

2014 Manpower Survey Report

Retail Trade

零售業

2014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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EXECUTIVE SUMMARY

Survey

1. The Retail Trade Training Board (RTTB), with the assistance of the Census and Statistics Department (C&SD), conducted a biennial manpower survey from 15 October 2014 to 14 November 2014 with follow-up action taken in the subsequent months, with the aim of furnishing users with information on the manpower situation and training needs of personnel in the retail trade.

Scope of the Survey

2. The Training Board decided on the sampling frame to cover 11 branches related to retail trade in this Survey. Details of the 11 branches were set out in paragraph 3 below. Employers of the sampled companies were requested to report only the manpower statistics of employees engaged in functions related to the retail trade. Using the stratified random sampling method, a sample of 919 companies out of 40 824* was subsequently selected from the central register maintained by the Census and Statistics Department (C&SD). Data collected were then processed by the C&SD and grossed up statistically to give an overall picture of the manpower situation of the retail trade.

3. The Hong Kong Standard Industrial Classification (HSIC) (Version 2.0) was adopted and the following 11 Branches were included in this survey.

No.	Branch	No. of sampled companies
1	Food, Beverages and Tobacco	147
2	Supermarkets	24
3	Fuel and Transport Equipment	92
4	Clothing, Footwear and Allied Product	136
5	Consumer Goods, n.e.c.	113
6	Department Store	31
7	Jewellery	45
8	Medicines and Cosmetics	50
9	Durable Goods, n.e.c.	85
10	Telecommunications Equipment and Electrical Goods	51
11	Retail Trade not via Stores and Mobile Stalls	145
Total:		919

4. To enhance the response rate, companies employing four persons or less were only requested to complete Part I (basic information) of the questionnaire.

5. The overall effective response rate (including partial response and full response) for the current survey was 93.6% which is slightly lower than the 95.1% achieved in 2012.

Note:

* The figure of 40 824 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 2014 was 46 642.

Objective

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

Limitation

7. The statistics contained in this report were based on information obtained from the Survey which was carried out from 15 October 2014 to 14 November 2014, with follow-up action taken with the sampled companies for data collection in the subsequent months. In consideration of the duration of the survey period and also the time gap between the carrying out of the Survey and the publication of this report, there could be changes in the growing economy of Hong Kong and cyclical fluctuations in the retail trade, rendering deviations of the findings from actual scenarios at the time the report is released.

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

Improvements Made on Survey Questionnaires

9. It was suggested that the contents of the survey questionnaires and relevant documents be improved on the following aspects:

Companies with “4 persons or below” and “5 persons or above”:

- i) To add a question relating to the range of average monthly wage;
- ii) To separate out the post of sales staff and part-time sales from the job level of operative/clerical support as individual job levels;
- iii) To add the posts of “E-commerce Manager” and “E-commerce Supervisor” ;
- iv) To rename the previous post of “Order Assistant (on-line service) as “E-commerce Assistant”;
- v) To add the “Hong Kong Diploma of Secondary Education or equivalent” in the “Preferred Level of Education”.

Companies with “5 persons or above”:

- i) To add a question relating to the number of full-time retail trade employees leaving their companies during the past 12 months by whereabouts;
- ii) To add a question relating to the source of recruitment;
- iii) To ask employers if they would take priority in selecting those courses recognized under the Qualifications Framework when sponsor or provide training to staff;
- iv) To add a question relating to the reasons of recruitment difficulties;
- v) To add other training aspects such as “Coaching”, “E-commerce” and “Marketing / Visual Merchandising”.

Acknowledgement

10. The Training Board wishes to thank the Census and Statistics Department for supervising the fieldwork and processing the survey data.

Business Outlook

11. The Hong Kong economy grew only modestly in 2014 by 2.3%, down from 2.9% in 2013, as the slow global economic recovery weighed on exports of goods, tourist spending slackened, and domestic demand also weakened. According to the Census and Statistics Department (C&SD), the economy is forecast to grow by 1-3%, far lower than the 4.5% average in the past 10 years.

12. The non-seasonally adjusted unemployment hit a low of 3.1% in early 2014, before rising back slightly to 3.3% in the fourth quarter, still a relatively low level and signifying full employment. For 2014 as a whole, the unemployment rate fell to 3.2% from 3.4% in 2013. Nevertheless, the sales value and volume is forecast to register a modest growth in 2015 due to more cautious spending behavior of the public under the uncertain economic environment.

13. The “Statutory Minimum Wage” (SMW) has come into force on 1 May 2011. With effect from 1 May 2015, the SMW rate has been revised from \$30 per hour to \$32.5 per hour. This policy would undoubtedly increase the wages of employees involved in the retail business and other relevant trades. Its ripple effect in narrowing the wage differentials across various sectors and occupations would put pressure on the employers to offer more competitive wage rates to retain or attract talents under a tight labor market. Eventually, it would result in pushing up the operating cost and further built up recruitment difficulties.

14. According to the National Bureau of Statistics of China, the Chinese economy expanded 7.0% in the first quarter of 2015, down from a 7.3% increase in the previous three-month period. It is the lowest growth rate since the March quarter of 2009, due to a slowdown in manufacturing and property investment.

15. The Occupy Central movement, which began in late September 2014, caused some disruption to normal operations in certain core shopping districts. The weeks-long demonstration had pinched Hong Kong’ economy and retailers were bearing the brunt. Nevertheless, the “Occupy central” protests had no material impact on tourist arrival growth and overall retail leasing demand in the 4th quarter of 2014. Retailers were initially cautious when the protests began to develop but confident was soon restored in the second half of the quarter as the protests in the core retail areas of the city prompted many shoppers to visit non-core retail districts where traffic and pedestrian flow was less affected. Mainland Chinese tourists increasing preference for mid-range products instead of luxury goods also help to route some shopper flow to non-core retail areas, a trend which mitigated the impact of the protest on overall retail sales during the quarter.

16. A fall-off in mainland spending on luxury items as a result of the anti-corruption drive and a slowing economy, as well as increasing competition from neighboring cities such as Seoul and Taipei (as trendy destinations for wealthy Chinese travelers), have all compounded the slowdown in the luxury sector. Also, the weakening of the Euro and Yen has also attracted more tourists to travel to Europe and Japan, and discouraged tourists’ spending in Hong Kong.

17. According to the data from the Census and Statistics Department, the value of total retail sales in May 2015, provisionally estimated at \$39.0 billion, edged down by 0.1% compared with the same month in 2014. The revised estimate of the value of total retail sales in April 2015 decreased by 2.1% compared with a year earlier. For the first five months of 2015, the value of total retail sales decreased by 1.8% compared with the same period in 2014. A notable fall was noted in value of sales of jewellery, watches and clocks, and valuable gifts, which decreased by 14.9% in May 2015 compared with a year earlier, reflecting weak tourist spending on luxury items. The weakening of the luxury sector due to the slowdown of mainland demand is expected to last into 2015. Whereas, the volume of total retail sales in May 2015 increased by 4.6% over a year earlier. The revised estimate of the volume of total retail sales in April 2015 increased by 2.5% over a year earlier. For the first five months of 2015, total retail sales increased by 1.3% in volume compared with the same period in 2014.

18. Suffering from weakening sales and dwindling profits, retailers are being pressed to rethink or restructure their network planning and relocate stores for rental savings. Market activity in the prime street shop segment was subdued. According to the research from Savills, it is expect to see a further rental correction in the prime street shop sub-market in the first half of 2015, especially in second-tier and third-tier locations. Overall, prime street shop rents are expected to decline by 5% to 10%. Nevertheless, the trade and tenant mix and quality management offered by shopping centres is attracting strong demand from international brands, especially small to medium sized operators with limited experience of the local market. Newcomers launching in shopping centres in recent months include Phase Eight (a British fashion brand), Scotch & Soda, TOMS, Moleskine, Monica Vinader, Castañer (a Spanish shoe brand) and Helianthus (a Korean leather goods brand). Hence, the quality shopping centre segment will be less affected and remain relatively strong, it is expected to see further rental growth in the range of 5% to 10% over 2015.

19. In view of an increasing number of Mainland residents visiting Hong Kong in recent years, Hong Kong has encountered problems with receiving capacity and parallel trading activities. In order to reduce the number of parallel goods trading and the conflicts between mainland tourists and Hong Kong residents, the new policy of replacing the "multiple-entry" Individual Visit Endorsements policy with the "one trip per week" Individual Visit Endorsements for the residents of Shenzhen has come into effect on 13 April 2015. In 2014, according to official figures, 14.9 million Mainland visitors traveled to Hong Kong on multiple-entry endorsements under the Individual Visit Scheme, accounting for about 23% of the total 60.8 million visitor arrivals and about 29.6% of total mainland visitor arrivals. Hence, the restriction on the number of visitors will take a hit to the retail industry and damage the reputation of Hong Kong as a welcoming tourist destination.

20. More importantly, it is indispensable to rebuild international investors' and tourists' confidence in Hong Kong and seize the opportunity to re-establish Hong Kong's positive image as a hospitable city. Hong Kong would continue to welcome visitors from all over the world including those from the Mainland, and it will strive to attract more overnight visitors who generally spend more in Hong Kong.

21. To rebuild confidence, starting from January 2015, the Hong Kong Tourism Board (HKTB) has launched a new round of publicity in Japan, Korea, Southeast Asia and major Mainland cities. As set out in the budget 2015-16, an additional \$80 million would be allocated to HKTB to step up its promotion efforts including running overseas promotions, organizing shopping festivals and offering merchandise concessions and electronic discount coupons in collaboration with the retail industry, and arranging large-scale familiarization tours to Hong Kong for overseas trade missions etc, aiming to boost the local consumption sentiment.

22. In addition, the Government will also discuss with the Walt Disney Company the Phase 2 development of the Hong Kong Disneyland Resort. This phase will cover an estimated area of 60 hectares, similar to that of Phase 1, with attractions, hotel development and retail facilities. The construction of the “Iron Man Experience” in Hong Kong Disneyland and the waterpark at Tai Shue Wan in Ocean Park is expected to complete in 2016-17. The new Central harbourfront will add new elements to the renowned scenic views of Victoria Harbor. In addition to sightseeing facilities such as the Observation Wheel, a variety of carnivals, exhibitions and open-air concerts will take place from time to time. These new facilities at the harbourfront will provide novel experiences that will keep visitors and locals amused.

23. International expansion remains high on the agenda for retailers in 2015, despite uncertain economic prospects and cost escalation, and Hong Kong follows China as one of the most targeted markets in Asia Pacific for global retailers considering expansion. According to a release from CBRE (international real estate consultant firm), based on its special report "How Active Are Retailers Globally," the report reveals that Germany has retained its number one position globally for the second consecutive year as the most popular retail market in the world, with 40% of retailers planning to open a store there in 2015. China (28%) is in fourth place whilst Hong Kong ranks sixth with 22% of retailers targeting the territory.

24. Hong Kong was ranked 13th among 141 countries and territories in terms of tourism competitiveness in the latest report by the World Economic Forum. This is two ranks higher than two years ago. It also rated Hong Kong as being the top among all places when it came to infrastructure projects for ports and roads, but the report ranked the territory at the 127th place when it came to the competitiveness of the prices of its products. Nevertheless, Hong Kong had other competitive edges outside of price, such as quality control and confidence from consumers in product authenticity. The city is still attractive to tourists.

25. Overall, there is no doubt that 2015 will be full of challenges for retailers. Providing Hong Kong can continue to provide favorable job conditions and ensure disposable income levels continue to rise, it should be able to generate increased retail spending. In addition, a healthy inflow of international tourists will be supported by greater development of transportation between Hong Kong and China via a new high-speed rail link and between Hong Kong and Macau via the Zhu Hai Bridge. Hong Kong needed to continue its major infrastructure build-up and consolidate its role as the region’s transportation hub, to embrace new business opportunities brought about by the mainland’s economic development, such as the “One Belt, One Road” initiative which aims to bolster regional infrastructure links and the proposed third runway at Chek Lap Kok would also boost the city’s competitiveness.

Sources:

1. Census and Statistics Department
2. The National Bureau of Statistics of China
3. Hong Kong Tourism Board
4. Hong Kong Trade Development Council Research
5. The 2015-2016 Budget
6. Retail Asia Business
7. Research from Savills
8. The World Economic Forum
9. CBRE Special Report on “How Active are Retailers Globally”

Survey Findings

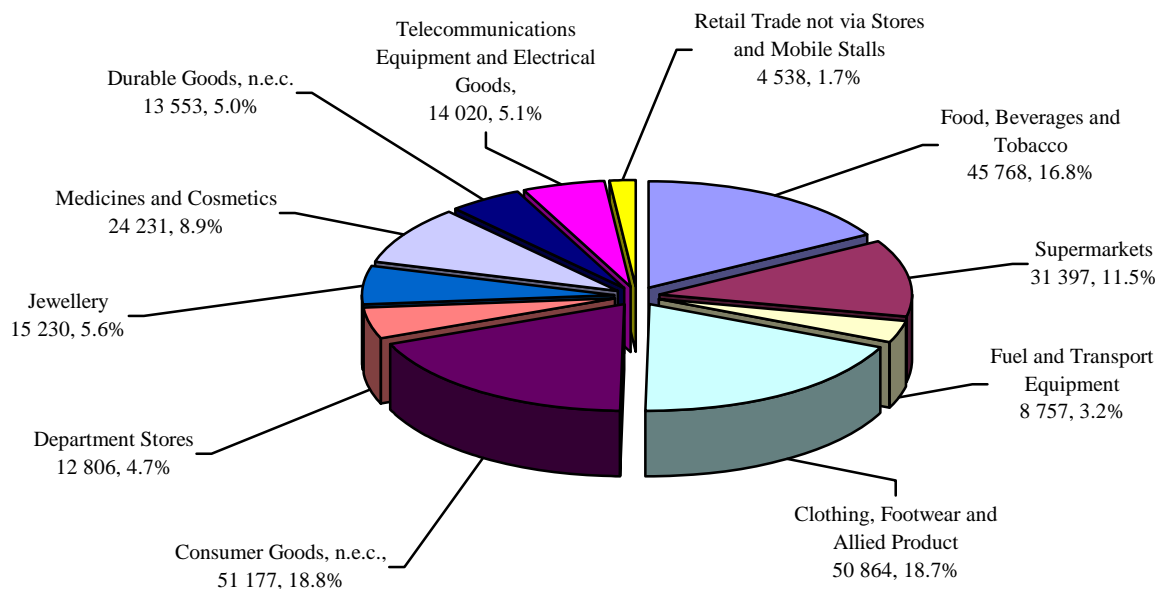
Number of Employees in 2014

26. The survey revealed that as at 15 October 2014, 272 341 persons were engaged in the retail trade, in which 243 838 (89.5%) were technical manpower and 28 503 (10.5%) were non-technical manpower.

27. **Technical manpower** refers to employees engaged in principal jobs of the retail trade as listed in Appendix C (Pages 73 - 76). Whereas, the **non-technical manpower** refers to employees engaged in the more generic jobs such as finance / accounting, human resources, IT, administrative and other supportive functions.

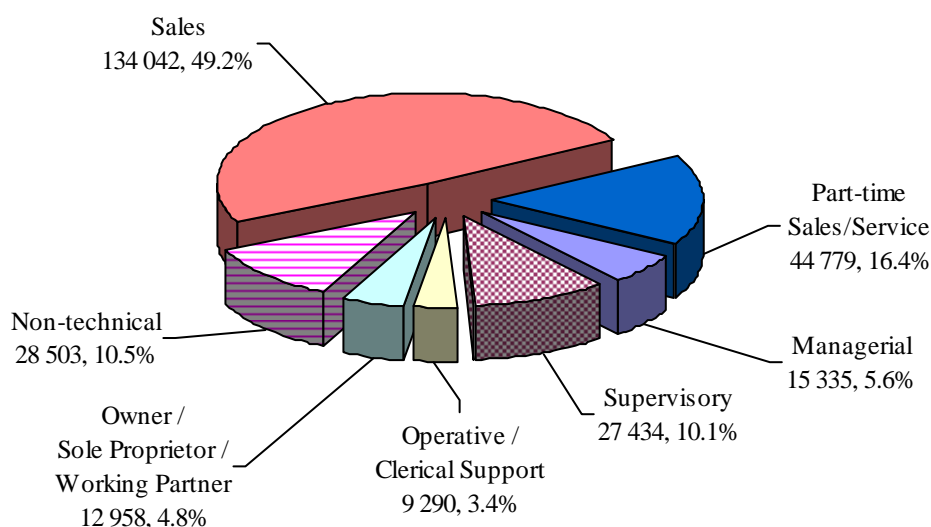
28. Among the total manpower of 272 341 engaged as at 15 October 2014 (included both technical and non-technical manpower), with 45 768 (16.8%) in “Food, Beverages and Tobacco”, 31 397 (11.5%) in “Supermarkets”, 8 757 (3.2%) in “Fuel and Transport Equipment”, 50 864 (18.7%) in “Clothing, Footwear and Allied Product”, 51 177 (18.8%) in “Consumer Goods, n.e.c.”, 12 806 (4.7%) in “Department Stores”, 15 230 (5.6%) in “Jewellery”, 24 231 (8.9%) in “Medicines and Cosmetics”, 13 553 (5.0%) in “Durable Goods, n.e.c.”, 14 020 (5.1%) in “Telecommunications Equipment and Electrical Goods” and 4 538 (1.7%) in “Retail Trade Not via Stores and Mobile Stalls”. The distribution of employees by branch is shown in **Figure 1**.

**Figure 1: Number of Employees by Branch
(Total Number of Employees: 272 341)**



29. In terms of job levels, 15 335 (5.6%) were managerial staff, 27 434 (10.1%) were supervisory staff, 9 290 (3.4%) were operative / clerical support staff, 134 042 (49.2%) were sales staff, 44 779 (16.4%) were part-time sales / service staff, 12 958 (4.8%) were owner / sole proprietor / working partner and 28 503 (10.5%) were non-technical manpower. The distribution of employees by job level is shown in **Figure 2** below:

**Figure 2: Number of Employees by Job Level
(Total Number of Employees: 272 341)**



Comparison of the Number of Employees Employed in 2012 and 2014

30. At the time of the survey, the total number of employees engaged in the retail trade was 272 341. Persons engaged have increased by 14 365 persons, or 5.6% when compared to 257 976 in 2012. The distribution of employees by branch and by job level in 2012 and 2014 are shown in **Table 1** and **Table 2** respectively.

Table 1: Distribution of Employees by Branch

Branch	Number of Employees (%)			
	2012		2014	
Food, Beverage & Tobacco	46 245	17.9%	45 768	16.8%
Supermarkets	26 353	10.2%	31 397	11.5%
Fuel and Transport Equipment	8 985	3.5%	8 757	3.2%
Clothing, Footwear and Allied Product	50 987	19.8%	50 864	18.7%
Consumer Goods, n.e.c.	47 733	18.5%	51 177	18.8%
Department Stores	12 351	4.8%	12 806	4.7%
Jewellery	13 810	5.4%	15 230	5.6%
Medicines & Cosmetics	21 806	8.5%	24 231	8.9%
Durable Goods, n.e.c.	12 885	5.0%	13 553	5.0%
Telecommunications Equipment & Electrical Goods	13 983	5.4%	14 020	5.1%
Retail Trade not via Stores and Mobile Stalls	2 838	1.1%	4 538	1.7%
All Branches	257 976	100%	272 341	100%

Table 2: Distribution of Employees by Job Level

Job Level	Number of Employees (%)			
	2012		2014	
Managerial	14 272	5.5%	15 335	5.6%
Supervisory	27 047	10.5%	27 434	10.1%
Operative/Clerical Support	7 273	2.8%	9 290	3.4%
Sales	131 138	50.8%	134 042	49.2%
Part-time Sales/Service	34 874	13.5%	44 779	16.4%
Owner/Sole Proprietor/Working Partner	13 137	5.1%	12 958	4.8%
Sub-total of Technical Manpower	227 741	88.2%	243 838	89.5%
Non-technical manpower	30 235	11.7%	28 503	10.5%
Total	257 976	100.0%	272 341	100.0%

Number of Existing Vacancies

31. At the time of the survey, employers reported that 10 038 vacancies, representing 3.6% of the total manpower demand of 282 379. **Total Manpower demand is defined as the existing manpower plus vacancies.** The distribution of vacancies is shown in **Table 3** and the comparison of the vacancies in 2012 and 2014 is shown in **Table 4**. (No vacancies for the owner / sole proprietor / working partner in 2014).

Table 3: Number of Vacancies and Vacancy as a Percentage of Manpower Demand by Job Level

Branch	Managerial	Supervisory	Operative/ Clerical Support	Sales	Part- time Sales/ Service	Non- technical	Total
Food, Beverage & Tobacco	15	32	3	494	46	6	596
Supermarkets	71	148	177	1 113	968	313	2 790
Fuel & Transport Equipment	0	2	15	93	0	25	135
Clothing, Footwear & Allied Product	50	78	34	1 335	257	7	1 761
Consumer Goods, n.e.c.	13	31	16	808	104	39	1 011
Department Stores	12	17	5	179	265	21	499
Jewellery	46	25	7	509	2	13	602
Medicines & Cosmetics	77	129	64	1 010	476	165	1 921
Durable Goods, n.e.c.	5	8	36	295	67	14	425
Telecommunications & Equipment Electrical Goods	4	13	5	187	18	9	236
Retail Trade not via Stores & Mobile Stalls	0	8	15	13	0	26	62
Total**	293 (1.0 %)	491 (1.8%)	377 (3.9%)	6 036 (4.3%)	2 203 (4.7%)	638 (2.2%)	10 038 (3.6%)
Manpower Demand	28 586 [#]	27 925	9 667	140 078	46 982	29 141	282 379

** As a percentage of manpower demand in a job level

The figure includes the "owner / sole proprietor / working partner".

Table 4: Comparison of Vacancies by job level

Job Level	2012			2014		
	Number of Vacancies	Manpower Demand	Percentage to Manpower Demand	Number of Vacancies	Manpower Demand	Percentage to Manpower Demand
Managerial	231	14 503	1.6%	293	15 628	1.9%
Supervisory	462	27 509	1.7%	491	27 925	1.8%
Operative/ Clerical Support	238	7511	3.2%	377	9 667	3.9%
Sales	6 395	137 533	4.7%	6 036	140 078	4.3%
Part-time Sales/Service	625	35 499	1.8%	2 203	46 982	4.7%
Owner/Sole Proprietor/ Working Partner	66	13 203	0.5%	0	12 958	0%
Sub-total of Technical manpower	8 017	235 758	3.4%	9 400	253 238	3.7%
Non-technical Manpower	971	31 206	3.1%	638	29 141	2.2%
Total	8 988	266 964	3.4%	10 038	282 379	3.6%

Forecast of Manpower in 2015 by Employers

32. Employers forecasted that the total number of manpower demand would increase from 282 379 in 2014 to 282 556 in 2015, representing an increase by 177 (+ 0.06%).

33. The branch of “Telecommunications Equipment and Electrical Goods” (+ 0.8%) has the highest forecast increase in manpower demand, whereas the branch of “Medicine and Cosmetics” (- 1.3%) has the highest forecast decrease in manpower demand.

34. By job level, the forecast manpower demand for managerial staff, supervisory staff and part-time sales increased by 162 (+ 1.0%), 201 (+ 0.7%) and 347 (+ 0.7%) respectively, however, sales staff, operative/clerical support staff and owner/sole proprietor/working partner decreased by 330 (- 0.2%), 104 (- 1.1%) and 1 (- 0.01%) respectively.

Manpower Projection for 2015 – 2017 by the Labour Market Analysis Method

35. Besides employers' forecast, the Labour Market Analysis (LMA) Method can also be used to project the manpower for the retail trade for the years 2015 – 2017. A detailed description of the LMA Method is given in Appendix 6 (Page 77 – 78). The projected manpower requirements for 2015 - 2017 using the LMA Method are shown in **Table 5**.

Table 5: Projected Manpower for 2015 - 2017

Year	Total Manpower Demand	Employers' Forecast	Projected by LMA Method
2014	282 379	-	-
2015	-	282 556 (+0.06%*)	284 508 (+ 0.8 %*)
2016	-	-	287 822 (+ 1.2 %**)
2017	-	-	292 321 (+ 1.6 %**)

Note:

* As percentage change vs. the total manpower demand in 2014.

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

Training Needs

36. Upgrading skills and rising the status and professionalism of retail practitioners is vital to the long-term competitiveness of the industry. In 2014, 196 966 training places were provided or sponsored by employers.

The top three subject areas that needed training most in 2014 were:

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

The top three subject areas showing the highest growth of training need as compared to 2012 were:

- a. Others (e.g. food hygiene, occupational health and safety, anti-bribery, identify fake banknotes, and sexual harassment etc.)
- b. Product Knowledge
- c. Selling Skills

37. In anticipation of the continued uncertainty of the global economy, most employers find it worth investing in human capital to upgrade the standard and professionalism of the retail workforce, and hence to stay ahead of the keen competition. Employers would continue to invest resources in staff training and development for the benefit of their individual employees and their companies as a whole. The number of training places to be provided and sponsored by employers in 2015 would be 196 144, representing a slight drop by 0.4% as compared with 196 966 in 2014.

38. For trade specific skills, the top three subject areas with the highest growth in training places would be “Complaints Handling” (+ 918), “IT and Applications” (+ 623) and “Coaching Skills / Team Work / Communication” (+ 492). It reflects that the employers would put a heavier focus on improving the company reputation and client retention with better complaint handling, developing on-line business to cope with the growing age of globalization and fostering coaching skills, team work with effective communication for keeping a team together as well as a bond which promotes strength, unity, reliability and support.

39. For generic skills, a noticeable increase in the growth of training places would be “Personal Development” (+1 346), “Putonghua” (+ 525) and “English” (+ 446). It reflects the growing importance of lifelong learning. Employees have more concerns on setting goals in order to realize and maximize their potential and identifying the skills they need so as to enhance their employability prospects, raise their confidence and lead to a more fulfilling, higher quality life. The language proficiency in English and Putonghua is considered important for the retailers in dealing with the visitors from overseas countries and the Mainland.

40. The distribution of the internal and external training to be provided by employers in 2015 is shown in **Table 6**.

**Table 6: Distribution of the Internal and External Training
to be Provided by Employers in 2015**

Subject Areas	Training Places to be Provided Internally	Training Places to be Provided Externally
Managerial/Supervisory Skills/ Strategic Management	75.7%	24.3%
Trade Specific Training	83.5%	16.5%
Languages (including Putonghua and English)	33.7%	66.3%
Personal Development	68.5%	31.5%
Others (e.g. food hygiene, occupational health and safety, anti-bribery, identify fake banknotes and sexual harassment etc.)	84.5%	15.5%

41. The survey revealed that 21.4 % of the respondents regarded that the pre-employment training for frontline sales staff was needed, a slight drop from 22.7% in 2012. Nevertheless, the percentage of regarding it as a “Pre-requisite” increased slightly from 5.7% in 2012 to 5.8% in 2014, while for that of the “Preferred” reported a mild decrease from 17.0% in 2012 to 15.6% in 2014. To conclude, most employers did not have a strong preference to hire already trained frontline sales staff.

Note:

All figures related to the training needs excluded those companies which have the employment size of 4 persons or less.

SECTION I

SURVEY PURPOSE AND SCOPE

The Training Board

1.1 The Retail Trade Training Board of the Vocational Training Council is appointed by the HKSAR Government to be responsible for, among other duties, assessing the manpower situation and training needs in the retail sector and recommending to the Vocational Training Council measures to meet the demand for trained personnel in the sector. The Training Board comprises members nominated by different retail chains and association. The terms of reference of the Training Board are given in the Appendix 1 (Page 52). The Memberships of the Training Board and the Working Party on the 2014 Manpower Survey of the Retail Trade are listed in the Appendix 2 and 3 respectively (Pages 53 – 54).

In-Depth Interviews

1.2 For the sake of enhancing the survey analysis, some 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 for the in-depth interviews is given in Appendix 4 (Page 55).

Improvements Made on Survey Questionnaires

1.3 It was suggested that the structure and contents of the survey questionnaires and relevant documents be improved on the following aspects:

Companies with “4 persons or below” and “5 persons or above”:

- i) To add a question relating to the range of average monthly wage;
- ii) To separate out the post of sales staff and part-time sales from the job level of operative/clerical support as individual job levels;
- iii) To add the posts of “E-commerce Manager” and “E-commerce Supervisor” ;
- iv) To rename the previous post of “Order Assistant (on-line service) as “E-commerce Assistant”;
- v) To add the “Hong Kong Diploma Secondary Education or equivalent” in the “Preferred Level of Education”.

Companies with “5 persons or above”:

- i) To add a question relating to the number of full-time retail trade employees leaving their companies during the past 12 months by whereabouts;
- ii) To add a question relating to the source of recruitment;
- iii) To ask employers if they would take priority in selecting those courses recognized under the Qualifications Framework when sponsor or provide training to staff;
- iv) To add a question relating to the reasons of recruitment difficulties;
- v) To add other training aspects such as “Coaching”, “E-commerce” and “Marketing/Visual Merchandising”.

1.4 Owing to the changes of the survey questionnaire design, the data collected in the 2012 Survey and 2014 Survey may not be directly comparable. Readers of the manpower survey report are advised to take note of this when they compare the manpower statistics in the two manpower survey reports.

Purpose of the Survey

1.5 With the assistance of the Census & Statistics Department (C&SD), the Training Board conducted the 2014 Manpower Survey from 15 October 2014 to 14 November 2014 with follow up actions taken in the subsequent months. The objectives of the Survey were listed below:

- i) To assess the manpower and training needs in the retail trade;
- ii) To forecast the growth of the retail manpower;
- iii) To recommend measures to meet the training needs and manpower demand of the retail trade.

Scope of the Survey

1.6 Using the stratified random sampling method, a sample of 919 companies (covering 11 branches) out of a total of 40 824* companies were subsequently selected from the central register maintained by the C&SD. The distribution of branches in the survey sample is shown in the table below:

No.	Branch	No. of sampled companies
1	Food, Beverages and Tobacco	147
2	Supermarkets	24
3	Fuel and Transport Equipment	92
4	Clothing, Footwear and Allied Product	136
5	Consumer Goods, n.e.c.	113
6	Department Store	31
7	Jewellery	45
8	Medicines and Cosmetics	50
9	Durable Goods, n.e.c.	85
10	Telecommunications Equipment and Electrical Goods	51
11	Retail Trade not via Stores and Mobile Stalls	145
Total:		919

Procedures of the Survey

1.7 The fieldwork of the manpower survey commenced on 15 October 2014. One week before the survey, a copy of the printed questionnaire together with the explanatory notes are given in the Appendix 5 (Pages 56 – 76) was sent to each sampled company. The reference date of the manpower data was fixed on 15 October 2014. During the survey period, fieldwork officers of the C&SD visited each sampled company to collect the questionnaire and, where necessary, to assist the completion. The follow-up fieldworks were done in subsequent months with a view to improving the response rate and in turn enhancing the reliability of the survey findings. Completed questionnaires were scrutinized and re-checked with respondents in case of doubts. The data collected was processed by the C&SD.

1.8 After the cut-off date, data obtained from the sampled companies were grossed up statistically by the C&SD to obtain a full picture of the retail personnel in all the companies in each branch.

Response Rate

1.9 Of the 919 companies selected, 655 completed and responded fully to the questionnaires, 48 companies declined to answer the questionnaires, 51 responded partially, and the effective response rate of the survey is 93.6%. For the rest of the companies were either non-contactable, were not engaged in retail trade or had merged, moved, ceased operation or closed down.

Note:

* The figure of 40 824 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 2014 was 46 642.

SECTION II

SUMMARY OF SURVEY FINDINGS

A. MANPOWER SITUATION IN 2014

Number of Employees

2.1 As at 15 October 2014, 272 341 employees were engaged in the retail trade. Of the 272 341 employees, 243 838 (89.5%) were technical manpower and 28 503 (10.5%) were non-technical manpower. **Technical manpower** refers to employees engaged in principal jobs of the retail trade. A list of the principal jobs with brief descriptions by job level is shown in Appendix C (Pages 73 – 76). Whereas, the **non-technical manpower** refers to employees engaged in the more generic jobs such as finance / accounting, human resources, IT, administrative and other supportive functions.

2.2 In order to gain a holistic view of the total workforce engaged in the retail trade, both technical and non-technical manpower were included 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 Appendix 7 (Pages 156 – 160).

Number of Companies

2.3 The retail trade was classified into 11 branches and the distribution of companies by employment size at company level is shown in **Table 1**.

Table 1: Distribution of Company by Employment Size at Company Level

Branch	Employment Size (4 Persons or Less)	Employment Size (5 Persons or Above)	Total
1. Food, Beverages and Tobacco	8 395	1 446	9 841
2. Supermarkets	46	48	94
3. Fuel and Transport Equipment	979	290	1 269
4. Clothing, Footwear and Allied Product	7 588	796	8 384
5. Consumer Goods, n.e.c.	11 027	1 319	12 346
6. Department Stores	0	28	28
7. Jewellery	1 175	513	1 688
8. Medicines and Cosmetics	973	286	1 259
9. Durable Goods, n.e.c.	1 382	470	1 852
10. Telecommunications Equipment and Electrical Goods	1 687	296	1 983
11. Retail Trade not via Stores and Mobile Stalls	1 986	94	2 080
Total	35 238 (86.3%)	5 586 (13.7%)	40 824* (100%)

Note:

* The figure of 40 824 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 2014 was 46 642.

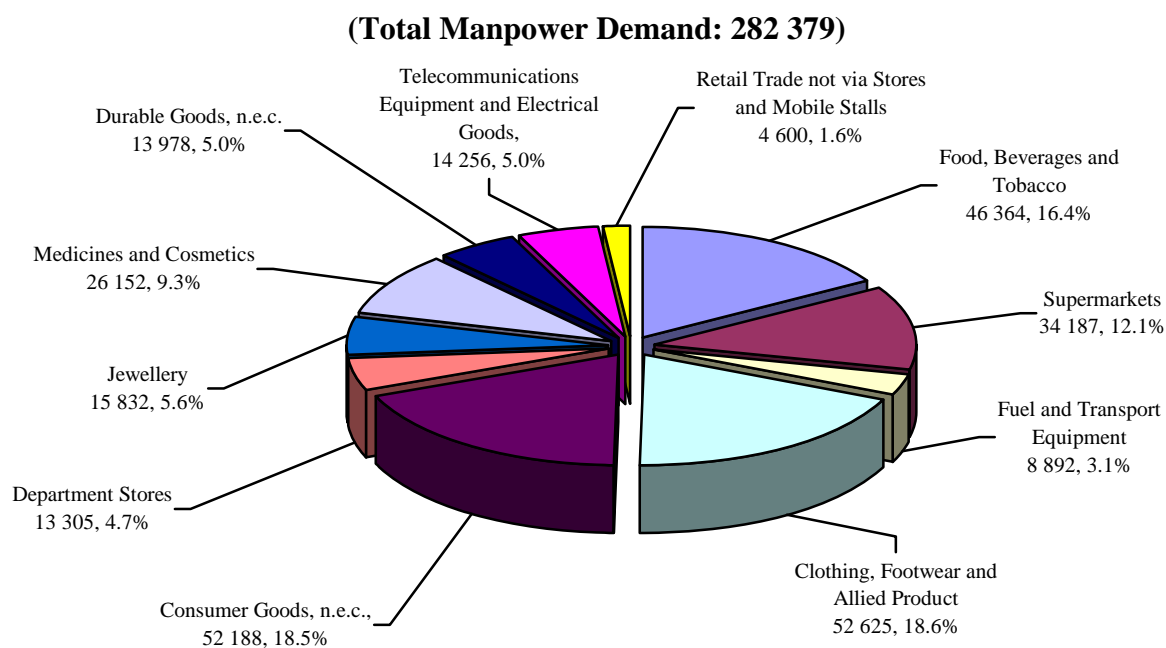
Distribution of Total Manpower Demand

2.4 Total Manpower demand is defined as the **existing manpower plus vacancies**. The distribution of total manpower demand by branch is shown in **Table 2** and **Figure 1**.

