同空缺數目在內，於調查數據參考日的需求人力總共為 244 651 人。

## 僱主對 2011 年的人力預測

1.29 僱主預期，在調查參考日起計的未來 12 個月，將需求 244 926 人，整體人數較 2010 年增加 275 人（0.1%）。

1.30 預測人力需求增長最大的類別如下：

- a. 藥物及化妝品（+0.4%）
- b. 衣物、鞋類及有關製品（+1.3%）
- c. 燃料及運輸設備（+0.2%）

1.31 另一方面，預期「其他消費品」及「珠寶首飾」的人力需求將稍微下跌，各減少兩人。

1.32 如按職級劃分，預測經理級會增加 26 人（0.2%），而文員／技術人員級則會增加 190 人（0.1%）。相反，主任級會減少 21 人（0.1%）。

### 採用人力市場分析法作人力預測（2011 年至 2013 年）

1.33 一如 2008 年的調查報告，本報告繼續採用人力市場分析法[LMA]以推算未來三年零售業的人力需求，並從 42 項經濟指標中挑選七項主要組成部份，通過統計測試，得出推算結果。有關 LMA 及主要假設的描述，請參閱第二章 2.24 至 2.25 段。推算 2011 年至 2013 年人力需求如下：

年份	實際人力情況	僱主預測	人力市場分析法推算的人力需求
2010	244 651	-	-
2011	-	244 926 (+0.1%*)	246 920 (+0.9%*)
2012	-	-	254 918 (+3.2%**)
2013	-	-	261 245 (+2.5%**)

1.34 由 LMA 推算出來的 2011 年人力需求預測上升 0.9%，與僱主預測的 0.1% 增長相比，無論在幅度或方向上均有稍微的差別。出現差異的原因，或許是由於調查於 2010 年 10 月進行，而 LMA 則把反映 2011 年首季良好經濟環境的最新經濟指標亦計算在內。

### 訓練需求 #

1.35 為準備面對金融危機，大部分僱主認為有迫切需要提升僱員的知識及技能，以應付繁重的零售業務，以及保持競爭力。

1.36 僱主於 2011 年預期提供或資助 161 974 個訓練名額，較 2010 年的 159 410 個名額，稍微上升 1.6%。由於預期 2011 年的經濟前景樂觀，有關升幅屬必要，顯示僱主將繼續關注員工培訓及發展，以保持優質的顧客服務。

1.37 預測 2011 年由公司內部及外界提供的訓練名額比例如下（按訓練範疇劃分）：

訓練範疇	公司內部提供的訓練名額	外界提供的訓練名額
管理培訓	73.9%	26.1%
行業專門培訓	74.1%	25.9%
語文	61.5%	38.5%
其他	70.3%	27.8%

附註：

\* 與 2010 年實際人力比較的變動百分率。

\*\* 與前一年推算人力比較的變動百分率。

# 所有有關訓練需求的數字，不包括僱員四人或以下的公司。

1.38 2010 年調查顯示，訓練需求最大的三個範疇分別為：

- a. 產品知識
- b. 銷售技巧
- c. 客戶服務

1.39 2010 年調查顯示，訓練需求增長最大的三個範疇分別為：

- a. 普通話
- b. 店舖營運
- c. 英語

1.40 為改善整體僱員水平，約 32.1% 僱主表示前線售貨員的職前培訓屬「必須」或「宜有」，較 2008 年的 50.8% 下降，顯示僱主相對沒那麼看重職前培訓，認為可以為僱員提供職內培訓。如單看「必須」一項，百分比則從 2008 年的 12.1% 明顯上升至是次調查的 14.2%；而「宜有」一項，百分比則從 2008 年的 38.7% 下降至 2010 年的 17.9%。

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資料來源：

1. 《恒生經濟月報》
2. 中國經濟脈搏[*China Economic Monitor*]
3. 香港金融管理局
4. 政府統計處
5. 香港旅遊發展局
6. 香港貿易發展局
7. 2010 年經濟概況及 2011 年經濟展望

## 第二章

### 調查結果

#### 甲. 2010 年人力情況

##### 人力總數

2.1 根據調查結果，於 2010 年 10 月調查參考日零售業共僱用 240 927 人，其中 214 424 人 (89%) 為主要職能人員，其餘 26 503 人 (11%) 為非主要職能人員，與 2008 年的情況相同。

2.2 附錄 5 載列按職級劃分的主要職務名稱及工作說明。為了解零售業總共僱用的人力全貌，是次調查分析包括主要職能人員及非主要職能人員。「人力需求」是指在調查期間上述兩類職能的僱員人數及空缺數目的總和。詳細人力統計數字見第五章表 1 至表 5。

##### 不同公司規模的人力分布情況

2.3 調查將零售業分為十一個類別，以下為各類公司規模的人力分布情況：

類別	公司僱員 四人或以下	公司僱員 五人或以上	總計
1. 食品、飲品及煙草	9 565	1 120	<b>10 685</b>
2. 超級市場	40	51	<b>91</b>
3. 燃料及運輸設備	611	264	<b>875</b>
4. 衣物、鞋類及有關製品	7 788	1 638	<b>9 426</b>
5. 其他消費品	9 087	1 100	<b>10 187</b>
6. 百貨公司	0	28	<b>28</b>
7. 珠寶首飾	1 301	475	<b>1 776</b>
8. 藥物及化妝品	785	492	<b>1 277</b>
9. 其他耐用品	1 025	666	<b>1 691</b>
10. 電訊設備及電器產品	1 449	240	<b>1 689</b>
11. 無店面和不經流動貨攤	625	108	<b>733</b>
<b>總計</b>	<b>32 276 (83.9%)</b>	<b>6 182 (16.1%)</b>	<b>38 458* (100%)</b>

附註：

\* 2010 年零售業公司的總數為 44 393 間。剔除機構單位記錄庫中不活躍商號後，登記公司數目有 38 458 間。

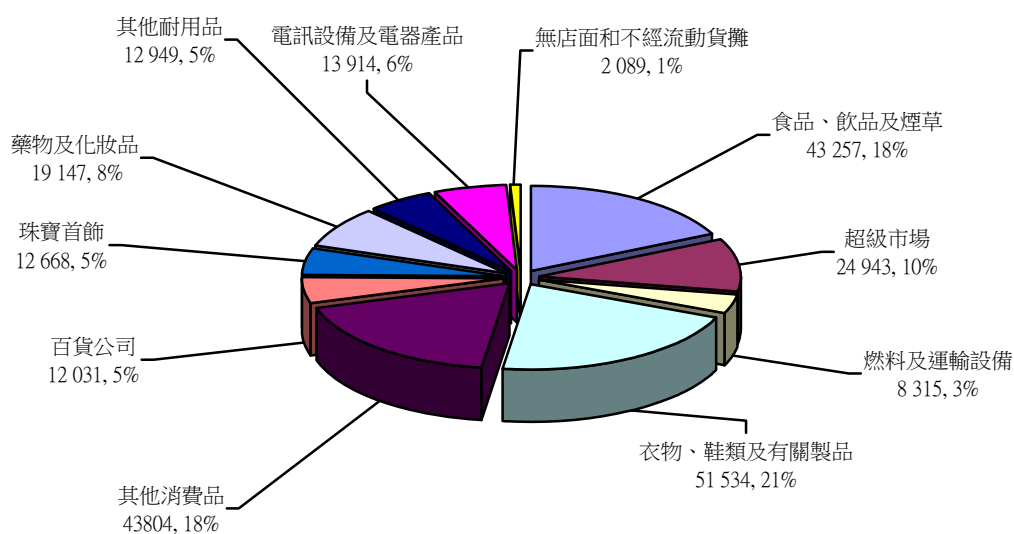
## 人力分布情況

2.4 為方便研究及比較，調查將零售業分為十一個類別，以下為各類別的人力分布情況：

類別	僱員人數	職位空缺	人力需求
1. 食品、飲品及煙草	42 295	962	<b>43 257</b>
2. 超級市場	24 892	51	<b>24 943</b>
3. 燃料及運輸設備	8 227	88	<b>8 315</b>
4. 衣物、鞋類及有關製品	50 542	992	<b>51534</b>
5. 其他消費品	43 439	365	<b>43 804</b>
6. 百貨公司	11 958	73	<b>12 031</b>
7. 珠寶首飾	12 605	63	<b>12 668</b>
8. 藥物及化妝品	18 999	148	<b>19 147</b>
9. 其他耐用品	12 478	471	<b>12949</b>
10. 電訊設備及電器產品	13 533	381	<b>13 914</b>
11. 無店面和不經流動貨攤	1 959	130	<b>2 089</b>
<b>總計</b>	<b>240 927</b>	<b>3 724</b>	<b>244 651</b>

圖 1：各類別的人力需求情況

(總人力需求：244 651 人)



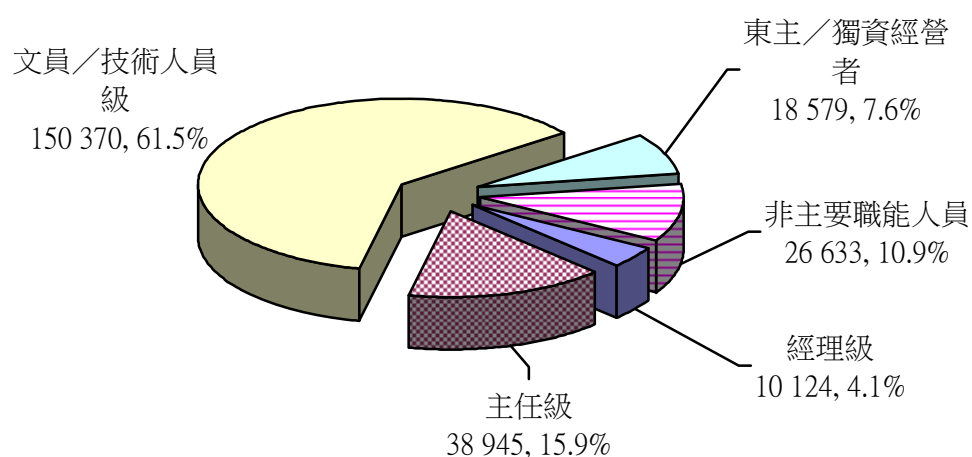
2.5 業內總共需求 244 651 人，10 124 人 (4.1%) 為經理級，38 945 人 (15.9%) 為主任級，150 370 人(61.5%) 為文員／技術人員級，18 579 人 (7.6%) 為東主／獨資經營者，26 633 人(10.9%) 為非主要職能人員。以下為各職級總共所需的人力情況：

各職級的人力分布情況

職級	僱員人數	職位空缺	人力需求
經理級	10 075	49	<b>10 124</b>
主任級	38 744	201	<b>38 945</b>
文員／技術人員級	147 026	3 344	<b>150 370</b>
東主／獨資經營者	18 579	-	<b>18579</b>
主要職能人員	214 424	3 594	<b>218 018</b>
非主要職能人員	26 503	130	<b>26 633</b>
<b>總計</b>	<b>240 927</b>	<b>3 724</b>	<b>244 651</b>

圖 2：各職級的人力需求情況

(總人力需求：244 651 人)



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

職級	僱員人數	佔該職級百分率
<b>經理級</b>		
1. 店舖經理	4 311	42.6%
2. 營運／零售經理	1 690	16.7%
3. 分區／地區經理	793	7.8%
<b>主任級</b>		
1. 店舖／分店主任	31 928	82.0%
2. 採購主任	4 132	10.6%
3. 客戶服務主任	945	2.4%
<b>文員／技術人員級</b>		
1. 初級售貨員	70 028	46.6%
2. 高級售貨員	46 340	30.8%
3. 兼職售貨員	24 697	16.4%

### **2008年與2010年人力需求比較**

2.7 2010年調查於10月進行，時間與2008年調查相近。雖然2010年新增了第十一項「無店面和不經流動貨攤」零售類別，但相信這是因為本調查採用新修訂的《香港標準行業分類 2.0 版》，從上次2008年調查的十個類別中細分出來的新類別。因此，兩組數據無需作季節性調整便可加以比較。然而，須注意的是2010年香港整體經濟（包括零售業）已穩步上揚，而金融海嘯則明顯窒礙本港2008年最後一季的經濟增長。由於零售業是最受經濟趨勢左右的行業之一，經濟起伏不定必然影響本業的人力情況。

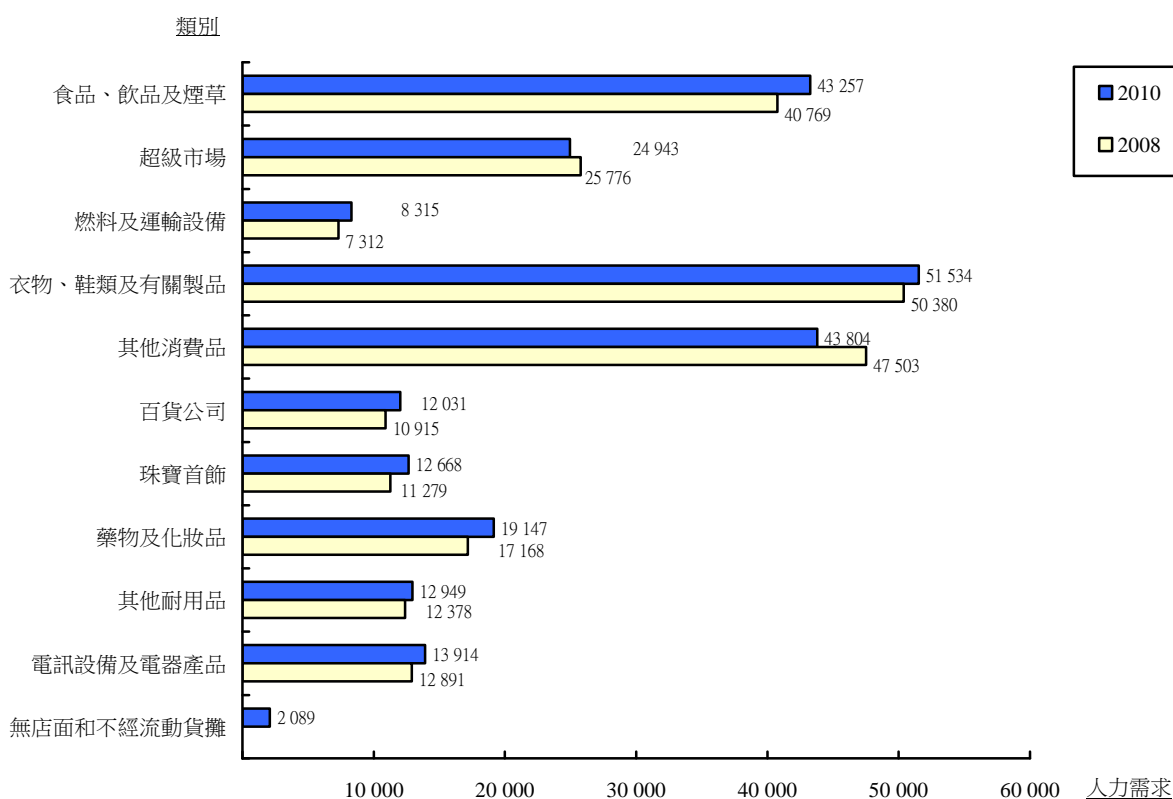
2.8 2010年的調查中，僱員在四人或以下的公司（83.9%）只需要填寫調查表第一部分（基本資料），不須填寫訓練需求，供本會蒐集核心資料。因此，本會已調整2008年調查所得有關訓練需求的數據，以便能與2010年數據直接比較。在詮釋與比較這些數據時，請注意有關轉變。



2.9 與 2008 年比較，2010 年總共所需人力（包括主要職能人員及非主要職能人員）增至 244 651 人（3.5%，即 8 280 名僱員）。第五章表 3 載列兩段期間按類別劃分的人力需求比較。

2.10 在十一個類別中，「其他消費品」(-7.8%)及「超級市場」(-3.2%)的人力在 2010 年錄得下降（6.2%，即 4 532 人），另外，有八個類別則錄得增長，當中以「燃料及運輸設備」的升幅最為強勁(13.7%)，其次是「珠寶首飾」(12.3%)、「藥物及化妝品」(11.5%)及「百貨公司」(10.2%)。

圖 3：2008 年與 2010 年各類別的人力需求比較



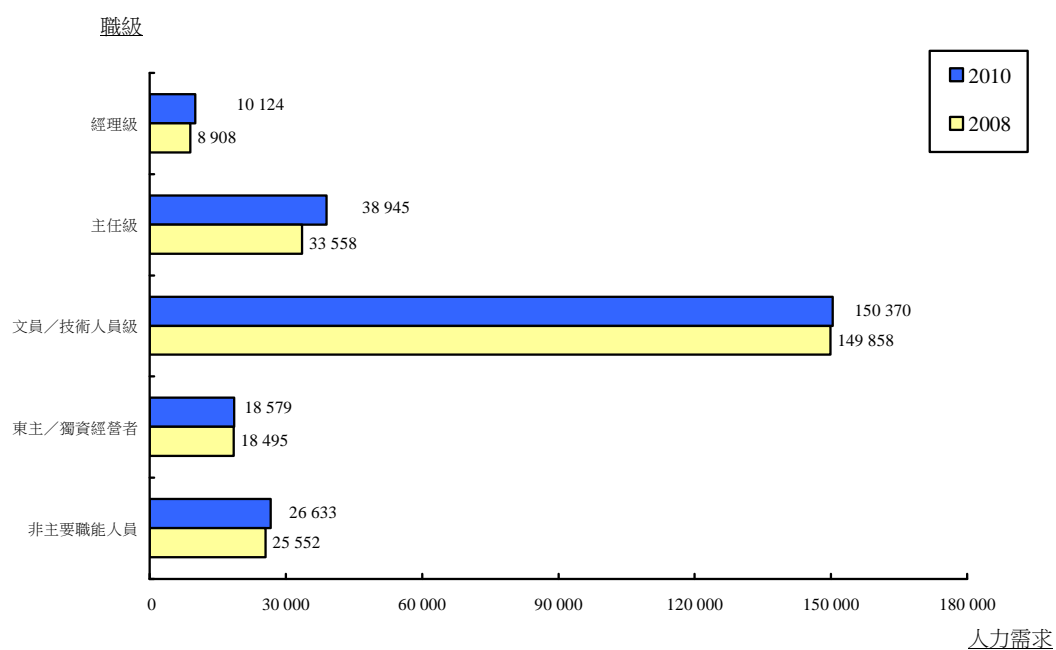
2.11 隨著內地更多城市開放「個人遊」計劃，內地遊客喜愛的如衣物、鞋類及有關製品、電訊設備及電器產品，以及消費品的需求亦相對提高，業內對有關類別的人手需求有所增長。

2.12 與 2008 年的調查相比，十一個類別之中，「其他消費品」、「超級市場」的人力分別輕微下跌 7.7% (3 699 人)及 3.2% (833 人)。主要原因是中國內地的材料價格持續上升，影響了此類別的人力需求。

2.13 整體而言，2010 年的總人力需求比 2008 年增加 3.5%，即 8 280 人。如按職級分析，四個職級全都錄得升幅。主任級的增幅最大，達 16.1%，即 5 387 人（2008：23.6%，即 1 702 人）；其次是經理級，增加 13.7%，即 1 216 人（2008：66.7%，即 13 424 人）；東主／獨資經營者的增幅為 0.5%，即 84 人（2008：37.6%，即 11 139 人）；文員／技術人員級亦錄得 0.3%的增幅，即 512 人（2008：7.5%，即 10 482 人）。

2.14 上述數字顯示，2008 年金融海嘯後，香港經濟已大致復甦，帶動零售業的人力有所增長。另一方面，由於業內競爭激烈，更多僱主會聘用經理及主任級員工處理零售店的日常運作，務求提供更優質的顧客服務。

圖 4：2008 年與 2010 年各職級的人力需求比較



## 乙. 預測人力需求

### 僱主對 2011 年的人力預測

2.15 環球金融海嘯、經濟前景不明等的影響已經消退。根據實質本地生產總值、綜合消費物價指數、私人消費開支及失業率等各主要經濟指標，2011 年本地經濟展望會是樂觀的。推動零售業的兩大元素，即本港市民的內部消費及入境旅客的旅遊開支，均在 2010 年最後一季上揚。

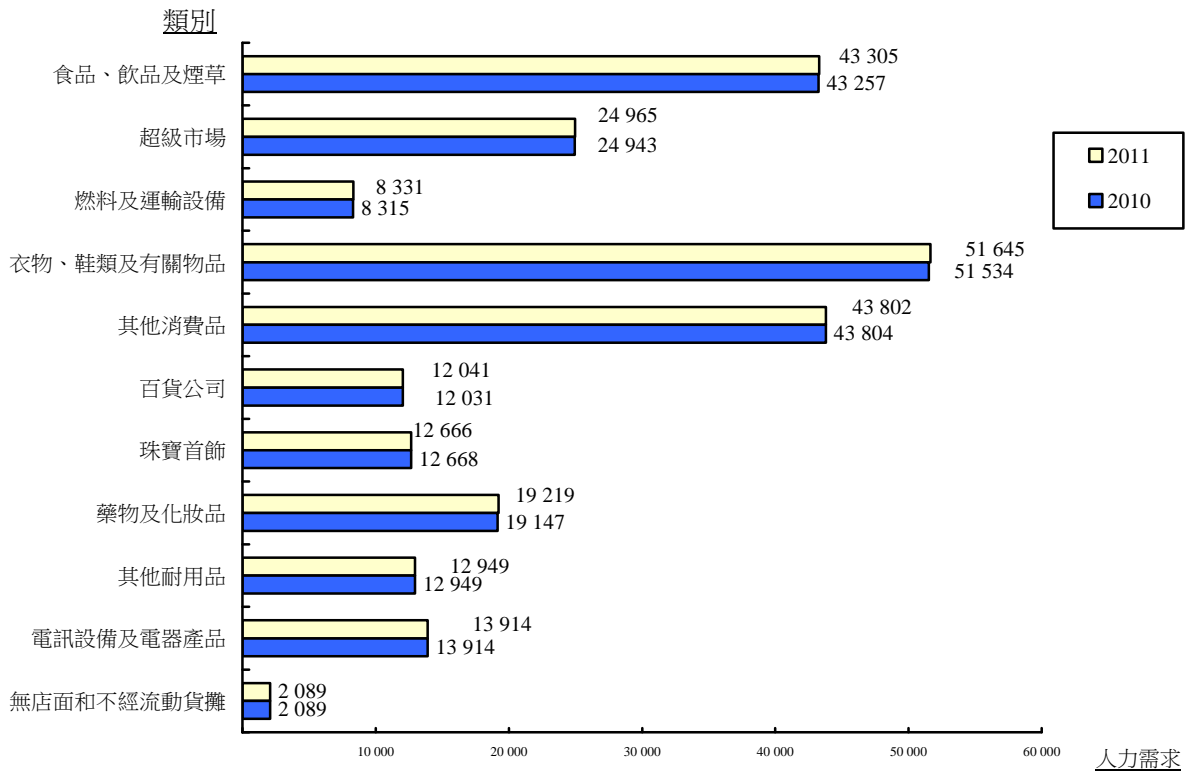
2.16 2010 年的訪港旅客人數錄得增幅。全球經濟復甦下，帶動了各個市場的旅客增長。中國內地旅客錄得 22,684,388 人次；美洲、部分歐洲及亞洲國家的旅客為 13,345,943 人次。內地旅客人數仍會保持大幅增長。在支持零售業的表現方面，內地經濟將繼續舉足輕重。

2.17 由於香港和內地經濟增長，內地旅客人數又穩步上升，僱主預測人力需求在未來 12 個月將再增長至 244 926 人，增幅為 0.1%（275 人）。

#### 僱主對 2011 年人力需求預測

類別	2010 年 人力需求	2011 年 預測需求	增／減
1. 食品、飲品及煙草	43 257	43 305	+48 (+0.1%)
2. 超級市場	24 943	24 965	+22 (+0.1%)
3. 燃料及運輸設備	8 315	8 331	+16 (+0.2%)
4. 衣物、鞋類及有關製品	51 534	51 645	+111 (+0.2%)
5. 其他消費品	43 804	43 802	-2 (0%)
6. 百貨公司	12 031	12 041	+10 (+0.1%)
7. 珠寶首飾	12 668	12 666	-2 (0%)
8. 藥物及化妝品	19 147	19 219	+72 (+0.4%)
9. 其他耐用品	12949	12949	0 (0%)
10. 電訊設備及電器產品	13 914	13 914	0 (0%)
11. 無店面和不經流動貨攤	2 089	2 089	0 (0%)
<b>總計</b>	<b>244 651</b>	<b>244 926</b>	<b>+275 (+0.1%)</b>

圖 5：僱主對 2011 年人力需求預測；與 2010 年比較（按類別劃分）



2.18 雖然 2011 年的整體人力預測有 0.1% 增長，但圖 5 顯示十一個類別的其中三個，即「無店面和不經流動貨攤」、「其他耐用品」、「電訊設備及電器產品」在 2011 年的預測人力需求均沒有增減。預期有增幅的類別中，「藥物及化妝品」類別的增長前景最為樂觀，但人力增幅亦只有 0.4% 而已。

2.19 下表為僱主對各職級人力需求的預測：

職級	2010 年 人力需求	僱主預測 2011 年 人力需求	增／減
經理級	10 124	10 151	+27 (+0.3%)
主任級	38 945	38 924	-21 (-0.1%)
文員／技術人員級	150 370	150 657	+287 (+0.2%)
東主／獨資經營者	18 579	18 579	0 (0%)
主要職能人員	218 018	218 311	+293 (+0.1%)
非主要職能人員	26 633	26 615	-18 (-0.1%)

2.20 下表為人力需求增幅最大的五個主要職務：

主要職務	2010年 人力需求	僱主預測 2011年 人力需求	增／減
客戶服務經理	226	232	+18 (+2.7%)
商品陳列主任	345	353	+8 (+2.3%)
初級售貨員	70 028	70 296	+268 (+0.4%)
存貨助理	5 954	5 976	+22 (+0.4%)
店舖經理	4 311	4 329	+18 (+0.4%)

2.21 調查顯示，僱主會於 2011 年聘用更多「客戶服務經理」，人力需求增加 2.7%，即 18 人；表示僱主為了在競爭激烈的零售業中保持優勢，會繼續提供更佳的顧客服務。業務增長之下，僱主會聘請更多「初級售貨員」及「存貨助理」。

2.22 經理職級中，除了「客戶服務經理」，「店舖經理」是需求最大的職位。預計 2011 年的人力需求會增加 0.4%。

2.23 主任職級，2011 年「商品陳列主任」的人力需求預測會增加 2.3%，顯示僱主仍須僱用更多這類人手設計櫥窗、陳列櫃或店內商品的視覺效果，藉以吸引更多客人光顧。

### 人力預測－人力市場分析法

2.24 除了僱主的預測，本調查亦採用人力市場分析法[LMA]以推算 2011 至 2013 年零售業的人力需求。人力市場分析法的運用說明詳載於附錄 6。此方法取決於七大主要元素：

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

2.25 根據人力市場分析法，2011年的人力需求將較2010年微升0.9%，即2 269人。在2010年的調查中，僱主亦預計2011年的人力需求增長為0.1%，即275人。基於本港經濟持續增長，預計2012及2013年的人力需求仍會分別增加3.2%及2.5%，即7 998人及6 327人。2011至2013年的整體人力需求推算如下：

年份	實際人數	僱主預測人數	人力市場分析法 推算人數
2010	244 651		-
2011	-	242 926 (+0.1%)*	246 920 (+0.9%)*
2012	-		254 918 (+3.2%)**
2013	-		261 245 (+2.5%)**