Table 2: Total Manpower Demand by Branch

Branch	(A) Existing Manpower	(B) Number of Vacancies	(A)+(B) Manpower Demand	Percentage to Total Manpower Demand
1. Food, Beverages and Tobacco	45 768	596	46 364	16.4%
2. Supermarkets	31 397	2 790	34 187	12.1%
3. Fuel and Transport Equipment	8 757	135	8 892	3.1%
4. Clothing, Footwear and Allied Product	50 864	1 761	52 625	18.6%
5. Consumer Goods, n.e.c.	51 177	1 011	52 188	18.5%
6. Department Stores	12 806	499	13 305	4.7%
7. Jewellery	15 230	602	15 832	5.6%
8. Medicines and Cosmetics	24 231	1 921	26 152	9.3 %
9. Durable Goods, n.e.c.	13 553	425	13 978	5.0%
10. Telecommunications Equipment and Electrical Goods	14 020	236	14 256	5.0%
11. Retail Trade not via Stores and Mobile Stalls	4 538	62	4 600	1.6%
Total	272 341	10 038	282 379	100.0%

Figure 1: Total Manpower Demand by Branch



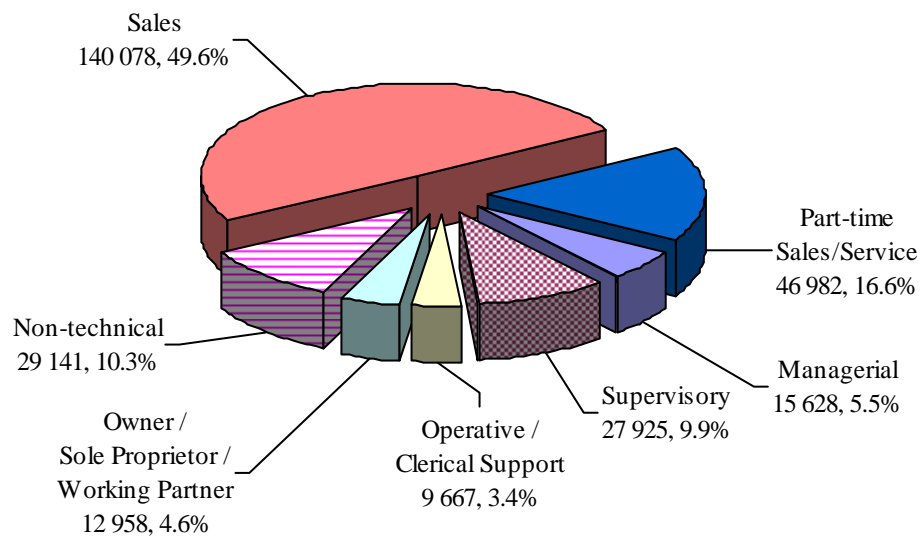
2.5 The distribution of total manpower demand by job level is shown in **Table 3** and **Figure 2**.

Table 3: Total Manpower Demand by Job Level

Job Level	(A) Existing Manpower	(B) Number of Vacancies	(A)+(B) Manpower Demand	Percentage to Total Manpower Demand
Managerial	15 335	293	15 628	5.5%
Supervisory	27 434	491	27 925	9.9%
Operative / Clerical Support	9 290	377	9 667	3.4%
Sales	134 042	6 036	140 078	49.6%
Part-time Sales / Service	44 779	2 203	46 982	16.6%
Owner / Sole Proprietor / Working Partner	12 958	0	12 958	4.6%
Sub-total of Technical Manpower	243 838	9 400	253 238	89.7%
Non-technical Manpower	28 503	638	29 141	10.3%
Total	272 341	10 038	282 379	100.0%

Figure 2: Total Manpower Demand by Job Level

(Total Manpower Demand: 282 379)



Number of Vacancies

2.6 As revealed in the Survey, the total number of vacancies was 10 038, representing 3.6% of the total manpower demand of 282 379. The distribution of vacancies is shown in **Table 4**. (No vacancies for the owner / sole proprietor / working partner in 2014).

Table 4 : Number of Vacancies with Percentage of Manpower Demand by Branch and by Job Level

Branch	Managerial	Supervisory	Operative/ Clerical	Sales	Part-time Sales/ Services	Non- technical	Total
Food, Beverage & Tobacco	15	32	3	494	46	6	596
Supermarkets	71	148	177	1 113	968	313	2 790
Fuel & Transport Equipment	0	2	15	93	0	25	135
Clothing, Footwear & Allied Product	50	78	34	1 335	257	7	1 761
Consumer Goods, n.e.c.	13	31	16	808	104	39	1 011
Department Stores	12	17	5	179	265	21	499
Jewellery	46	25	7	509	2	13	602
Medicines & Cosmetics	77	129	64	1 010	476	165	1 921
Durable Goods, n.e.c.	5	8	36	295	67	14	425
Telecommunications Equipment & Electrical Goods	4	13	5	187	18	9	236
Retail Trade not via Stores & Mobile Stalls	0	8	15	13	0	26	62
Total**	293 (1.0 %)	491 (1.8%)	377 (3.9%)	6 036 (4.3%)	2 203 (4.7%)	638 (2.2%)	10 038 (3.6%)
Manpower Demand	28 586 [#]	27 925	9 667	140 078	46 982	29 141	282 379

** As percentage of manpower demand in a job level

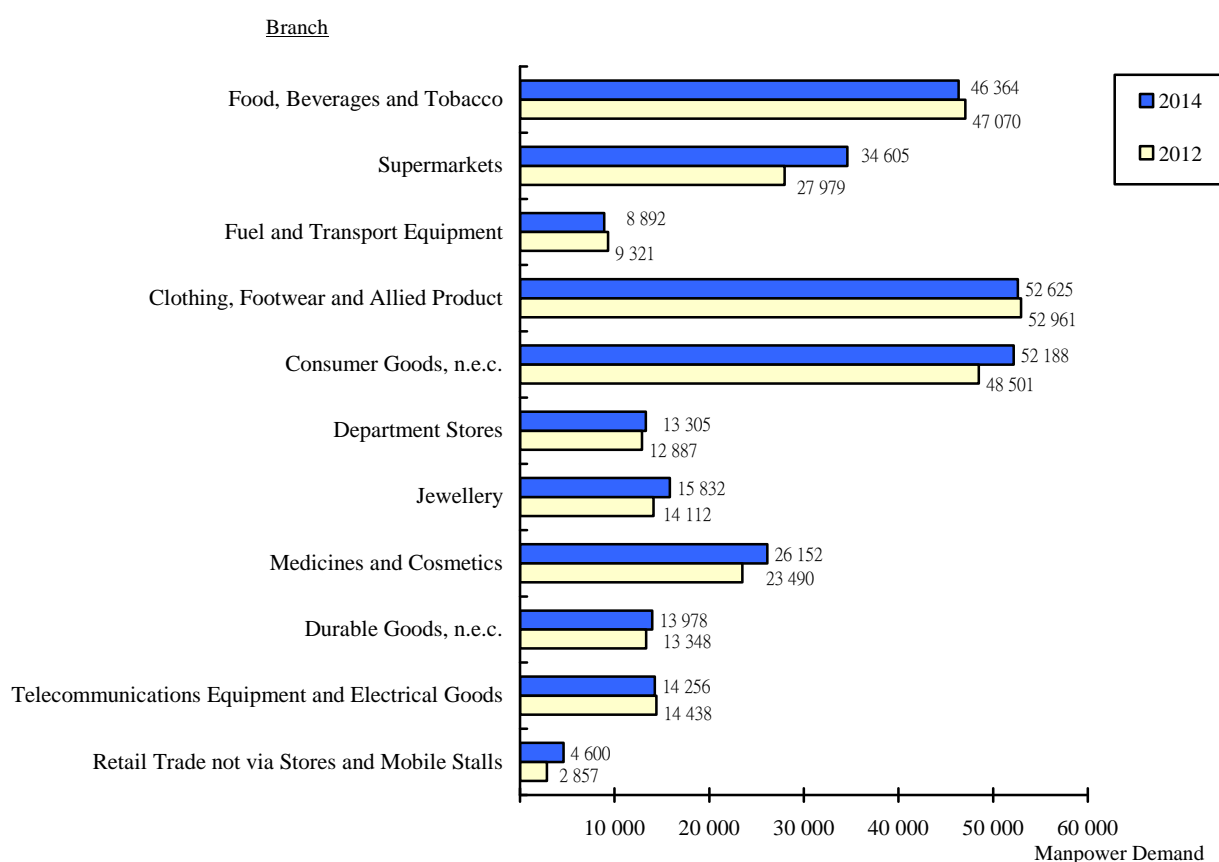
The figure includes the "owner / sole proprietor / working partner"

Comparison of Manpower Demand in 2012 & 2014

2.7 Both the 2012 and 2014 surveys were conducted in October. The revised Hong Kong Standard Industrial Classification (Version 2.0) was adopted with 11 branches included in both surveys for comparison purpose. When interpreting the data, however, care must be taken that the overall economy in 2014. The global and local factors in the economic situation would have a consequential impact on the manpower situation of the retail trade, as it is of the industries that most responsive to the economic trend.

2.8 As compared to 2012, the 2014 total manpower demand, comprising both technical and non-technical manpower, increased to 282 379 (+ 5.8% or 15 415 employees). A comparison of the manpower demand by branch in 2012 and 2014 is shown in **Figure 3**.

Figure 3: Comparison of Manpower Demand by Branch, 2014 vs 2012



2.9 Among 11 branches, seven branches indicated a positive growth in manpower in 2014, namely “Retail Trade not via Stores and Mobile Stalls” (+ 61.0%), “Supermarket” (+ 23.7%), “Jewellery” (+ 12.2%), “Medicines and Cosmetics” (+ 11.3%), “Consumer Goods” (+ 7.6%), “Durable Goods” (+ 4.7%) and “Department Store”(+ 3.2%).

2.10 Hong Kong’s heavily-concentrated population and high level of Internet penetration make it a promising prospect for on-line retail. The evolving technology and an ever increasing number of interactive devices did change consumer shopping behavior to a large extent. Hence, there is a significant growth of manpower in the branch of “Retail Trade Not via Stores and Mobile Stalls” (+ 61.0%).

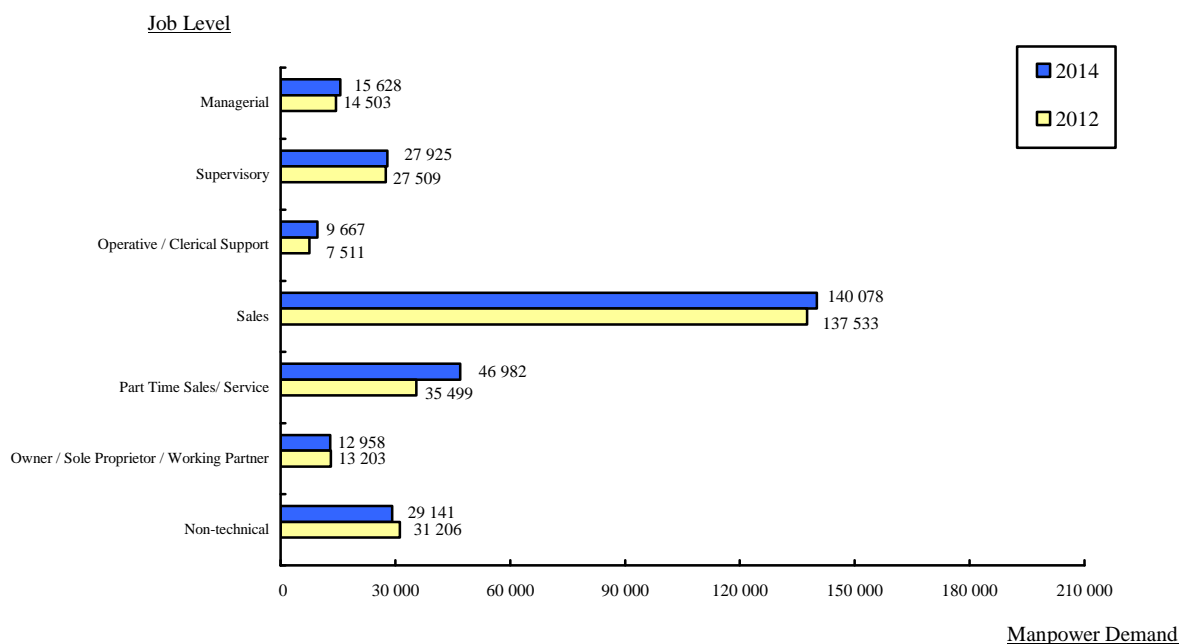
2.11 Since the “Individual Visitor Scheme” has been involving 49 mainland cities, the higher demand for the Mainland tourist favorite products brought about a significant growth in manpower over 10% for some branches.

2.12 Among 11 branches, four branches indicated a negative growth in the manpower in 2014, namely “Fuel and Transport Equipment” (- 4.6%), “Food, Beverages and Tobacco” (- 1.5%), “Telecommunications Equipment and Electrical Goods” (- 1.3%) and “Clothing and Footwear and Allied Product” (- 0.6%).

2.13 The reason for the highest drop in manpower growth for the branch of the “Fuel and Transport Equipment” might due to the advancement in design and quality, which has substantially improved the reliability of vehicles and led to less demand for traditional servicing works. Low carbon and electronics technologies are now widely used in vehicles which require service workers with updated knowledge/skills on the use of sophisticated equipment for vehicle maintenance and repair. Small and medium scale garages may not have access to manufacturers’ proprietary tools. In addition, the high rental costs and limited availability of properties suitable for garage operations, some establishments have been either closed or merged.

2.14 To analyze the data by job levels, it is noted that all job levels recorded a growth over 2012 except the owner/sole proprietor/working partner and non-technical staff. A comparison of the manpower demand by job level in 2012 and 2014 is shown in **Figure 4**.

Figure 4: Comparison of Total Manpower Demand by Job Level, 2014 vs 2012



2.15 As revealed in the Survey, the largest growth was found in the part-time sales / services staff (+ 11 483 or + 32.4%). The next was the operative / clerical support level (+ 2 156 or + 28.7%), followed by the managerial level (+ 1 125 or + 7.8%), sales staff (+ 2 545 or + 1.9%) and supervisory level (+ 416 or + 1.5%).

2.16 The largest growth found in the part-time sales / service staff might due to higher flexibility with less labor cost in order to survive in the more competitive business environment. The negative growth was found in the non-technical staff (- 2 065 or - 6.6%), and the owner/sole proprietor/working partner (- 245, - 1.9%).

B. FORECAST MANPOWER DEMAND

Employers' Forecast of Manpower Demand for 2015

2.17 2015 is expected to be a challenging year for retailers in Hong Kong. The overall sentiment in the retail market has improved after occupy central movement and retail sales have seen a mild increase in the last quarter of 2014. However, retailers needed to be cautious of the gradual decrease in luxury consumption from mainland Chinese shoppers. At the same time, the weakening of foreign currency such as Euro and Yen has also discouraged tourist spending in Hong Kong. In addition, the protests against Mainland visitors which had generated a lot of negative publicity for Hong Kong internationally.

2.18 Coupled with the anticipated cautious economic performance in both Hong Kong and the Mainland, employers predicted the manpower demand would be 282 556 in the next 12 months, which representing a very mild increase by 177 (+ 0.06%). The employers' forecast of manpower demand for 2015 is shown in **Table 5**.

Table 5: Employers' Forecast Manpower Demand for 2015

Branch	2014 Manpower Demand	2015 Forecast Demand	Changes	
1. Food, Beverages and Tobacco	46 364	46 383	+ 19	(+ 0.04%)
2. Supermarkets	34 187	34 275	+ 88	(+ 0.3%)
3. Fuel and Transport Equipment	8 892	8 892	0	(0.0%)
4. Clothing, Footwear and Allied Product	52 625	52 981	+ 356	(+ 0.7%)
5. Consumer Goods, n.e.c.	52 188	52 242	+ 54	(+ 0.1%)
6. Department Stores	13 305	13 305	0	(0.0%)
7. Jewellery	15 832	15 831	- 1	(- 0.01%)
8. Medicines and Cosmetics	26 152	25 810	- 342	(- 1.3%)
9. Durable Goods, n.e.c.	13 978	13 908	- 70	(- 0.5%)
10. Telecommunications Equipment and Electrical Goods	14 256	14 363	+ 107	(+ 0.8%)
11. Retail Trade not via Stores and Mobile Stalls	4 600	4 566	- 34	(- 0.7%)
Total	282 379	282 556	+ 177	(+0.06%)

2.19 The employers' forecast of manpower demand by branch and by job level for 2015 is shown in **Figure 5** and **Table 6** respectively.

Figure 5: Employers' Forecast Manpower Demand by Branch, 2015 vs 2014

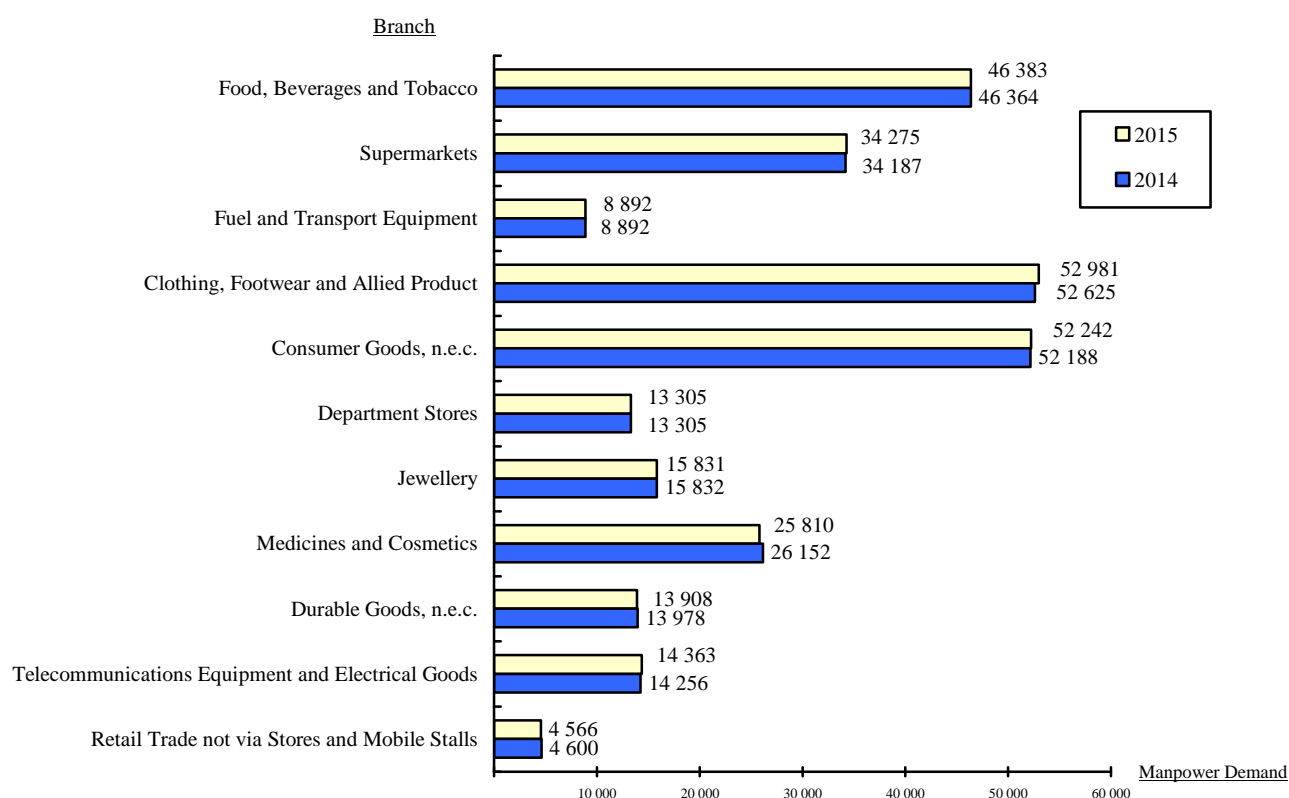


Table 6: Employers' Forecast Manpower Demand by Job Level, 2015 vs 2014

Job Level	2014 Manpower Demand	2015 Employers' Forecast Demand	Changes	
Managerial	15 628	15 790	+ 162	(+ 1.0%)
Supervisory	27 925	28 126	+ 201	(+ 0.7%)
Operative/Clerical Support	9 667	9 563	- 104	(- 1.1%)
Sales	140 078	139 748	- 330	(- 0.2%)
Part-time Sales / Service	46 982	47 329	+ 347	(+ 0.7%)
Owner / Sole Proprietor / Working Partner	12 958	12 957	- 1	(- 0.01%)
Technical Manpower	253 238	253 513	+ 275	(+ 0.1%)
Non-technical Manpower	29 141	29 043	- 98	(- 0.3%)
Total	282 379	282 556	+ 177	(+ 0.06%)

2.20 The top five principal jobs with the highest growth in the forecast of manpower demand are summarized in **Table 7**.

Table 7: Top Five Principal Jobs with Highest Growth

Principal Job	2014 Manpower Demand	2015 Employers' Forecast Demand	Changes	
Visual Merchandising Supervisor	172	180	+ 8	(+ 4.7%)
E-commerce Manager	47	49	+ 2	(+ 4.3%)
Visual Merchandising Manager	98	101	+ 3	(+ 3.1%)
Public Relations /Advertising Officer	537	552	+ 15	(+ 2.8%)
E-commerce Assistant	1 839	1 868	+ 29	(+ 1.6%)

2.21 This survey shows that employers will hire more staff at the post of “Visual Merchandising Supervisor” (+4.7%) and “Visual Merchandising Manager” (+ 3.1%). It indicates that employers will continue to invest additional resources in executing visual merchandising activities such as the interiors changeovers, shop decoration and internal display in match with specific brand name’s style and color theme of the season so as to enhance product image and raise customer awareness, which ultimately helps boost sales.

2.22 The employers also indicated their preference in hiring more “E-commerce Manager” (+ 4.3%) and “E-commerce Assistant” (+ 1.6%) as they believed that internet retailing continues to pace itself steadily due to the growing importance of the internet economy.

2.23 In addition, the recruitment of staff at the post of “Public Relations / Advertising Officer” (+ 2.8%) also considered relatively important as the employers need to use a wide range of media to build and sustain good relationships with their clients through planned publicity campaigns and PR activities. It is also crucial to change the way of promotions and advertising tactics of the campaign whenever needed. This indicated that the employers will continue to strive for providing quality customer services so as to stay ahead in a competitive environment.

Manpower Projection for 2015 – 2017 by the Labour Market Analysis Method

2.24 Other than basing the manpower projection on Employers' Forecast, the Training Board has also adopted the Labour Market Analysis (LMA Method) to project the future manpower requirements for the retail trade based on key statistical data reflecting important changes in the local economy and labour market. Details of the LMA Method are given in Appendix 6 (Pages 77 – 78). The projection on the future manpower requirement for 2015 – 2017 is presented in **Table 8**.

Table 8: Manpower Projection in the Retail Industry

Year	Total Manpower Demand	Employers' Forecast	LMA Forecast
2014	282 379	-	-
2015	-	282 556 (+ 0.06%)*	284 508 (+ 0.8%)*
2016	-		287 822 (+ 1.2%) **
2017	-		292 321 (+ 1.6%) **

Note:

* As percentage change vs. total manpower demand in 2014.

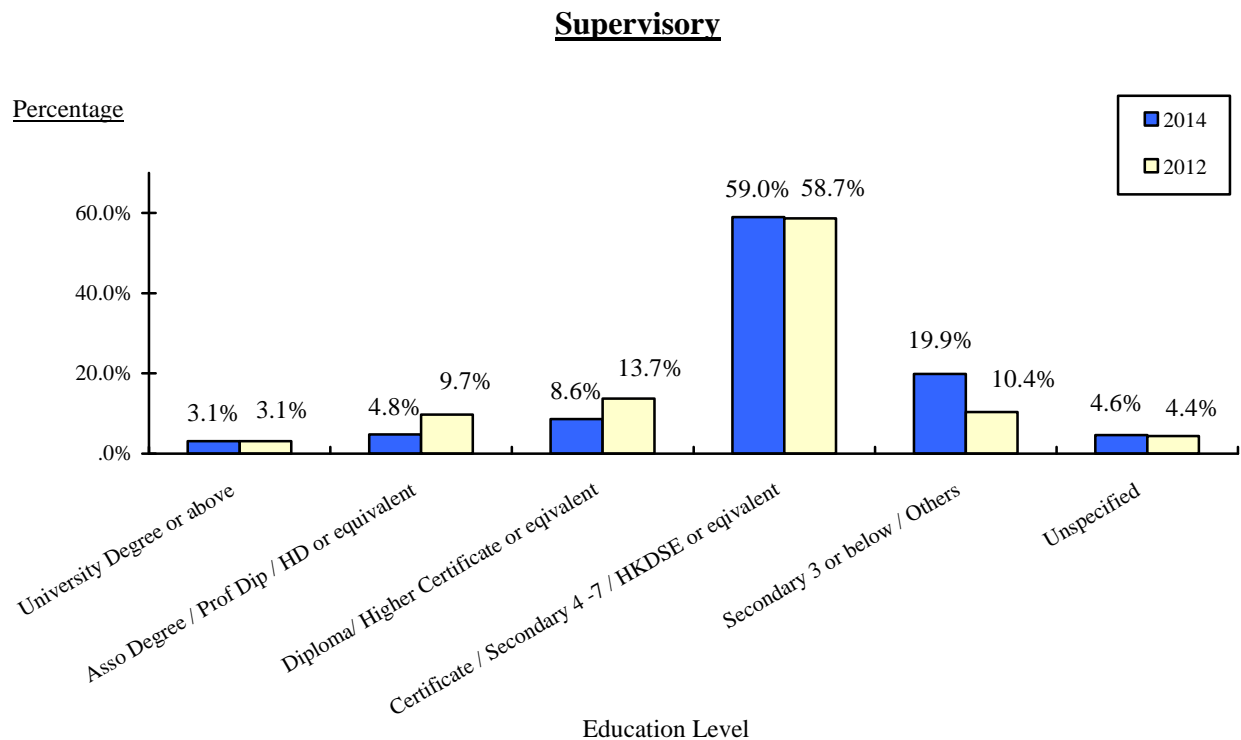
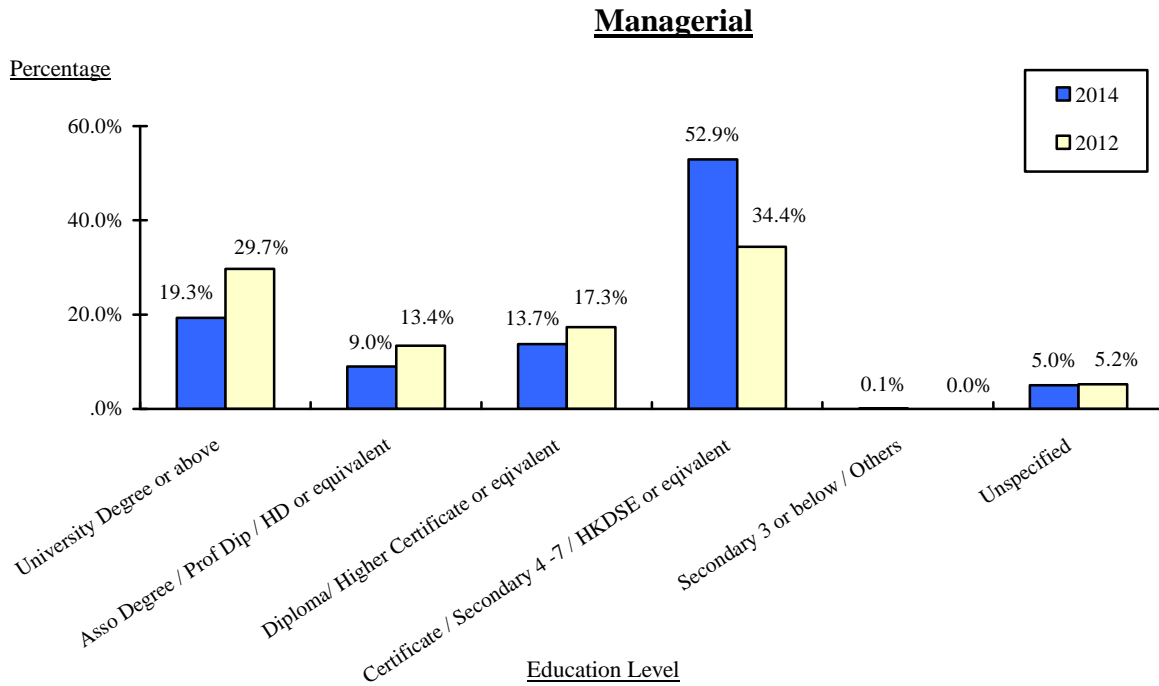
** As percentage change vs. projected manpower in previous year.

C. RECRUITMENT REQUIREMENTS

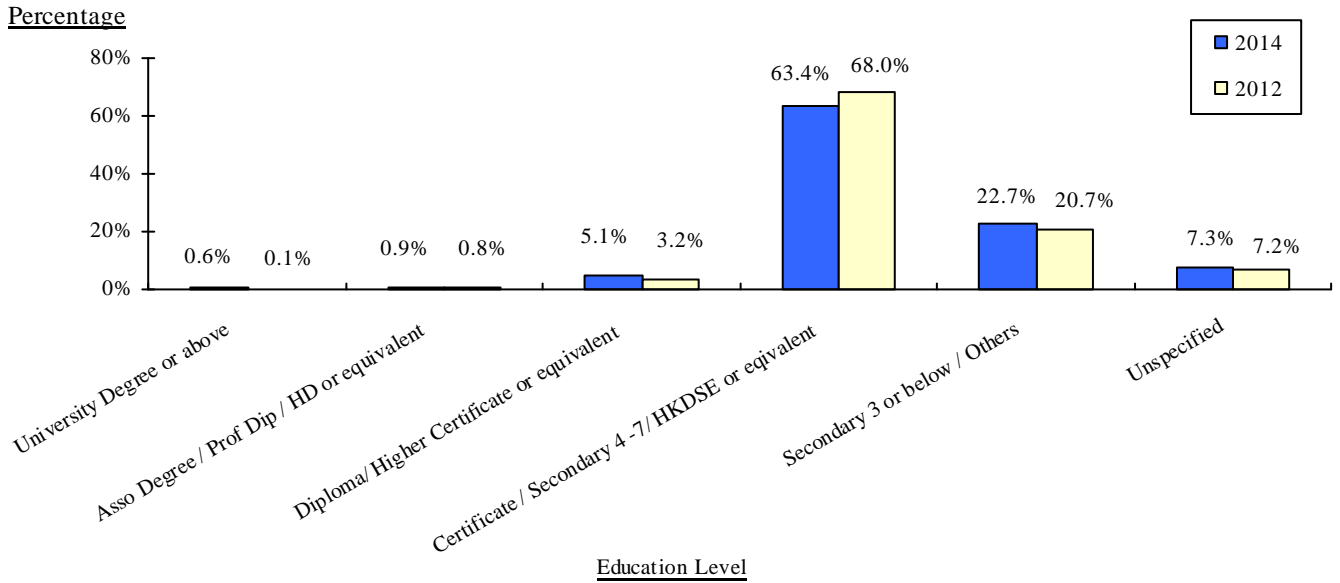
Preferred Level of Education of Employees

2.25 Employers were asked to indicate the preferred level of education for their employees. The distribution of the preferred level of employees by job level is shown in **Figure 6**. Detailed statistics are shown in Table 6 in Appendix 7 (Page 161).

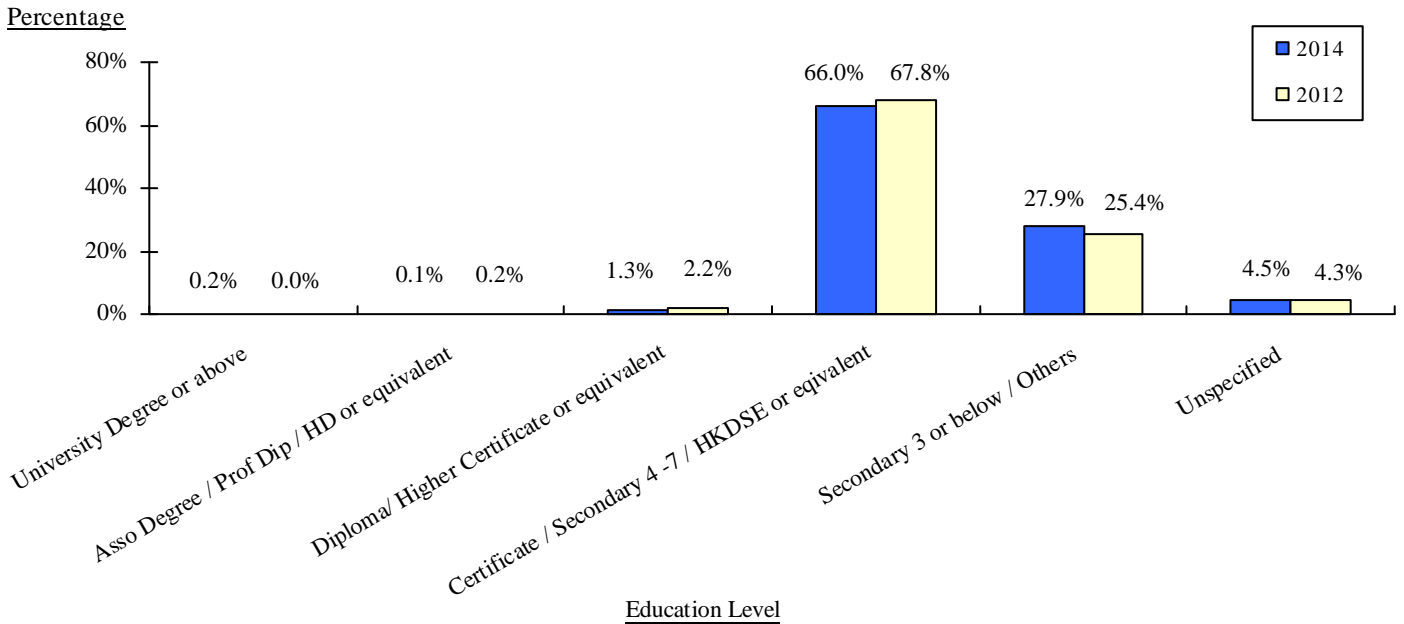
Figure 6: Preferred Education Level of Employees by Job Level, 2014 vs 2012



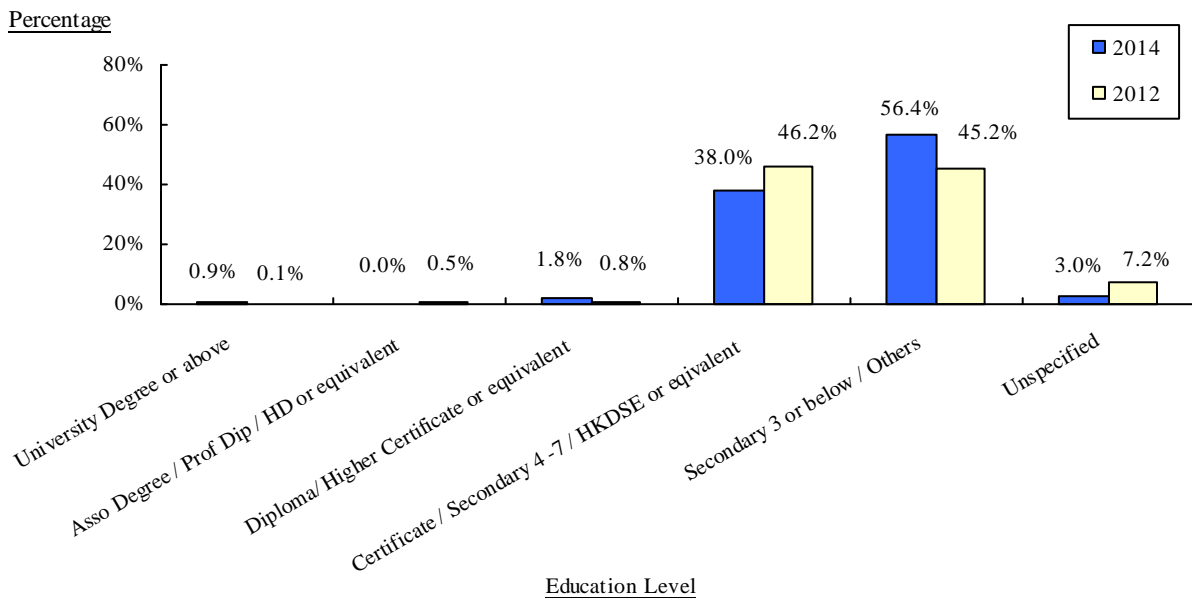
Operative / Clerical Support



Sales



Part-Time Sales / Service



2.26 As shown in Figure 6 (Pages 26 – 27), 19.3% and 22.7% of employers preferred managerial staff to have University or above level and sub-degree level respectively. Meanwhile, 52.9% of employers were also satisfied with Certificate / Secondary 4 – 7 / HKDSE. For supervisory staff, only 3.1% of employers preferred University or above level, while 13.4% preferred sub-degree level and 59.0% were satisfied with Certificate / Secondary 4 – 7 / HKDSE. Down to sales, clerical/ operative staff, most employers preferred a qualification of Certificate / Secondary 4 – 7/ HKDSE. For part-time sales/ service staff, most preferred a qualification of Secondary 3 or below.

2.27 Compared to 2012, fewer employers in 2014 required their managerial staff / supervisory staff to have University or above level, Associate Degree or Higher diploma. More employers inclined to lower their preferred level of education to Certificate / Secondary 4 – 7 / HKDSE.

2.28 Compared to 2012, most employers still preferred their operative / clerical support staff and sales staff to have Certificate / Secondary 4 – 7 / HKDSE but the percentage dropped slightly. Nevertheless, a slight growth in preferring their sales staff and operative / clerical staff to have Secondary 3 or below is noted.

2.29 Compared to 2012, a noticeable drop in preferring their part-time sales/ service staff to have Certificate / Secondary 4 – 7 / HKDSE. Most employers preferred their part-time sales/ service staff to have Secondary 3 or below.

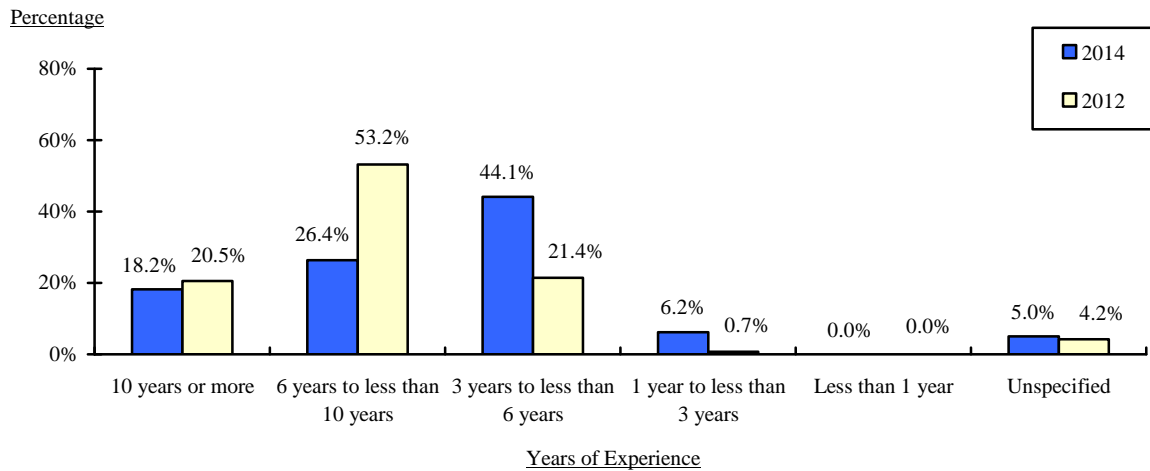
2.30 To conclude, the above phenomenon explained that most employers had tried to lower the education requirement with hopes of recruiting more staff due to the hunger and quest for talents.

Preferred Relevant Years of Experience

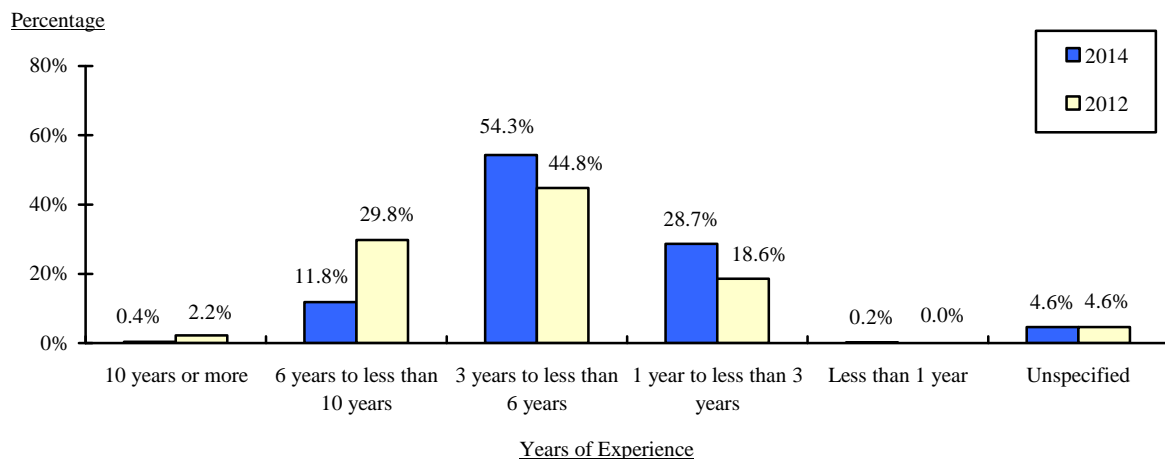
2.31 Employers’ preferred relevant years of experience of employees are summarized in **Figure 7**. Detailed statistics are shown in Table 7 in Appendix 7 (Page 162).

Figure 7: Preferred Relevant Years of Experience by Job Level, 2014 vs 2012

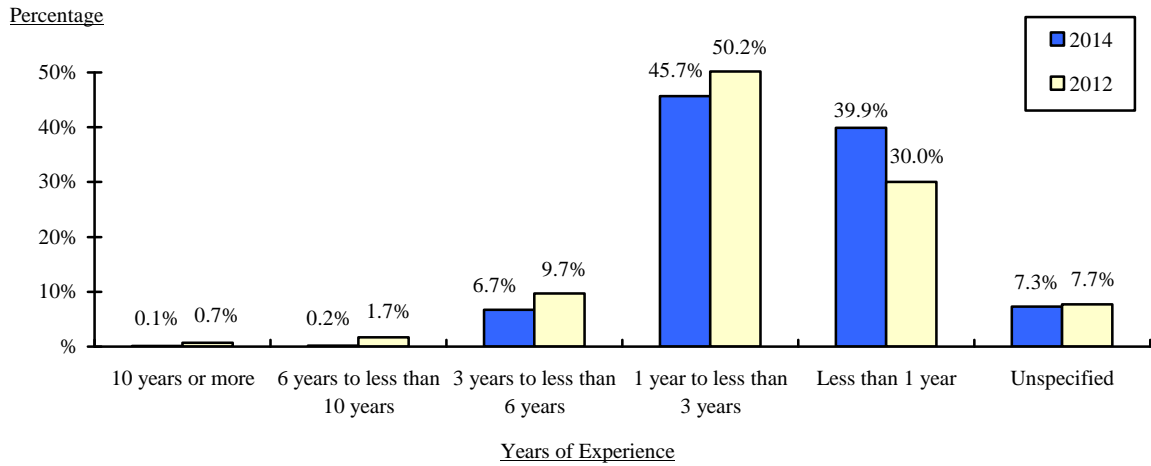
Managerial



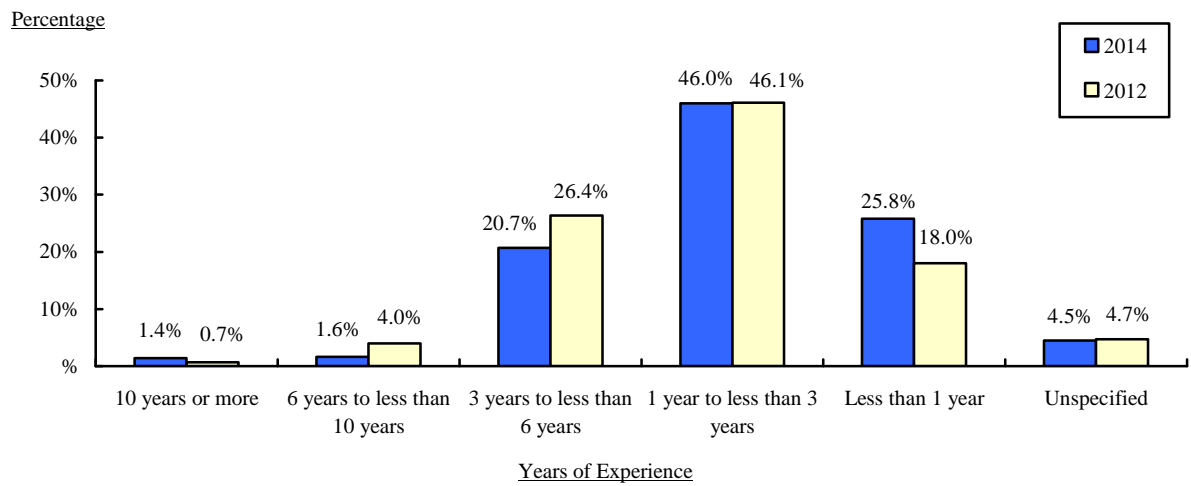
Supervisory



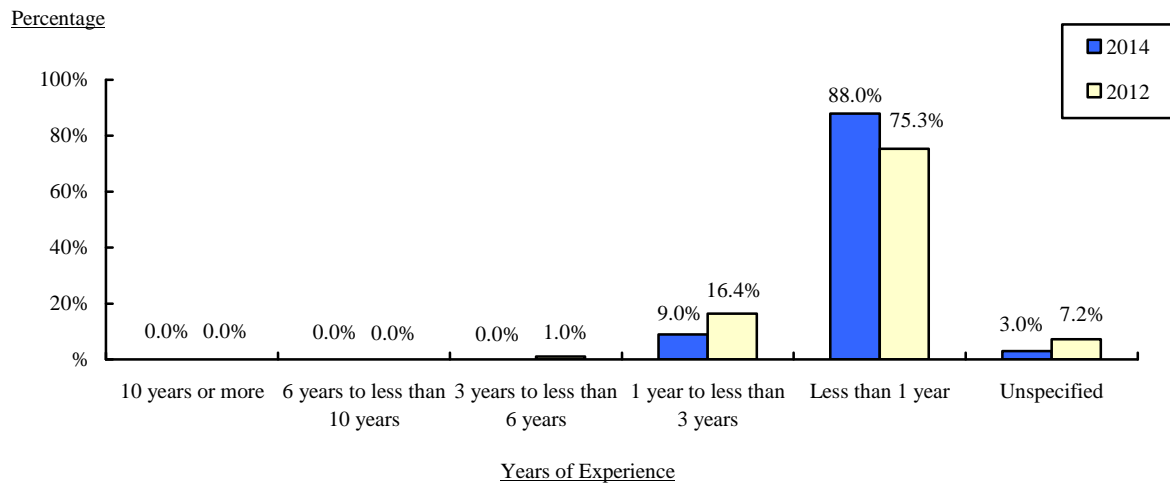
Operative / Clerical Support



Sales



Part-Time Sales / Service



2.32 As shown in Figure 7 (Pages 29 – 30), 18.2% and 26.4% of employers preferred managerial staff to have 10 years or more and 6 - 10 years' relevant experience respectively. Meanwhile, 44.1% of employers were satisfied with those have 3 - 6 years' relevant experience. For supervisory staff, 0.4% and 11.8% of employers preferred their staff to have 10 years or more and 6 - 10 years' relevant experience. Meanwhile, 54.3% of employers were satisfied with those have 3 - 6 years. Down to sales and clerical/ operative staff, most employers preferred them to have 1-3 years' relevant experience. For part-time sale/ service staff, most employers preferred them to have less than 1 year relevant experience.

2.33 Compared to 2012, more employers in 2014 preferred their managerial staff (44.1% vs. 21.4% in 2012) to have 3 - 6 years' relevant experience but the percentage of employers' preference in 6 - 10 years and 10 years or more relevant experience was dropped by 26.8% and 2.3% respectively.

2.34 Compared to 2012, lesser employers preferred their supervisory staff to have 6 - 10 years and 10 years or more relevant experience. It is noted that a noticeable increase in the percentage of employers' preference in 3 - 6 years (54.3% vs. 44.8% in 2012) and 1 - 3 years (28.7% vs 18.6% in 2012) of relevant experience.

2.35 Compared to 2012, employers inclined to lower the requirements on years of relevant experience for the operative / clerical support staff and part-time sales / services staff from '1 to less than 3 years' experience to 'less than 1 year experience'.

2.36 To conclude, employers had also tried to lower their preferred years of relevant experience in hopes of recruiting more staff due to the hunger and quest for talents.

D. TRAINING REQUIREMENTS

2.37 Attention should be paid to the figures relating to the training requirements as only companies with employment size of five persons or above (13.7%) were required to answer the questionnaires on training questions during the survey.

Training Places in 2014 vs 2012

2.38 As revealed in the survey, a total of 196 966 training places were either provided or sponsored by employers in 2014, representing a drop by 21.6% as compared with 251 263 in 2012. In terms of training place per person, it decreased from 0.9 in 2012 to 0.7 in 2014. The training places reserved for full-time managerial/supervisory staff and full-time sales/ operative/ clerical support staff was 23.0% and 77.0% respectively. Compared to 2012, the provision of training places to the full-time managerial/supervisory staff and full-time sales/ operative/ clerical support staff was decreased by 29.0% and 19.1% respectively.

2.39 Compared to 2012, the Survey revealed that there was a significant increase of training places in the subject areas of “Others” (+ 33.6%), “Product Knowledge” (+ 20.1%) followed by “Selling Skills” (+ 18.1%) in 2014. Detailed statistics of training needs are shown in Table 11 in Appendix 7 (Page 166).

Training Places in 2015 vs 2014

2.40 As revealed in this Survey, the employers indicated that the training places to be provided or sponsored in 2015 would be 196 144, a slight drop by 0.4% as compared with 196 966 in 2014.

2.41 For trade specific skills, the top three subject areas with the highest growth in training places would be “Complaints Handling” (+ 918), “IT and Applications” (+ 623) and “Coaching Skills / Team Work / Communication” (+ 492). It reflects that the employers would put a heavier focus on improving the company reputation and client retention with better complaint handling, developing on-line business to cope with the growing age of globalization and fostering coaching skills, team work with effective communication for keeping a team together as well as a bond which promotes strength, unity, reliability and support.

2.42 For generic skills, a noticeable increase in growth of training places would be “Personal Development” (+ 1 346), “Putonghua” (+ 525) and “English” (+ 446). It reflects the growing importance of lifelong learning. Employees have more concerns on setting goals in order to realize and maximize their potential and identifying the skills they need so as to enhance their employability prospects, raise their confidence and lead to a more fulfilling, higher quality life.

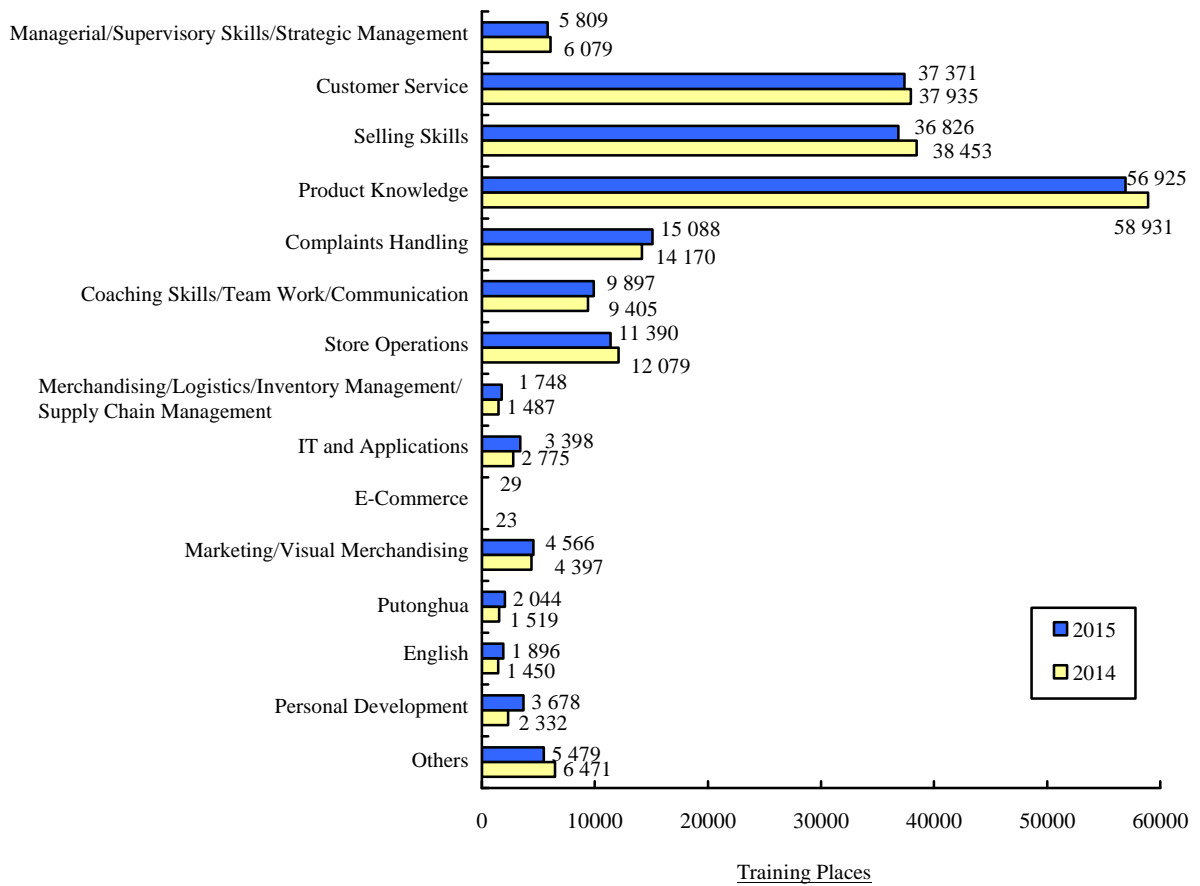
2.43 In addition, the language proficiency in English and Putonghua is considered important for the retailers in dealing with the visitors from overseas countries and the Mainland. The comparison on the growth of training need by subject area is shown in **Table 9** and **Figure 8**.

Table 9: Training Places Provided / Sponsored by Employers

Subject Area	2014	2015 Forecast	Changes	
1. Managerial / Supervisory Skills / Strategic Management	6 079	5 809	- 270	(- 4.4%)
2. Customer Service	37 935	37 371	- 564	(- 1.5%)
3. Selling Skills	38 453	36 826	- 1 627	(- 4.2%)
4. Product Knowledge	58 931	56 925	- 1 466	(- 2.5%)
5. Complaints Handling	14 170	15 088	+ 918	(+ 6.5%)
6. Coaching Skills / Team Work / Communication	9 405	9 897	+ 492	(+ 5.2%)
7. Store Operations	12 079	11 390	- 689	(- 5.7%)
8. Merchandising / Logistics / Inventory Management / Supply Chain Management	1 487	1 748	+ 261	(+ 17.6%)
9. IT and Applications	2 775	3 398	+ 623	(+ 22.5%)
10. E-Commerce	23	29	+ 6	(+ 26.1%)
11. Marketing / Visual Merchandising	4 397	4 566	+ 169	(+ 3.8%)
10 Putonghua	1 519	2 044	+ 525	(+ 34.6%)
11. English	1 450	1 896	+ 446	(+ 30.8%)
12. Personal Development	2 332	3 678	+1 346	(+ 57.7%)
13. Others	6 471	5 479	- 992	(- 15.3%)
Total	196 966	196 144	- 822	(- 0.4%)

Figure 8: Comparison of Training Needs by Subject Area, 2015 vs 2014

Subject Area



2.44 Of the 196 144 training places to be expected in 2015, 160 909 (82.0%) will be fulfilled by in-house training, whereas the remainder of 35 235 (18.0%) would be fulfilled by external training.

2.45 As revealed in the Survey, 282 out of 5 586 companies indicated that they would take priority to select those course recognized under the qualifications framework when sponsor or provide training to their staff.

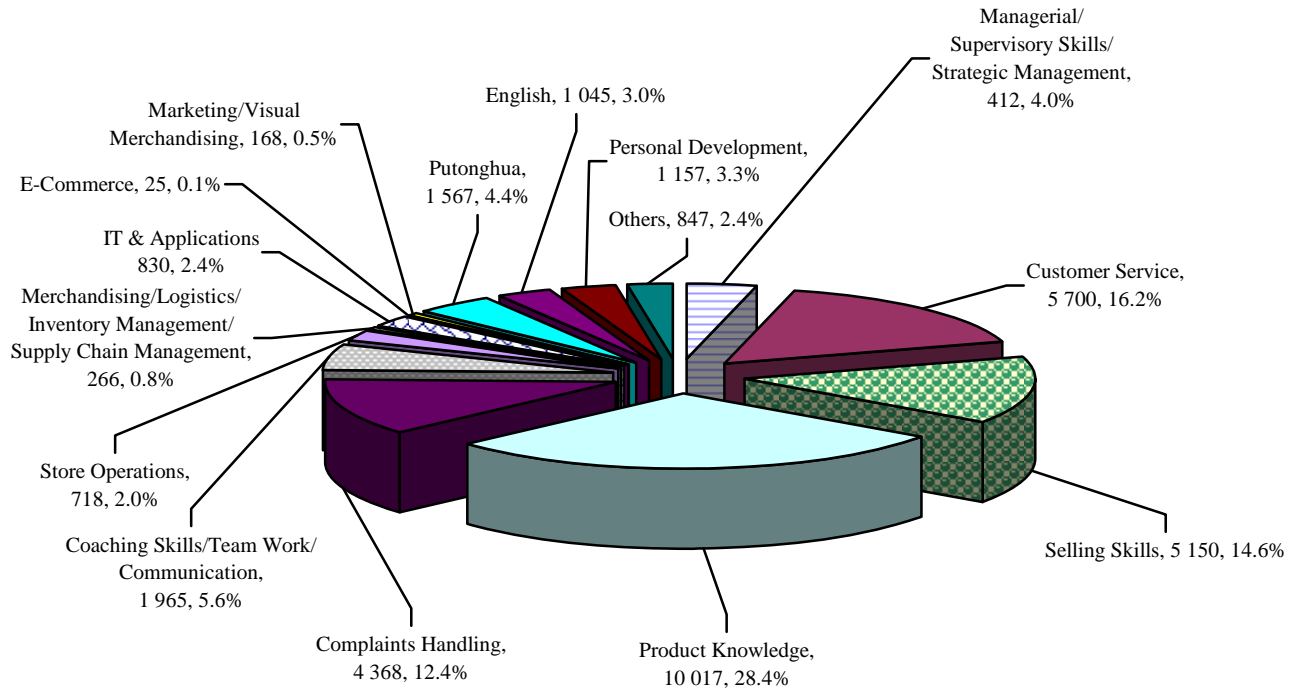
2.46 The number of external training places needed in different subject areas in 2015 is shown in the **Table 10** and **Figure 9**.

Table 10: External Training Places Needed in 2015

Subject Areas	Number of External Training Places Needed	Percentage of External Training Places Needed
1. Managerial / Supervisory Skills / Strategic Management	1 412	4.0%
2. Customer Service	5 700	16.2%
3. Selling Skills	5 150	14.6%
4. Product Knowledge	10 017	28.4%
5. Complaints Handling	4 368	12.4%
6. Coaching Skills / Team Work / Communication	1 965	5.6%
7. Store Operations	718	2.0%
8. Merchandising / Logistics / Inventory Management / Supply Chain Management	266	0.8%
9. IT & Applications	830	2.4%
10. E-Commerce	25	0.1%
11. Marketing / Visual Merchandising	168	0.5%
12. Putonghua	1 567	4.4%
13. English	1 045	3.0%
14. Personal Development	1 157	3.3%
15. Others	847	2.4%
Total	35 235	100%

Figure 9: Number of External Training Places Needed by Subject Area in 2015

(Total Number of External Training Places Needed: 35 235)

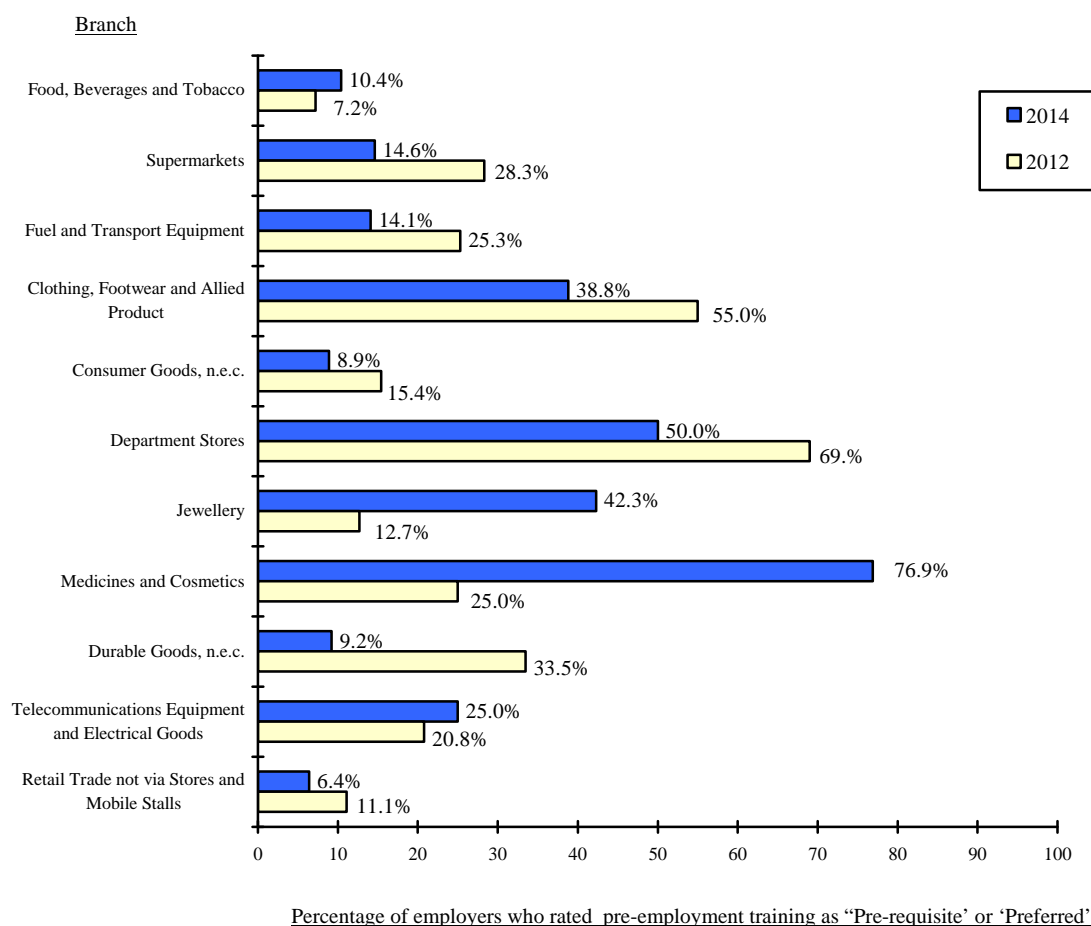


Pre-employment Training for Frontline Sales Staff

2.47 Pre-employment training refers to training provided to people before they enter the workforce or before they are employed in a particular industry. In this Survey, 21.4% (22.7% in 2012 vs. 32.1% in 2010) indicated that pre-employment training for frontline sales staff was either a 'Pre-requisite' or 'Preferred', following the downward trend of past years. The figure indicated that employers did not have a strong preference to hire already-trained frontline sales staff.

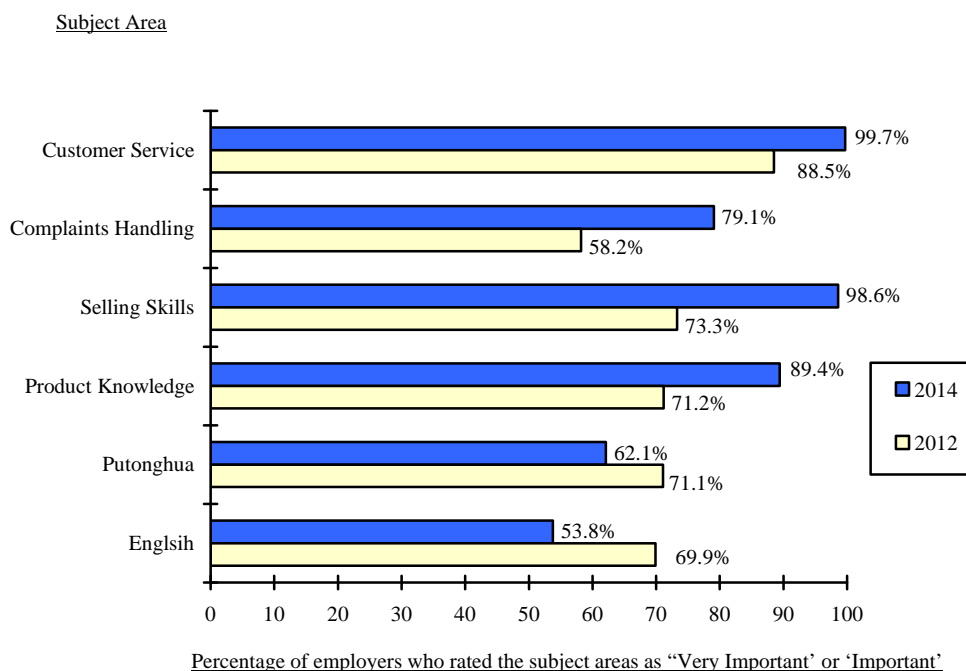
2.48 As shown in Figure 10 below, "Medicines and Cosmetics" (76.9%), "Department Store" (50.0%) and "Jewellery" (42.3%) were the top three branches reported with the need of pre-employment training for frontline sales staff. The distribution of the needs for pre-employment training for frontline sales staff by branch in 2012 and 2014 is shown in **Figure 10**. Detailed statistics are shown in Tables 12 and 13 in Appendix 7 (Pages 167 – 168).

Figure 10: Needs for Pre-employment Training for Frontline Sales Staff by Branch, 2014 vs 2012



2.49 Six subject areas namely customer service, complaints handling, selling skills, product knowledge, Putonghua and English were selected to assess the need of pre-employment training for frontline sales staff. The distribution showing the percentage of employers who rated the said six subject areas as either “very important” or “important” in 2012 and 2014 is shown in **Figure 11**.

Figure 11: Pre-employment Training for Frontline Sales Staff by Subject Area, 2014 vs 2012



2.50 The top three subject areas rated by employers as either “Very Important” or “Important” are shown in the **Table 11**. The Survey revealed that the subject area in “Product Knowledge” had replaced ‘Putonghua’ when compared to 2012.

Table 11: Top Three Subject Areas with Pre-employment Training Need

Subject Areas	Needs for Pre-employment Training either ‘Very Important’ or ‘Important’
1. Customer Service	99.7%
2. Selling Skills	98.6%
3. Product Knowledge	89.4%

2.51 In all, the employers regarded that the top three subject areas for pre-employment training namely “Customer Service”, “Selling Skills” and “Product Knowledge” had attached weight to the professionalism and service quality for the frontline sales staff.

E. AVERAGE MONTHLY WAGE RANGE

2.52 The “average monthly wage” includes basic salary, overtime pay, cost of living allowance, meal allowance, service charges, commission and bonus. The distribution of employees by average monthly wage range by job level is shown in the **Table 12**.