附註：

\* 與2010年實際人力比較的變動百分率。

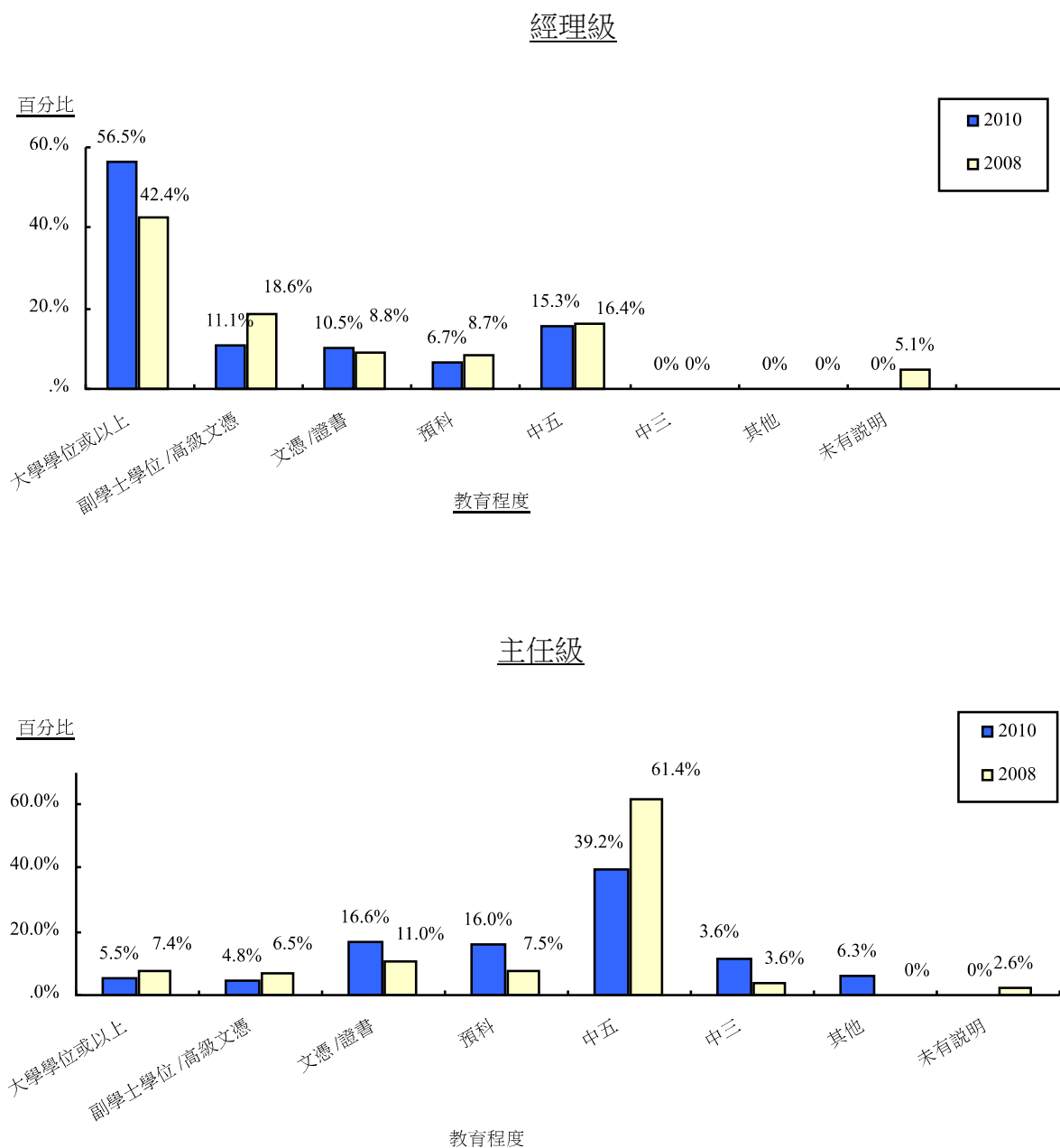
\*\* 與前一年推算人力比較的變動百分率。

## 丙. 招聘要求

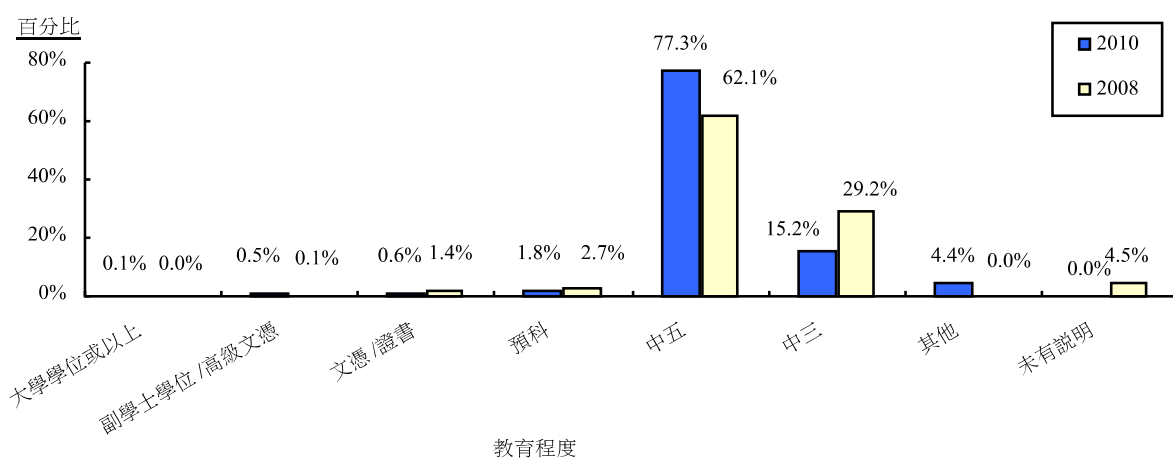
### 僱員宜有教育程度

2.26 以下圖表摘錄僱主認為僱員宜有的教育程度。詳細數據見第五章表 6。

圖 6：2008 年及 2010 年各職級僱員宜有的教育程度



## 文員／技術人員級



2.27 圖 6 顯示，56.5% 的僱主認為經理級僱員宜有大學或以上的教育程度，而 21.6% 認為副學位程度（即副學士、高級文憑或文憑）便可；主任級人員方面，只有 5.5% 僱主認為他們須有大學或以上的學歷，21.4% 屬意他們有副學位程度，而 55.2% 認為預科或中五程度已經足夠。92.5% 僱主接受文員／技術人員級具有中三或中五程度。

2.28 為提升零售業整體服務水準，相比 2008 年，2010 年更多僱主認為經理級及主任級僱員宜具備大學或以上程度。另一方面，副學士、文憑及預科這類學歷的界線模糊，僱主認為分別不大。

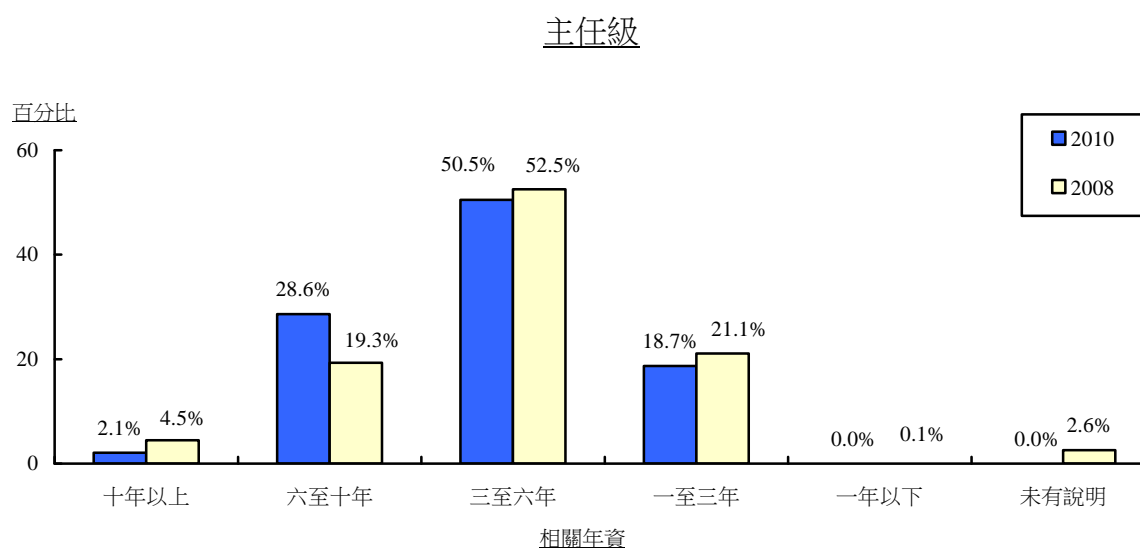
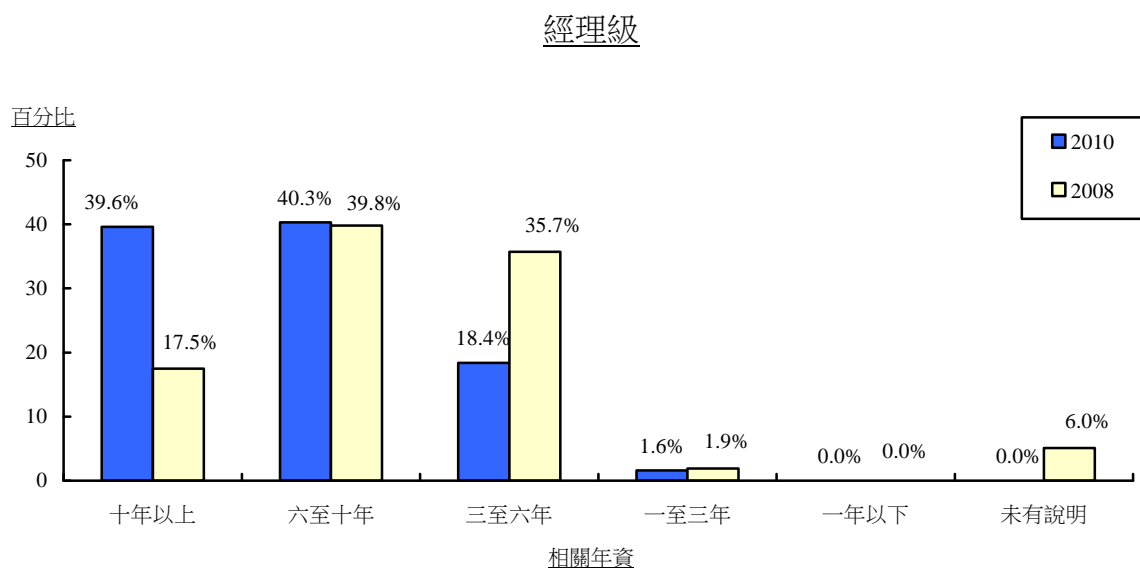
2.29 另一值得關注的現象是，對於主任級或文員／技術人員級僱員，僱主屬意他們具中五教育程度的比率有所上升，亦顯示僱主希望聘請學歷較高的人士擔任經理級職位。整體而言，中五程度是大部分零售業僱主願意接受的最低學歷。



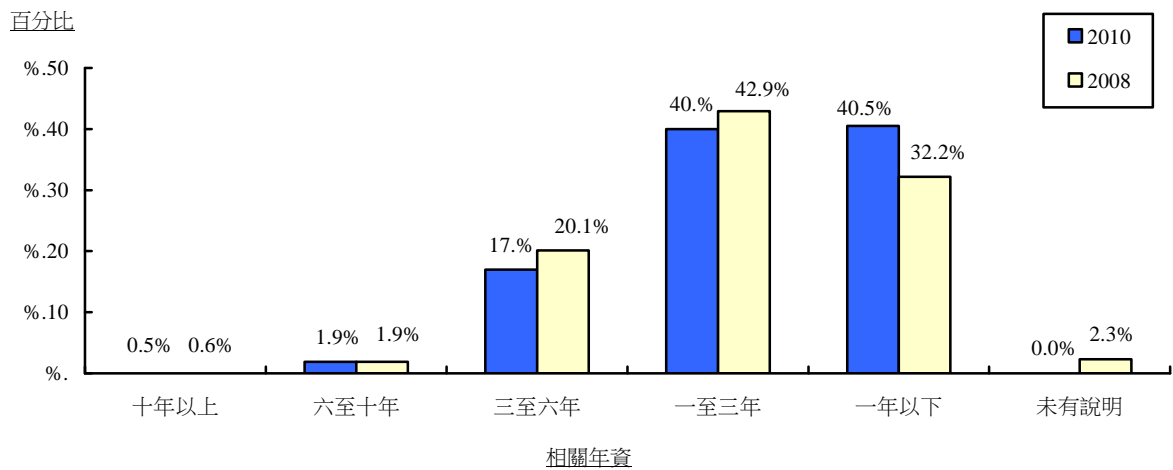
## 僱員宜有的相關年資

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

圖 7：2008 年及 2010 年各職級僱員宜有相關年資



## 文員／技術人員級



2.31 與 2008 年比較，2010 年僱主屬意經理級人員具備更多工作經驗，即六至十年經驗（2010 年 79.9%；2008 年 57.3%），顯示在僱用或晉升這類職級的人員時，更多僱主會以教育程度為主要考慮因素。

2.32 至於其餘兩個職級，調查顯示，2010 年僱主屬意的僱員年資與 2008 年的相同：主任級人員為「六至十年」及「三至六年」；文員／技術人員級為「一至三年」及「一年以下」。

## 丁. 訓練需求

2.33 由於僱員人數五人或以上的公司 (16.1%) 始需要回答調查表中有關培訓的問題，閱讀訓練需求相關的數字時請留意。

### 訓練需求

2.34 調查顯示，僱主於 2010 年提供或資助的訓練名額共有 159 410 個，較 2008 年上升 21.6%。2008 年的人均訓練名額為 0.5 個，2010 年則增加至約 0.7 個，而提供予文員／技術人員級僱員的訓練佔大多數 (79.0%)。與 2008 年相比，經理及主任，以及文員／技術人員等職級的訓練分別增加 29.6% 及 36.5%。

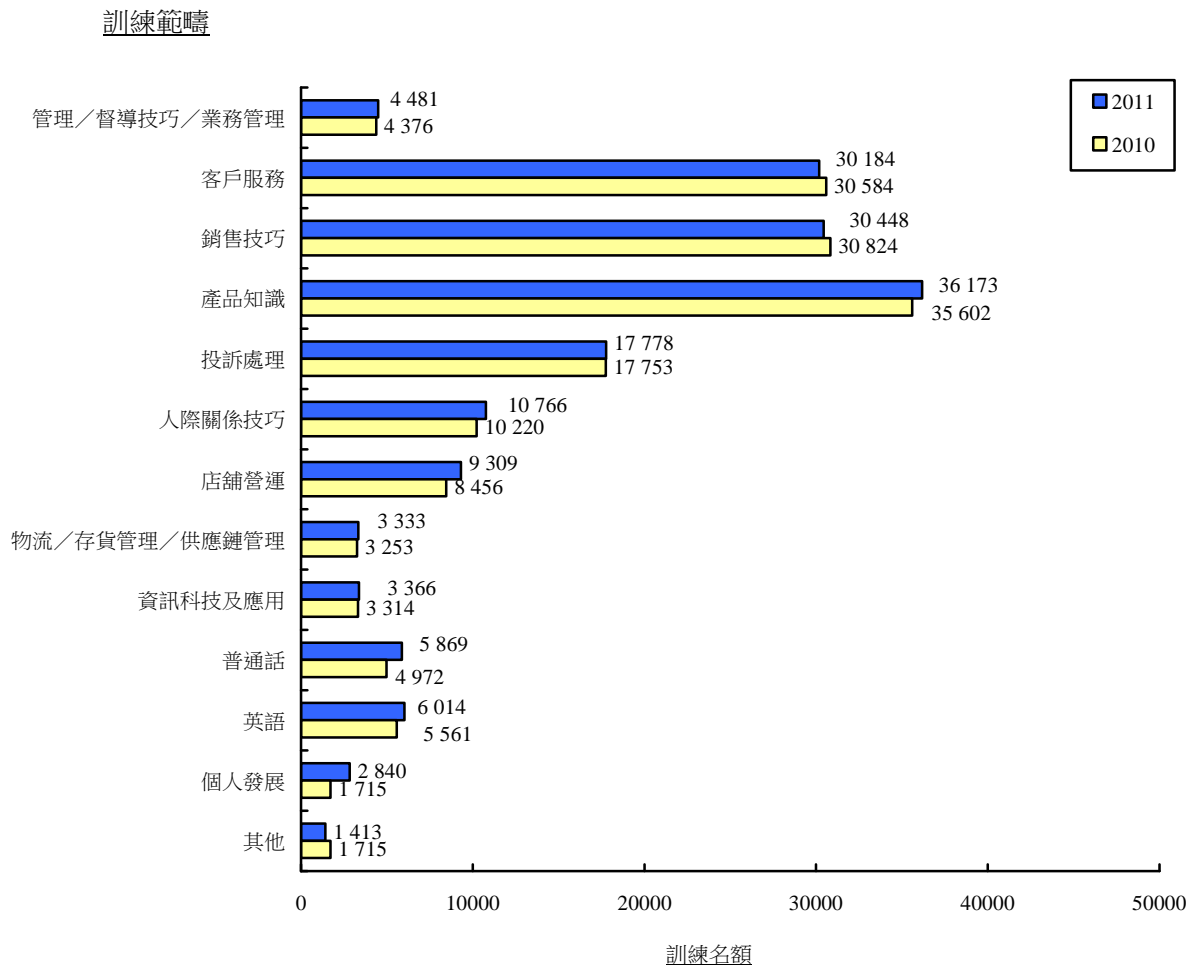
2.35 2010 年，僱主填報了兩個新訓練範疇：「產品知識」和「個人發展」。調查顯示，2010 年時以下範疇的訓練名額較 2008 年大幅增加：「物流／存貨管理／供應鏈管理」(258.3%)；「資訊科技及應用」(68.1%)；「投訴處理」(23.1%)；「銷售技巧」(9.7%)。整體而言，總訓練名額的增幅為 21.6%，即 34 509 個。詳細統計數字見第五章表 8 至 10。

2.36 數字亦顯示僱主來年提供培訓時會抱更開放態度。預期 2011 年由僱主提供或資助的訓練名額將增加至 161 974 個 (1.6%)。訓練範疇方面，最大的增長將為「普通話」(18.0%)，反映僱主對文員／技術人員職級接待以「個人遊」計劃來港的內地旅客更為重視。其他預期增幅顯著的範疇為「店舖營運」(10.1%) 及「英語」(8.1%)。

僱主提供／資助的訓練名額

訓練範疇	2010年	2011年 預測	增／減	
1. 管理／督導技巧／業務管理	4 376	4 481	+105	(+2.4%)
2. 客戶服務	30 584	30 184	-400	(-1.3%)
3. 銷售技巧	30 824	30 448	-376	(-1.2%)
4. 產品知識	35 604	36 173	+569	(+1.6%)
5. 投訴處理	17 753	17 778	+25	(+0.1%)
6. 人際關係技巧	10 220	10 766	-546	(+5.3%)
7. 店舖營運	8 456	9 309	+853	(+10.1%)
8. 物流／存貨管理／供應鏈管理	3 253	3 333	+80	(+2.5%)
9. 資訊科技及應用	3 314	3 366	+52	(+1.6%)
10. 普通話	4 972	5 869	+897	(+18.0%)
11. 英語	5 561	6 014	+453	(+8.1%)
12. 個人發展	2 780	2 840	+60	(+2.2%)
13. 其他	1 715	1 413	-302	(-17.6%)
<b>總計</b>	<b>159 410</b>	<b>161 974</b>	<b>2 564</b>	<b>(+1.6%)</b>

圖 8：2010 年及 2011 年各訓練範疇的培訓需求比較



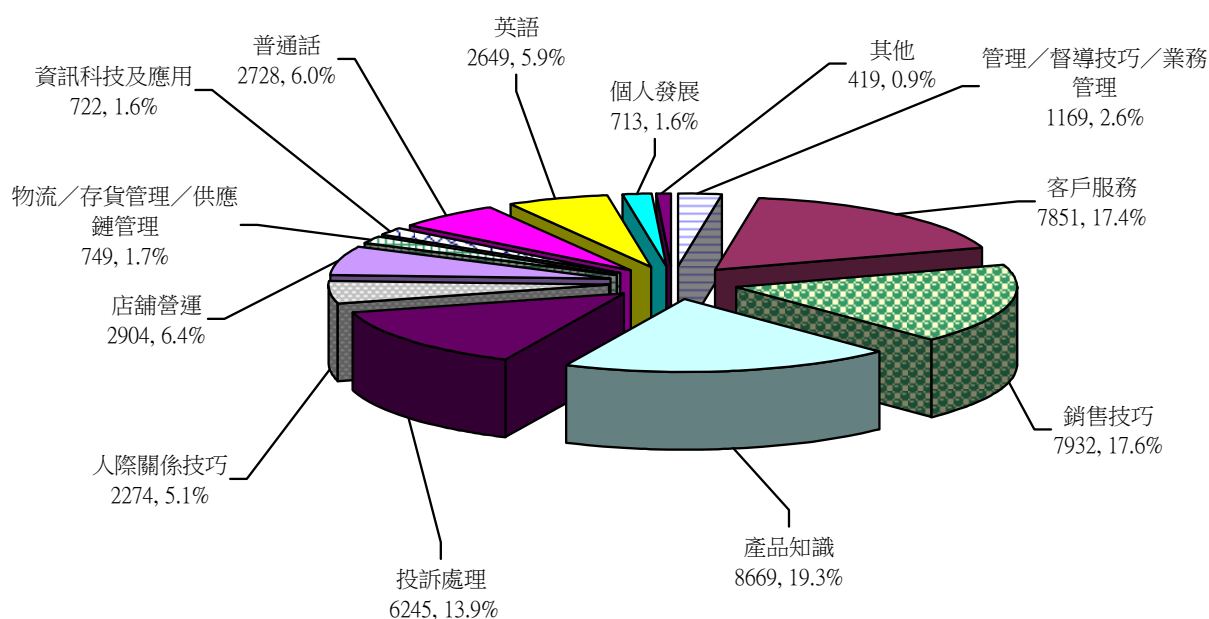
2.37 2011 年所需的 161 974 個訓練名額當中，116 968 個（72.2%）將由公司內部提供，而其餘 45 024 個（27.8%）則要倚賴外間培訓機構滿足所需。

2.38 具體來說，2011 年需由外間培訓機構提供的不同範疇訓練名額為：

訓練範疇	訓練名額需求	訓練名額需求百分比
1. 管理／督導技巧／業務管理	1 169	2.6%
2. 客戶服務	7 851	17.4%
3. 銷售技巧	7 932	17.6%
4. 產品知識	8 669	19.3%
5. 投訴處理	6 245	13.9%
6. 人際關係技巧	2 274	5.1%
7. 店舖營運	2 904	6.4%
8. 物流／存貨管理／供應鏈管理	749	1.7%
9. 資訊科技及應用	722	1.6%
10. 普通話	2 728	6.0%
11. 英語	2 649	5.9%
12. 個人發展	713	1.8%
13. 其他	419	0.9%
<b>總計</b>	<b>45 024</b>	<b>100%</b>

圖 9：需由外間機構提供的訓練名額（以訓練範疇劃分）

（需由外間機構提供的總訓練名額：45 024 個）



## 職前培訓

2.39 「職前培訓」指為準備投身工作或加入某行業人士所提供的入職訓練。過去幾年均錄得升幅(2008年：50.8%，2006年：47.5%)，而2010年的調查中，有32.1%僱主認為職前培訓屬「必須」或「宜有」。數字顯示僱主對聘請曾受訓的僱員持中立態度。如按類別分析，「百貨公司」、「燃料及運輸設備」及「衣物、鞋類及有關製品」的僱員最需要職前培訓。詳細統計數字見第五章表11及12。

圖 10：2008 年及 2010 年前線銷售人員的職前培訓需求  
(按類別劃分)

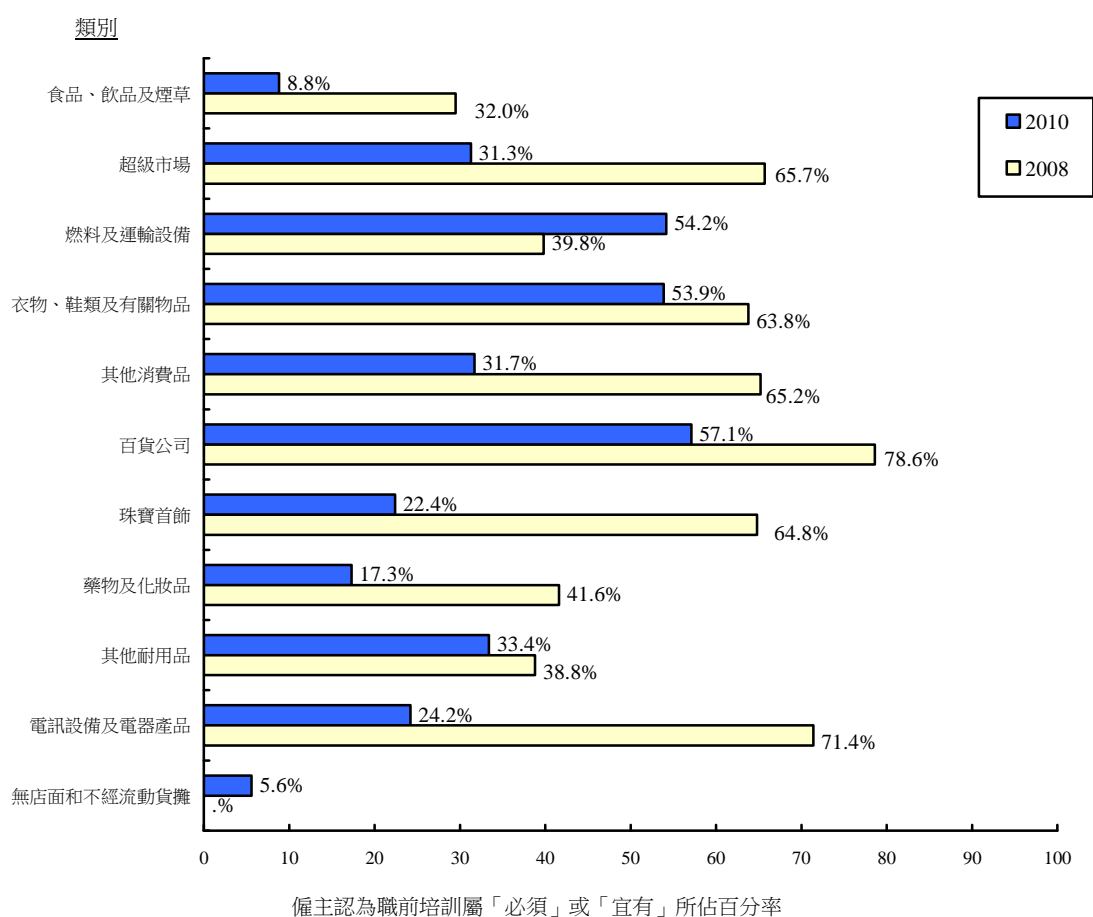
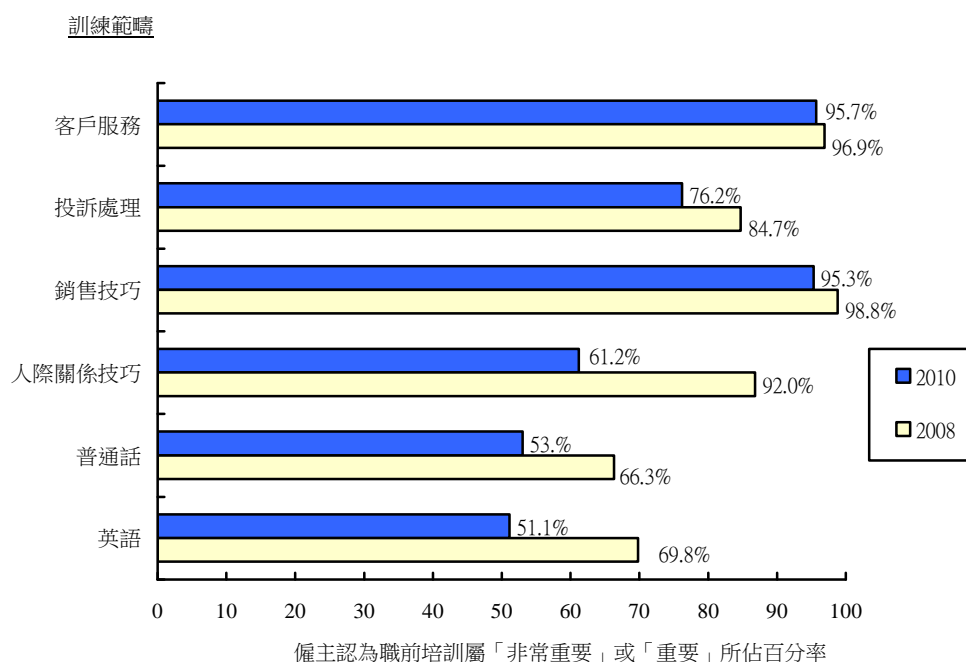