Table 12: Average Monthly Wage Range by Job Level in 2014

Job Level	Under \$8,001	\$8,001 - \$10,000	\$10,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	Over \$50,000	Unspecified	Total
Managerial	0	0	3 065	5 195	2 030	517	4 528	15 335
Supervisory	21	2 131	14 319	4 807	258	34	5 864	27 434
Sales	3 503	28 356	67 217	5 247	133	2	29 584	134 042
Operative/ Clerical Support	194	1 963	4 857	65	54	0	2 157	9 290
Part-time Sales/ Service	18 758	5 575	4 085	0	0	600	15 761	44 779
Total	22 476	38 025	93 543	15 314	2 475	1 153	57 894	230 880

2.53 The majority of employees earned an average monthly wage of \$20,001- \$30,000 for managerial level, \$10,001- \$20,000 for supervisory level / sales staff / operative / clerical support level, and under \$8,001 for part-time sales/service staff. Since this is not an income survey, the information obtained is for cross reference purpose only.

Recruitment Difficulties

2.54 In this Survey, 3 101 companies had indicated whether they had encountered recruitment difficulties or not. Of the 3 101 companies, 1 622 (52.3%) reported that they had not encounter recruitment difficulties and 1 479 (47.7%) had encountered recruitment difficulties. The details are shown in the **Table 13**.

Table 13: No. of Companies with/without Reasons of Recruitment Difficulties in the Past 12 Months by Branch

No.	Branch	No	Yes	Total
1.	Food, Beverages and Tobacco	445	204	649
2.	Supermarkets	5	14	19
3.	Fuel and Transport Equipment	48	52	100
4.	Clothing, Footwear and Allied Product	85	474	559
5.	Consumer Goods, n.e.c.	389	271	660
6.	Department Stores	8	16	24
7.	Jewellery	227	70	297
8.	Medicines and Cosmetics	118	127	245
9.	Durable Goods, n.e.c.	185	177	362
10.	Telecommunications Equipment and Electrical Goods	87	59	146
11.	Retail Trade not via Stores and Mobile Stalls	25	15	40
Overall		1 622 (52.3%)	1 479 (47.7%)	3101

2.55 The Survey revealed that most employers had found it difficult to recruit sales staff (61.7%), followed by part-time sales (19.0%), supervisory level (9.6%), operative/clerical support level (5.1%) and managerial level (4.6%).

2.56 Majority of employers who had encountered recruitment difficulties reported that the main reasons for recruitment difficulties were “candidates found the remuneration package and fringe benefit not attractive” (27.7%), “candidates had more choices in the market” (26.9%) and “candidates were unwilling to work long working hours and on-shift” (17.8%). For details showing the respective percentage of all reasons of recruitment difficulties, please refer to Table 14 in Appendix 7 (Page 169).

Wastage

2.57 Wastage rate refers to those leaving the retail trade because of change of jobs to other sector, retirement, emigration, further studies and other causes. As revealed in this Survey, the number of wastage was 7 681 in the past 12 months.

Additional Training Requirements

2.58 As revealed in this Survey, 13 757 employees were recruited without retail experience. Hence, the projected additional training requirements of the retail trade for 2015 are shown in the **Table 14**.

Table 14: Additional Training Requirements

Job Level	No. of Employees 2014	(A) Growth in 2015	(B) Employees Without Retail Experience	(A)+(B) Total
Managerial (including owner/ sole proprietor/ Working Partner)	30 537	+167	11	178
Supervisory	31 320	+199	146	345
Operative / Clerical Support	31 663	-206	350	144
Sales	134 042	-330	4 842	4 512
Part-time Sales/Service	44 779	+347	8 408	8 755
Total	272 341	+177	13 757	13 934

Note: The figures include non-technical staff

F. THE TRENDS

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

2.60 It is noted that the percentage of vacancies to the total manpower demand in 2014 was 3.6%, increased slightly when compared with 3.4% in 2012. Hence, it signified the problem of recruitment and retention difficulties still persists in the retail trade.

2.61 The trend of overall training needs recorded a noticeable decrease by 27.4%. (only companies with employment size of five persons or above (13.7%) were required to answer the questionnaires on training questions). This phenomenon explained more companies preferred on-the-job training. As a matter of fact, employers still believe that training and development provides both the company as a whole and the individual employees with benefits and essential to develop their workforce and support business growth so as to stay ahead of the keen competition.

2.62 The number of part-time sales staff employed in 2014 was 44 779, a noticeable increase by 32.3% when compare with 35 499 in 2012. This was mainly due to the operational need of maintaining a flexible staffing for the sake of better management and cost effectiveness. The staff turnover rate by branch was 9.7%, down from 12.1 % in 2012.

(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%
2012	266 964	+ 9.1%
2014	282 379	+ 5.8%

(b) Vacancies

Year	Vacancies	
	In Number	As a Percentage of the Total Manpower Demand
2000	3 121	1.9%
2002	1 166	0.6%
2004	4 083	2.0%
2006	4 206	1.9%
2008	5 142	2.2%
2010	3 724	1.5%
2012	8 988	3.4%
2014	10 038	3.6%

(c) 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 [#]	- 25.7%
2010	161 974 [#]	+ 35.0%
2012	270 108 [#]	+ 66.8%
2014	196 144 [#]	- 27.4%

Note:

Only companies with employment size of 5 persons or above are required to indicate their training places.

(d) Part-Time Sales / Service Staff

Year	Part-Time Sales / Service Staff *	
	In Number	Percentage Change (from previous survey)
2002	19 211	-
2004	25 862	+ 34.6%
2006	27 031	+ 4.5%
2008	28 848	+ 6.7%
2010	24 697	- 14.4%
2012	35 499	+ 43.7%
2014	46 982	+ 32.3%

Note:

* Including vacancies

(e) Full-Time Staff Turnover Rate by Branch

Branch	Full-Time Staff Turnover Rate Man-times as a Percentage of Manpower Demand by Branch					
	2004	2006	2008	2010	2012	2014
Food, Beverages and Tobacco	21.1%	16.4%	10.4%	9.5%	9.1%	6.0%
Supermarkets	27.9%	13.7%	13.9%	1.1%	23.9%	10.1%
Fuel and Transport Equipment	14.4%	14.4%	10.9%	7.1%	3.9%	5.8%
Clothing, Footwear and Allied Product	30.0%	21.1%	14.6%	8.3%	14.7%	11.2%
Consumer Goods, n.e.c.	18.3%	8.1%	9.2%	4.1%	7.2%	6.5%
Department Stores	39.4%	10.0%	12.8%	8.3%	12.9%	5.3%
Jewellery	20.6%	12.4%	11.8%	4.1%	8.3%	9.6%
Medicines and Cosmetics	20.3%	13.6%	13.4%	11.2%	17.8%	17.5%
Durable Goods, n.e.c.	27.6%	25.0%	13.1%	10.3%	6.5%	10.1%
Telecommunications Equipment & Electrical Goods	23.6%	21.7%	23.5%	12.1%	13.0%	20.7%
Retail Trade not via Stores and Mobile Stalls	-	-	-	1.3%	3.2%	2.7%
Trade Average	23.7%	15.0%	12.7%	7.3%	12.1%	9.7%

(f) Full-Time Staff Turnover Rate by Job Level

Job Level	Full-Time Staff Turnover Rate Man-times as a Percentage of Manpower Demand by Job Level					
	2004	2006	2008	2010	2012	2014
Managerial	12.5%	10.1%	6.8%	2.2%	2.6%	2.5%
Supervisory	7.2%	8.5%	4.3%	2.3%	6.1%	4.1%
Operative / Clerical Support #	31.5%	18.1%	18.7%	11.3%	14.4%	5.1%
Sales Staff	-	-	-	-	-	16.9%

Note:

The post of sales staff was integrated into the level of operative / clerical support staff in and before 2012 Survey.

SECTION III

RECOMMENDATIONS

3.1 The retail trade is a key service industry in Hong Kong. The Training Board believes that upgrading skills and raising the status and professionalism of retail practitioners is vital to the long-term competitiveness of the industry. Hence, the Training Board has made a number of recommendations on training needs for the retail trade.

3.2 It is general noted in the field survey with the employers that companies in the retail industry would sponsor their staff to take training programmes provided by external course providers. As revealed in the Survey, employers are willing to sponsor their staff to take external training programmes. A total of 196 144 training places will be required in the next 12 months, in which 160 909 will be met by in-house training and 35 235 will be provided by external training bodies. The details on the number of training places provided by external training bodies are shown below:

Subject Areas	Training Places Provided by External Training Bodies
Managerial / supervisory skills	1 412
Trade specific skills	29 207
Languages	2 612
Personal Development	1 157
Others	847
Total	35 235

3.3 The Training Board is of the opinion that the short to medium term business outlook for the retail trade in Hong Kong will be full of challenges. Nevertheless, retailers are still strongly recommended to offer various training opportunities to their employees as that is crucial and vital to help the employees to sustain competitive edge in the retail trade.

3.4 The Training Board considers that one of the more effective ways to encourage employees to pursue continuous education is to provide reimbursement of programme fees or provision of subsidies to employees. In this connection, the Training Board suggests that both employers and employees can consider participating in training programmes eligible for Government subsidies, for example, those registered under the Continuing Education Fund (CEF) and Skills Upgrading Scheme Plus (SUS Plus) and the Earn and Learn Scheme.

3.5 In the Budget 2014 – 2015, the Government had set aside \$130 million to support the many initiatives to develop retail manpower, these include a three-year campaign to promote the industry's professionalism and a talent nurturing programme namely "Earn and Learn Pilot Scheme". Since its launch in July 2014, the Earn and Learn Pilot Scheme has developed as an effective platform to recruit DSE graduates who are interested to pursue their career in retailing by providing them classroom learning and on-the-job training. The Scheme helps to attract new bloods and retain retail professionals in the long run. We view that the Government's policy

support with funding on a continued basis is a crucial driver for the sustainable manpower development of the industry.

3.6 Training services providers are also kept advising to design more courses with multiple training modes so as to offer more flexibility to those employees who could not attend training programs due to the need of working long hours or on-shift. Training in trade specific skills like “complaints handling”, “coaching skills / team work / communication”, “IT and Applications / E-commerce” and generic skills like “personal development”, “Putonghua” and “English” are recommended. To achieve this, companies could invite some training services providers to develop tailor-made training courses for their employees.

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

3.8 The qualifications framework for the retail industry would help to provide a set of comprehensive and systematic benchmarks for the skills, knowledge and attributes required for properly performing the duties of various positions in retail trade. The Training Board recommends that employers should encourage staff to pursue continuing education and training with reputable organizations which the institutions and their training programmes quality standard have been appropriately accredited. It could enhance the employees’ vocational competencies and lifelong development which in turn will ensure a continuous supply of quality manpower for the retail trade and the society as a whole. It is also suggested to encourage training service providers to develop QF accredited training programmes for retail practitioners in general. Employers should encourage their employees to apply for Recognition of Prior Learning (RPL) which enables employees to receive formal recognition of their knowledge, skills and experience already acquired. The RPL serves as an effective mechanism to strengthen competitiveness of retail practitioners while at the same time, it will help promote employers’ company image. The employers are also encouraged to implement QF accredited in-house training courses for their staff.

3.9 The Training Board acknowledges the need to keep track of the changing patterns of the retail products, technology and customer demands locally, and internationally. The training curriculum and syllabus of training providers should then be reviewed and updated to keep abreast of the latest trends and development.

3.10 The fact that companies within the retail trade encountered difficulties in recruiting personnel might be due to the keen competition with other counterparts of the trade. In order to retain staff with quality performance and maintain competitiveness of the business, companies are suggested that an effective “talent retention system” should be developed to provide employees with a clear career development path and promising opportunities in career advancement.

3.11 The Training Board recommends that other than a competitive remuneration package, a positive, caring and friendly working environment are crucial for attracting staff to join the industry and for retaining them. Other than possessing professional knowledge and skills, an appropriate service attitude with the mind-set tuned to the requirements. Personal coaching, buddy system, positive reinforcement will enhance communication, trust and confidence between employers and employees.

3.12 In view of the rapid changes in the industry locally and internationally, the industry personnel should jointly promote the culture that industry employees should flexibly adapt and strategically equip themselves to meet the new challenges by engaging themselves in continuous development training and education programmes.

3.13 The Training Board will continue to support the experience-sharing seminars/workshops for the employees in the trade.

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

SECTION IV

SCOPE AND METHODOLOGY OF SURVEY

A. RETAIL TRADE TRAINING BOARD

The Training Board

4.1 The Retail Trade Training Board of the Vocational Training Council is appointed by the HKSAR Government to be responsible for, among other duties, assessing the manpower situation and training needs in the retail trade and recommending to the Vocational Training Council measures to meet these needs. The Training Board's Terms of Reference and its Membership List are shown in Appendix 1 and Appendix 2 (Pages 52 – 53).

Working Party on Manpower Survey

4.2 Under the Training Board, a Working Party had been formed to manage and guide the survey in the processes of questionnaire design, sampling, data analysis and reporting, with the assistance of the Census and Statistics Department. Membership of the Working Party on the 2014 Manpower Survey of the Retail Trade is shown in Appendix 3 (Page 54).

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 for the in-depth interviews is shown in Appendix 4 (Page 55).

Improvements Made on Survey Questionnaires

4.4 It was suggested that the structure and contents of the survey questionnaires and relevant documents be improved on the following aspects:

Companies with “4 persons or below” and “5 persons or above”:

- i) To add a question relating to the range of average monthly wage;
- ii) To separate out the post of sales staff and part-time sales from the job level of operative/clerical support as individual job levels;
- iii) To add the posts of “E-commerce Manager” and “E-commerce Supervisor” ;
- iv) To rename the previous post of “Order Assistant (on-line service) as “E-commerce Assistant”;
- v) To add “Hong Kong Diploma of Secondary Education or equivalent” in the “Preferred Level of Education”.

Companies with “5 persons or above”:

- i) To add the number of full-time retail trade employees leaving their companies during the past 12 months by whereabouts;
- ii) To add the source of recruitment;
- iii) To indicate if the companies would take priority in selecting those courses recognized under the Qualifications Framework when sponsor or provide training to staff;
- iv) To add the reasons of recruitment difficulties, if any;
- v) To add other training aspects such as “Coaching”, “E-commerce” and “Marketing/Visual Merchandising”.

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 trade, thus enabling different stakeholders to take appropriate actions, if required.

B. SCOPE AND PROCEDURES

Scope of the Survey

4.6 Out of the 40 824* registered companies in the retail industry, a sample comprising 919 companies covering 11 branches was selected by the stratified random sampling method, broken down according to the table below:

Branch		Sample Size
1	Food, Beverages and Tobacco	147
2	Supermarkets	24
3	Fuel and Transport Equipment	92
4	Clothing, Footwear and Allied Product	136
5	Consumer Goods, n.e.c.	113
6	Department Stores	31
7	Jewellery	45
8	Medicines and Cosmetics	50
9	Durable Goods, n.e.c.	85
10	Telecommunications Equipment & Electrical Goods	51
11	Retail Trade not via Stores and Mobile Stalls	145
Total		919

Note:

* The figure of 40 824 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 2014 was 46 642.

Procedures of the Survey

4.7 A Briefing Session was held on 19 September 2014. The main purpose of the Session was to brief fieldwork officers of the Census and Statistics Department (C&SD) on the manpower situation and the nature of various jobs of the retail trade. Also, it helped the officers to have a better understanding of the retail sector before they carried out the fieldwork.

4.8 The fieldwork took place in October 2014 and the followed-up field work with non-respondents was completed at the end of March 2015 under the supervision of the C&SD.

4.9 Questionnaires with explanatory notes and job descriptions were first sent to the sampled companies before the fieldwork. The survey documents are shown in Appendix 5 (Pages 56 - 76).

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

Response Rate

4.11 Of the 919 companies selected, 655 completed and responded fully to the questionnaires, 48 companies declined to answer the questionnaires, 51 responded partially, and the effective response rate of the survey is 93.6%. For the rest of the companies were either non-contactable, were not engaged in retail trade or had merged, moved, ceased operation or closed down.

VOCATIONAL TRAINING COUNCIL

Terms of Reference of Training Boards

1. To determine the manpower demand of the industry, including the collection and analysis of relevant manpower and student/trainee statistics and information on socio-economic, technological and labour market developments.
2. To assess and review whether the manpower supply for the industry matches with the manpower demand.
3. To recommend to the Vocational Training Council the development of vocational education and training facilities to meet the assessed manpower demand.
4. To advise the Hong Kong Institute of Vocational Education (IVE) and Pro-Act Training & Development Centres on the direction and strategic development of their programmes in the relevant disciplines.
5. To advise on the course planning, curriculum development and quality assurance systems of IVE and Pro-Act Training & Development Centres.
6. To prescribe job specifications for the principal jobs in the industry defining the skills, knowledge and training required.
7. To advise on training programmes for the principal jobs in the industry specifying the time a trainee needs to spend on each skill element.
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 VTC.
13. To submit to the Council an annual report on the Training Board's work and its recommendations on the strategies for programmes in the relevant disciplines.
14. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.

RETAIL TRADE TRAINING BOARD

Membership List

Chairman

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

Vice-Chairman

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

Members

Ms Ada CHAN (nominated by a retail chain)

Ms CHOW Wai-yea, Winnie⁺ (nominated by a retail chain)

Mr CHOW Wun-sing, Winston* (nominated by the Hong Kong Retail Management Association)

Mr CHOY Jing-man, Ian (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)

Ms TSE Man-fung, Carrie⁺ (nominated by a retail chain)

Mr WAN Chi-cheung, Ronald* (nominated by a retail chain)

Ms WONG Nga-lai, Alice (nominated by a retail chain)

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

Mr YU Kwok-chu, Edmond (representative of the Executive Director of the Vocational Training Council)

Secretary

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

* Appointment term expired on 31st March 2015

+ Appointment term commenced on 1st April 2014

**WORKING PARTY
ON THE 2014 MANPOWER SURVEY OF THE RETAIL TRADE**

Membership List

Convenor

Mr Angus WAI (Fairton International Group Limited)

Members

Mr CHOW Wun-sing, Winston (Hong Kong Retail Management Association)

Ms TSE Man-fung, Carrie (Pizza Hut Hong Kong Management Limited)

Dr Geoffrey TSO (City University of Hong Kong)

Mr Chris WU (Fung (1937) Management Limited)

Ms Ruth YU (Hong Kong Retail Management Association)

Mr YU Kwok-chu, Edmond (Vocational Training Council)

Ms LI Wing-sheung, Shirley (Hong Kong Institute of Vocational Education)

Mr WONG Tat-lam, William (Business Services Centre)

In Attendance

Mr CHAN Chi-hung, Dickson (Census & Statistics Department)

Mr David CHAN (Census & Statistics Department)

Mr FUNG Yan-kin, Kenneth (Census & Statistics Department)

Secretary

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

**IN-DEPTH INTERVIEWS
FOR THE 2014 MANPOWER SURVEY OF THE RETAIL TRADE**

List of Participants

Ms Albe CHOI	(CSL Mobile Limited)
Ms Jacqueline CHU	(Revlon HK & Taiwan)
Mr David LAM	(IBM China / Hong Kong Limited)
Ms Maggie LI	(Chow Sang Sang Jewellery Company Limited)
Mr LEUNG Tat-ming	(Zung Fu Company Limited)
Ms Clara LIU	(Wing On Department Stores Group)
Ms Elma WONG	(Fairton International Group Limited)

Secretary

Ms WONG Szee-ving, Venus	(Vocational Training Council)
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Headquarters (Industry Partnership) 總辦事處(行業合作)
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 香港新界青衣島青衣路20A號6樓
 www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

(852) 2574 3759

Our Reference 本局檔號 (9) in RT/4/2 (2014)

Your Reference 來函檔號



3 October 2014

Dear Sir/Madam,

2014 Manpower Survey of the Retail Trade

I am writing to solicit your cooperation in the 2014 Manpower Survey conducted by the Retail Trade Training Board of the Vocational Training Council (VTC).

The Retail Trade Training Board is appointed by the Chief Executive of the Government of the Hong Kong Special Administrative Region to advise on the matters pertaining to manpower training of the retail trade. In order to collect information on the latest manpower situation and formulate meaningful recommendations on manpower training for the retail trade, the Training Board will conduct the Retail survey from **15 October 2014 to 14 November 2014**.

I enclose one copy of the Survey Questionnaire (**Appendix A**), the Explanatory Notes (**Appendix B**) and the Descriptions of Principal Jobs (**Appendix C**) for your reference and completion. During the survey period, an officer from the Census and Statistics Department (C&SD) will contact you and your authorized representative to answer any questions, assist in the completion of the questionnaire and collect the completed questionnaire for data processing.

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

You are welcome to download the previous Manpower Survey Reports of the Retail Trade from the VTC website at <http://rttb.vtc.edu.hk>. Upon completion of the 2014 Manpower Survey, the Manpower Survey Report will be uploaded onto the VTC website.

Thank you for your kind participation and contribution to the sector. Should you have any questions in connection with the survey, please contact the Manpower Statistics Section of the Census and Statistics Department at 2116 8172.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Stella Kwan', written in a cursive style.

(Stella KWAN)
 Chairman
 Retail Trade Training Board

VOCATIONAL TRAINING COUNCIL

職業訓練局

2014 MANPOWER SURVEY OF THE RETAIL TRADE

2014 年零售業人力調查

QUESTIONNAIRE

調查表

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

PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE

填表前請詳閱附註

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

NAME OF COMPANY: _____

公司名稱

ADDRESS: _____

地址

TYPE OF PRODUCTS / SERVICES: _____

產品/服務種類

NAME OF PERSON TO CONTACT: _____

聯絡人姓名

TEL. NO.:

電話

48

-

55

56

63

E-MAIL:

電郵

64

TOTAL NUMBER OF PERSONS ENGAGED: _____

僱員總人數

POSITION: _____

職位

FAX NO.:

圖文傳真

98

Please tick in the appropriate box if your company wants a complimentary copy of the 2014 Manpower Survey Report.

如貴公司欲收到二〇一四年人力調查報告贈閱版，請於方格內加上"✓"號。

 99 CD-ROM
光碟 100 Booklet
小冊子 101 Email
電郵

Part I
第一部份

(A) Job 工作	(B) Average Monthly Wage 每月平均工資		(C) No. of Employees as at 15.10.2014 在2014年10月15日僱員人數	(D) No. of Vacancies as at 15.10.2014 在2014年10月15日的空缺額	(E) Forecast of No. of Employees as at October 2015 預計在2015年10月的僱員人數	(F) Preferred Level of Education 僱員宜有的教育程度	(G) Preferred Relevant Years of Experience 僱員宜有的相關年資
	Rec. Type	Job Code 職位編號					
(See Appendix C) (參閱附錄C)	11	8 - 10	12 - 15	16 - 18	19 - 22	23	24
	2						
	2						
	2						
	2						
	2						

Codes
編號說明

Column (B)
(F)欄

Enter in Column (B) the employee's average monthly wage range according to the following codes:
請將僱員的每月平均工資幅度，按下列編號填入(B)欄內：

Code 編號	Average Monthly Wage Range 每月平均工資幅度
1	Over \$50,000 以上
2	\$30,001 - \$50,000
3	\$20,001 - \$30,000
4	\$10,001 - \$20,000
5	\$8,001 - \$10,000
6	Under \$8,001 以下

Column (F)
(G)欄

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

Code 編號	Preferred Level of Education 宜有的教育程度
1	University Degree or above 大學學位或以上
2	Associate Degree/Professional Diploma/Higher Diploma or equivalent 副學士學位/專業文憑/高級文憑或同等學歷
3	Diploma/Higher Certificate or equivalent 文憑/高級證書或同等學歷
4	Certificate/Secondary 4 - 7 / Hong Kong Diploma of Secondary Education or equivalent 證書/中四至中七/香港中學文憑或同等學歷
5	Secondary 3 or below/Others 中三或以下/其他

Column (G)
(G)欄

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

Code 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

End of questionnaire. Thank you for your co-operation.
問卷完，多謝合作。

VOCATIONAL TRAINING COUNCIL

職業訓練局

2014 MANPOWER SURVEY OF THE RETAIL TRADE

2014 年零售業人力調查

QUESTIONNAIRE

調查表

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

PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE

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

NAME OF COMPANY:

公司名稱

ADDRESS:

地址

TYPE OF PRODUCTS / SERVICES:

產品/服務種類

NAME OF PERSON TO CONTACT:

聯絡人姓名

TEL. NO.:

電話

E-MAIL:

電郵

TOTAL NUMBER OF PERSONS ENGAGED:

僱員總人數

POSITION:

職位

FAX NO.:

圖文傳真

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如貴公司欲收到二〇一四年人力調查報告贈閱版，請於方格內加上"✓"號。

 99

CD-ROM

光碟

 100

Booklet

小冊子

 101

Email

電郵

98

Part I

第一部份

(A) Job 工作			(B) Average Monthly Wage 每月平均 工資	(C) No. of Employees as at 15.10.2014 在2014年 10月15日 僱員人數	(D) No. of Vacancies as at 15.10.2014 在2014年 10月15日 的空缺額	(E) Forecast of No. Employees as at October 2015 預計 在2015年10月 的僱員人數	(F) Preferred Level of Education 僱員宜有的 教育程度	(G) 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)			Code(B) 編號(B)	12 - 15	16 - 18	19 - 22	Code(F) 編號(F)	Code(G) 編號(G)	Column (B) (B)欄 Enter in Column (B) the employee's average monthly wage range according to the following codes: 請將僱員的每月平均工資幅度，按下列編號填入(B)欄內： Code Average Monthly Wage Range 編號 每月平均工資幅度 1 Over \$50,000以上 2 \$30,001 - \$50,000 3 \$20,001 - \$30,000 4 \$10,001 - \$20,000 5 \$8,001 - \$10,000 6 Under \$8,001 以下
Managerial Level (including Senior and Assistant Managers) 經理級(包括高級及助理經理)									
1.	General Manager 總經理	2	1 1 1						
2.	Operations/Retail Manager 營運/零售經理	2	1 1 2						
3.	District/Area Manager 分區/地區經理	2	1 1 3						
4.	Store Manager 店舖經理	2	1 1 4						
5.	Marketing Manager 市場推廣經理	2	1 1 5						
6.	Sales Manager 營業經理	2	1 1 6						
7.	Customer Services Manager 客戶服務經理	2	1 1 7						
8.	Head of Merchandising Buying Manager 採購主管/經理	2	1 1 8						
9.	Logistics/Distribution/Warehouse Manager 物流/運輸/倉庫經理	2	1 1 9						
10.	Training Manager 培訓經理	2	1 2 0						
11.	Visual Merchandising Manager 商品陳列經理	2	1 2 1						
12.	E-commerce Manager 電子商務經理	2	1 2 2						
13.	Owner; Sole Proprietor; Working Partner 東主; 獨資經營者; 執行合夥董事	2	1 9 8						
14.	Other Managers (please specify titles) 其他經理級人員 (請說明其職稱)	2	1 9 9						
Supervisory Level (including Senior and Assistant Supervisors) 主任級(包括高級及助理主任)									
15.	Store Supervisor 店舖/分店主任	2	2 1 1						
16.	Visual Merchandising Supervisor 商品陳列主任	2	2 1 2						
17.	Logistics/Distribution/Warehouse Supervisor 物流/運輸/倉庫主任	2	2 1 3						
18.	Public Relations/Advertising Officer 公共關係/廣告主任	2	2 1 4						
19.	Customer Services Supervisor 客戶服務主任	2	2 1 5						
20.	Merchandiser, Buyer 採購主任	2	2 1 6						
21.	Training Officer 培訓主任	2	2 1 7						
22.	E-commerce Supervisor 電子商務主任	2	2 1 8						
23.	Other Supervisors (please specify titles) 其他主任級人員 (請說明其職稱)	2	2 9 9						
Sales Staff 售貨員									
24.	Senior Sales Staff 高級售貨員	2	3 1 1						
25.	Junior Sales Staff 初級售貨員	2	3 1 2						
Operative/Clerical Support Level 輔助人員/文員級									
26.	Stock/Purchasing Clerk 存貨/採購文員	2	3 1 3						
27.	Stock Assistant 存貨助理	2	3 1 4						
28.	E-commerce Assistant 電子商務助理	2	3 1 5						
29.	Visual Merchandising Assistant 商品陳列助理	2	3 1 6						
30.	Other Clerks/Supporting Staff (please specify titles) 其他文員/輔助人員 (請說明其職稱)	2	3 9 9						
Part Time Sales/Service Staff 兼職售貨員/服務員									
31.	Part Time Sales/Service Staff 兼職售貨員/服務員	2	4 1 1						
32.		2							

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

Part II
第二部份

For Full-time Employees

全職僱員

1. Number of full-time retail trade employees in October 2013 (12 months ago).
2013年10月時(12個月前)的全職零售業僱員人數。

(a) Managerial Level
經理級 8

(b) Supervisory Level
主任級 12

(c) Sales Staff
售貨員 16

(d) Operative/Clerical Support Level
輔助人員／文員級 20

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

(a) Managerial Level
經理級 25

(b) Supervisory Level
主任級 29

(c) Sales Staff
售貨員 33

(d) Operative/Clerical Support Level
輔助人員／文員級 37

For Part-time Sales/Service Staff

兼職售貨員／服務員

3. (a) Number of Part-time Sales/Service Staff in October 2013 (12 months ago).
2013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。

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Est. No. _____

ER No. _____

24

41

46

51

Employees' Whereabouts After Leaving the Company

離職僱員去向

4. Number of full-time retail trade employees leaving your company during the past 12 months by whereabouts:

過去十二個月內離職的全職零售業僱員人數（按去向分類）：

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Sales Staff</u> 售貨員	<u>Operative/Clerical Support Level</u> 輔助人員／文員級
(a) Taking up retail trade related jobs (Including starting own business in related trade) 從事與零售業有關的工作（包括創業）	<input type="text"/> <input type="text"/> <input type="text"/> 52	<input type="text"/> <input type="text"/> <input type="text"/> 55	<input type="text"/> <input type="text"/> <input type="text"/> 58	<input type="text"/> <input type="text"/> <input type="text"/> 61
(b) Taking up non-retail trade related jobs (Including starting own business in non-retail trade) 從事與零售業無關的工作（包括創業）	<input type="text"/> <input type="text"/> <input type="text"/> 64	<input type="text"/> <input type="text"/> <input type="text"/> 67	<input type="text"/> <input type="text"/> <input type="text"/> 70	<input type="text"/> <input type="text"/> <input type="text"/> 73
(c) Emigration, retirement or further studies 移民、退休或進修	<input type="text"/> <input type="text"/> <input type="text"/> 76	<input type="text"/> <input type="text"/> <input type="text"/> 79	<input type="text"/> <input type="text"/> <input type="text"/> 82	<input type="text"/> <input type="text"/> <input type="text"/> 85
(d) Unknown 不知道	<input type="text"/> <input type="text"/> <input type="text"/> 88	<input type="text"/> <input type="text"/> <input type="text"/> 91	<input type="text"/> <input type="text"/> <input type="text"/> 94	<input type="text"/> <input type="text"/> <input type="text"/> 97
(e) Others (Please specify) 其他（請註明） _____	<input type="text"/> <input type="text"/> <input type="text"/> 100	<input type="text"/> <input type="text"/> <input type="text"/> 103	<input type="text"/> <input type="text"/> <input type="text"/> 106	<input type="text"/> <input type="text"/> <input type="text"/> 109

Source of Recruitment in the Industry

新聘僱員的來源

5. Number of retail trade employees recruited to fill the new or existing posts during the past 12 months by source:

過去十二個月內，新聘以填補增設職位或現有空缺的零售業僱員人數（按來源分類）：

Sources of Recruitment

新聘僱員的來源

	<u>Number of Employees Recruited with Retail Trade Experience</u> 具零售業經驗的新聘僱員人數	<u>Number of Employees Recruited without Retail Trade Experience</u> 不具零售業經驗的新聘僱員人數
(a) Managerial Level 經理級	<input type="text"/> <input type="text"/> <input type="text"/> 112	<input type="text"/> <input type="text"/> <input type="text"/> 115
(b) Supervisory Level 主任級	<input type="text"/> <input type="text"/> <input type="text"/> 118	<input type="text"/> <input type="text"/> <input type="text"/> 121
(c) Sales Staff 售貨員	<input type="text"/> <input type="text"/> <input type="text"/> 124	<input type="text"/> <input type="text"/> <input type="text"/> 127
(d) Operative/Clerical Support Level 輔助人員／文員級	<input type="text"/> <input type="text"/> <input type="text"/> 130	<input type="text"/> <input type="text"/> <input type="text"/> 133
(e) Part-time Sales/Service Staff 兼職售貨員／服務員	<input type="text"/> <input type="text"/> <input type="text"/> 136	<input type="text"/> <input type="text"/> <input type="text"/> 139

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Q4	<input type="text"/> 142	<input type="text"/> 143	<input type="text"/> 144	<input type="text"/> 145
	<input type="text"/> 146			
Q5	<input type="text"/> 148		<input type="text"/> 149	
	<input type="text"/> 150			

Training

訓練

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

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

	Past 12 Months 過去12個月		Next 12 Months 未來12個月	
	Full-time Managerial and Supervisory Staff 全職經理及主任級僱員	Full-time Sales, Operative and Clerical Support Staff 全職售貨員、輔助人員及文員	Full-time Managerial and Supervisory Staff 全職經理及主任級僱員	Full-time Sales, Operative and Clerical Support Staff 全職售貨員、輔助人員及文員
(a) Managerial/Supervisory Skills / Strategic Management 管理／督導技巧／策略管理	151	154	158	161
(b) Customer Service 客戶服務	165	168	172	175
(c) Selling Skills 銷售技巧	179	182	186	189
(d) Product Knowledge 產品知識	193	196	200	203
(e) Complaints Handling 投訴處理	207	210	214	217
(f) Coaching Skills / Team Work / Communication 專業教練技巧／團隊工作／溝通技巧	221	224	228	231
(g) Store Operations 店舖營運	235	238	242	245
(h) Merchandising / Logistics / Inventory Management / Supply Chain Management 採購／物流／存貨管理／供應鏈管理	249	252	256	259
(i) IT and Applications 資訊科技及應用	263	266	270	273
(j) E-Commerce 電子商貿	277	280	284	287
(k) Marketing / Visual Merchandising 市務推廣／商品視覺展示	291	294	298	301
(l) Putonghua 普通話	305	308	312	315
(m) English 英語	319	322	326	329
(n) Personal Development 個人發展	333	336	340	343
(o) Others (please specify) 其他(請說明)	347	350	354	357

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

附註 : * 內部培訓指由公司內部提供之訓練。

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

* 外間培訓指由公司以外的培訓機構提供之訓練。

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此欄毋須填寫

361 363

361 363

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

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

	<u>Internal Training</u> 內部培訓 (%)	<u>External Training</u> 外間培訓 (%)	
(a) Managerial/Supervisory Skills / Strategic Management 管理／督導技巧／策略管理	365	368	371
(b) Customer Service 客戶服務	372	375	378
(c) Selling Skills 銷售技巧	379	382	385
(d) Product Knowledge 產品知識	386	389	392
(e) Complaints Handling 投訴處理	393	396	399
(f) Coaching Skills / Team Work / Communication 專業教練技巧／團隊工作／溝通技巧	400	403	406
(g) Store Operations 店舖營運	407	410	413
(h) Merchandising / Logistics / Inventory Management / Supply Chain Management 採購／物流／存貨管理／供應鏈管理	414	417	420
(i) IT and Applications 資訊科技及應用	421	424	427
(j) E-Commerce 電子商貿	428	431	434
(k) Marketing / Visual Merchandising 市務推廣／商品視覺展示	435	438	441
(l) Putonghua 普通話	442	445	448
(m) English 英語	449	452	455
(n) Personal Development 個人發展	456	459	462
(o) Others (please specify) 其他(請說明) _____	463	466	469

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8. Does your company take priority to select those courses recognized under the Qualifications Framework when sponsor or provide training to your staff?