圖 11：2008 年及 2010 年前線銷售人員的職前培訓需求  
(按訓練範疇劃分)



2.40 本會以六大訓練範疇評估職前培訓的需求。調查結果與 2008 年大致相同。下表顯示僱主認為「非常重要」或「重要」的首三個訓練範疇；其中，「投訴處理」取代了「人際關係技巧／團隊工作」。

訓練範疇	職前培訓屬「非常重要」或「重要」
1. 客戶服務	95.7%
2. 銷售技巧	95.3%
3. 投訴處理	76.2%

2.41 調查顯示，「客戶服務」、「銷售技巧」、「投訴處理」的職前及在職培訓比以前更受重視，可見這類技巧對提升零售業銷售額的重要。



## 戊. 趨勢

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

2.43 請注意，由於僱員五人或以上的公司（16.1%）始需要回答調查表中有關培訓的問題，因此訓練需求急升 35.0% 並不等同整體狀況。為提供優質顧客服務，零售業的在職培訓需求相信仍會上升，估計原因是僱主沒以前那麼重視職前培訓；不過，2010 年的兼職售貨員比 2008 年減少 14.4%。此外，各類別的人力流動率為 7.3%，是 2004 年以來最低。

### 一、 零售業總人力需求

年份	總人力需求數目	
	人數	較上次調查增減百分比
2000	167 813	-
2002	206 758	+23.2%
2004	206 971	+0.1%
2006	223 121	+7.8%
2008	236 371	+5.9%
2010	244 651	+3.5%

### 二、 空缺

年份	空缺數目	
	人數	佔總人力百分比
2000	3 121	1.9%
2002	1 166	0.6%
2004	4 083	2.0%
2006	4 206	1.9%
2008	5 142	2.2%
2010	3724	1.5%

### 三、 整體訓練需求

年份	訓練需求名額	
	估計未來 12 個月 所需訓練名額	較上次調查增減 百分比
2000	92 411	-
2002	133 308	+44.3%
2004	158 708	+19.1%
2006	161 479	+1.7%
2008	119 950 <sup>#</sup>	-25.7%
2010	161 974 <sup>#</sup>	+35.0%

### 四、 兼職售貨員

年份	兼職售貨員數目*	
	人數	較上次調查增減 百分比
2002	19 211	-
2004	25 862	+34.6%
2006	27 031	+4.5%
2008	28 848	+6.7%
2010	24 697	-14.4%

附註：

\* 包括空缺數目

# 僱員五人或以上（16.1%）的公司始需填寫訓練名額

五、 人力流動率（按類別劃分）

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

職級	人力流動率			
	佔人力需求百分比 (按職級劃分)			
	2004	2006	2008	2010
經理級	12.5%	10.1%	6.8%	2.2%
主任級	7.2%	8.5%	4.3%	2.3%
文員／技術人員級	31.5%	18.1%	18.7%	11.3%

## 第三章

### 建議

#### 甲. 訓練需求

3.1 調查結果顯示，業界在未來 12 個月需要 161 974 個訓練名額，其中 116 968 個屬公司內部培訓，45 024 個則主要由外間培訓機構提供，後者按主要訓練範疇劃分如下：

訓練範疇	外間培訓機構提供的 訓練名額
管理／督導技巧	1 169
零售專業技巧	38 059
語言課程	5 377
其他	419
<b>總計</b>	<b>45 024</b>

3.2 由於個人遊旅客、本地及環球經濟預期會有輕微增幅，零售業的中短期業務前景大致向好。2010 年，全球、中國內地、本港的經濟分別增長 3.9%、10.3%、6.8%，預期 2011 年三者的經濟會繼續增長，增幅分別為 3.3%、8.0% 及 5.0%。此外，2010 年的本地需求復甦強勁。消費者信心堅定，加上就業市場情況持續改善，令私人消費逐漸攀升，錄得 5.8% 的增幅。上述因素令零售業大幅增長。儘管面對種種新挑戰，例如租金、勞工成本、物料的成本上揚，通貨膨脹，還有數月前開始實施的「法定最低工資」等，但預期零售業仍會增長，只是在控制成本方面會更加審慎。不過，業界不宜削減培訓開支，因為新僱員須接受零售專業技巧的訓練，而現職僱員也須終身學習，修讀適當的培訓課程。預期 2011 年零售業最終會需要更多人手，而人力流動率也會略高；2010 年員工則較為安於現處的行業及職位。為配合僱主對外間培訓的需求，本會建議：

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

- (c) 新高中學制下的應用學習課程和體驗學習應加入零售專業技能，協助學生了解零售業基礎理論及概念，讓他們有機會探索投身業界發展的志向。
- (d) 新高中課程或大專院校的副學位課程應開設零售相關的單元。這類學習模式有助學生學以致用。

### 資歷架構

3.3 政府推行的資歷架構[*QF*]，是一個跨界別的七級資歷級別制度，涵蓋不同行業所需的學歷及職業資格。資歷架構訂立統一資歷標準及清晰銜接階梯，協助進修人士確定清晰目標及方向，取得具有質素保證的資歷。政府已協助零售業於 2010 年 9 月成立行業培訓諮詢委員會[*ITAC*]。從業員可按行業需要，根據所確立的清晰途徑進修知識技能，發展事業。

### 培訓服務機構

3.4 訪港遊客人數增加，令本地市場持續暢旺。因此，培訓服務機構需要為本業僱員提供更多有關語文及行業專門技能的訓練；同時也須為現職僱員提供更多產品知識、顧客服務技巧方面的課程。

3.5 除了擴大培訓範圍外，職業訓練局[*VTC*]等培訓機構宜推行多類培訓模式，讓工時長或輪班工作而未能定時上課的人士也可靈活進修。

3.6 除了在職培訓外，亦不應忽視職前培訓，如實習、職業介紹，務求吸引更多合資格的年輕人投身本業；因此，可於一些職業訓練課程中加入零售業的基本知識及技能，讓學生畢業後更容易適應工作。

## 僱主

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

3.8 僱主的支持與否大大影響培訓的成效。建議僱主可提供不同的獎勵，鼓勵僱員出席及完成培訓課程。

3.9 僱主可於午膳時間或營業時間開始前，安排有關行內最新發展及專門技能的講座或研討會，使僱員充實知識。職內培訓模式較為容易安排。在人手不足下，僱主可與培訓服務機構合作，為僱員（特別是年輕僱員）提供度身訂造且具趣味的培訓課程。

## 僱員

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

## 乙. 日後調查

3.11 本會建議日後繼續每兩年進行一次人力調查，使有關各方更了解零售業的人力情況，預計未來轉變而積極採取對策。

## 第四章

### 調查範圍及方法

#### 甲. 零售業訓練委員會

##### 訓練委員會

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

##### 人力調查工作小組

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

##### 深入訪問

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

##### 2010 年調查的轉變

4.4 為求更有效地蒐集資料，緊貼市場趨勢，相對於 2008 年時，2010 年的調查有下列變動：

- (a) 訓練部分修訂了「投訴處理」、「物流／存貨管理／供應鏈管理」。
- (b) 增加了「個人發展」和「產品知識」，以切合培訓需要。
- (c) 採用了新修訂的《香港標準行業分類 2.0 版》。
- (d) 基於上述(c)項，新增第十一個類別：「無店面和未經流動貨攤」零售類別。

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

## 乙. 調查範圍及程序

### 調查範圍

4.6 調查採用分層隨機抽樣法，在 38 458\*間登記公司中，選出 902 間作調查對象，涵蓋十一個類別。明細如下：

	類別	選定公司數目
1	食品、飲品及煙草	139
2	超級市場	26
3	燃料及運輸設備	102
4	衣物、鞋類及有關製品	160
5	其他消費品	141
6	百貨公司	31
7	珠寶首飾	77
8	藥物及化妝品	63
9	其他耐用品	56
10	電訊設備及電器	70
11	無店面和不經流動貨攤	37
	<b>總計</b>	<b>902</b>

附註：

\* 2010 年零售業公司的總數為 44 393 間。剔除機構單位記錄庫中不活躍商號後，登記公司數目有 38 458 間。



## 調查程序

4.7 2010年10月10日舉行了簡介會，向政府統計處職員簡介零售業的人力情況及各類工作性質，並協助他們於實地調查前更了解零售業的運作。

4.8 實地調查工作於2010年10月進行，大部分調查表均於隨後幾個月填妥交回。

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

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

## 回應率

4.11 902間選定公司中，652間填覆調查表，45間拒絕回應，20間回應了部分問題；其餘則或未能聯絡、不再從事零售業、已合併、搬遷、暫停營業或結業。整體有效回應率為93.7%。

## 第五章

### 統計表

表	標題	頁數
1	公司及僱員人數、職位空缺及人力總需求（按類別劃分）	111
2	僱員分布情況（按類別及職級劃分）	112
3	2008 年與 2010 年人力需求比較（按類別劃分）	113
4	僱員人數、職位空缺及人力總需求（按職務劃分）	114
5	2008 年與 2010 年人力需求比較（按職務劃分）	115
6	僱員宜有教育程度（按職務劃分）	116
7	僱員宜有相關年資（按職務劃分）	117
8	過去 12 個月僱主提供／資助的訓練名額（按職級劃分）	118
9	未來 12 個月僱主擬提供／資助的訓練名額（按職級劃分）	119
10	2008 年與 2010 年僱主提供／資助的訓練名額比較	120
11	前線銷售僱員的職前培訓需要（按類別劃分）	121
12	職前培訓需要（按訓練範疇劃分）	122

**零售業 2010 年人力調查**  
**表 1：公司及僱員人數、職位空缺及人力總需求（按類別劃分）**

	類別	公司數目	調查期間的僱員 人數	調查期間的職位 空缺	總人力需求（僱 員人數 + 空缺）	僱主預測 2011 年 人力需求	與 2010 年比 較	與 2010 年比較 (%)
1	食品、飲品及煙草	10 685	42 295	962	43 257	43 305	48	0.1%
2	超級市場	91	24 892	51	24 943	24 965	22	0.1%
3	燃料及運輸設備	875	8 227	88	8 315	8 331	16	0.2%
4	衣物、鞋類及有關製品	9 426	50 542	992	51 534	51 645	111	0.2%
5	其他消費品	10 187	43 439	365	43 804	43 802	- 2	0.0%
6	百貨公司	28	11 958	73	12 031	12 041	10	0.1%
7	珠寶首飾	1 776	12 605	63	12 668	12 666	- 2	0.0%
8	藥物及化妝品	1 277	18 999	148	19 147	19 219	72	0.4%
9	其他耐用品	1 691	12 478	471	12 949	12 949	0	0.0%
10	電訊設備及電器產品	1 689	13 533	381	13 914	13 914	0	0.0%
11	無店面和不經流動貨攤	733	1 959	130	2 089	2 089	0	0.0%
	總計	<b>38 458*</b>	<b>240 927<sup>#</sup></b>	<b>3 724</b>	<b>244 651</b>	<b>244 926</b>	<b>275</b>	<b>0.1%</b>

附註：

\* 2010 年零售業公司的總數為 44 393 間，剔除機構紀錄庫中不活躍商號後，登記公司數目有 38 458 間。

# 包括主要職能人員（214 424）及非主要職能人員（26 503）。

**零售業 2010 年人力調查**  
**表 2：僱員分布情況（按類別及職級劃分）**

	類別	經理級	主任級	文員／技術人員級	兼職售貨員／服務員 <sup>#</sup>	東主／獨資經營者／執行合夥董事	類別總計	類別總計 (%)
1	食品、飲品及煙草	844	9 158	24 004	3 084	5 205	<b>42 295</b>	17.6%
2	超級市場	1 404	2 797	11 637	9 054	0	<b>24 892</b>	10.3%
3	燃料及運輸設備	363	1 215	6 129	163	357	<b>8 227</b>	3.4%
4	衣物、鞋類及有關製品	2 624	9 306	30 033	3 779	4 800	<b>50 542</b>	21.0%
5	其他消費品	2 242	7 824	24 009	3 254	6 110	<b>43 439</b>	18.0%
6	百貨公司	678	1 932	7 503	1 845	0	<b>11 958</b>	5.0%
7	珠寶首飾	770	2 323	8 717	309	486	<b>12 605</b>	5.2%
8	藥物及化妝品	1 492	3 136	12 305	1 727	339	<b>18 999</b>	7.9%
9	其他耐用品	929	2 276	7 978	951	344	<b>12 478</b>	5.2%
10	電訊設備及電器產品	767	2 296	9 612	248	610	<b>13 533</b>	5.6%
11	無店面和不經流動貨攤	270	214	1 147	0	328	<b>1 959</b>	0.8%
	總計	<b>12 383</b>	<b>42 477</b>	<b>143 074</b>	<b>24 414</b>	<b>18 579</b>	<b>240 927*</b>	<b>100.0%</b>