貴公司在提供培訓資助或訓練給員工時，有沒有考慮選擇已獲資歷架構認可的課程為首選？

Yes
有

No
沒有

470

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

貴公司有沒有為兼職售貨員／服務員提供培訓資助或訓練？

Yes
有

No
沒有

471

10. 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？

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Pre-requisite (please go to Q.11)
472 必須(請答第11題)

Preferred (please go to Q.11)
473 宜有(請答第11題)

No comment (please go to Q.12)
474 沒有意見(請答第12題)

Not necessary (please go to Q.12)
475 不需要(請答第12題)

476

11. 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)

	<u>Very Important</u> 十分重要	<u>Important</u> 重要	<u>Not Very Important</u> 不太重要	<u>Not Necessary</u> 不需要
(a) Managerial / Supervisory Skills / Strategic Management 管理／督導技巧／策略管理	<input type="checkbox"/> 477	<input type="checkbox"/> 478	<input type="checkbox"/> 479	<input type="checkbox"/> 480
(b) Customer Service 客戶服務	<input type="checkbox"/> 481	<input type="checkbox"/> 482	<input type="checkbox"/> 483	<input type="checkbox"/> 484
(c) Selling Skills 銷售技巧	<input type="checkbox"/> 485	<input type="checkbox"/> 486	<input type="checkbox"/> 487	<input type="checkbox"/> 488
(d) Product Knowledge 產品知識	<input type="checkbox"/> 489	<input type="checkbox"/> 490	<input type="checkbox"/> 491	<input type="checkbox"/> 492
(e) Complaints Handling 投訴處理	<input type="checkbox"/> 493	<input type="checkbox"/> 494	<input type="checkbox"/> 495	<input type="checkbox"/> 496
(f) Coaching Skills / Team Work / Communication 專業教練技巧／團隊工作／溝通技巧	<input type="checkbox"/> 497	<input type="checkbox"/> 498	<input type="checkbox"/> 499	<input type="checkbox"/> 500
(g) Store Operations 店舖營運	<input type="checkbox"/> 501	<input type="checkbox"/> 502	<input type="checkbox"/> 503	<input type="checkbox"/> 504
(h) Merchandising / Logistics / Inventory Management / Supply Chain Management 採購／物流／存貨管理／供應鏈管理	<input type="checkbox"/> 505	<input type="checkbox"/> 506	<input type="checkbox"/> 507	<input type="checkbox"/> 508
(i) IT and Applications 資訊科技及應用	<input type="checkbox"/> 509	<input type="checkbox"/> 510	<input type="checkbox"/> 511	<input type="checkbox"/> 512
(j) E-Commerce 電子商貿	<input type="checkbox"/> 513	<input type="checkbox"/> 514	<input type="checkbox"/> 515	<input type="checkbox"/> 516
(k) Marketing / Visual Merchandising 市務推廣／商品視覺展示	<input type="checkbox"/> 517	<input type="checkbox"/> 518	<input type="checkbox"/> 519	<input type="checkbox"/> 520
(l) Putonghua 普通話	<input type="checkbox"/> 521	<input type="checkbox"/> 522	<input type="checkbox"/> 523	<input type="checkbox"/> 524
(m) English 英語	<input type="checkbox"/> 525	<input type="checkbox"/> 526	<input type="checkbox"/> 527	<input type="checkbox"/> 528
(n) Personal Development 個人發展	<input type="checkbox"/> 529	<input type="checkbox"/> 530	<input type="checkbox"/> 531	<input type="checkbox"/> 532
(o) Others (please specify) 其他(請說明)	<input type="checkbox"/> 533	<input type="checkbox"/> 534	<input type="checkbox"/> 535	<input type="checkbox"/> 536

537

Difficulties Encountered in Recruitment**招聘困難**

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此欄毋須填寫

538
12. Did your company encounter any difficulties in recruitment of retail trade employees in the past 12 months?

(Please tick as appropriate)

過去十二個月，貴公司在招聘零售業僱員過程中有沒有遇到困難？

(請在適當的格內填上✓號)

 Yes (please go to Q.13)
有(請答第13題)

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

 No recruitment need
(End of questionnaire. Thank you.)
沒有招聘需要(問卷完，多謝合作。)
Major Difficulties Encountered in Recruitment**主要招聘困難**13. Please give the three most difficulties in recruitment your company encountered in the past 12 months.

請說明貴公司在過去十二個月所遇到最主要的三項招聘困難。

	Managerial Level 經理級	Supervisory Level 主任級	Sales Staff 售貨員	Operative /Clerical Support Level 輔助人員 /文員級	Part-time Sales Staff and Service Staff 兼職售貨員 /服務員
(a) Candidates lacked the relevant skills/expertise 應徵者並無相關技能/知識	<input type="checkbox"/> 539	<input type="checkbox"/> 540	<input type="checkbox"/> 541	<input type="checkbox"/> 542	<input type="checkbox"/> 543
(b) Candidates lacked the relevant experience 應徵者缺乏相關經驗	<input type="checkbox"/> 544	<input type="checkbox"/> 545	<input type="checkbox"/> 546	<input type="checkbox"/> 547	<input type="checkbox"/> 548
(c) Candidates lacked the relevant academic qualification 應徵者未具相關學歷	<input type="checkbox"/> 549	<input type="checkbox"/> 550	<input type="checkbox"/> 551	<input type="checkbox"/> 552	<input type="checkbox"/> 553
(d) Candidates' language skills (including Putonghua) were poor 應徵者語文能力(包括普通話)水平欠佳	<input type="checkbox"/> 554	<input type="checkbox"/> 555	<input type="checkbox"/> 556	<input type="checkbox"/> 557	<input type="checkbox"/> 558
(e) Candidates found the remuneration package and fringe benefit not attractive 應徵者認為薪酬及附帶福利欠吸引	<input type="checkbox"/> 559	<input type="checkbox"/> 560	<input type="checkbox"/> 561	<input type="checkbox"/> 562	<input type="checkbox"/> 563
(f) Candidates were unwilling to work long working hours and on shift 應徵者不願意長時間及輪班工作	<input type="checkbox"/> 564	<input type="checkbox"/> 565	<input type="checkbox"/> 566	<input type="checkbox"/> 567	<input type="checkbox"/> 568
(g) Candidates had more choices in the market 應徵者在市場上有很多選擇	<input type="checkbox"/> 569	<input type="checkbox"/> 570	<input type="checkbox"/> 571	<input type="checkbox"/> 572	<input type="checkbox"/> 573
(h) Candidates were lack of awareness of career opportunities available and the career prospect in retailing 應徵者缺乏在零售行業就業機會及前景的意識	<input type="checkbox"/> 574	<input type="checkbox"/> 575	<input type="checkbox"/> 576	<input type="checkbox"/> 577	<input type="checkbox"/> 578
(i) Others (Please Specify) 其他(請註明) _____	<input type="checkbox"/> 579	<input type="checkbox"/> 580	<input type="checkbox"/> 581	<input type="checkbox"/> 582	<input type="checkbox"/> 583
(j) Others (Please Specify) 其他(請註明) _____	<input type="checkbox"/> 584	<input type="checkbox"/> 585	<input type="checkbox"/> 586	<input type="checkbox"/> 587	<input type="checkbox"/> 588

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此欄毋須填寫Q13 589 590 591 592 593

594
End of questionnaire. Thank you for your co-operation.
問卷完，多謝合作。

Appendix B
For Companies with
employment size of 4 persons or less

2014 Manpower Survey of the Retail Trade

Explanatory Notes

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

Part I

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

5. Column “B” - Average Monthly Wage

Please enter the appropriate code representing the average monthly wage range for each type of employee(s). The monthly wage should include basic salary, overtime pay, cost of living allowance, meal allowance, commission and bonus. If you have more than one employee doing the same principal job, please enter the average figure. (Please refer to the codes in the last column of the same page of the questionnaire.)

6. Column “C” - Number of Employees as at 15.10.2014

Please fill in the total number of employees for each job title as at 15.10.2014. These include proprietors, partners and unpaid family members working for your company.

7. Column “D” - Number of Vacancies as at 15.10.2014

Please fill in the number of existing vacancies for each job title as at 15.10.2014. “Existing Vacancies” refer to those unfilled, immediately available job openings for which the company is actively trying to recruit.

8. Column “E” - Forecast of Number Employees as at October 2015

The forecast of number employed means the likely number of employees for each job title you will be employing in your company as at October 2015. If an expansion/contraction is expected, the number given could be more/less than that in column “C”.

9. Column “F” - Preferred Level of Education

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

10. Column “G” - Preferred Relevant Years of Experience

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

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

2014 Manpower Survey of the Retail Trade

Explanatory Notes

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

Part I

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

5. Column “B” - Average Monthly Wage

Please enter the appropriate code representing the average monthly wage range for each type of employee(s). The monthly wage should include basic salary, overtime pay, cost of living allowance, meal allowance, commission and bonus. If you have more than one employee doing the same principal job, please enter the average figure. (Please refer to the codes in the last column of the same page of the questionnaire.)

6. Column “C” - Number of Employees as at 15.10.2014

Please fill in the total number of employees for each job title as at 15.10.2014. These include proprietors, partners and unpaid family members working for your company.

7. Column “D” - Number of Vacancies as at 15.10.2014

Please fill in the number of existing vacancies for each job title as at 15.10.2014. “Existing Vacancies” refer to those unfilled, immediately available job openings for which the company is actively trying to recruit.

8. Column “E” - Forecast of Number Employees as at October 2015

The forecast of number employed means the likely number of employees for each job title you will be employing in your company as at October 2015. If an expansion/contraction is expected, the number given could be more/less than that in column “C”.

9. Column “F” - Preferred Level of Education

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

10. Column “G” - Preferred Relevant Years of Experience

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

Part II

11. Q.1 - Number of Full-time Retail Trade Employees 12 Months Ago

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

12. Q.2 - Number of Full-time Retail Trade Employees Left in the Past 12 Months

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

13. Q.3 - Number of Part-time Sales/Service Staff 12 Months Ago & Number of Part-time Sales/Service Staff Left in the Past 12 Months

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

14. Q.4 - Employees' Whereabouts After Leaving the Company

Please fill in the number of retail trade employees who had left your company during the past 12 months by whereabouts.

15. Q.5 – Source of Recruitment

Please fill in the number of retail trade employees recruited in the past 12 months by source.

16. Q.6 - 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.

17. Q.7 - 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.

18. Q.8 - Selection of Training Courses Recognised under the Qualifications Framework

Please indicate whether your company would take priority to select training courses recognized under the Qualifications Frameworks when sponsors or provides training to your staff.

19. Q.9 - Training to be Sponsored/Provided to Part-time Sales/Service Staff

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

20. Q.10 - 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.

21. Q.11 - Degree of Importance for Different Training Needs of a Front-line Sales Person

Please indicate the degree of importance for different training needs of a front-line sales person.

22. Q.12 - Difficulties Encountered in Recruitment

Please indicate whether your company encountered any difficulties in recruitment of retail trade employees in the past 12 months.

23. Q.13 - Major Difficulties Encountered in Recruitment

Please select the three most difficulties in recruitment your company encountered in the past 12 months.

2014 Manpower Survey of the Retail Trade**Job Descriptions of Principal Jobs**

Code No.	Job Title	Brief Job Description
MANAGERIAL LEVEL (including Senior and Assistant Managers)		
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
MANAGERIAL LEVEL (including Senior and Assistant Managers) (Continued)		
120	Training Manager	Plans, directs and manages training functions. Formulates training plans with reference to manpower plan, identifies training needs, delivers training programmes and monitors training effectiveness.
121	Visual Merchandising Manager	Develops and proposes visual merchandising direction for the store with creative display ideas which can enhance product and brand awareness. Designs and proposes the store layout, space planning and customer traffic flow to ensure the smooth set-up and maintenance of visual merchandising in stores.
122	E-commerce Manager	Oversees a retail company's online sales and a team of web designers and software developers who create the online transaction system and the website, responsible for conveying a consistent brand image that attracts customers by encouraging sales on the web.
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.

Code No.	Job Title	Brief Job Description
SUPERVISORY LEVEL (including Senior and Assistant Supervisors)		
211	Store Supervisor	Responsible for the sale of a particular merchandise or a range of merchandises in a store/outlet. Checks and studies sales figures, stock and customers' preference and makes subsequent recommendations. Supervises a team of sales staff.
212	Visual Merchandising Supervisor	Supervises and designs visual merchandise in shop window, showcase and display inside store. Plans and implements merchandise display in store.
213	Logistics/Distribution/Warehouse Supervisor	Supervises logistics, distribution and warehousing of merchandise to achieve planned levels of services to users and customers.
214	Public Relations/Advertising Officer	Plans and implements marketing programmes to promote sale of merchandise and to promote a company's image. Keeps close contact with the mass media and advertising agents.
215	Customer Services Supervisor	Supervises and implements activities relating to customer services. Provides services directly to customers.
216	Merchandiser; Buyer	Responsible for merchandising or buying functions. Liaises and negotiates with suppliers and appropriate departments to ensure continuity and quality of merchandise supply.
217	Training Officer	Implements training plans, conducts training programmes, maintains training records, and arranges for training administration.
218	E-commerce Supervisor	Implements and coordinates e-Commerce operational plans and Internet marketing programs of the company, ensures all information available online is current and updated.
299	Other Supervisors (please specify titles)	Supervisors performing administrative and supporting works.

Code No.	Job Title	Brief Job Description
SALES STAFF		
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.)
OPERATIVE/CLERICAL SUPPORT LEVEL		
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	E-commerce Assistant	Ensures accuracy in data entry, respond to incoming customer emails and manage until fully resolved, assist in handling customer returns, provides general administrative support including the booking of new products and inventory checking etc.
316	Visual Merchandising Assistant	Supports and performs setting up of shop window, in store display and styling.
399	Other Clerks/Supporting Staff (please specify titles)	Clerks provide supporting work.
PART TIME SALES/SERVICE STAFF		
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 2015-2017 Labour Market Analysis Method

Methodology

The Labour Market Analysis (LMA) Method 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 Method 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 Trade

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 trade 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 Method, the manpower demand of the retail trade for 2015 - 2017 is projected as below:

Year	Total Manpower Demand	Employers' Forecast	Projected Manpower
2014	282 379	-	-
2015	-	282 556 (+ 0.06%*)	284 508 (+ 0.8%*)
2016	-	-	287 822 (+ 1.2%**)
2017	-	-	292 321 (+ 1.6%**)
* as percentage change vs the total manpower demand in 2014			
** as percentage change vs projected manpower in previous year.			

報告摘要

人力調查

1. 在政府統計處（統計處）協助下，零售業訓練委員會於 2014 年 10 月 15 日至 11 月 14 日期間進行每兩年一次的人力調查，並於其後數月完成跟進工作。是次調查旨在蒐集最新的人力資訊，以供了解業內的人力情況及培訓需要。

調查範圍

2. 本會在是次調查中抽樣的範圍涵蓋零售業的 11 個相關類別的公司。該 11 個類別的詳情載於下文第 3 段。獲抽選接受調查的公司，其僱主只須填報機構內從事零售相關工作的僱員數字。本會採用分層隨機抽樣法，從統計處機構單位記錄庫內 40 824*間零售業登記商號中，抽選出 919 間為調查樣本。蒐集所得的數據其後由統計處整理，以統計方法倍大，反映業內的整體人力情況。

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

編號	類別	抽選公司數目
1	食品、飲品及煙草	147
2	超級市場	24
3	燃料及運輸設備	92
4	衣物、鞋類及有關製品	136
5	其他消費品	113
6	百貨公司	31
7	珠寶首飾	45
8	藥物及化妝品	50
9	其他耐用品	85
10	電訊設備及電器產品	51
11	無店面和不經流動貨攤的零售	145
總計：		919

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。

5. 是次調查的整體有效回應率（包括「部分回應」及「完整回應」）為 93.6%，較 2012 年的 95.1% 稍微下跌。

註：

* 2014 年機構單位記錄庫內的零售業公司總數為 46 642 間，剔除不活躍商號後，登記公司數目有 40 824 間。

目的

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

限制

7. 本報告內的統計數字是根據於 2014 年 10 月 15 日至 11 月 14 日期間進行的調查，以及其後跟進聯絡受訪公司所得的資料編製而成。因蒐集資料需時，而進行調查與出版報告之間亦相隔一段時間，期間香港經濟情況或已有轉變，而零售業亦可能經歷周期性的變動；受此影響，調查結果與報告發布時的實際情況或會有差異。

8. 本調查採用科學抽樣方法從業內公司抽取樣本以蒐集數據；因此，調查所得的統計數字亦可能會受抽樣誤差所影響。

改進調查表的内容

9. 調查表内容和相關文件已作以下改進：

「僱員人數四人或以下」及「僱員人數五人或以上」的公司：

- i) 新增一條有關每月平均工資幅度的問題；
- ii) 售貨員及兼職售貨員原屬輔助人員／文員職級，現分拆成為兩個職級；
- iii) 新增「電子商務經理」及「電子商務主任」兩個職位；
- iv) 「訂單助理（網上服務）」一職易名為「電子商務助理」；
- v) 在「宜有的教育程度」一欄加入「香港中學文憑或同等學歷」選項。

「僱員人數五人或以上」的公司：

- i) 新增一條問題，要求僱主填報過去 12 個月內離職的全職零售業僱員人數（按去向分類）；
- ii) 新增一條有關新聘僱員來源的問題；
- iii) 詢問僱主在向員工提供培訓資助或訓練時，會否優先選擇獲資歷架構認可的課程；
- iv) 新增一條有關招聘困難原因的問題；
- v) 增加訓練範疇（如「專業教練技巧」、「電子商貿」及「市務推廣／商品視覺展示」）。

鳴謝

10. 本會感謝政府統計處監察實地調查工作及處理調查數據。

業務前景

11. 香港經濟在 2014 年僅溫和增長 2.3%，較 2013 年的 2.9% 增幅為低。環球經濟復蘇步伐緩慢，使貨物出口表現受壓；旅客消費同告轉弱，而內部需求又有所回軟。根據統計處資料，預期經濟將增長 1 至 3%，遠較過去十年平均 4.5% 的增幅為低。

12. 未經季節性調整的失業率在 2014 年年初曾一度跌至 3.1%，儘管其後於第四季微升至 3.3%，但仍然處於較低水平，顯示香港處於全民就業的狀態。2014 年全年合計，失業率下跌至 3.2%，較 2013 年的 3.4% 為低。然而，由於經濟環境不明朗，市民消費漸趨謹慎，估計 2015 年零售業的營業額及銷售量只有溫和增長。

13. 「法定最低工資」（最低工資）於 2011 年 5 月 1 日開始實施。由 2015 年 5 月 1 日起，最低工資水平由每小時 30 元調整至每小時 32.5 元。此政策不但會提高零售及相關行業僱員的薪酬，亦會造成漣漪效應，收窄不同行業及職位之間的薪酬差距，對僱主構成壓力，需要提供更具有競爭力的薪酬條件，才能於勞工市場偏緊的情況下挽留及吸引人才，最終導致營運成本增加，招聘更為困難。

14. 據國家統計局表示，中國經濟在 2015 年首季增長 7.0%，較對上三個月的 7.3% 增幅為低，是 2009 年 3 月季度以來增長率最低的一季，原因在於製造業及地產投資放緩。

15. 在 2014 年 9 月底開始的佔領中環行動（佔領行動）在一定程度上干擾了一些主要購物區的正常營業。多個星期的示威令香港經濟受挫，而首當其衝是零售商。然而，「佔領行動」抗爭對 2014 年第四季的訪港旅客增長和零售業整體租賃需求並無重大影響。零售商初時對醞釀中的示威持審慎態度，但由於主要購物區發生示威，很多顧客轉而到受交通和人流影響較少的其他零售購物區光顧，因此零售商信心在第四季後期已經回復。內地旅客的消費傾向由奢侈品逐漸轉向中價貨品，亦令部分旅客轉到其他零售購物區光顧，使示威對該季整體零售銷售量的影響得以緩和。

16. 隨著反貪腐行動及經濟發展減慢，內地對奢侈品的消費下跌，加上首爾和台北等鄰近城市日漸成為富裕中國旅客的時尚旅遊點，對香港帶來激烈競爭，本地奢侈品行業進一步放緩。此外，歐元和日元疲弱亦吸引更多旅客到歐洲和日本旅遊，打擊旅客到香港消費的意欲。

17. 統計處的數據顯示，2015 年 5 月的零售業總銷貨價值的臨時估值為 390 億元，較 2014 年 5 月輕微下跌 0.1%。2015 年 4 月的零售業總銷貨價值的修訂估值較上年同月下跌 2.1%。與 2014 年同期比較，2015 年首五個月合計的零售業總銷貨價值下跌 1.8%。珠寶首飾、鐘錶及名貴禮品的銷貨價值跌幅顯著，比較 2015 年 5 月與 2014 年 5 月的情況，銷貨價值下跌了 14.9%，反映旅

客的奢侈品消費疲弱。由於內地需求放緩，預期奢侈品行業在 2015 年仍會表現緩滯。然而，2015 年 5 月的零售業總銷貨數量較上年同月上升 4.6%；2015 年 4 月的零售業總銷貨數量的修訂估計亦較上年同月上升 2.5%；與 2014 年同期比較，2015 年首五個月合計的零售業總銷貨數量則上升 1.3%。

18. 受窘於銷售疲弱及利潤流失，零售商需要重新構思或重整銷售網絡，以及把商店遷往較能節省租金的地方。街道旺舖市道淡靜。第一太平戴維斯的研究指出，街道旺舖的租金在 2015 年上半年會有進一步調整，特別是二線及三線區域的租金，整體而言，街道旺舖租金預計會下跌 5% 至 10%。儘管如此，由於商場匯聚不同行業和租戶，而且管理完善，吸引國際品牌（尤其是不熟悉本地市場的中小型機構）進駐，造成強勁需求。近月在商場開業的新店便包括 Phase Eight（英國時裝品牌）、Scotch & Soda、TOMS、Moleskine、Monica Vinader、Castañer（西班牙皮鞋品牌）及 Helianthus（韓國皮具品牌）。因此，高級商場租務所受影響較小，市道仍然相對暢旺，租金在 2015 年間預期會再上升 5% 至 10%。

19. 隨着近年內地居民赴港旅遊人數增多，令香港面對承受能力問題，也同時衍生了水貨問題。為了打壓水貨活動、減少內地旅客與香港市民之間的磨擦，當局由 2015 年 4 月 13 日起實施新政策，以深圳戶籍居民「一周一行」的個人遊簽注，取代「一簽多行」的赴港個人遊簽注。根據官方數字，在 2014 年以個人遊計劃的「一簽多行」簽注訪港的內地旅客有 1 490 萬人次，佔訪港旅客總數（6 080 萬人次）中約 23%，以及佔訪港內地旅客總數的 29.6%。因此，限制訪客人數會打擊零售業，並且損害香港殷勤待客的聲譽。

20. 對香港更重要的，是必須重建國際投資者和旅客的信心，把握機會重建香港「好客之都」的美好形象。香港要繼續歡迎各地旅客來港旅遊，內地旅客當然亦包括在內；亦要爭取更多過夜旅客到訪。一般來說，過夜旅客在港的消費較高。

21. 為了重建旅客信心，旅遊發展局（旅發局）已經由 2015 年 1 月起在日本、韓國、東南亞和內地主要城市展開新一輪的宣傳攻勢。正如 2015-16 年度財政預算案所述，政府會額外撥款 8,000 萬元給旅發局加強宣傳和推廣，包括海外宣傳，聯同零售業界舉辦購物節和推出購物優惠、電子折扣券等，並安排大型海外商貿訪問團來港，以期提升本地的消費意欲。

22. 除此之外，政府將與迪士尼公司商討樂園第二期計劃。預計新園區佔地約 60 公頃，面積與現有園區相若，當中包括遊樂、酒店和購物設施。迪士尼樂園的鐵甲奇俠總部，以及海洋公園大樹灣水上樂園，預計在 2016-17 年度相繼落成。中環新海濱將為舉世知名的維港景緻注入新元素，除了引入摩天輪等觀光設施，亦會不時舉行各類嘉年華、展覽和露天音樂會等活動，讓市民和旅客享用海濱新設施之餘，亦不斷有新體驗。

23. 儘管經濟前景不明、成本增加，拓展國際市場仍是零售商在 2015 年的要務。而且，對於有意擴充的各國零售商，香港是緊隨中國之後，亞太區內最受關注的目標市場之一。根據世邦魏理仕（國際地產顧問公司）發表的《零售商全球活躍指數》特別報告，德國連續兩年保持首位，獲封為全球最受追捧的零售市場，有 40% 的零售商打算於 2015 年在當地開店；而中國則排名

第四（28%的零售商打算在當地開店）；香港排名第六，有22%的零售商把本地定為目標市場。

24. 根據世界經濟論壇最新公布的報告，香港的旅遊業競爭力在141個國家中排名13，較兩年前上升兩位。報告顯示，本港的港口和道路基建在各地之中最為優勝，但貨品價格競爭力的排名僅得第127位。香港雖然在價格失利，但仍有其他優勢，例如品質管理及消費者對本地售賣正貨的信心。因此，香港對旅客仍具吸引力。

25. 總括而言，2015年對零售商無疑充滿挑戰。香港如能繼續提供優厚的工作條件和提升可動用收入水平，應能帶動零售消費增長。此外，隨著高速鐵路和港珠澳大橋工程落實，中港運輸配套進一步得到發展，訪港國際旅客將有可觀增長。香港需要繼續建設重要基建，以及鞏固地區交通樞紐的地位，才能把握內地經濟發展帶來的新商機，例如，配合加強地區基建銜接的「一帶一路」策略；擬議興建的赤鱸角第三條跑道亦能提升本港競爭能力。

資料來源：

1. 政府統計處
2. 國家統計局
3. 香港旅遊發展局
4. 香港貿易發展局經貿研究
5. 2015-16年度財政預算案
6. Retail Asia Business
7. 第一太平戴維斯的研究
8. 世界經濟論壇
9. 世邦魏理仕特別報告《零售商全球活躍指數》

調查結果

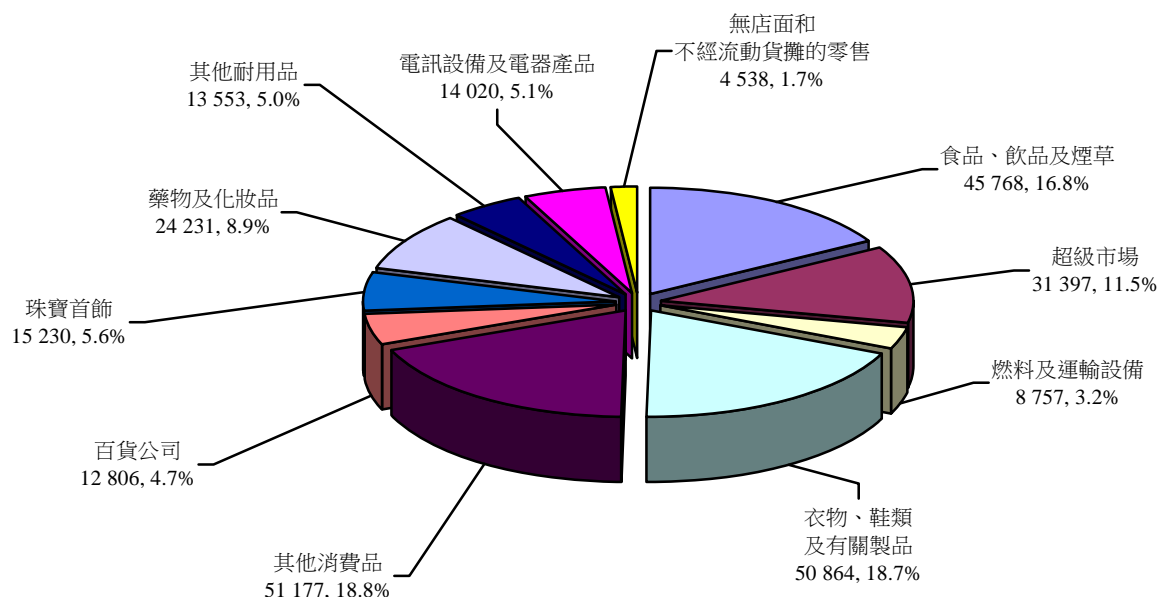
2014 年僱員人數

26. 調查顯示，截至 2014 年 10 月 15 日，零售業共有 272 341 名僱員，其中 243 838 人（89.5%）為主要職能人員，28 503 人（10.5%）為非主要職能人員。

27. 主要職能人員指從事零售業主要職務的僱員，詳情見附錄 C（第 88 至 91 頁），而非主要職能人員則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。

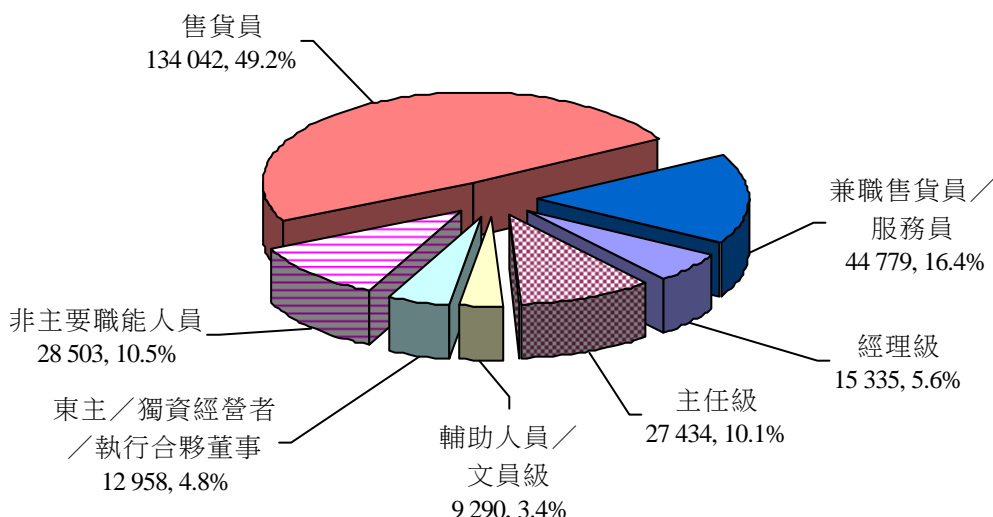
28. 截至 2014 年 10 月 15 日，零售業共有 272 341 名僱員（包括主要及非主要職能人員）。當中服務「食品、飲品及煙草」公司的有 45 768 人（16.8%）、「超級市場」的有 31 397 人（11.5%）、「燃料及運輸設備」的有 8 757 人（3.2%）、「衣物、鞋類及有關製品」的有 50 864 人（18.7%）、「其他消費品」的有 51 177 人（18.8%）、「百貨公司」的有 12 806 人（4.7%）、「珠寶首飾」的有 15 230 人（5.6%）、「藥物及化妝品」的有 24 231 人（8.9%）、「其他耐用品」的有 13 553 人（5.0%）、「電訊設備及電器產品」的有 14 020 人（5.1%），而「無店面和不經流動貨攤的零售」的有 4 538 人（1.7%）。圖 1 顯示按類別劃分的僱員分布情況。

圖 1：僱員人數（按類別劃分）
(僱員總數：272 341)



29. 按職級劃分，15 335 人（5.6%）屬經理級、27 434 人（10.1%）屬主任級、9 290 人（3.4%）屬輔助人員／文員級、134 042 人（49.2%）屬售貨員、44 779 人（16.4%）屬兼職售貨員／服務員、12 958 人（4.8%）屬東主／獨資經營者／執行合夥董事、28 503 人（10.5%）屬非主要職能人員。圖 2 顯示按職級劃分的僱員分布情況：

圖 2：僱員人數（按職級劃分）
(僱員總數：272 341)



2012 年與 2014 年僱員人數比較

30. 調查期間，零售業共有 272 341 名僱員，較 2012 年調查時的 257 976 人增加了 14 365 人（5.6%）。表 1 及表 2 分別顯示 2012 年及 2014 年按類別及職級劃分的僱員分布情況。

表 1：僱員分布情況（按類別劃分）

類別	僱員人數 (%)			
	2012 年		2014 年	
食品、飲品及煙草	46 245	17.9%	45 768	16.8%
超級市場	26 353	10.2%	31 397	11.5%
燃料及運輸設備	8 985	3.5%	8 757	3.2%
衣物、鞋類及有關製品	50 987	19.8%	50 864	18.7%
其他消費品	47 733	18.5%	51 177	18.8%
百貨公司	12 351	4.8%	12 806	4.7%
珠寶首飾	13 810	5.4%	15 230	5.6%
藥物及化妝品	21 806	8.5%	24 231	8.9%
其他耐用品	12 885	5.0%	13 553	5.0%
電訊設備及電器產品	13 983	5.4%	14 020	5.1%
無店面和不經流動貨攤的零售	2 838	1.1%	4 538	1.7%
所有類別	257 976	100%	272 341	100%

表 2：僱員分布情況（按職級劃分）

職級	僱員人數（%）			
	2012 年		2014 年	
經理級	14 272	5.5%	15 335	5.6%
主任級	27 047	10.5%	27 434	10.1%
輔助人員／文員級	7 273	2.8%	9 290	3.4%
售貨員	131 138	50.8%	134 042	49.2%
兼職售貨員／服務員	34 874	13.5%	44 779	16.4%
東主／獨資經營者／執行合夥董事	13 137	5.1%	12 958	4.8%
小計（主要職能人員）	227 741	88.2%	243 838	89.5%
非主要職能人員	30 235	11.7%	28 503	10.5%
總計	257 976	100.0%	272 341	100.0%

現有的空缺額

31. 調查期間，僱主報稱有 10 038 個空缺，佔總人力需求 282 379 人的 3.6%。總人力需求指現有人力及空缺數目的總和。表 3 顯示空缺的分布，表 4 為比較 2012 年與 2014 年調查時的空缺分布。（在 2014 年，東主／獨資經營者／執行合夥董事職級並無空缺）。