附註：

\* 包括主要職能人員（214 424）及非主要職能人員（26 503）。

# 有關數字指總人數。

## 零售業 2010 年人力調查

表 3：2008 年與 2010 年人力需求比較（按類別劃分）

	類別	2008 年總人力需求	2010 年總人力需求	2010 年與 2008 年比較 (%)	2011 年預測	2011 年與 2010 年比較 (%)
1	食品、飲品及煙草	40 769	43 257	6.1%	43 305	0.1%
2	超級市場	25 776	24 943	-3.2%	24 965	0.1%
3	燃料及運輸設備	7 312	8 315	13.7%	8 331	0.2%
4	衣物、鞋類及有關製品	50 380	51 534	2.3%	51 645	0.2%
5	其他消費品	47 503	43 804	-7.8%	43 802	0.0%
6	百貨公司	10 915	12 031	10.2%	12 041	0.1%
7	珠寶首飾	11 279	12 668	12.3%	12 666	0.0%
8	藥物及化妝品	17 168	19 147	11.5%	19 219	0.4%
9	其他耐用品	12 378	12 949	4.6%	12 949	0.0%
10	電訊設備及電器產品	12 891	13 914	7.9%	13 914	0.0%
11	無店面和不經流動貨攤	0	2 089	0.0%	2 089	0.0%
	總計	<b>236 371</b>	<b>244 651</b>	<b>3.5%</b>	<b>244 926</b>	<b>0.1%</b>

零售業 2010 年人力調查  
表 4：僱員人數、職位空缺及人力總需求（按職務劃分）

編號	職稱	2010 年			2011 年預測		
		調查期間的僱員人數	調查期間的職位空缺	總人力需求（僱員人數 + 空缺）	僱主預測 2011 年人力需求	與 2010 年比較	增／減 (%)
<b>經理級</b>							
111	總經理	598	0	598	598	0	0.0%
112	營運／零售經理	1 684	6	1 690	1 690	0	0.0%
113	分區／地區經理	793	0	793	795	2	0.3%
114	店舖經理	4 296	15	4 311	4 329	18	0.4%
115	市場推廣經理	657	10	667	668	1	0.1%
116	營業經理	774	10	784	784	0	0.0%
117	客戶服務經理	226	0	226	232	6	2.7%
118	採購主管／經理	615	3	618	618	0	0.0%
119	物流／運輸／倉庫經理	203	0	203	203	0	0.0%
120	培訓經理	205	5	210	210	0	0.0%
121	商品陳列經理	24	0	24	24	0	0.0%
	<b>小計</b>	<b>10 075</b>	<b>49</b>	<b>10 124</b>	<b>10 151</b>	<b>27</b>	<b>0.3%</b>
<b>主任級</b>							
211	店舖／分店主任	31 839	89	31 928	31 897	- 31	-0.1%
212	商品陳列主任	336	9	345	353	8	2.3%
213	物流／運輸／倉庫主任	765	21	786	786	0	0.0%
214	公共關係主任／廣告主任	637	2	639	639	0	0.0%
215	客戶服務主任	941	4	945	945	0	0.0%
216	採購主任	4 058	74	4 132	4 134	2	0.0%
217	培訓主任	168	2	170	170	0	0.0%
	<b>小計</b>	<b>38 744</b>	<b>201</b>	<b>38 945</b>	<b>38 924</b>	<b>- 21</b>	<b>-0.1%</b>
<b>文員／技術人員級</b>							
311	高級售貨員	45 329	1 011	46 340	46 253	- 87	-0.2%
312	初級售貨員	68 264	1 764	70 028	70 296	268	0.4%
313	存貨／採購文員	2 153	5	2 158	2 162	4	0.2%
314	存貨助理	5 835	119	5 954	5 976	22	0.4%
315	訂單助理（網上服務）	1 004	160	1 164	1 164	0	0.0%
316	商品陳列助理	27	2	29	29	0	0.0%
411	兼職售貨員／服務員*	24 414	283	24 697	24 777	80	0.3%
	<b>小計</b>	<b>147 026</b>	<b>3 344</b>	<b>150 370</b>	<b>150 657</b>	<b>287</b>	<b>0.2%</b>
198	東主／獨資經營者／執行合夥董事	18 579	0	18 579	18 579	0	0.0%
<b>主要職能人員總數</b>							
199	其他經理級人員	2 308	1	2 309	2 308	-1	0.0%
299	其他主任級人員	3 733	5	3 738	3 738	0	0.0%
399	其他文員／輔助人員	20 462	124	20 586	20 569	- 17	-0.1%
<b>總計</b>		<b>240 927</b>	<b>3 724</b>	<b>244 651</b>	<b>244 926</b>	<b>275</b>	<b>0.1%</b>

附註：

\* 有關數字指總人數。

零售業 2010 年人力調查  
表 5：2008 年與 2010 年人力需求比較（按職務劃分）

編號	職稱	2008 年總人力需求	2010 年總人力需求	2010 年與 2008 年比較	2011 年預測	2011 年與 2010 年比較
<b>經理級</b>						
111	總經理	627	598	-4.6%	598	0.0%
112	營運／零售經理	1 569	1 690	7.7%	1 690	0.0%
113	分區／地區經理	703	793	12.8%	795	0.3%
114	店舖經理	3 952	4 311	9.1%	4 329	0.4%
115	市場推廣經理	628	667	6.2%	668	0.1%
116	營業經理	516	784	51.9%	784	0.0%
117	客戶服務經理	90	226	151.1%	232	2.7%
118	採購主管／經理	537	618	15.1%	618	0.0%
119	物流／運輸／倉庫經理	187	203	8.6%	203	0.0%
120	培訓經理	99	210	112.1%	210	0.0%
121	商品陳列經理	0	24	0.0%	24	0.0%
	<b>小計</b>	<b>8 908</b>	<b>10 124</b>	<b>13.7%</b>	<b>10 151</b>	<b>0.3%</b>
<b>主任級</b>						
211	店舖／分店主任	28 518	31 928	12.0%	31 897	-0.1%
212	商品陳列主任	351	345	-1.7%	353	2.3%
213	物流／運輸／倉庫主任	700	786	12.3%	786	0.0%
214	公共關係主任／廣告主任	560	639	14.1%	639	0.0%
215	客戶服務主任	598	945	58.0%	945	0.0%
216	採購主任	2 687	4 132	53.8%	4 134	0.0%
217	培訓主任	144	170	18.1%	170	0.0%
	<b>小計</b>	<b>33 558</b>	<b>38 945</b>	<b>16.1%</b>	<b>38 924</b>	<b>-0.1%</b>
<b>文員／技術人員級</b>						
311	高級售貨員	42 239	46 340	9.7%	46 253	-0.2%
312	初級售貨員	69 151	70 028	1.3%	70 296	0.4%
313	存貨／採購文員	2 044	2 158	5.6%	2 162	0.2%
314	存貨助理	6 471	5 954	-8.0%	5 976	0.4%
315	訂單助理（網上服務）	1 105	1 164	0.0%	1 164	0.0%
316	商品陳列助理	0	29	0.0%	29	0.0%
411	兼職售貨員／服務員*	28 848	24 697	-14.4%	24 777	0.3%
	<b>小計</b>	<b>149 858</b>	<b>150 370</b>	<b>0.3%</b>	<b>150 657</b>	<b>0.2%</b>
198	東主／獨資經營者／執行合夥董事	18 495	18 579	0.5%	18 579	0.0%
<b>主要職能人員總數</b>						
199	其他經理級人員	1 942	2 309	18.9%	2 308	0.0%
299	其他主任級人員	3 355	3 738	11.4%	3 738	0.0%
399	其他文員／輔助人員	20 255	20 586	1.6%	20 569	-0.1%
<b>總計</b>		<b>236 371</b>	<b>244 651</b>	<b>3.5%</b>	<b>244 926</b>	<b>0.1%</b>

附註：

\* 有關數字指總人數。

零售業 2010 年人力調查  
表 6：僱員宜有教育程度（按職務劃分）

職稱	大學學位或以上	副學士學位／專業文憑／高級文憑／高級證書或同等學歷	文憑／證書或同等學歷	預科	中五	中三	其他	總計
<b>經理級</b>								
總經理	568	17	6	4	3	0	0	598
營運／零售經理	950	303	129	106	196	0	0	1 684
分區／地區經理	377	176	76	95	69	1	0	793
店舖經理	1 742	407	604	420	1123	0	0	4 296
市場推廣經理	566	52	26	2	11	0	0	657
營業經理	514	51	128	27	55	0	0	774
客戶服務經理	172	14	37	3	0	0	0	226
採購主管／經理	462	61	14	11	67	0	0	615
物流／運輸／倉庫經理	135	28	35	4	2	0	0	203
培訓經理	183	5	4	0	13	0	0	205
商品陳列經理	24	0	0	0	0	0	0	24
<b>小計</b>	<b>5 692</b>	<b>1 113</b>	<b>1 057</b>	<b>672</b>	<b>1 539</b>	<b>1</b>	<b>0</b>	<b>10 075</b>
<b>佔該職級百分比（總人數：10 075）</b>	<b>56.5%</b>	<b>11.1%</b>	<b>10.5%</b>	<b>6.7%</b>	<b>15.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>100.0%</b>
<b>主任級</b>								
店舖／分店主任	1156	1094	4848	4992	13056	4258	2436	31 839
商品陳列主任	50	84	137	20	46	0	0	336
物流／運輸／倉庫主任	96	77	288	52	252	0	0	765
公共關係主任／廣告主任	143	107	301	38	49	0	0	637
客戶服務主任	256	123	284	63	215	0	0	941
採購主任	393	322	521	1027	1559	236	0	4 058
培訓主任	39	70	47	6	6	0	0	168
<b>小計</b>	<b>2 132</b>	<b>1 876</b>	<b>6 427</b>	<b>6 197</b>	<b>15 183</b>	<b>4 493</b>	<b>2 436</b>	<b>38 744</b>
<b>佔該職級百分比（總人數：38 744）</b>	<b>5.5%</b>	<b>4.8%</b>	<b>16.6%</b>	<b>16.0%</b>	<b>39.2%</b>	<b>11.6%</b>	<b>6.3%</b>	<b>100.0%</b>
<b>文員／技術人員級</b>								
高級售貨員	147	497	381	1626	32814	8488	1376	45 329
初級售貨員	35	179	460	841	54166	8597	3987	68 264
存貨／採購文員	11	19	26	51	2008	37	0	2 153
存貨助理	0	0	10	65	4201	1250	309	5 835
訂單助理（網上服務）	0	54	0	9	941	0	0	1 004
商品陳列助理	0	0	0	0	27	0	0	27
兼職售貨員／服務員*	0	0	33	99	19538	3914	830	24 414
<b>小計</b>	<b>194</b>	<b>748</b>	<b>911</b>	<b>2 690</b>	<b>113 695</b>	<b>22 286</b>	<b>6 502</b>	<b>147 026</b>
<b>佔該職級百分比（總人數：147 026）</b>	<b>0.1%</b>	<b>0.5%</b>	<b>0.6%</b>	<b>1.8%</b>	<b>77.3%</b>	<b>15.2%</b>	<b>4.4%</b>	<b>100.0%</b>

附註：

\* 有關數字指總人數。



零售業 2010 年人力調查  
表 7：僱員宜有相關年資（按職務劃分）

職稱	十年以上	六至十年	三至六年	一至三年	一年以下	總計
<b>經理級</b>						
總經理	376	167	53	3	0	598
營運／零售經理	677	711	250	46	0	1 684
分區／地區經理	301	296	108	88	0	793
店舖經理	1812	1500	976	8	0	4 296
市場推廣經理	165	394	98	0	0	657
營業經理	210	402	144	18	0	774
客戶服務經理	37	175	14	0	0	226
採購主管／經理	304	239	71	1	0	615
物流／運輸／倉庫經理	59	131	13	0	0	203
培訓經理	37	42	127	0	0	205
商品陳列經理	16	8	0	0	0	24
<b>小計</b>	<b>3 994</b>	<b>4 065</b>	<b>1 854</b>	<b>163</b>	<b>0</b>	<b>10 075</b>
<b>佔該職級百分比（總人數：10 075）</b>	<b>39.6%</b>	<b>40.3%</b>	<b>18.4%</b>	<b>1.6%</b>	<b>0.0%</b>	<b>100.0%</b>
<b>主任級</b>						
店舖／分店主任	729	9030	16159	5921	0	31 839
商品陳列主任	2	100	207	27	0	336
物流／運輸／倉庫主任	3	172	474	116	0	765
公共關係主任／廣告主任	7	73	493	64	0	637
客戶服務主任	0	302	439	198	2	941
採購主任	84	1380	1682	913	0	4 058
培訓主任	0	34	131	4	0	168
<b>小計</b>	<b>825</b>	<b>11 091</b>	<b>19 584</b>	<b>7 241</b>	<b>2</b>	<b>38 744</b>
<b>佔該職級百分比（總人數：38 744）</b>	<b>2.1%</b>	<b>28.6%</b>	<b>50.5%</b>	<b>18.7%</b>	<b>0.0%</b>	<b>100.0%</b>
<b>文員／技術人員級</b>						
高級售貨員	772	2552	23843	14937	3225	45 329
初級售貨員	0	275	607	34875	32507	68 264
存貨／採購文員	0	0	228	1679	247	2 153
存貨助理	0	0	170	3512	2152	5 835
訂單助理（網上服務）	0	0	89	470	445	1 004
商品陳列助理	0	0	0	27	0	27
兼職售貨員／服務員*	0	0	90	3 319	21 006	24 415
<b>小計</b>	<b>772</b>	<b>2 827</b>	<b>25 027</b>	<b>58 819</b>	<b>59 582</b>	<b>147 027</b>
<b>佔該職級百分比（總人數：147 026）</b>	<b>0.5%</b>	<b>1.9%</b>	<b>17.0%</b>	<b>40.0%</b>	<b>40.5%</b>	<b>100.0%</b>