表 3： 空缺數目及佔所屬職級人力需求百分比

類別	經理級	主任級	輔助人員／ 文員級	售貨員	兼職售 貨員／ 服務員	非主要 職能 人員	總計
食品、飲品及煙草	15	32	3	494	46	6	596
超級市場	71	148	177	1 113	968	313	2 790
燃料及運輸設備	0	2	15	93	0	25	135
衣物、鞋類及有關製品	50	78	34	1 335	257	7	1 761
其他消費品	13	31	16	808	104	39	1 011
百貨公司	12	17	5	179	265	21	499
珠寶首飾	46	25	7	509	2	13	602
藥物及化妝品	77	129	64	1 010	476	165	1 921
其他耐用用品	5	8	36	295	67	14	425
電訊設備及電器產品	4	13	5	187	18	9	236
無店面和 不經流動貨攤的零售	0	8	15	13	0	26	62
總計**	293 (1.0 %)	491 (1.8%)	377 (3.9%)	6 036 (4.3%)	2 203 (4.7%)	638 (2.2%)	10 038 (3.6%)
人力需求	28 586 [#]	27 925	9 667	140 078	46 982	29 141	282 379

**佔同一職級人力需求的百分比。

有關數字包括「東主／獨資經營者／執行合夥董事」職級。

表 4：空缺數目比較（按職級劃分）

職級	2012 年			2014 年		
	空缺數目	人力需求	佔人力需求百分比	空缺數目	人力需求	佔人力需求百分比
經理級	231	14 503	1.6%	293	15 628	1.9%
主任級	462	27 509	1.7%	491	27 925	1.8%
輔助人員／文員級	238	7511	3.2%	377	9 667	3.9%
售貨員	6 395	137 533	4.7%	6 036	140 078	4.3%
兼職售貨員／服務員	625	35 499	1.8%	2 203	46 982	4.7%
東主／獨資經營者／ 執行合夥董事	66	13 203	0.5%	0	12 958	0%
小計（主要職能人員）	8 017	235 758	3.4%	9 400	253 238	3.7%
非主要職能人員	971	31 206	3.1%	638	29 141	2.2%
總計	8 988	266 964	3.4%	10 038	282 379	3.6%

僱主對 2015 年的人力預測

32. 僱主預測人力需求總數將由 2014 年的 282 379 人增加至 2015 年的 282 556 人，升幅為 177 人（+0.06%）。

33. 「電訊設備及電器產品」類別人力需求的預測升幅（+0.8%）最高，而「藥物及化妝品」類別人力需求的預測跌幅（-1.3%）最大。

34. 如按職級劃分，預測經理級、主任級，以及兼職售貨員分別會增加 162 人（+1.0%）、201 人（+0.7%）及 347 人（+0.7%）；但售貨員、輔助人員／文員，以及東主／獨資經營者／執行合夥董事則分別減少 330 人（-0.2%）、104 人（-1.1%）及 1 人（-0.01%）。

採用人力市場分析法推算 2015 年至 2017 年的人力

35. 除僱主預測外，本會亦採用人力市場分析法（Labour Market Analysis, LMA）推算零售業 2015 年至 2017 年的人力需求。關於 LMA 的詳細說明，請參閱附錄 6（第 154 至 155 頁）。表 5 列出採用 LMA 所推算得出的 2015 年至 2017 年人力需求。

表 5：2015 年至 2017 年人力推算

年份	總人力需求	僱主預測	人力推算 (LMA)
2014	282 379	-	-
2015	-	282 556 (+0.06%*)	284 508 (+0.8 %*)
2016	-	-	287 822 (+1.2 %**)
2017	-	-	292 321 (+1.6 %**)

註：

* 與 2014 年總人力需求比較的百分比變幅。

** 與前一年推算人力比較的百分比變幅。

訓練需求[#]

36. 提升零售從業員的技巧、地位和專業水平對行業的長遠競爭力有關鍵影響。僱主於 2014 年提供或資助了 196 966 個訓練名額。

2014 年需求最大的三個訓練範疇為：

- a. 產品知識
- b. 銷售技巧
- c. 客戶服務

與 2012 年比較，需求增長最大的三個訓練範疇為：

- a. 其他（例如食物衛生、職業健康及安全、防止賄賂、檢驗偽鈔及性騷擾等）
- b. 產品知識
- c. 銷售技巧

37. 由於預期全球經濟持續不明朗，大部分僱主均認為值得投放資源於員工培訓，以提升零售業僱員的服務水準和專業水平，從而於激烈的競爭中保持領先地位。僱主將繼續投放資源於員工培訓及發展，令員工及公司一同受惠。調查顯示，僱主於 2015 年將提供或資助 196 144 個訓練名額，較 2014 年的 196 966 個名額輕微下跌 0.4%。

38. 行業專門技巧中，訓練名額增加最多的三個範疇是「投訴處理」（+918）、「資訊科技及應用」（+623）及「專業教練技巧／團隊工作／溝通技巧」（+492）。這反映僱主更加重視改善員工處理投訴的技巧，以提升公司聲譽和挽留客戶；同時致力發展網上業務以配合全球化的發展步伐；並且專注加強僱員的指導技巧，促進團隊合作和有效溝通，以建立具實力、團結可靠、相互扶持的強大隊伍。

39. 訓練名額有顯著升幅的一般技巧範疇有「個人發展」（+1 346）、「普通話」（+525）和「英語」（+446），反映業界愈來愈重視終身學習。零售業僱員更為關注須設定目標以充分發揮潛能，並積極發掘及確定所需的技能，以改善就業機會及提升自信，締造更充實和豐盛的生活。對需要接待海外及內地旅客的零售商而言，僱員精通英語及普通話十分重要。

40. 表 6 顯示僱主在 2015 年提供的內部和外間培訓的分布情況。

表 6：僱主在 2015 年提供的內部和外間培訓的分布情況

訓練範疇	公司內部提供的 訓練名額	外間機構提供的 訓練名額
管理／督導技巧／策略管理	75.7%	24.3%
行業專門培訓	83.5%	16.5%
語文 (包括普通話和英語)	33.7%	66.3%
個人發展	68.5%	31.5%
其他 (例如食物衛生、職業健康及安全、 防止賄賂、檢驗偽鈔及性騷擾等)	84.5%	15.5%

41. 調查結果顯示，21.4%的填覆機構認為前線售貨員需要接受職前培訓，較 2012 年的 22.7% 輕微下跌。然而，認為有關培訓屬「必須」的機構百分比，由 2012 的 5.7% 輕微上升至 2014 年的 5.8%，而認為「宜有」的百分比則錄得溫和下跌，由 2012 年的 17.0% 下跌至 2014 年的 15.6%。總的來說，大部分僱主認為前線售貨員並不一定曾接受職前培訓。

註：

所有與培訓需求相關的數字均不包括僱員人數少於四人的公司在內。

第一章

調查目的及範圍

零售業訓練委員會

1.1 零售業訓練委員會（下稱「本會」）隸屬職業訓練局，成員由香港特區政府委任，職責包括評估零售業的人力情況及培訓需求，並向職業訓練局建議措施，協助滿足本業對幹練人才的需求。本會的成員由不同的零售連鎖店及協會提名出任。本會的職權範圍載於附錄 1（第 130 頁）。本會及 2014 年人力調查工作小組的委員名單分別載於附錄 2 及附錄 3（第 131 至 132 頁）。

深入訪談

1.2 為了提高調查分析的可靠程度，本會就零售業經濟及人力前景進行了幾次深入訪談，蒐集意見。受訪人士名單載於附錄 4（第 133 頁）。

改進調查表的內容

1.3 本會進行下列改動，以改進調查表及相關文件的結構和內容：

「僱員人數四人或以下」及「僱員人數五人或以上」的公司：

- i) 新增一條有關每月平均工資幅度的問題；
- ii) 售貨員及兼職售貨員原屬輔助人員／文員職級，現分拆成為兩個職級；
- iii) 新增「電子商務經理」及「電子商務主任」兩個職位；
- iv) 「訂單助理（網上服務）」一職易名為「電子商務助理」；
- v) 在「宜有的教育程度」一欄增加「香港中學文憑或同等學歷」選項。

「僱員人數五人或以上」的公司：

- i) 新增一條問題，要求僱主填報過去 12 個月內離職的全職零售業僱員人數（按去向分類）；
- ii) 新增一條有關新聘僱員來源的問題；
- iii) 詢問僱主在向員工提供培訓資助或訓練時，會否優先選擇獲資歷架構認可的課程；
- iv) 新增一條有關招聘困難原因的問題；
- v) 增加訓練範疇（如「專業教練技巧」、「電子商貿」及「市務推廣／商品視覺展示」）。

1.4 由於調查表的設計有所改變，2012年與2014年調查所得的數據或未可作直接比較。讀者在分析兩份調查報告中的人力統計數字時宜加注意。

調查目的

1.5 在政府統計處（統計處）協助下，零售業訓練委員會於2014年10月15日至2014年11月14日期間進行2014年人力調查，隨後數月完成跟進工作。人力調查的目的如下：

- i) 評估零售業的人力及訓練需求；
- ii) 預測零售業的人力增長；
- iii) 建議措施，以配合零售業的訓練及人力需求。

調查範圍

1.6 本會採用分層隨機抽樣方法，從統計處機構單位記錄庫內40 824*間零售業登記商號中，抽選出919間（涵蓋11個類別）為調查樣本。按行業類別劃分的樣本機構分布情況見下表：

編號	類別	抽選公司數目
1	食品、飲品及煙草	147
2	超級市場	24
3	燃料及運輸設備	92
4	衣物、鞋類及有關製品	136
5	其他消費品	113
6	百貨公司	31
7	珠寶首飾	45
8	藥物及化妝品	50
9	其他耐用品	85
10	電訊設備及電器產品	51
11	無店面和不經流動貨攤的零售	145
總計：		919

調查程序

1.7 實地調查工作於2014年10月15日展開。調查前一星期，本會將附錄5（第56至76頁）所載的調查表連同附註寄給各選定公司。人力調查數據以2014年10月15日作參考日。調查期間，統計處職員前往各選定公司收回調查表，並於有需要時協助填報資料。為了提升回應率以增加調查結果的可靠程度，本會於隨後數個月因應未有回覆的個案進行跟進調查。所有收回的調查表均經過複核，並於有疑問時與填覆公司核實，最終交回統計處處理。

1.8 調查截止後，由各選定公司蒐集所得的資料交由統計處處理，以統計方法倍大，以反映零售業內各類別公司的整體人力情況。

回應率

1.9 在 919 間選定公司中，655 間填覆調查表並回答所有問題，48 間拒絕回應，51 間回應了部分問題，整體有效回應率為 93.6%；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。

註：

* 2014 年機構單位記錄庫內的零售業公司總數為 46 642 間，剔除不活躍商號後，登記公司數目有 40 824 間。

第二章

調查結果摘要

A. 2014 年人力情況

僱員人數

2.1 截至 2014 年 10 月 15 日，零售業共有 272 341 名僱員，其中 243 838 人（89.5%）為主要職能人員，28 503 人（10.5%）為非主要職能人員。主要職能人員指從事零售業主要職務的僱員。附錄 C（第 150 頁至 153 頁）載列各職級主要職務名稱及工作說明。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。

2.2 為了解零售業僱用人力的全貌，是次調查分析包括主要職能人員及非主要職能人員。在本報告內，「人力需求」是指上述兩類職能的僱員人數及空缺數目的總和。詳細人力統計數字見附錄 7 表 1 至表 5（第 156 至 160 頁）。

公司數目

2.3 調查將零售業分為 11 個類別。不同公司規模的人力分布情況見表 1：

表 1：不同公司規模的人力分布情況

類別	公司數目 (僱員四人或以下)	公司數目 (僱員五人或以上)	總計
1. 食品、飲品及煙草	8 395	1 446	9 841
2. 超級市場	46	48	94
3. 燃料及運輸設備	979	290	1 269
4. 衣物、鞋類及有關製品	7 588	796	8 384
5. 其他消費品	11 027	1 319	12 346
6. 百貨公司	0	28	28
7. 珠寶首飾	1 175	513	1 688
8. 藥物及化妝品	973	286	1 259
9. 其他耐用品	1 382	470	1 852
10. 電訊設備及電器產品	1 687	296	1 983
11. 無店面和不經流動貨攤的零售	1 986	94	2 080
總計	35 238 (86.3%)	5 586 (13.7%)	40 824* (100%)

註：

* 2014 年零售業公司的總數為 46 642 間。剔除機構單位紀錄庫內不活躍的商號後，登記公司數目有 40 824 間。

總人力需求分布情況

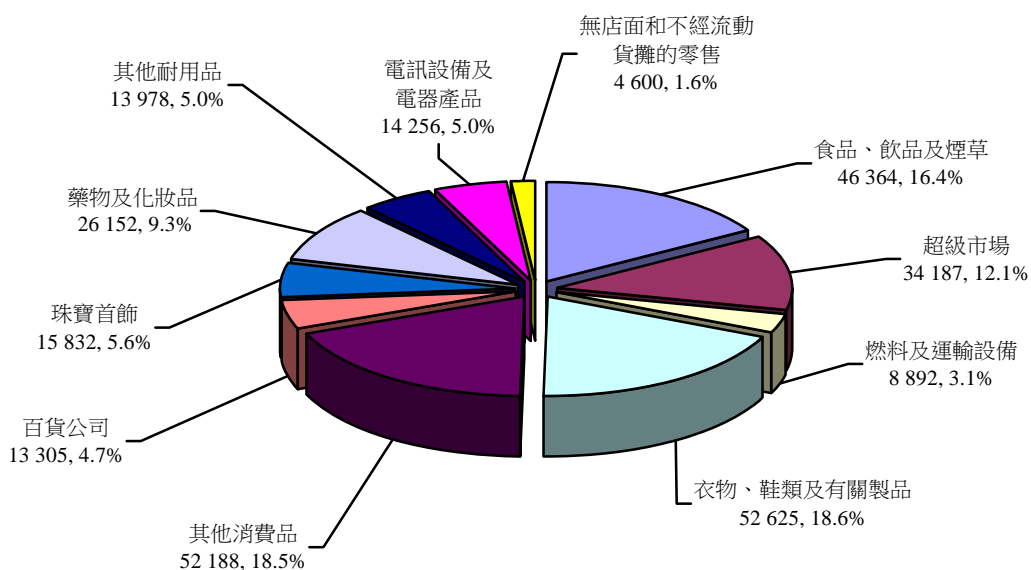
2.4 總人力需求指現有人力及空缺數目的總和。各類別所需的人力總數見表 2 及圖 1。

表 2：各類別總人力需求情況

類別	(A) 現有人力	(B) 空缺數目	(A)+(B) 人力需求	佔總人力需求 百分比
1. 食品、飲品及煙草	45 768	596	46 364	16.4%
2. 超級市場	31 397	2 790	34 187	12.1%
3. 燃料及運輸設備	8 757	135	8 892	3.1%
4. 衣物、鞋類及有關製品	50 864	1 761	52 625	18.6%
5. 其他消費品	51 177	1 011	52 188	18.5%
6. 百貨公司	12 806	499	13 305	4.7%
7. 珠寶首飾	15 230	602	15 832	5.6%
8. 藥物及化妝品	24 231	1 921	26 152	9.3 %
9. 其他耐用品	13 553	425	13 978	5.0%
10. 電訊設備及電器產品	14 020	236	14 256	5.0%
11. 無店面和不經流動貨攤的零售	4 538	62	4 600	1.6%
總計	272 341	10 038	282 379	100.0%

圖 1：各類別總人力需求情況

(總人力需求：282 379 人)



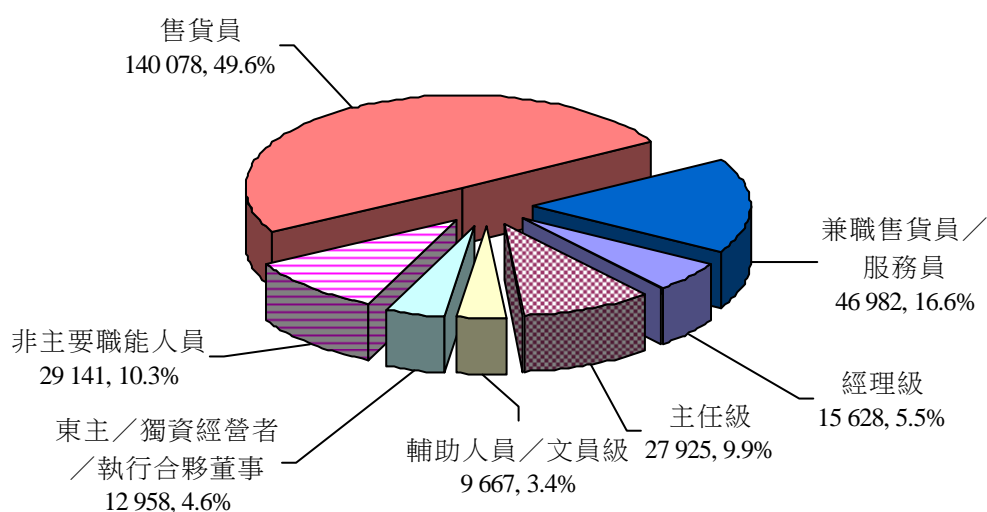
2.5 各職級總人力需求情況見表 3 及圖 2。

表 3：各職級總人力需求情況

職級	(A) 現有人力	(B) 空缺數目	(A)+(B) 人力需求	佔總人力需求 百分比
經理級	15 335	293	15 628	5.5%
主任級	27 434	491	27 925	9.9%
輔助人員／文員級	9 290	377	9 667	3.4%
售貨員	134 042	6 036	140 078	49.6%
兼職售貨員／服務員	44 779	2 203	46 982	16.6%
東主／獨資經營者／執行合夥董事	12 958	0	12 958	4.6%
主要職能人員小計	243 838	9 400	253 238	89.7%
非主要職能人員小計	28 503	638	29 141	10.3%
總計	272 341	10 038	282 379	100.0%

圖 2：各職級總人力需求情況

(總人力需求：282 379 人)



職位空缺數目

2.6 調查顯示，業內共有職位空缺 10 038 個，佔總人力需求 (282 379 人) 的 3.6%。空缺分布情況見表 4。（2014 年業內並無東主／獨資經營者／執行合夥董事的空缺）。

表 4：各類別及職級空缺數目及佔人力需求的百分比

類別	經理級	主任級	輔助人員／ 文員級	售貨員	兼職售 貨員／ 服務員	非主要 職能人 員	總計
食品、飲品及煙草	15	32	3	494	46	6	596
超級市場	71	148	177	1 113	968	313	2 790
燃料及運輸設備	0	2	15	93	0	25	135
衣物、鞋類及有關製品	50	78	34	1 335	257	7	1 761
其他消費品	13	31	16	808	104	39	1 011
百貨公司	12	17	5	179	265	21	499
珠寶首飾	46	25	7	509	2	13	602
藥物及化妝品	77	129	64	1 010	476	165	1 921
其他耐用品	5	8	36	295	67	14	425
電訊設備及電器產品	4	13	5	187	18	9	236
無店面和不經流動貨攤的零售	0	8	15	13	0	26	62
總計**	293 (1.0 %)	491 (1.8%)	377 (3.9%)	6 036 (4.3%)	2 203 (4.7%)	638 (2.2%)	10 038 (3.6%)
人力需求	28 586 [#]	27 925	9 667	140 078	46 982	29 141	282 379

** 佔該職級人力需求的百分比

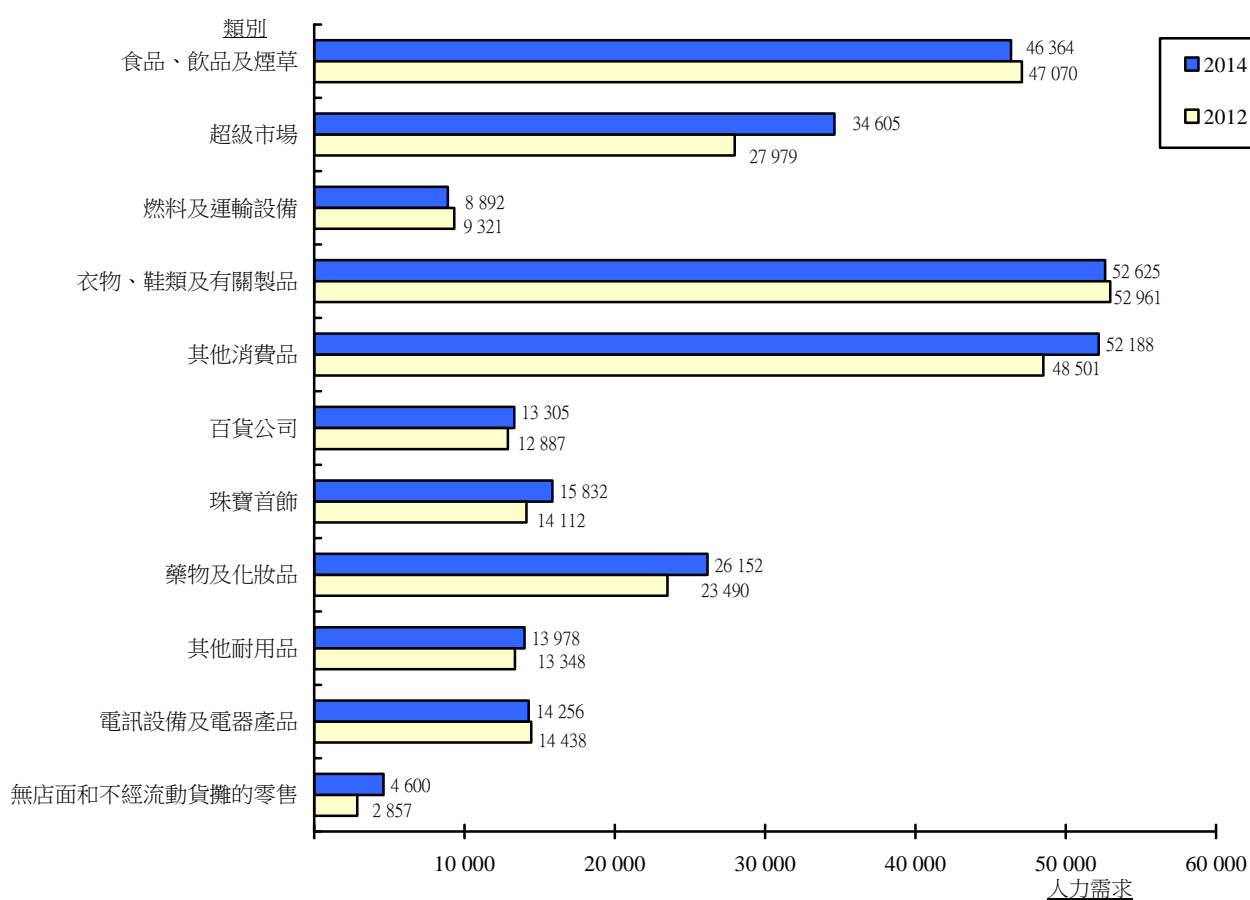
數字包括「東主／獨資經營者／執行合夥董事」

2012年與2014年人力需求比較

2.7 2012年及2014年的人力調查均於10月份進行，同樣採用經修訂的《香港標準行業分類2.0版》，涵蓋零售業11個類別，方便比較。然而，在詮釋有關調查數據時，讀者須注意2014年的整體經濟情況。由於零售業是最受經濟趨勢左右的行業之一，全球及本地的經濟情況變動均會影響本業的人力情況。

2.8 與2012年比較，2014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282 379人，增加15 415人，增幅為5.8%。圖3載列2012年及2014年各類別的人力需求比較。

圖3：2012年與2014年各類別的人力需求比較



2.9 在11個類別當中，七個的人力在2014年錄得正增長，包括「無店面和不經流動貨攤的零售」（+61.0%）、「超級市場」（+23.7%）、「珠寶首飾」（+12.2%）、「藥物及化妝品」（+11.3%）、「其他消費品」（+7.6%）、「其他耐用品」（+4.7%）及「百貨公司」（+3.2%）。

2.10 香港人口密集，互聯網又高度普及，令網上零售業務的發展蓬勃。隨著科技不斷演進，互動裝置推陳出新，現今消費者的購物行為已大幅改變。由於上述原因，「無店面和不經流動貨攤的零售」這個類別的人力錄得顯著增長（+61.0%）。

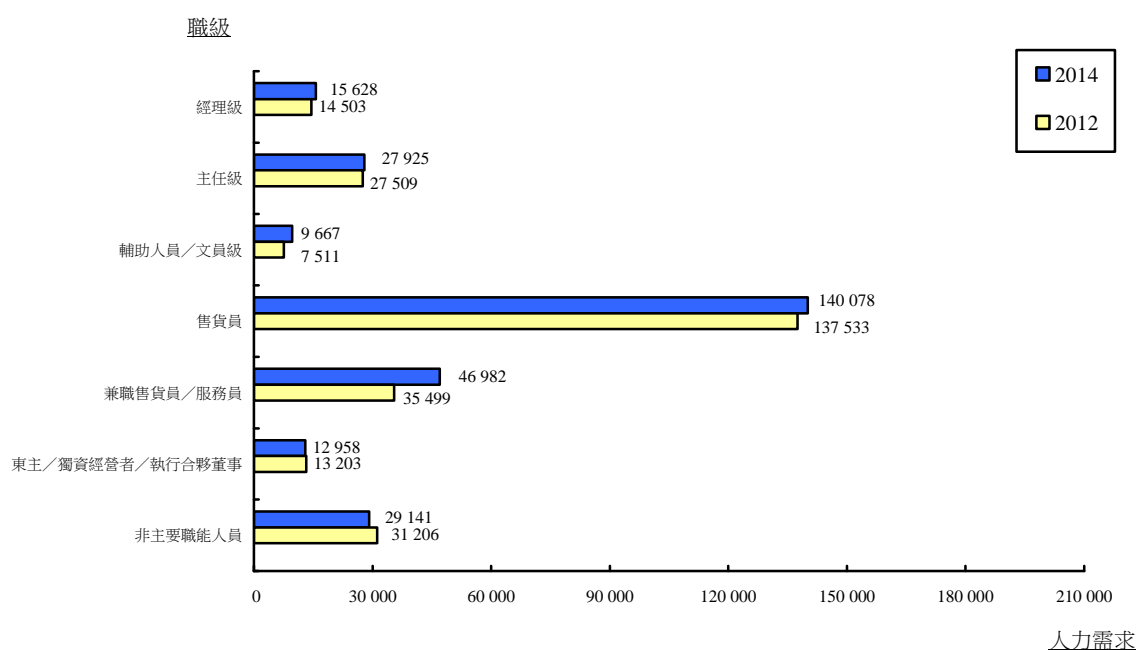
2.11 由於「個人遊」計劃已擴展至 49 個內地城市，一些廣受內地旅客歡迎的產品需求亦告上升，令多個類別的人力錄得逾 10% 的顯著增幅。

2.12 在 11 個類別當中，四個的人力在 2014 年錄得負增長，包括「燃料及運輸設備」（-4.6%）、「食品、飲品及煙草」（-1.5%）、「電訊設備及電器產品」（-1.3%）及「衣物、鞋類及有關製品」（-0.6%）。

2.13 「燃料及運輸設備」的人力跌幅最大，原因可能是汽車的設計及品質愈趨優良，大大改善了車輛的可靠性，導致傳統維修工作需求下降。另一方面，現今的車輛廣泛採用各種低碳及電子技術，維修工人必須掌握最新知識技能，並學懂使用先進精密的維修及檢測設備，但中小型車房有可能缺乏製造商的專門工具。再者，由於租金昂貴及適合經營車房的物業不多，部分機構已結業或合併。

2.14 本會發現，按職級分析，除了東主／獨資經營者／執行合夥董事及非主要職能人員外，其他職級的人力相對於 2012 年均有所增長。2012 年及 2014 年各職級的人力需求比較見圖 4。

圖 4：2012 年與 2014 年各職級人力需求比較



2.15 調查顯示，兼職售貨員／服務員的人力增幅最大（+11 483 人；+32.4%）；緊接依次為輔助人員／文員級（+2 156 人；+28.7%）、經理級（+1 125 人；+7.8%）、售貨員（+2 545 人；+1.9%）及主任級（+416 人；+1.5%）。

2.16 兼職售貨員／服務員的人力增幅最大，原因可能是企業為了在競爭激烈的營商環境中生存，聘用此類僱員會較為靈活且勞工成本較低。另一方面，非主要職能人員錄得負增長（-2 065 人；-6.6%），東主／獨資經營者／執行合夥董事亦然（-245 人；-1.9%）。

B. 人力需求預測

僱主對 2015 年人力需求預測

2.17 預計 2015 年對香港零售商而言將會是充滿挑戰的一年。零售市場的整體氣氛在佔領中環行動後已有所改善，零售業銷貨額亦於 2014 年第四季錄得溫和增長。然而，零售商須注意購買奢侈品的內地旅客人數逐年遞減。歐元及日元等外幣的表現疲弱，進一步打擊了旅客訪港消費的意欲。再者，本港市民多次發起針對內地旅客的抗議行動，損害香港的國際形象。

2.18 由於對香港及內地今後的經濟表現持審慎立場，零售業僱主預計未來 12 個月將需要 282 556 名僱員，僅微增 177 人，增幅為 0.06%。僱主對 2015 年的人力需求預測見表 5。

表 5：僱主對 2015 年人力需求預測

類別	2014 年 人力需求	僱主預測 2015 年 人力需求	增／減	增／減
1. 食品、飲品及煙草	46 364	46 383	+19	(+ 0.04%)
2. 超級市場	34 187	34 275	+88	(+ 0.3%)
3. 燃料及運輸設備	8 892	8 892	0	(0.0%)
4. 衣物、鞋類及有關製品	52 625	52 981	+356	(+ 0.7%)
5. 其他消費品	52 188	52 242	+54	(+ 0.1%)
6. 百貨公司	13 305	13 305	0	(0.0%)
7. 珠寶首飾	15 832	15 831	-1	(- 0.01%)
8. 藥物及化妝品	26 152	25 810	-342	(- 1.3%)
9. 其他耐用品	13 978	13 908	-70	(- 0.5%)
10. 電訊設備及電器產品	14 256	14 363	+107	(+ 0.8%)
11. 無店面和不經流動貨攤的零售	4 600	4 566	-34	(- 0.7%)
總計	282 379	282 556	+177	(+0.06%)

2.19 僱主對 2015 年各類別及職級的人力需求預測見圖 5 及表 6。

圖 5：僱主對 2015 年各類別人力需求預測（與 2014 年比較）

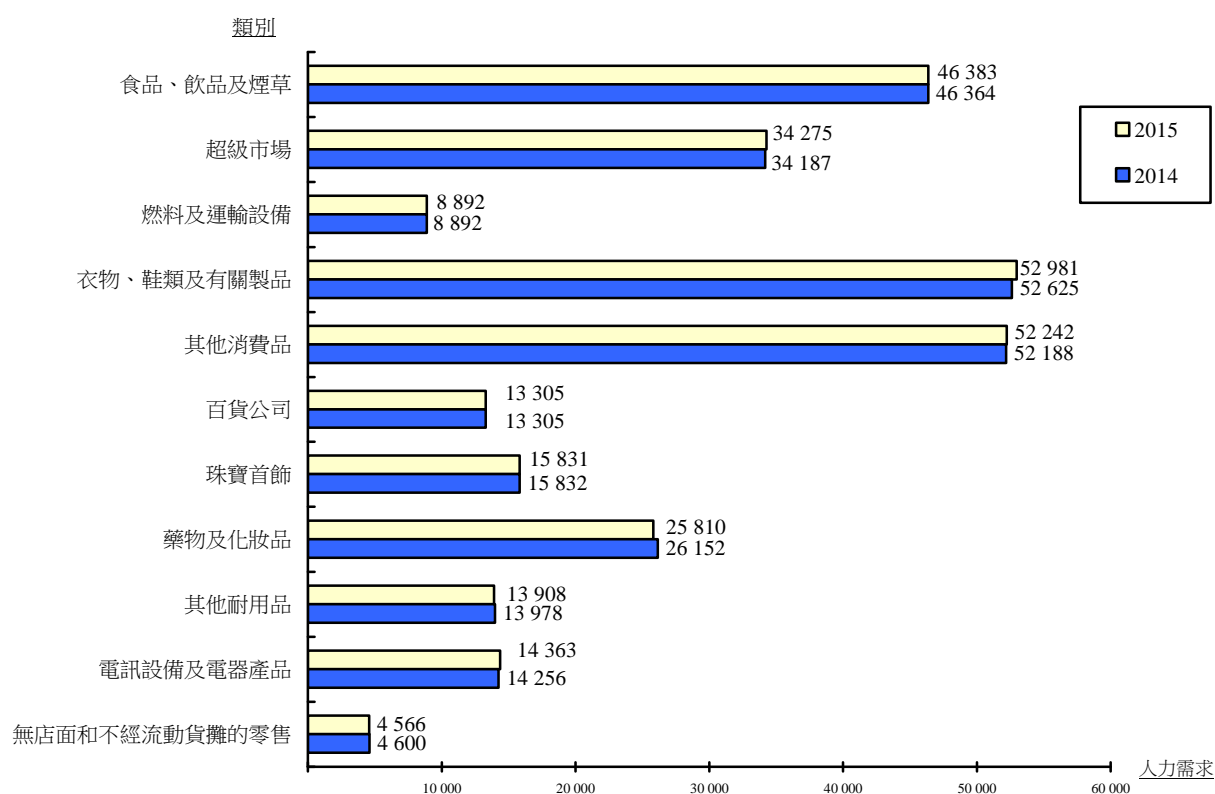


表 6：僱主對 2015 年各職級人力需求預測（與 2014 年比較）

職級	2014 年 人力需求	僱主預測 2015 年 人力需求	增／減	
經理級	15 628	15 790	+ 162	(+ 1.0%)
主任級	27 925	28 126	+ 201	(+ 0.7%)
輔助人員／文員級	9 667	9 563	-104	(- 1.1%)
售貨員	140 078	139 748	- 330	(- 0.2%)
兼職售貨員／服務員	46 982	47 329	+ 347	(+ 0.7%)
東主／獨資經營者／執行合夥董事	12 958	12 957	- 1	(- 0.01%)
主要職能人員	253 238	253 513	+275	(+ 0.1%)
非主要職能人員	29 141	29 043	-98	(- 0.3%)
總計	282 379	282 556	+177	(+ 0.06%)

2.20 預測人力需求最大的五個主要職務摘錄於表 7。

表 7：五個人力增幅最大的主要職務

主要職務	2014 年 人力需求	僱主預測 2015 年 人力需求	增／減	
商品陳列主任	172	180	+ 8	(+ 4.7%)
電子商務經理	47	49	+ 2	(+ 4.3%)
商品陳列經理	98	101	+ 3	(+ 3.1%)
公共關係／廣告主任	537	552	+ 15	(+ 2.8%)
電子商務助理	1 839	1 868	+ 29	(+ 1.6%)

2.21 調查顯示，僱主會於 2015 年聘用更多「商品陳列主任」及「商品陳列經理」，預測增幅分別為 4.7% 及 3.1%。這表示僱主會繼續投放額外資源於商品陳列活動，如配合品牌獨有風格及季節色彩主題而更換室內裝潢、店面裝飾及店內擺設等，以提升產品形象及知名度，從而提高營業額。

2.22 僱主亦表示有意聘請更多「電子商務經理」及「電子商務助理」，預測增幅分別為 4.3% 及 1.6%。僱主相信，隨著互聯網經濟愈趨重要，互聯網零售業務亦會繼續穩定發展。

2.23 此外，僱主認為聘請「公共關係／廣告主任」亦相對重要，預測增幅為 2.8%，主要原因是僱主需要廣泛善用各種媒體，透過宣傳運動及公關活動，與客戶建立及維持良好關係。按需要改良各項活動的推廣及廣告策略亦十分重要。上述種種顯示僱主會繼續致力提供優質的客戶服務，以於競爭激烈的營商環境中保持優勢。

採用人力市場分析法推算 2015 年至 2017 年的人力

2.24 除了參考僱主的預測，本會亦採用人力市場分析法（Labour Market Analysis, LMA），根據一組能反映本地經濟及勞動市場重要變動的主要統計數據，推算零售業未來的人力需求。有關 LMA 的說明載於附錄 6（第 154 至 155 頁）。2015 年至 2017 年人力需求推算結果見表 8。

表 8：零售業人力推算

年份	總人力需求	僱主預測	LMA 預測數字
2014	282 379	-	-
2015	-	282 556 (+ 0.06%)*	284 508 (+ 0.8%)*
2016	-		287 822 (+ 1.2%)**
2017	-		292 321 (+ 1.6%)**

註：

* 與 2014 年總人力需求比較的百分比變幅。

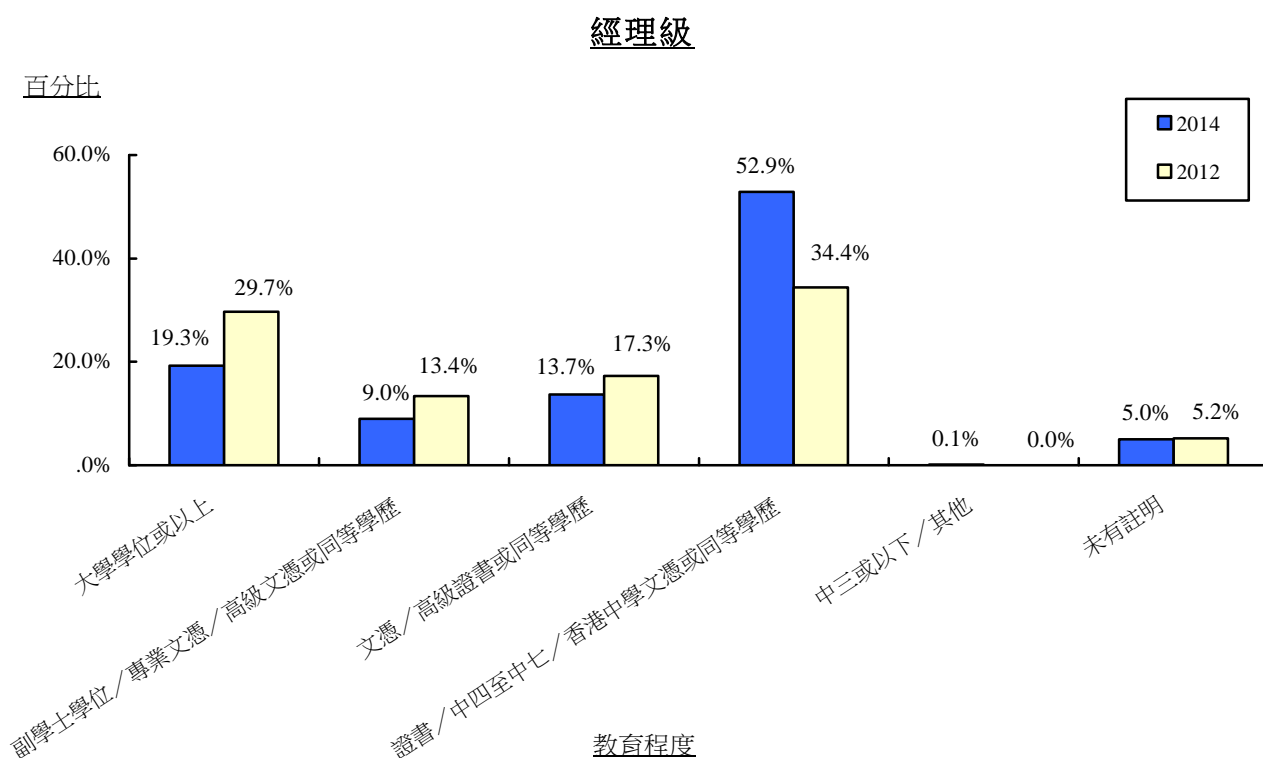
** 與前一年推算人力比較的百分比變幅。

C. 招聘要求

僱員宜有的教育程度

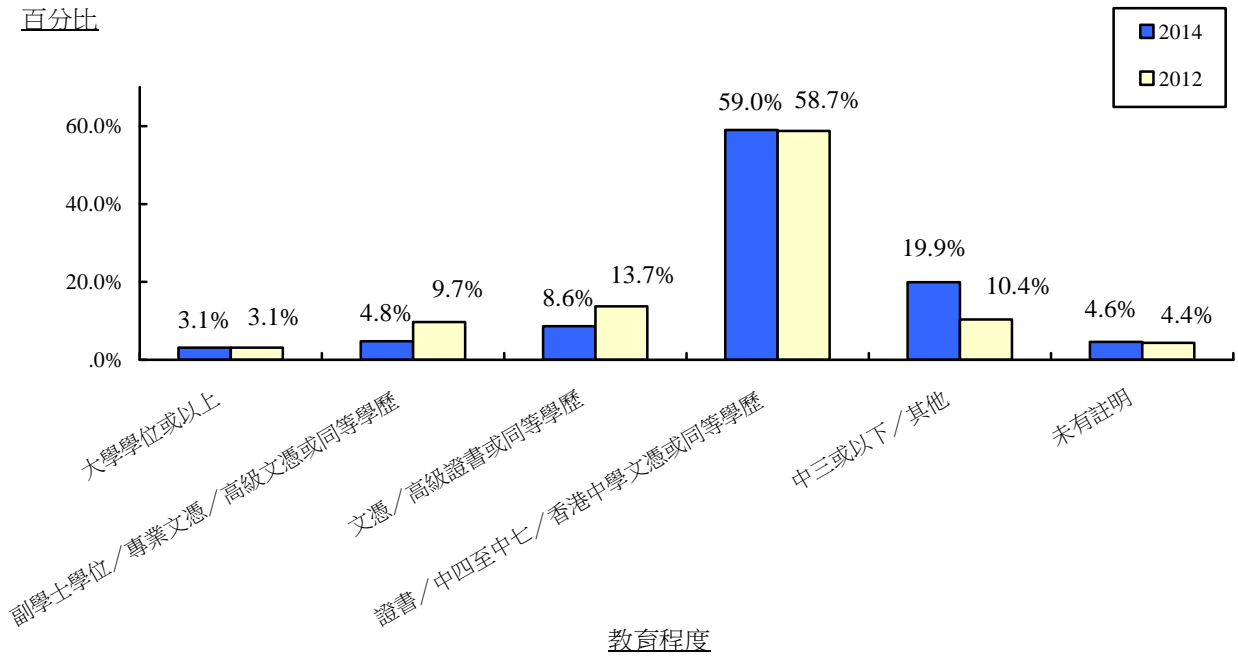
2.25 調查要求僱主填報屬下僱員宜有的教育程度。各職級僱員宜有的教育程度分布見圖 6。詳細數據見附錄 7 表 6（第 161 頁）。

圖 6：2012 年及 2014 年各職級僱員宜有的教育程度



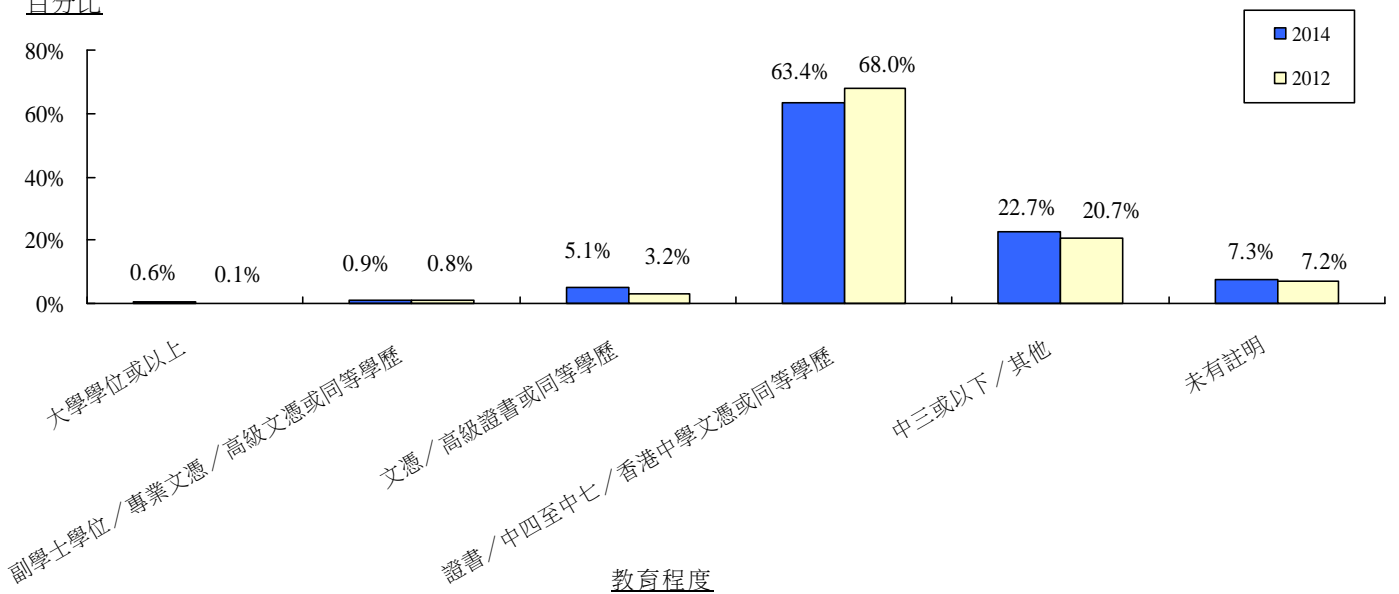
主任級

百分比

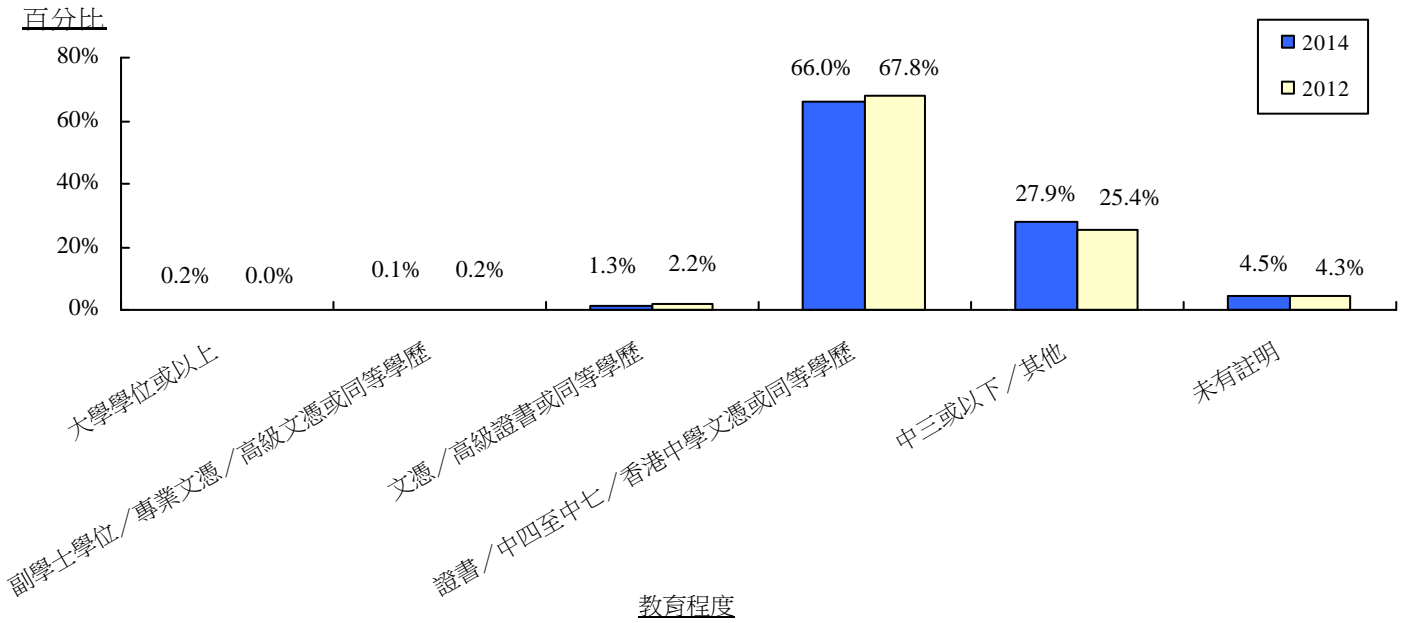


輔助人員/文員級

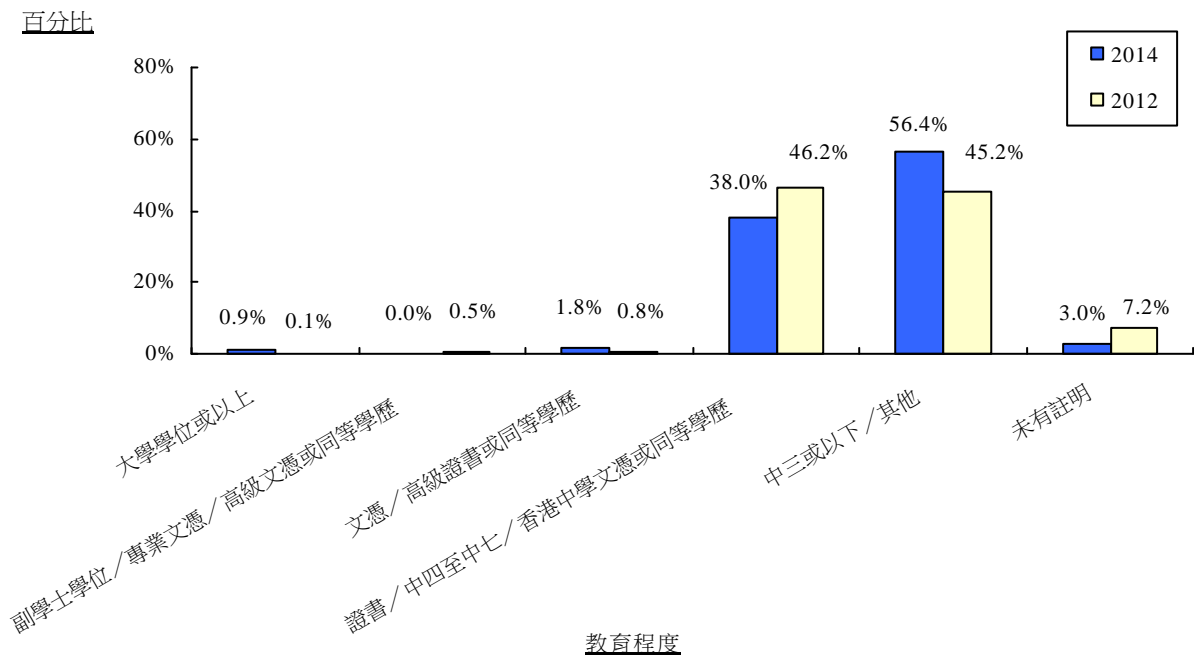
百分比



售貨員



兼職售貨員/服務員



2.26 圖 6 顯示（第 104 至 106 頁），19.3% 僱主認為經理級僱員宜有大學或以上教育程度，22.7% 屬意副學位程度，另有 52.9% 僱主認為證書／中四至中七／香港中學文憑或同等學歷便可；主任級人員方面，只有 3.1% 僱主認為此級僱員須具備大學或以上程度，13.4% 屬意副學位程度，而 59.0% 則認為證書／中四至中七／香港中學文憑或同等學歷便已足夠。此外，大部分僱主均屬意售貨員及輔助人員／文員級僱員具備證書／中四至中七／香港中學文憑或同等學歷，兼職售貨員／服務員則具備中三或以下程度便可。

2.27 與 2012 年相比，2014 年較少僱主要求經理級／主任級僱員須具備大學或以上、副學士學位或高級文憑教育程度。更多僱主傾向降低對僱員的學歷要求至證書／中四至中七／香港中學文憑或同等學歷。

2.28 與 2012 年相比，大部分僱主仍然屬意輔助人員／文員級僱員及售貨員須具備證書／中四至中七／香港中學文憑或同等學歷程度，但所佔百分比輕微下跌。另一方面，調查亦顯示，要求售貨員及輔助人員／文員級僱員具備中三或以下程度的僱主人數輕微上升。

2.29 與 2012 年相比，2014 年屬意兼職售貨員／服務員具備證書／中四至中七／香港中學文憑或同等學歷程度的僱主大幅減少。大部分僱主認為兼職售貨員／服務員具備中三或以下程度便可。

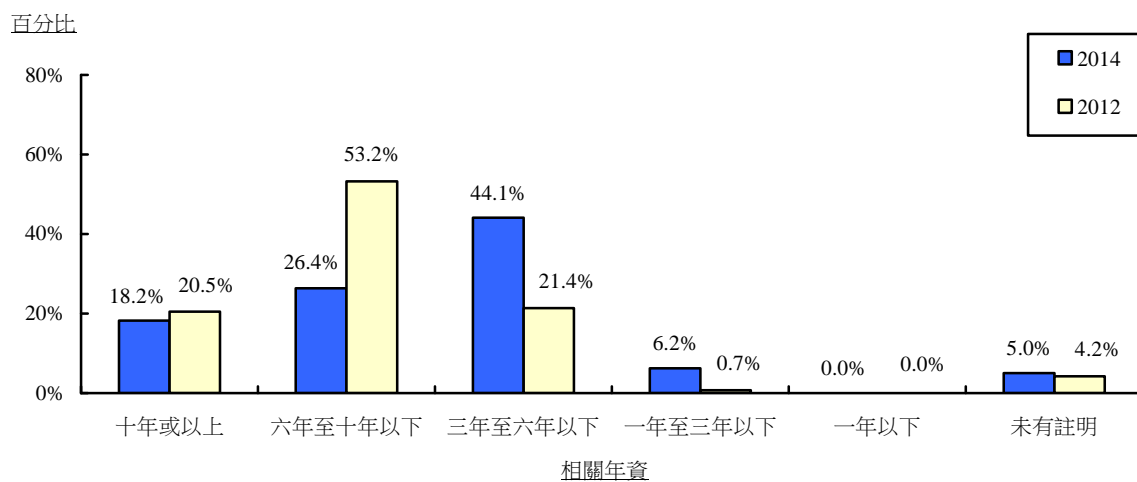
2.30 總括而言，上述情況反映了零售業求才若渴，故大部分僱主均嘗試降低對僱員教育程度的要求，以期招攬更多人才。

僱員宜有的相關年資

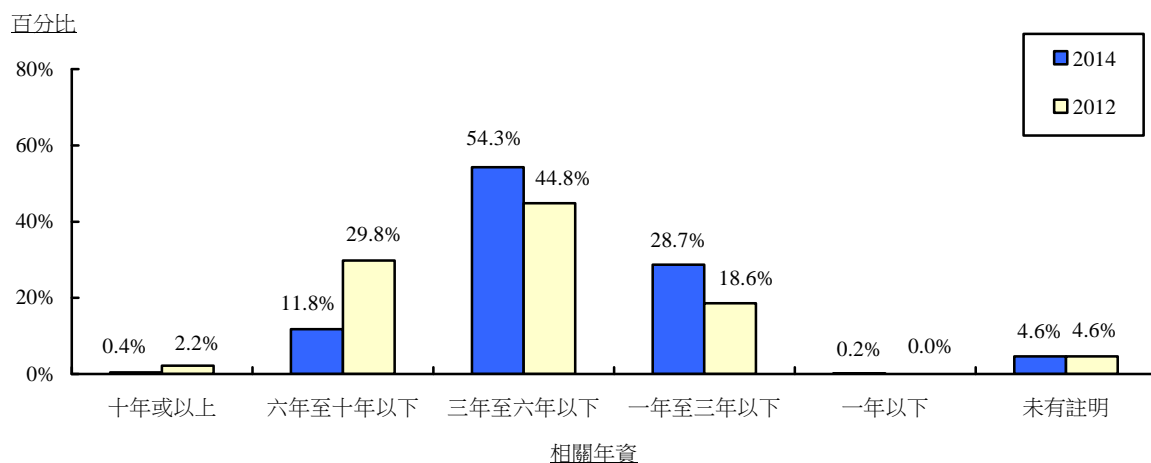
2.31 圖 7 摘錄僱主對僱員宜有相關年資的意見。詳細數據見附錄 7 表 7 (第 162 頁)。

圖 7：2012 年及 2014 年各職級僱員宜有的相關年資

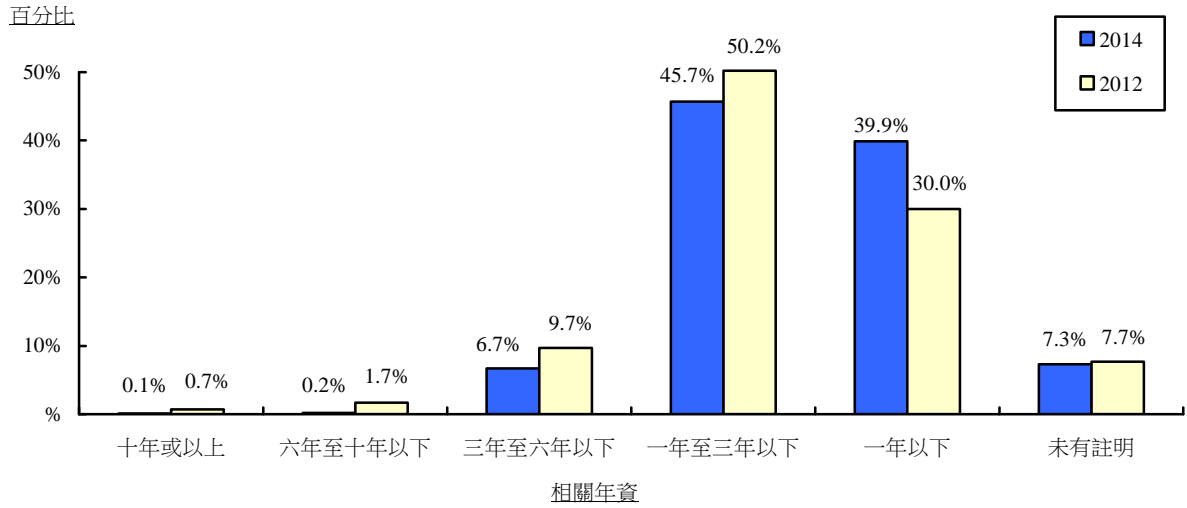
經理級



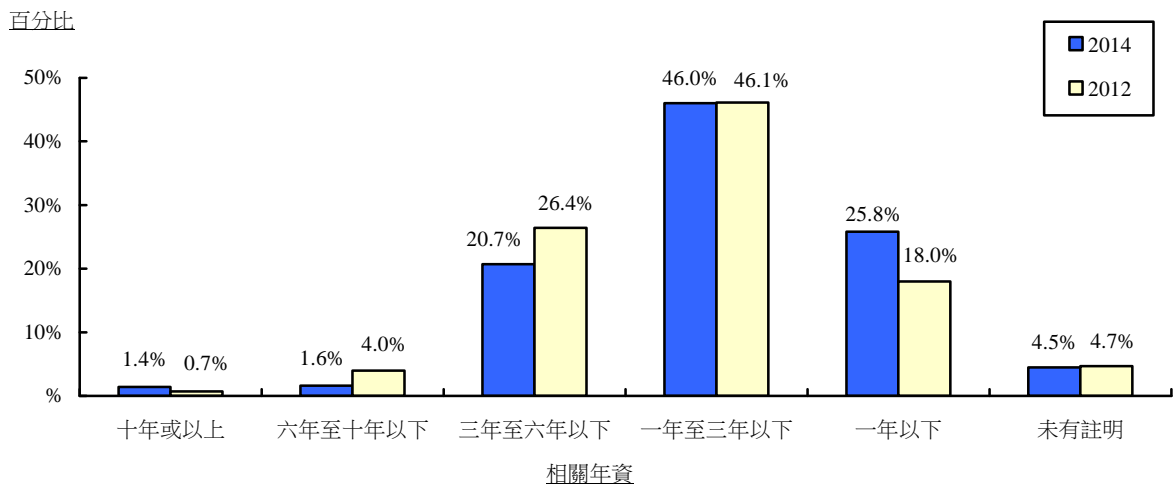
主任級



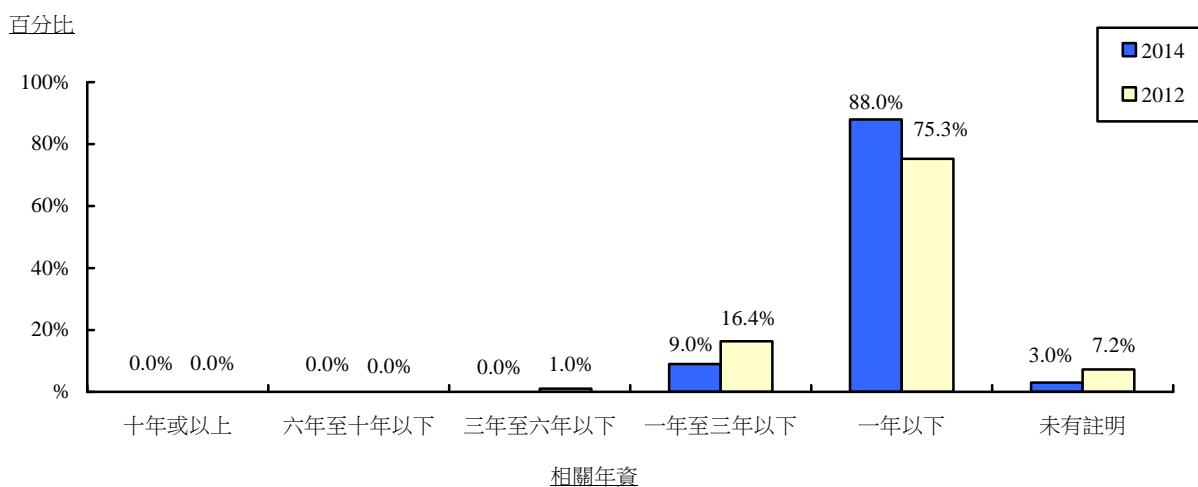
輔助人員／文員級



售貨員



兼職售貨員／服務員



2.32 圖 7 顯示（第 108 至 109 頁），18.2% 僱主屬意經理級人員具備十年或以上工作經驗，26.4% 屬意六年至十年相關年資，另有 44.1% 僱主認為三年至六年經驗便可；主任級人員方面，0.4% 僱主認為此級僱員須具備十年或以上經驗，11.8% 屬意六年至十年相關年資，而 54.3% 僱主認為三年至六年經驗便已足夠。此外，大部分僱主接受售貨員及輔助人員／文員級僱員具備一年至三年工作經驗，而兼職售貨員／服務員具備一年以下經驗便可。

2.33 與 2012 年相比，2014 年較多僱主（44.1%）屬意經理級人員具備三年至六年工作經驗（2012 年：21.4%），屬意六年至十年及十年或以上相關年資的僱主人數則分別減少 26.8% 及 2.3%。

2.34 與 2012 年相比，2014 年較少僱主屬意主任級人員具備六年至十年及十年或以上工作經驗。另一方面，屬意主任級人員具備三年至六年工作經驗的僱主人數明顯增加（2014 年：54.3%；2012 年：44.8%），而屬意一年至三年經驗的僱主亦明顯上升（2014 年：28.7%；2012 年：18.6%）。

2.35 與 2012 年相比，僱主傾向降低對輔助人員／文員級僱員及兼職售貨員／服務員相關年資的要求，由 2012 年要求具備「一年至三年以下」年資，變成 2014 年的「一年以下」經驗即可。

2.36 總括而言，由於業界求才若渴，僱主嘗試降低對僱員相關年資的要求，希望吸引更多人才。

D. 訓練需求

2.37 由於僱員人數五人或以上的公司（佔整體 13.7%）始需要回答調查表中有關培訓的問題，閱讀與訓練需求相關的數字時請留意。

訓練名額（2012 年與 2014 年比較）

2.38 調查顯示，僱主於 2014 年提供或資助的訓練名額共有 196 966 個，較 2012 年共有 251 263 個名額減少 21.6%。2012 年的人均訓練名額為 0.9 個，2014 年則減少至 0.7 個；而提供予全職經理／主任級僱員的訓練名額佔 23.0%，全職售貨員及輔助人員／文員級僱員的訓練名額則有 77.0%。與 2012 年相比，全職經理及主任級僱員的訓練名額減少 29.0%，全職售貨員及輔助人員／文員級僱員的則減少 19.1%。

2.39 調查顯示，2014 年時以下範疇的訓練名額較 2012 年大幅增加：「其他」（+33.6%）、「產品知識」（+20.1%）及「銷售技巧」（+18.1%）。詳細統計數字見附錄 7 表 11（第 166 頁）。

訓練名額（2014 年與 2015 年比較）

2.40 調查顯示，僱主表示預計 2015 年會提供或資助的訓練名額為 196 144 個，較 2014 年的 196 966 個輕微下跌 0.4%。

2.41 行業專門技巧中，訓練名額增加最多的三個範疇是「投訴處理」（+918）、「資訊科技及應用」（+623）及「專業教練技巧／團隊工作／溝通技巧」（+492），這反映僱主更加重視改善員工處理投訴的技巧，以提升公司聲譽和挽留客戶；同時致力發展網上業務以配合全球化的發展步伐；並且專注加強僱員的指導技巧，促進團隊合作和有效溝通，以建立具實力、團結可靠、相互扶持的強大隊伍。

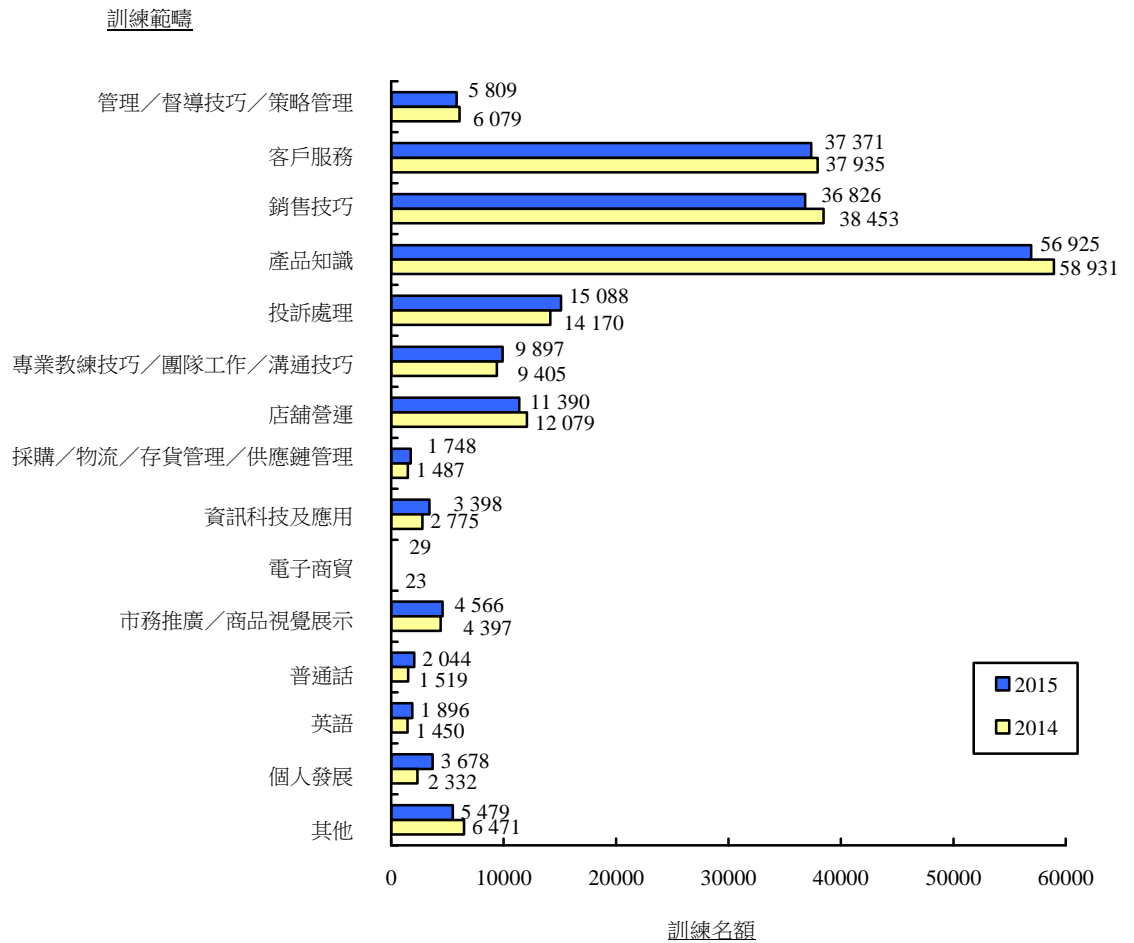
2.42 一般技巧方面，訓練名額增長最大的範疇是「個人發展」（+1 346）、「普通話」（+525）及「英語」（+446），反映業界愈來愈重視終身學習。零售業僱員更為關注須設定目標以充分發揮潛能，並積極發掘及確定所需的技能，以改善就業機會及提升自信，締造更充實和豐盛的生活。

2.43 此外，僱主認為員工的英語及普通話能力對於業務的發展十分重要，有助接待海外及內地旅客。各訓練範疇的培訓需求增長比較見表 9 及圖 8。

表 9：僱主提供／資助的訓練名額

訓練範疇	2014 年	2015 年預測	增／減	
1. 管理／督導技巧／策略管理	6 079	5 809	- 270	(- 4.4%)
2. 客戶服務	37 935	37 371	- 564	(- 1.5%)
3. 銷售技巧	38 453	36 826	- 1 627	(- 4.2%)
4. 產品知識	58 931	56 925	- 1 466	(- 2.5%)
5. 投訴處理	14 170	15 088	+ 918	(+ 6.5%)
6. 專業教練技巧／團隊工作／溝通技巧	9 405	9 897	+ 492	(+ 5.2%)
7. 店舖營運	12 079	11 390	- 689	(- 5.7%)
8. 採購／物流／存貨管理／供應鏈管理	1 487	1 748	+ 261	(+ 17.6%)
9. 資訊科技及應用	2 775	3 398	+ 623	(+ 22.5%)
10. 電子商貿	23	29	+ 6	(+ 26.1%)
11. 市務推廣／商品視覺展示	4 397	4 566	+ 169	(+ 3.8%)
10 普通話	1 519	2 044	+ 525	(+ 34.6%)
11. 英語	1 450	1 896	+ 446	(+ 30.8%)
12. 個人發展	2 332	3 678	+1 346	(+ 57.7%)
13. 其他	6 471	5 479	- 992	(- 15.3%)
總計	196 966	196 144	- 822	(- 0.4%)