附註：

\* 有關數字指總人數。

**零售業 2010 年人力調查**  
**表 8：過去 12 個月僱主提供／資助的訓練名額（按職級劃分）**

訓練範疇	經理及主任級	文員／技術人員級	總計	2011 年預測	2011 年與 2010 年比較
<b>管理培訓</b>					
管理／督導技巧／業務管理	3 497	879	4 376	4 481	2.4%
<b>行業專門培訓</b>					
客戶服務	4 918	25 666	30 584	30 184	-1.3%
銷售技巧	4 215	26 609	30 824	30 448	-1.2%
產品知識	5 468	30 134	35 602	36 173	1.6%
投訴處理	3 822	13 931	17 753	17 778	0.1%
人際關係技巧	1 726	8 494	10 220	10 766	5.3%
店舖營運	4 499	3 957	8 456	9 309	10.1%
物流／存貨管理／供應鏈管理	1 075	2 178	3 253	3 333	2.5%
資訊科技及應用	971	2 343	3 314	3 366	1.6%
<b>語言</b>					
普通話	1 151	3 821	4 972	5 869	18.0%
英語	1 037	4 524	5 561	6 014	8.1%
個人發展	937	1 843	2 780	2 840	2.2%
<b>其他</b>	512	1 203	1 715	1 413	-17.6%
<b>總計</b>	<b>33 828</b>	<b>125 582</b>	<b>159 410</b>	<b>161 974</b>	<b>1.6%</b>

附註：

1. 不包括僱員人數不多於 4 人的公司。

## 零售業 2010 年人力調查

表 9：未來 12 個月僱主擬提供／資助的訓練名額（按職級劃分）

訓練範疇	經理及主任級	文員／技術人員級	總計	內部培訓名額 (%)	外間培訓名額 (%)	所需外間培訓名額
<b>管理培訓</b>						
管理／督導技巧／業務管理	3 471	1 010	4 481	73.9%	26.1%	1 169
<b>行業專門培訓</b>						
客戶服務	4 584	25 600	30 184	74.0%	26.0%	7 851
銷售技巧	4 087	26 361	30 448	74.0%	26.0%	7 932
產品知識	5 465	30 708	36 173	76.0%	24.0%	8 669
投訴處理	3 920	13 858	17 778	64.9%	35.1%	6 245
人際關係技巧	1 946	8 820	10 766	78.9%	21.1%	2 274
店舖營運	4 908	4 401	9 309	68.8%	31.2%	2 904
物流／存貨管理／供應鏈管理	1 093	2 240	3 333	77.5%	22.5%	749
資訊科技及應用	915	2 451	3 366	78.6%	21.4%	722
<b>語言</b>						
普通話	1 192	4 677	5 869	53.5%	46.5%	2 728
英語	1 120	4 894	6 014	56.0%	44.0%	2 649
個人發展	921	1 919	2 840	74.9%	25.1%	713
<b>其他</b>	455	958	1 413	70.3%	29.7%	419
<b>總計</b>	<b>34 077</b>	<b>127 897</b>	<b>161 974</b>	<b>72.2%</b>	<b>27.8%</b>	<b>45 024</b>

附註：

1. 不包括僱員人數不多於 4 人的公司。

## 零售業 2010 年人力調查

表 10：2008 年與 2010 年僱主提供／資助的訓練名額比較

訓練範疇	2008 年	2010 年	2008 年與 2010 年比較	2011 年預測	2011 年與 2010 年比較
<b>管理培訓</b>					
管理／督導技巧／業務管理	4 498	4 376	-2.7%	4 481	2.4%
<b>行業專門培訓</b>					
客戶服務	31 774	30 584	-3.7%	30 184	-1.3%
銷售技巧	28 102	30 824	9.7%	30 448	-1.2%
產品知識	0	35 602	0.0%	36 173	
投訴處理	14 416	17 753	23.1%	17 778	0.1%
人際關係技巧	14 286	10 220	-28.5%	10 766	5.3%
店舖營運	9 936	8 456	-14.9%	9 309	10.1%
物流／存貨管理／供應鏈管理	908	3 253	258.3%	3 333	2.5%
資訊科技及應用	1 972	3 314	68.1%	3 366	1.6%
<b>語言</b>					
普通話	7 054	4 972	-29.5%	5 869	18.0%
英語	5 986	5 561	-7.1%	6 014	8.1%
個人發展	0	2 780	0.0%	2 840	2.2%
其他	5 969	1 715	-71.3%	1 413	-17.6%
<b>總計</b>	<b>124 901</b>	<b>159 410</b>	<b>21.6%</b>	<b>161 974</b>	<b>1.6%</b>

附註：

1. 不包括僱員人數不多於 4 人的公司。

## 零售業 2010 年人力調查

表 11：前線銷售僱員的職前培訓需要（按類別劃分）

	類別	必須	宜有	無意見	無需要	未有說明	總計
1	食品、飲品及煙草	5	94	360	657	4	1 120
		0.4%	8.4%	32.1%	58.7%	0.4%	
2	超級市場	9	7	17	17	1	51
		17.6%	13.7%	33.3%	33.3%	2.0%	
3	燃料及運輸設備	5	138	79	29	13	264
		1.9%	52.3%	29.9%	11.0%	4.9%	
4	衣物、鞋類及有關製品	623	261	625	121	8	1 638
		38.0%	15.9%	38.2%	7.4%	0.5%	
5	其他消費品	61	288	242	509	0	1 100
		5.5%	26.2%	22.0%	46.3%	0.0%	
6	百貨公司	2	14	10	2	0	28
		7.1%	50.0%	35.7%	7.1%	0.0%	
7	珠寶首飾	25	81	136	219	14	475
		5.3%	17.1%	28.6%	46.1%	2.9%	
8	藥物及化妝品	0	85	160	246	1	492
		0.0%	17.3%	32.5%	34.1%	0.2%	
9	其他耐用品	115	107	157	286	1	666
		17.3%	16.1%	23.6%	42.9%	0.2%	
10	電訊設備及電器產品	33	25	102	80	0	240
		13.8%	10.4%	42.5%	33.3%	0.0%	
11	無店面和不經流動貨攤	0	6	90	12	0	108
		0.0%	5.6%	83.3%	11.1%	0.0%	
	<b>總計</b>	<b>878</b>	<b>1 106</b>	<b>1 978</b>	<b>2 178</b>	<b>42</b>	<b>6 182</b>
		<b>14.2%</b>	<b>17.9%</b>	<b>32.0%</b>	<b>35.2%</b>	<b>0.7%</b>	<b>100.0%</b>

附註：

1. 不包括僱員人數不多於 4 人的公司。
2. 有關數字指公司數目。

## 零售業 2010 年人力調查

表 12：前線銷售僱員的職前培訓需要（按訓練範疇劃分）

訓練範疇		非常重要		重要		不太重要		無需要	
		人數	%	人數	%	人數	%	人數	%
1	管理／督導技巧／業務管理	48	2.4%	269	13.6%	1 239	62.4%	428	21.6%
2	客戶服務	632	31.9%	1 265	63.8%	51	2.6%	36	1.8%
3	銷售技巧	621	31.3%	1 269	64.0%	56	2.8%	38	1.9%
4	產品知識	461	23.2%	1 345	67.8%	107	5.4%	71	3.6%
5	投訴處理	348	17.5%	1 165	58.7%	309	15.6%	162	8.2%
6	人際關係技巧	291	14.7%	922	46.5%	552	27.8%	219	11.0%
7	店舖營運	79	4.0%	595	30.0%	1 008	50.8%	302	15.2%
8	物流／存貨管理／供應鏈管理	49	2.5%	551	27.8%	1 035	52.2%	349	17.6%
9	資訊科技及應用	35	1.8%	369	18.6%	1 290	65.0%	290	14.6%
10	普通話	80	4.0%	973	49.0%	691	34.8%	240	12.1%
11	英語	105	5.3%	909	45.8%	730	36.8%	240	12.1%
12	個人發展	8	0.4%	626	31.6%	1 055	53.2%	295	14.9%
13	其他	115	76.2%	36	23.8%	0	0.0%	0	0.0%

附註：

1. 不包括僱員人數不多於4 人的公司。

## 職業訓練局

### 訓練委員會職權範圍

1. 確定業內的人力需求，包括收集、分析相關的人力和學生／學員統計數字，以及關於社會經濟、科技及人力市場發展的資料。
2. 評估及研究本業的人力供求是否平衡。
3. 對發展專業教育及訓練設施以應付本業人力需求，向職業訓練局提供意見。
4. 就相關學科的課程發展方向及策略，向香港專業教育學院 [IVE]、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. 提供有關舉辦本業主要行業技能比賽的意見，以推廣專業教育與訓練和派員參加國際賽事。
10. 就本業專業教育及訓練的發展與推廣事宜，與僱主、僱主聯會、工會、專業團體、訓練及教育機構、政府部門等聯絡。
11. 為業界舉辦有關專業教育及訓練的研討會與會議。
12. 對宣傳事宜提供意見，以推廣業內訓練委員會工作和職業訓練局的專業教育及訓練課程。
13. 每年向局方呈交訓練委員會工作報告，以及相關學科課程發展策略建議。
14. 根據《職業訓練局條例》第 7 條，負責局方所委派的其他工作。

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**- 空白頁 -**



零售業訓練委員會

委員名單

主席

詹德慶先生 (某連零售鎖店提名)

副主席

余麗姚女士 (香港零售管理協會提名)

委員

蔡靖民先生 (某連零售鎖店提名)

朱志明先生 (某連零售鎖店提名)

馮啟華先生 (某連零售鎖店提名)

古賢倫先生 (某連零售鎖店提名)

關敏怡博士 (某連零售鎖店提名)

郭以瑩女士\* (某連零售鎖店提名)

劉克斌先生+ (某連零售鎖店提名)

鄧祥勝先生+ (香港百貨商業僱員總會提名)

王紫雲先生\* (香港百貨商業僱員總會提名)

衛有安先生 (某連零售鎖店提名)

葉焯德先生 (香港零售管理協會提名)

祁志純女士+  
郭啟興先生\*

(職業訓練局執行幹事代表)  
(職業訓練局執行幹事代表)

秘書

梁劍衡先生\*  
鄭泰文先生+

(職業訓練局)  
(職業訓練局)

\* 任期於 2011 年 3 月 31 日屆滿  
+ 任期於 2011 年 4 月 1 日開始

零售業訓練委員會

2010 年人力調查工作小組委員名單

主席

關敏怡博士 (香港鐵路有限公司)

委員

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

列席

黎玉玲女士 (政府統計處)  
李漢玲女士 (政府統計處)

秘書

鄭泰民先生 (職業訓練局)

深入訪問

2010 年零售業人力調查深入受訪人士名單

劉克斌先生	(周生生珠寶金行有限公司)
黃興全先生	(香港移動通訊有限公司)
朱繼陶先生	(太子珠寶鐘錶公召)
范懿璇女士	(香港西武企業有限公司)

秘書

鄭泰民先生	(職業訓練局)
-------	---------

## Vocational Training Council 職業訓練局

Headquarters Division 2 總辦事處二科  
 20F, Skyline Tower, 39 Wang Kwong Road, Kowloon Bay, Kowloon, Hong Kong  
 香港九龍九龍灣宏光道39號宏天廣場20樓  
 www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

(852) 2574 3759

Our Reference 本局檔號 (9) in RT/4/2 (2010)

Your Reference 來函檔號



各位僱主：

2010 年零售業人力調查

職業訓練局屬下零售業訓練委員會將進行 2010 年人力調查，本人謹代表職訓局懇請閣下惠予合作，提供協助。本委員會是由香港特別行政區政府行政長官委任，負責零售業的人力訓練事宜。

為評估本港零售業最新的人力情況及訓練需要，以便制定合適的人力訓練建議，本會將於 2010 年 10 月 11 日至 2010 年 11 月 12 日期間進行人力調查，是次調查將不會收集薪酬資料。

現隨函附上下列中英文對照文件，以供參閱填寫：

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

調查期間，政府統計處職員將聯絡 貴機構，解答有關問題，協助填寫調查表。

調查所得資料絕對保密，並只發表摘要統計數字，不會提及個別機構。

敬請以數分鐘時間完成夾附的調查表，調查報告內所有資料可作為 貴公司將來發展參考備用。

查閱過去零售業的人力調查報告書，可瀏覽我們的網站 <http://rttb.vtc.edu.hk>。

如對是次調查有任何疑問，請致電 2116 8505 與政府統計處人力統計組聯絡。

承蒙協助，謹此致謝。

A handwritten signature in black ink, appearing to read '詹德慶' (James Tang), written in a cursive style.

零售業訓練委員會主席  
詹德慶

2010 年 10 月 4 日

**VOCATIONAL TRAINING COUNCIL**

職業訓練局

(For companies with employment size of 4 persons or less)  
公司僱員人數四人或以下

**2010 MANPOWER SURVEY OF THE RETAIL TRADE**

2010 年 零 售 業 人 力 調 查

**QUESTIONNAIRE**

調查表

PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE

填表前請詳閱附註

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

NAME OF COMPANY: \_\_\_\_\_  
公司名稱

ADDRESS: \_\_\_\_\_  
地址

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

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

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

28 47

POSITION: \_\_\_\_\_  
職位

TEL. NO.: \_\_\_\_\_  
電話

48 55 56 63

FAX NO.: \_\_\_\_\_  
圖文傳真

E-MAIL: \_\_\_\_\_  
64 98

(A) Job 工作	(B) No. of Employees at Date of Survey 現有的僱員人數		(C) No. of Vacancies at Date of Survey 現有的空缺額	(D) Forecast of No. Employed 12 Months from Now 預計12個月後僱員人數	(E) Preferred Level of Education 僱員宜有的教育程度	(F) Preferred Relevant Years of Experience 僱員宜有的相關年資	Codes 編號說明
	Title 職稱 (See Appendix C) (參閱附錄C)	Rec. Type	Job Code 職位編號 8 - 10	11 - 14	15 - 17	18 - 21	
1.		2					<p><u>Column (E) (E欄)</u></p> <p>Enter in Column (E) the preferred level of education for employee according to the following codes: 請將僱員宜有的教育程度，按下列編號填入「E」欄內：</p> <p><u>Codes Preferred Level of Education</u> 編號 宜有的教育程度</p> <p>1 University Degree or above 大學學位或以上</p> <p>2 Associate Degree/Professional Diploma/ Higher Diploma/Higher Certificate or equivalent 副學士學位／專業文憑／高級文憑／高級證書或同等學歷</p> <p>3 Diploma/Certificate or equivalent 文憑／證書或同等學歷</p> <p>4 Matriculation 預科</p> <p>5 Secondary 4 - Secondary 5 中四 - 中五</p> <p>6 Secondary 3 中三</p> <p>7 Others 其他</p> <p><u>Column (F) (F欄)</u></p> <p>Enter in Column (F) the preferred relevant years of experience for employee according to the following codes: 請將僱員宜有的相關年資，按下列編號填入「F」欄內：</p> <p><u>Codes Preferred Relevant Years of Experience</u> 編號 宜有的相關年資</p> <p>1 10 years or more 十年或以上</p> <p>2 6 years to less than 10 years 六年至十年以下</p> <p>3 3 years to less than 6 years 三年至六年以下</p> <p>4 1 year to less than 3 years 一年至三年以下</p> <p>5 Less than 1 year 一年以下</p>
2.		2					
3.		2					
4.		2					
5.		2					
6.		2					
7.		2					
8.		2					
9.		2					
10.		2					

Please tick in the appropriate box if your company wants a complimentary copy of the 2010 Manpower Survey Report.

如貴公司欲收到二〇一〇年人力調查報告贈閱版，請於方格內加上“✓”號。

 388

Booklet 書冊

 389

CD-ROM 光碟

 390

Email 電郵

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

問卷完，多謝合作。

<b>CONFIDENTIAL</b>	填入數據後即成
WHEN DATA ENTERED	機密文件

**Appendix A**  
附錄A

**VOCATIONAL TRAINING COUNCIL**

職業訓練局

(For companies with employment size of 5 persons or above)  
公司僱員人數五人或以上

**2010 MANPOWER SURVEY OF THE RETAIL TRADE**

2010 年 零 售 業 人 力 調 查

**QUESTIONNAIRE**

調查表

PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE

填表前請詳閱附註

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

NAME OF COMPANY: \_\_\_\_\_  
公司名稱

ADDRESS: \_\_\_\_\_  
地址

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

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

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

POSITION: \_\_\_\_\_  
職位

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

FAX NO.: \_\_\_\_\_  
圖文傳真

E-MAIL: \_\_\_\_\_  
64 98



**Part I**

**第一部份**

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

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

Codes  
編號  
Preferred Level of Education  
宜有的教育程度

1 University Degree or above  
大學學位或以上

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

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

4 Matriculation  
預科

5 Secondary 4 - Secondary 5  
中四 - 中五

6 Secondary 3  
中三

7 Others  
其他

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

Codes  
編號  
Preferred Relevant Years of Experience  
宜有的相關年資

1 10 years or more  
十年或以上

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

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

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

5 Less than 1 year  
一年以下

Note : If additional lines are necessary, please tick here  and enter on supplementary sheet(s).  
附註：如此頁填滿，請先將“✓”號填入此  內，然後在附頁繼續填寫。

**Part II**  
第二部份

**For Full-time Employees**  
全職僱員

1. Number of full-time retail trade employees in October 2009 (12 months ago).  
2009年10月時(12個月前)的全職零售業僱員人數。

- |  |  |
|--|--|
| (a) Managerial<br>經理級                                | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>8  |
| (b) Supervisory<br>主任級                               | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>12 |
| (c) Sales Staff<br>售貨員                               | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>16 |
| (d) Other Operative & Clerical Support<br>其他技術人員及文員級 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>20 |

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

- |  |  |
|--|--|
| (a) Managerial<br>經理級                                | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>25 |
| (b) Supervisory<br>主任級                               | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>29 |
| (c) Sales Staff<br>售貨員                               | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>33 |
| (d) Other Operative & Clerical Support<br>其他技術人員及文員級 | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/><br>37 |

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

3. (a) Number of Part-time Sales/Service Staff in October 2009 (12 months ago).  
2009年10月時(12個月前)的兼職售貨員/服務員人數。

42

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

47

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此欄毋須填寫

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

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

24

41

46

51

## Training

### 訓練

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

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

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

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

附註 : \* 內部訓練指由公司內部提供之訓練。

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

\* 外間訓練指由公司以外的培訓機構提供之訓練。

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234

236

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

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

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此欄毋須填寫

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

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

貴機構有沒有為兼職售貨員／服務員資助或提供培訓？

Yes   
有

No   
沒有

329

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

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

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

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

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

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

334

8. Which types of training you think a front-line sales person needs to acquire before employment?  
(Please tick in the box with appropriate level of importance.)

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

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此欄毋須填寫

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

387

Please tick in the appropriate box if your company wants a complimentary copy of the 2010 Manpower Survey Report.

如貴公司欲收到二〇一〇年人力調查報告贈閱版，請於方格內加上"✓"號。

388

Booklet 書冊

389

CD-ROM 光碟

390

Email 電郵

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

問卷完，多謝合作。

2010 年零售業人力調查

附 註

第一部份

1. 請填寫表內(A)至(F)欄，並在 貴公司不適用的各欄內填入符號(0)。

2. (A)欄 - 職稱

(a) 請參閱附錄 C “主要職務名稱及工作說明”。表內部分職稱可能與 貴公司所採用者不同；但如職務內容相同或類似，仍請歸類為同一職務，填上所需資料。

(b) 請根據主要職務把僱員分類，無需考慮其所兼任的其他職務。

(c) 如 貴公司另有其他經理級人員、主任級人員或文員／輔助人員，而這些職務又需接受零售訓練，請填上有關職稱，並填寫(B)至(D)欄。

3. (B)欄 - 調查時的僱員人數

請填入每項職稱的僱員人數，包括在公司內工作的東主及合夥人。

4. (C)欄 - 調查時的空缺額

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

5. (D)欄 - 預計 12 個月後僱員人數

請填入 貴公司在 12 個月後將聘用的僱員人數。如估計業務屆時會擴張／收縮，此欄所填人數可多於／少於(B)欄。

#### 6. (E) 欄 - 僱員宜有教育程度

請按下列編號，填入僱員宜有的教育程度。

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

#### 7. (F) 欄 - 僱員宜有的相關年資

請按下列編號，填上 貴機構各職務宜有的相關工作年資。

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

註：調查所得資料絕對保密，只以統計摘要方式發表，絕不提及任何個別公司。

## 第二部份

8. (1) 2009年10月時的全職僱員人數  
請填入2009年10月時的全職僱員人數。
9. (2) 過去12個月內離職的全職僱員人數  
請填入過去12個月內離職的全職僱員人數。
10. (3)(a) 2009年10月時的兼職售貨員／服務員人數  
請填入2009年10月時的兼職售貨員／服務員人數。
- (b) 過去12個月內離職的兼職售貨員／服務員人數  
請填入過去12個月內離職的兼職售貨員／服務員人數。
11. (4) 全職僱員培訓資助或訓練（包括內部及外間\*）的名額  
請按訓練範疇填入全職僱員的培訓資助或訓練（包括內部及外間\*）的名額。
12. (5) 未來12個月資助／提供的內部及外間培訓的相對百分比  
請按訓練範疇填入未來12個月資助／提供的內部及外間培訓的相對百分比。
13. (6) 兼職售貨員／服務員培訓  
請於合適方格內加上‘✓’號以表示有沒有為兼職售貨員／服務員資助或提供培訓。
14. (7)&(8) 前線銷售人員的職前培訓意見  
請於合適方格內加上‘✓’號以表示 貴機構對前線銷售人員的職前培訓的意見。請按重要性於合適方格內加上‘✓’號以表示前線銷售人員入職前須接受的訓練範疇。



2010 年零售業人力調查主要職務名稱及工作說明

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

編號	職稱	工作說明
經理級（包括高級及助理經理）		
111	總經理	負責機構內零售業務、採購、銷售和市場推廣所有事宜。
112	營運／零售經理	負責店舖／經銷店／連鎖店的整體營運及管理事宜。
113	分區／地區經理	負責多間店舖／經銷店（通常在同一地區內）的營運及管理事宜。
114	店舖經理	負責一間店舖／經銷店的營運及管理事宜。
115	市場推廣經理	策劃、指導和管理市場推廣工作，包括廣告、公共關係及企業傳訊。
116	營業經理	策劃、指導和管理有關銷售的工作，以盡量提升營業額。直接聯絡客戶，以推廣業務。
117	客戶服務經理	策劃、組織、指導客戶服務工作。聯絡客戶及公司內部門，確保客戶服務達到理想水平。

編號	職稱	工作說明
118	採購主管／經理	策劃、組織、監管採購工作。調查和研究市場情況，以釐訂需求。聯絡供應商，協調有關部門工作，確保貨源充足，並符合品質要求。
119	物流／運輸／倉庫經理	策劃、指導和管理物流／運輸／存倉工作，確保物流順利。
120	培訓經理	策劃、指導和管理培訓事宜。按照人力計劃制訂培訓計劃，確定培訓需要，提供培訓課程，以及監察培訓成效。
198	東主／獨資經營者／ 執行合夥董事	擁有和經營業務。
199	其他經理級人員 (請說明其職稱)	
主任級 (包括高級及助理主任)		
211	店舖／分店主任	負責某種貨品或數種貨品在一間店舖／經銷店的銷售。查核和研究銷售數字、貨品存貨及顧客要求，然後提出建議。監督一組售貨員的工作。
212	商品陳列主任	監督及設計櫥窗、陳列櫃或店內陳列商品的視覺效果。策劃及指導店內商品陳列。
213	物流／運輸／倉庫主任	監督貨品的物流、運輸及存倉工作，以便為使用者及顧客提供有系統服務。

編號	職稱	工作說明
214	公共關係主任／廣告主任	策劃、推行市場推廣計劃，以擴大商品銷路及推廣公司形象。與大眾傳播媒介及廣告公司保持緊密聯絡。
215	客戶服務主任	監督、推行與客戶服務有關的工作。直接向客戶提供服務。
216	採購主任	負責商品採購工作。與供應商及有關部門聯絡洽商，確保貨源充足，並符合品質要求。
217	培訓主任	推行培訓計劃及教授課程，保存訓練記錄，以及安排有關行政工作。
299	其他主任級人員 (請說明其職稱)	
技術人員／文員級		
311	高級售貨員	在零售店／經銷店售賣貨品，提供顧客服務及／或負責收銀工作；具較多銷售經驗及／或良好銷售紀錄。(如公司沒有特別說明，具五年或以上相關經驗者為高級售貨員)
312	初級售貨員	在零售店／經銷店售賣貨品，提供顧客服務及／或負責收銀工作；通常銷售經驗較少。(如公司沒有特別說明，具少於五年相關經驗者為初級售貨員)
313	存貨／採購文員	接收、儲存與分配存貨及貨品。編製購貨訂單，並保存已購貨物的記錄。編寫和比較存貨記錄，供採購貨品之用。

編號	職稱	工作說明
314	存貨助理	收發貨品，安排儲存，添補貨倉及／或店舖貨架的存貨。
315	訂單助理（網上服務）	網上接收訂單、查核存貨量、安排運輸，及確保貨物送達目的地。
399	其他文員／輔助人員 （請說明其職稱）	
411	兼職售貨員／服務員	以兼職方式受僱。在零售店／經銷店售賣貨品，提供顧客服務及／或負責收銀工作。

## 2011 年至 2013 年零售業人力預測 人力市場分析法

### 分析方法

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

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

### 零售業的人力需求預測

4. 零售業已定出下列七個決定因素，並將它們歸類為主要組成部分。
  - i) 貸款及墊款總額[LAI]
  - ii) 綜合消費物價指數[CCPI]
  - iii) 物業價格指數（私人住宅）[PPI]
  - iv) 訪港旅客人數[VAI]
  - v) 服務輸出[XSER]
  - vi) 貨品出口貨量指數[XGDS]
  - vii) 貨品進口貨量指數[MGDS]
5. 由於缺乏足夠的人力數據進行「預斷」步驟，本會採用經濟學上的「投入產出模型」進行分析。「投入產出模型」旨在量化經濟體系內各個行業之間的依存關係。在投入產出表內，經濟體系的所有產出數據會分為兩類呈現：生產（適用於農業、製造業及服務業）或最終需求（即消費或投資）。在投入產出模型內，個別行業需要投入某些主要資源（例如勞動力、資本器材）以製造產品。我們假設在預定的一段短時間內，該行業的生產系數不變（即規

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

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

7. 按 LMA 的統計模型作推算，2011 年至 2013 年零售業的預計人力需求如下：

年份	實際人力數字	僱主預測數字	推算人力數字
2010	244,651		
2011		244 926 (0.1%*)	246,920 (0.9%*)
2012			254,918 (3.2%**)
2013			261,245 (2.5%**)
* 與 2010 年實際人力比較的變動百分率			
** 與前一年推算人力比較的變動百分率			