圖 8：2014 年及 2015 年各訓練範疇的培訓需求比較



2.44 2015 年預計提供的 196 144 個訓練名額當中，160 909 個（82.0%）將由公司內部提供，而其餘 35 235 個（18.0%）則要倚賴外間培訓機構滿足所需。

2.45 調查顯示，在 5 586 間公司中，282 間表示在提供培訓資助或訓練給員工時，會選擇已獲資歷架構認可的課程為首選。

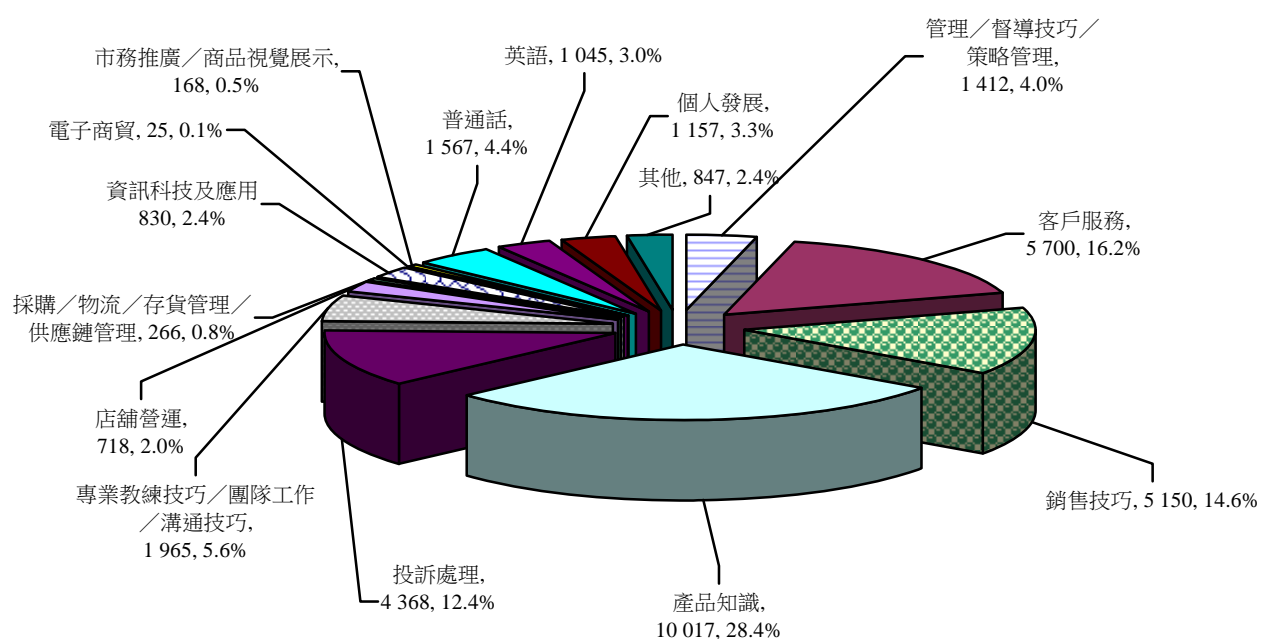
2.46 2015 年需由外間培訓機構提供的不同範疇訓練名額載列於表 10 及圖 9。

表 10：2015 年外間訓練名額需求

訓練範疇	外間訓練名額需求	外間訓練名額需求百分比
1. 管理／督導技巧／策略管理	1 412	4.0%
2. 客戶服務	5 700	16.2%
3. 銷售技巧	5 150	14.6%
4. 產品知識	10 017	28.4%
5. 投訴處理	4 368	12.4%
6. 專業教練技巧／團隊工作／溝通技巧	1 965	5.6%
7. 店舖營運	718	2.0%
8. 採購／物流／存貨管理／供應鏈管理	266	0.8%
9. 資訊科技及應用	830	2.4%
10. 電子商貿	25	0.1%
11. 市務推廣／商品視覺展示	168	0.5%
12. 普通話	1 567	4.4%
13. 英語	1 045	3.0%
14. 個人發展	1 157	3.3%
15. 其他	847	2.4%
總計	35 235	100%

圖 9：2015 年外間訓練名額需求（按訓練範疇劃分）

（需由外間機構提供的總訓練名額：35 235 個）

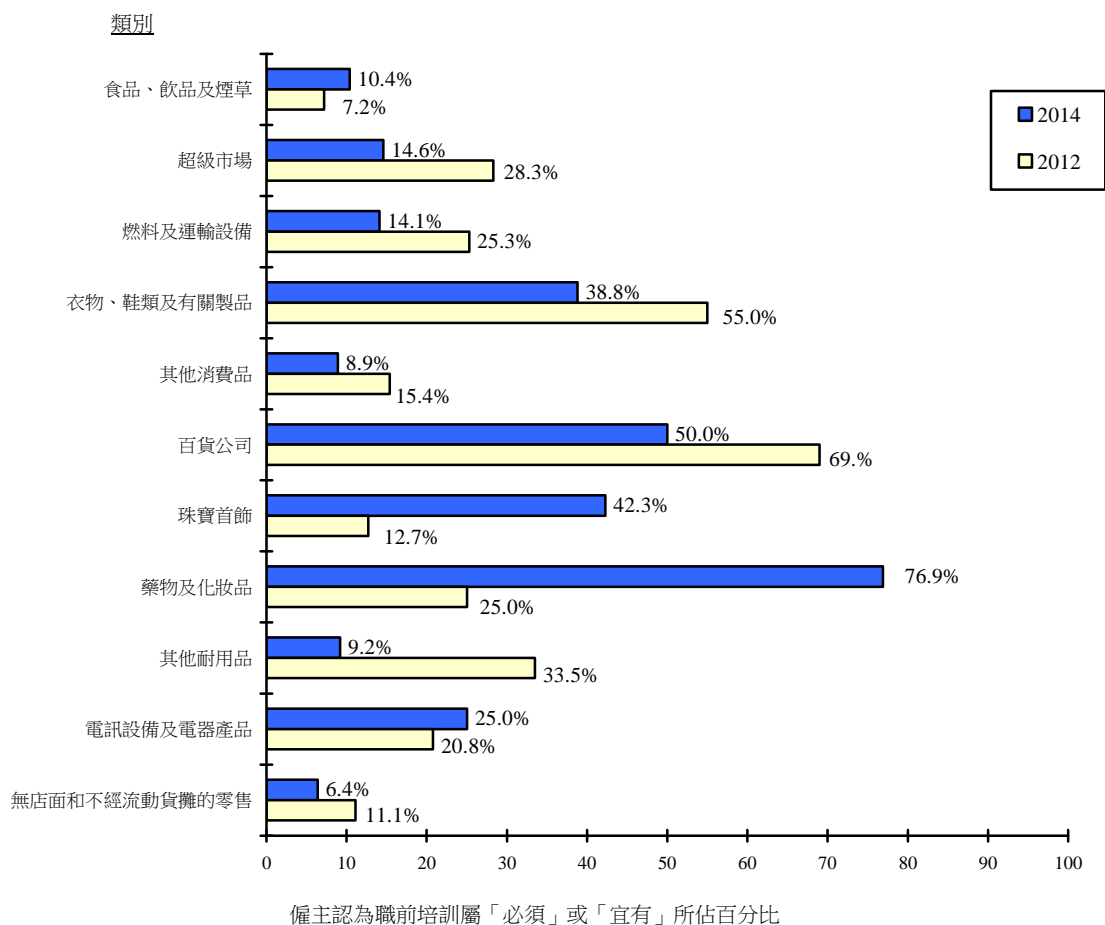


前線售貨員職前培訓

2.47 「職前培訓」指為準備投身工作或加入某行業人士所提供的入職訓練。這方面的數字在過去幾年有下跌的趨勢（2010年：32.1%；2012年：22.7%），而2014年的調查中，認為職前培訓屬「必須」或「宜有」的僱主進一步減少至21.4%。數字顯示僱主並不一定要求僱員曾接受職前培訓。

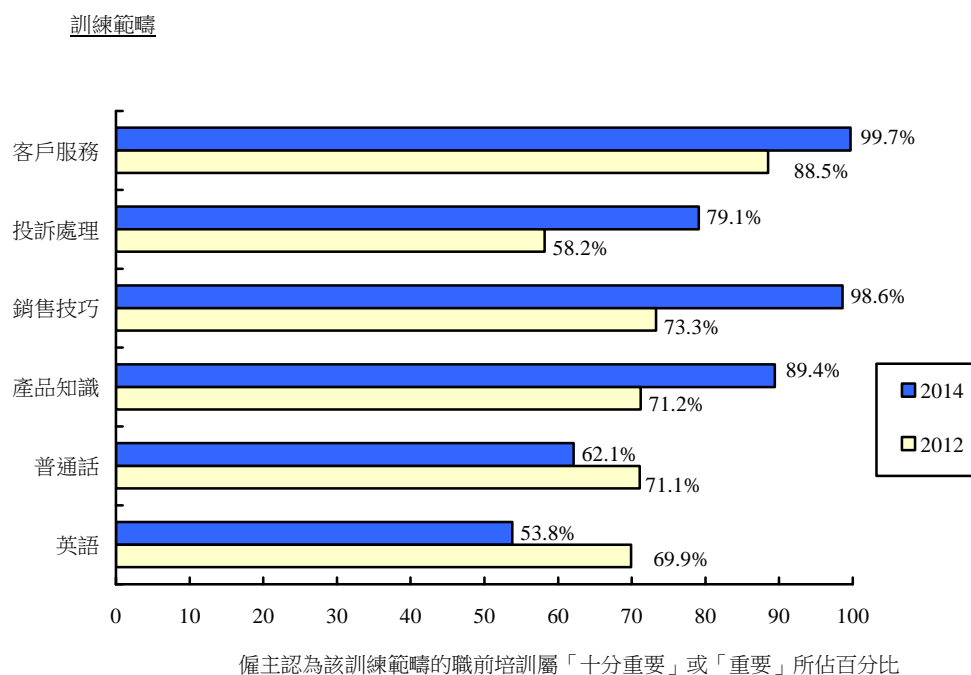
2.48 圖10顯示，按行業類別劃分，「藥物及化妝品」（76.9%）、「百貨公司」（50.0%）及「珠寶首飾」（42.3%）的前線售貨員最需要職前培訓。2012年及2014年各類別前線售貨員的職前培訓需求分布情況見圖10；詳細統計數字見附錄7表12及表13（第167至168頁）。

圖10：2012年及2014年前線售貨員的職前培訓需求
(按類別劃分)



2.49 本會挑選六個訓練範疇（即客戶服務、投訴處理、銷售技巧、產品知識、普通話及英語），用以評估業內僱主對前線售貨員接受職前培訓的需求。圖 11 按六個訓練範疇顯示 2012 年及 2014 年僱主認為職前培訓屬「十分重要」或「重要」所佔百分比的分布情況。

**圖 11：2012 年及 2014 年前線售貨員的職前培訓需求
(按訓練範疇劃分)**



2.50 表 11 載列僱主認為職前培訓屬「十分重要」或「重要」的首三項訓練範疇。與 2012 年的調查結果比較，「產品知識」取代了「普通話」的排名。

表 11：首選三項職前訓練範疇

訓練範疇	職前培訓屬 「十分重要」或「重要」
1. 客戶服務	99.7%
2. 銷售技巧	98.6%
3. 產品知識	89.4%

2.51 總括而言，職前培訓需求最大的首三項訓練範疇為「客戶服務」、「銷售技巧」及「產品知識」，反映了僱主十分重視前線售貨員的專業知識和服務質素。

E. 每月平均工資幅度

2.52 「每月平均工資幅度」包括底薪、超時工作工資、生活津貼、膳食津貼、服務費、佣金及花紅。按每月平均工資幅度及職級劃分的僱員分布情況見表12。

表12：2014年每月平均工資幅度（按職級劃分）

職級	\$8,001 以下	\$8,001 - \$10,000	\$10,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,000 以上	未有註明	總計
經理級	0	0	3 065	5 195	2 030	517	4 528	15 335
主任級	21	2 131	14 319	4 807	258	34	5 864	27 434
售貨員	3 503	28 356	67 217	5 247	133	2	29 584	134 042
輔助人員/ 文員級	194	1 963	4 857	65	54	0	2 157	9 290
兼職售貨員/ 服務員	18 758	5 575	4 085	0	0	600	15 761	44 779
總計	22 476	38 025	93 543	15 314	2 475	1 153	57 894	230 880

2.53 大部分經理級僱員的每月平均工資介乎 20,001 元至 30,000 元，主任級／售貨員／輔助人員／文員級僱員介乎 10,001 元至 20,000 元；兼職售貨員／服務員則多數為 8,001 元以下。由於是次並非薪酬調查，所得資料僅供比照之用。

招聘困難

2.54 調查顯示，3 101間公司回覆有否遇到招聘困難，其中1 622間（52.3%）表示招聘時並沒遇到困難，而1 479間（47.7%）則曾遇到招聘困難。詳細數據見表13。

表13：過去12個月
有／沒有遇到招聘困難的公司數目（按類別劃分）

編號	類別	沒有	有	總計
1.	食品、飲品及煙草	445	204	649
2.	超級市場	5	14	19
3.	燃料及運輸設備	48	52	100
4.	衣物、鞋類及有關製品	85	474	559
5.	其他消費品	389	271	660
6.	百貨公司	8	16	24
7.	珠寶首飾	227	70	297
8.	藥物及化妝品	118	127	245
9.	其他耐用品	185	177	362
10.	電訊設備及電器產品	87	59	146
11.	無店面和不經流動貨攤的零售	25	15	40
	總計	1 622 (52.3%)	1 479 (47.7%)	3101

2.55 調查顯示，大部分僱主均認為最難招聘的人員依次為售貨員（61.7%）、兼職售貨員（19.0%）、主任級人員（9.6%）、輔助人員／文員級僱員（5.1%）以及經理級人員（4.6%）。

2.56 大部分曾遇到招聘困難的僱主表示，難以招聘的主因為「應徵者認為薪酬及附帶福利欠吸引」（27.7%）、「應徵者在市場上有很多選擇」（26.9%）及「應徵者不願意長時間及輪班工作」（17.8%）。有關各項原因所佔百分比的詳細數據，請參閱附錄7表14（第169頁）。

流失人數

2.57 「流失人數」指因轉行、退休、移民、升學或其他原因而離開零售業的僱員人數。調查顯示，調查前 1 2 個月內共有 7 681 人離開零售業。

額外培訓需求

2.58 調查顯示，業內僱用了 13 757 名沒有零售經驗的人士。按此推算，2015 年零售業額外所需培訓的人手見表 14。

表 14：額外培訓需求

職級	2014年 僱員人數	(A) 2015年 人力增長	(B) 沒有零售經驗的 僱員人數	(A)+(B) 總計
經理級 (包括東主／獨資經營者 ／執行合夥董事)	30 537	+167	11	178
主任級	31 320	+199	146	345
輔助人員／文員級	31 663	-206	350	144
售貨員	134 042	-330	4 842	4 512
兼職售貨員／服務員	44 779	+347	8 408	8 755
總計	272 341	+177	13 757	13 934

註：數字包括非主要職能人員

F. 趨勢

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

2.60 據觀察，2014 年的空缺數目佔總人力需求 3.6%，較 2012 年錄得的 3.4% 輕微上升，反映了 2014 年零售業仍然面對招聘及挽留人手困難。

2.61 業內的整體培訓需求大幅減少 27.4%。（是次調查只要求僱員人數五人或以上的公司（佔整體 13.7%）回答有關僱員培訓的問題）。培訓需求減少反映了更多公司屬意在職培訓。事實上，僱主仍然相信員工培訓及發展對公司及僱員本身均有裨益，有助培養人才及推動業務增長，是支持機構於激烈競爭中保持優勢的要素。

2.62 零售業僱用的兼職售貨員人數由 2012 年 35 499 人，大幅增至 2014 年 44 779 人，增幅達 32.3%，主要是為了配合營運需要，維持靈活的人手架構，以優化管理及提高成本效益。按行業類別計算的僱員流動率平均數亦由 2012 年 12.1% 下跌至 2014 年的 9.7%。

(a) 零售業總人力需求

年份	總人力需求	
	人數	增／減幅 (與上次調查比較)
2000	167 813	-
2002	206 758	+ 23.2%
2004	206 971	+ 0.1%
2006	223 121	+ 7.8%
2008	236 371	+ 5.9%
2010	244 651	+ 3.5%
2012	266 964	+ 9.1%
2014	282 379	+ 5.8%

(b) 空缺數目

年份	空缺	
	數目	佔總人力需求百分比
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	3 724	1.5%
2012	8 988	3.4%
2014	10 038	3.6%

(c) 整體訓練需求

年份	訓練需求	
	估計未來 12 個月 所需訓練名額	增／減幅 (與上次調查比較)
2000	92 411	-
2002	133 308	+ 44.3%
2004	158 708	+ 19.1%
2006	161 479	+ 1.7%
2008	119 950 [#]	- 25.7%
2010	161 974 [#]	+ 35.0%
2012	270 108 [#]	+ 66.8%
2014	196 144 [#]	- 27.4%

註：

僱員五人或以上的公司始需填寫訓練名額。

(d) 兼職售貨員／服務員

年份	兼職售貨員／服務員*	
	人數	增／減幅 (與上次調查比較)
2002	19 211	-
2004	25 862	+ 34.6%
2006	27 031	+ 4.5%
2008	28 848	+ 6.7%
2010	24 697	- 14.4%
2012	35 499	+ 43.7%
2014	46 982	+ 32.3%

註：

* 包括空缺數目

(e) 全職僱員流動率（按類別劃分）

類別	全職僱員流動率 佔人力需求百分比 (按類別劃分)					
	2004年	2006年	2008年	2010年	2012年	2014年
食品、飲品及煙草	21.1%	16.4%	10.4%	9.5%	9.1%	6.0%
超級市場	27.9%	13.7%	13.9%	1.1%	23.9%	10.1%
燃料及運輸設備	14.4%	14.4%	10.9%	7.1%	3.9%	5.8%
衣物、鞋類及有關製品	30.0%	21.1%	14.6%	8.3%	14.7%	11.2%
其他消費品	18.3%	8.1%	9.2%	4.1%	7.2%	6.5%
百貨公司	39.4%	10.0%	12.8%	8.3%	12.9%	5.3%
珠寶首飾	20.6%	12.4%	11.8%	4.1%	8.3%	9.6%
藥物及化妝品	20.3%	13.6%	13.4%	11.2%	17.8%	17.5%
其他耐用品	27.6%	25.0%	13.1%	10.3%	6.5%	10.1%
電訊設備及電器產品	23.6%	21.7%	23.5%	12.1%	13.0%	20.7%
無店面和不經流動貨攤的零售	-	-	-	1.3%	3.2%	2.7%
平均數	23.7%	15.0%	12.7%	7.3%	12.1%	9.7%

(f) 全職僱員流動比（按職級劃分）

職級	全職僱員流動率 佔人力需求百分比 (按職級劃分)					
	2004年	2006年	2008年	2010年	2012年	2014年
經理級	12.5%	10.1%	6.8%	2.2%	2.6%	2.5%
主任級	7.2%	8.5%	4.3%	2.3%	6.1%	4.1%
輔助人員／文員級 #	31.5%	18.1%	18.7%	11.3%	14.4%	5.1%
售貨員	-	-	-	-	-	16.9%

註：

在2012年及以往的調查，本會將「售貨員」一職歸入「輔助人員／文員級」。

第三章

建議

3.1 零售業是本港重要的服務行業。本會認為，提升零售從業員的技巧、地位及專業水平對保持業界的長遠競爭能力至關重要。因此，本會就零售業的培訓需要作出多項建議。

3.2 按接受調查的僱主反映，從事零售業的公司一般都會支持員工修讀外間培訓機構的課程。調查顯示，僱主願意資助員工修讀外間培訓課程，業界在未來 12 個月共需要 196 144 個訓練名額，其中 160 909 個屬公司內部培訓，35 235 個將由外間培訓機構提供。有關外間培訓機構提供的訓練名額詳情如下：

訓練範疇	外間培訓機構提供的 訓練名額
管理／督導技巧	1 412
行業專門技巧	29 207
語文	2 612
個人發展	1 157
其他	847
總計	35 235

3.3 本會相信香港零售業的中短期業務前景充滿挑戰。儘管如此，由於培訓是協助僱員維持工作競爭力的必要之舉，我們籲請零售商繼續向僱員提供不同的培訓機會。

3.4 本會認為，透過發還學費或提供資助，可有效鼓勵員工持續進修。本會建議，僱傭雙方可善用政府資助的課程，例如持續進修基金、新技能提升計劃及「職」學創前路先導計劃的課程。

3.5 在 2014-2015 年度財政預算案中，政府已撥出 1 億 3 000 萬元資助多項發展零售業人力資源的措施，包括一項為期三年的提升行業專業水平計劃，以及名為「職」學創前路先導計劃的人才培育項目。「職」學創前路先導計劃為有意從事零售業的香港中學文憑畢業生提供課堂教育和在職培訓，自 2014 年 7 月實施以來，已成為吸引香港中學文憑畢業生投身零售業的有效平台。長遠而言，計劃有助吸納新血和挽留零售專才。本會認為，政府繼續給予撥款資助，對推動零售業人力的持續發展極為重要。

3.6 培訓機構宜採用不同訓練模式，讓因工時長或輪班工作而未能定時上課的人士也可靈活進修。本會建議培訓機構舉辦「投訴處理」、「專業教練技巧／團隊工作／溝通技巧」、「資訊科技及應用／電子商貿」等行業專門技巧訓練，並提供「個人發展」、「普通話」及「英語」等通用技巧課程。業界亦可請培訓機構度身設計課程，以更切合僱員的需要。

3.7 除了在職培訓外，亦不應忽視包括實習環節的職前培訓。相關的職前課程可教授零售業的基本知識及技能，讓無零售經驗的僱員更容易適應工作。

3.8 於零售業推行資歷架構，可提供涵蓋全面而系統化的基準，以確定僱員具備勝任業內不同崗位所需的技能、知識與素養。某些培訓機構和課程已通過質素評審，本會建議，僱主應鼓勵員工到這些信譽良好的機構持續進修和接受培訓，以提高員工的工作能力，促進終身發展，從而為零售業以至整個社會，提供源源不絕的優秀人才。建議鼓勵培訓機構為零售從業員開辦資歷架構認可的培訓課程。僱主亦應鼓勵員工申請「過往資歷認可」，讓過往累積的知識、技能和經驗獲得正式認證。「過往資歷認可」是加強零售從業員競爭力的有效機制，兼且能夠改善僱主的形象。本會亦鼓勵僱主為員工提供資歷架構認可的內部培訓。

3.9 業界需留意零售產品和科技的新發展，以及本地和全球各地顧客的需要經常轉變。培訓機構需要同步檢討和提升課程的內容和範疇，以配合市場的最新發展。

3.10 從事零售的公司難以招聘人手，可能是同業激烈競爭所致。要挽留表現卓越的員工以保持競爭力，本會建議零售公司設立「挽留人才制度」，為僱員提供清晰的事業發展階梯和良好的晉升機會。

3.11 本會建議，機構除了給予僱員具競爭力的薪酬福利外，還需提供正面、關顧和友善的工作環境，才能吸引新人入職和避免流失。至於僱員，具備專業知識和技能固然重要，更要有良好的服務態度，能夠配合行業的種種要求。透過建立師徒或友伴制度，再加上正面的鼓勵，有助加強僱主與僱員之間的溝通和信任。

3.12 鑑於本地以至全球零售業發展急促，從業員應共同推廣業界靈活應變和自我充實的文化，修讀持續專業發展及相關教育課程，以應付新的挑戰。

3.13 本會會繼續支持為零售業僱員舉辦經驗交流研討會／研習工作坊。

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

第四章

調查範圍及方法

A. 零售業訓練委員會

訓練委員會

4.1 零售業訓練委員會（下稱「本會」）隸屬職業訓練局，成員由香港特區政府委任，職責包括評估零售業的人力情況及培訓需求，並向職業訓練局建議措施以應付行業所需。本會的職權範圍及委員名單見附錄 1 及附錄 2（第 130 至 131 頁）。

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（第 132 頁）。

深入訪談

4.3 本會就零售業經濟及人力前景進行了幾次深入訪談，蒐集意見。受訪者名單載於附錄 4（第 133 頁）。

改進調查表的內容

4.4 調查表及相關文件的結構和內容已作以下改進：

「僱員人數四人或以下」及「僱員人數五人或以上」的公司：

- i) 新增一條有關每月平均工資幅度的問題；
- ii) 售貨員及兼職售貨員原屬輔助人員／文員職級，現分拆成為兩個職級；
- iii) 新增「電子商務經理」及「電子商務主任」兩個職位；
- iv) 「訂單助理（網上服務）」一職易名為「電子商務助理」；
- v) 在「宜有的教育程度」一欄增加「香港中學文憑或同等學歷」選項。

「僱員人數五人或以上」的公司：

- i) 新增一條問題，要求僱主填報過去 12 個月內離職的全職零售業僱員人數（按去向分類）；
- ii) 新增一條有關新聘僱員來源的問題；
- iii) 詢問僱主在向員工提供培訓資助或訓練時，會否優先選擇獲資歷架構認可的課程；
- iv) 新增一條有關招聘困難原因的問題；
- v) 增加訓練範疇（如「專業教練技巧」、「電子商貿」及「市務推廣／商品視覺展示」）。

4.5 本會認為，上述轉變可讓調查蒐集得較佳的資料，並更有效辨識零售業的人力及訓練需求，有助相關各方適時採取適當措施。

B. 調查範圍及程序

調查範圍

4.6 調查採用分層隨機抽樣法，在 40 824*間登記公司中，選出 919 間作調查對象，涵蓋 11 個類別。詳情如下：

	類別	抽選公司數目
1	食品、飲品及煙草	147
2	超級市場	24
3	燃料及運輸設備	92
4	衣物、鞋類及有關製品	136
5	其他消費品	113
6	百貨公司	31
7	珠寶首飾	45
8	藥物及化妝品	50
9	其他耐用品	85
10	電訊設備及電器產品	51
11	無店面和不經流動貨攤的零售	145
	總計	919

註：

* 2014 年機構單位記錄庫內的零售業公司總數為 46 642 間，剔除不活躍商號後，登記公司數目有 40 824 間。

調查程序

4.7 本會於 2014 年 9 月 19 日舉行簡介會，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，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 2014 年 10 月進行，政府統計處其後再次聯絡未曾回覆的機構，跟進工作於 2015 年 3 月底完成。

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（第 134 至 153 頁）。

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 在 919 間選定公司中，655 間填覆調查表並回答所有問題，48 間拒絕回應，51 間回應了部分問題，整體有效回應率為 93.6%；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。

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

零售業訓練委員會

委員名單

主席

關敏怡博士 (某零售連鎖店提名)

副主席

衛有安先生 (某零售連鎖店提名)

委員

陳孔屏女士 (某零售連鎖店提名)

鄒惠儀女士⁺ (某零售連鎖店提名)

周允成先生* (香港零售管理協會提名)

蔡靖民先生 (某零售連鎖店提名)

劉克斌先生 (某零售連鎖店提名)

鄧祥勝先生 (香港百貨商業僱員總會提名)

謝文鳳女士⁺ (某零售連鎖店提名)

溫志祥先生* (某零售連鎖店提名)

黃雅麗女士 (某零售連鎖店提名)

余麗姚女士 (香港零售管理協會提名)

余國柱先生 (職業訓練局執行幹事代表)

秘書

黃思穎女士 (職業訓練局)

* 任期於 2015 年 3 月 31 日屆滿

⁺ 任期於 2014 年 4 月 1 日開始

零售業訓練委員會

2014年人力調查工作小組委員名單

主席

衛有安先生 (華敦國際集團有限公司)

委員

周允成先生 (香港零售管理協會提名)

謝文鳳女士 (香港必勝客管理有限公司)

曹國輝博士 (香港城市大學)

胡子健先生 (馮氏(1937)管理有限公司)

余麗姚女士 (香港零售管理協會提名)

余國柱先生 (職業訓練局)

李詠嫦女士 (香港專業教育學院(黃克競))

黃達霖先生 (企業人才培訓中心)

列席

陳志雄先生 (政府統計處)

陳家豪先生 (政府統計處)

馮恩健先生 (政府統計處)

秘書

黃思穎女士 (職業訓練局)

深入訪談

2014 年零售業人力調查深入訪談人士名單

蔡佩珊女士	(香港流動通訊有限公司)
朱海美女士	(露華濃(香港及台灣)公司)
林國華先生	(國際商業機器中國香港有限公司)
李銘淇女士	(周生生珠寶金行有限公司)
梁達明先生	(仁孚行有限公司)
廖淑華女士	(永安百貨公司)
黃碩榆女士	(華敦國際集團有限公司)
<u>秘書</u>	
黃思穎女士	(職業訓練局)

Headquarters (Industry Partnership) 總辦事處(行業合作)
6F, 20A Tsing Yi Road, Tsing Yi Island, New Territories, Hong Kong
香港新界青衣島青衣路20A號6樓
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

(852) 2574 3759

Our Reference 本局檔號 (9) in RT/4/2 (2014)

Your Reference 來函檔號



執事先生／女士：

2014 年零售業人力調查

本人謹代表職業訓練局屬下零售業訓練委員會致函，懇請貴機構提供協助，以便本會進行 2014 年人力調查。

零售業訓練委員是由香港特別行政區政府行政長官委任，負責就業內的人力訓練事宜提供意見。本會將於 **2014 年 10 月 15 日至 2014 年 11 月 14 日** 期間進行 2014 年零售業人力調查，蒐集業內最新的人力情況及訓練需要，就人力訓練制定適當的建議，

現隨函附上調查表(附錄 A)、調查表附註(附錄 B)及主要職務工作說明(附錄 C)，以供參閱。

在調查期間，政府統計處職員將聯絡 貴機構負責人或其授權代表，解答有關問題及協助填寫調查表，同時收回填妥的調查表，作資料處理。調查所得資料絕對保密，只以摘要形式發表統計數字，並不會提及個別機構。

歷屆零售業人力調查報告書已上載於本局網頁，網址為 <http://rttb.vtc.edu.hk>，歡迎下載。是次人力調查工作完成後之相關報告書，日後亦會上載上述網址。

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

承蒙協助，謹此致謝。

A handwritten signature in black ink, appearing to read '關敏怡'.

零售業訓練委員會主席
關敏怡

2014 年 10 月 3 日

VOCATIONAL TRAINING COUNCIL
職業訓練局

2014 MANPOWER SURVEY OF THE RETAIL TRADE
2014 年零售業人力調查

QUESTIONNAIRE
調查表

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

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

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

NAME OF COMPANY: _____
公司名稱

ADDRESS: _____
地址

TYPE OF PRODUCTS / SERVICES: _____
產品/服務種類

NAME OF PERSON TO CONTACT: _____
聯絡人姓名

TEL. NO.: _____
電話

E-MAIL: _____
電郵

TOTAL NUMBER OF PERSONS ENGAGED: _____
僱員總人數

POSITION: _____
職位

FAX NO.: _____
圖文傳真

Please tick in the appropriate box if your company wants a complimentary copy of the 2014 Manpower Survey Report.
如貴公司欲收到二〇一四年人力調查報告贈閱版，請於方格內加上"✓"號。

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Part I
第一部份

(A) Job 工作	(B) Average Monthly Wage 每月平均工資		(C) No. of Employees as at 15.10.2014 在2014年10月15日僱員人數	(D) No. of Vacancies as at 15.10.2014 在2014年10月15日的空缺額	(E) Forecast of No. of Employees as at October 2015 預計在2015年10月的僱員人數	(F) Preferred Level of Education 僱員宜有的教育程度	(G) Preferred Relevant Years of Experience 僱員宜有的相關年資
	Rec. Type	Job Code 職位編號					
(See Appendix C) (參閱附錄C)	11	8 - 10	12 - 15	16 - 18	19 - 22	23	24
		2					
		2					
		2					
		2					
		2					

Column (B) (B)欄	Column (F) (F)欄	Column (G) (G)欄
Enter in Column (B) the employee's average monthly wage range according to the following codes: 請將僱員的每月平均工資幅度，按下列編號填入(B)欄內： <u>Average Monthly Wage Range</u> 每月平均工資幅度	Enter in Column (F) the preferred level of education for employees according to the following codes: 請將僱員宜有的教育程度，按下列編號填入(F)欄內： <u>Preferred Level of Education</u> 宜有的教育程度	Enter in Column (G) the preferred relevant years of experience for employees according to the following codes: 請將僱員宜有的相關年資，按下列編號填入(G)欄內： <u>Preferred Relevant Years of Experience</u> 宜有的相關年資
Code 編號	Code 編號	Code 編號
1 Over \$50,000 以上	1 University Degree or above 大學學位或以上	1 10 years or more 十年或以上
2 \$30,001 - \$50,000	2 Associate Degree/Professional Diploma/Higher Diploma or equivalent 副學士學位/專業文憑/高級文憑或同等學歷	2 6 years to less than 10 years 六年至十年以下
3 \$20,001 - \$30,000	3 Diploma/Higher Certificate or equivalent 文憑/高級證書或同等學歷	3 3 years to less than 6 years 三年至六年以下
4 \$10,001 - \$20,000	4 Certificate/Secondary 4 - 7 / Hong Kong Diploma of Secondary Education or equivalent 證書/中四至中七/香港中學文憑或同等學歷	4 1 year to less than 3 years 一年至三年以下
5 \$8,001 - \$10,000	5 Secondary 3 or below/Others 中三或以下/其他	5 Less than 1 year 一年以下
6 Under \$8,001 以下		

End of questionnaire. Thank you for your co-operation.
問卷完，多謝合作。

VOCATIONAL TRAINING COUNCIL

職業訓練局

2014 MANPOWER SURVEY OF THE RETAIL TRADE

2014 年零售業人力調查

QUESTIONNAIRE

調查表

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

PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE

填表前請詳閱附註

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

NAME OF COMPANY:

公司名稱

ADDRESS:

地址

TYPE OF PRODUCTS / SERVICES:

產品/服務種類

NAME OF PERSON TO CONTACT:

聯絡人姓名

TEL. NO.:

電話

E-MAIL:

電郵

TOTAL NUMBER OF PERSONS ENGAGED:

僱員總人數

POSITION:

職位

FAX NO.:

圖文傳真

Please tick in the appropriate box if your company wants a complimentary copy of the 2014 Manpower Survey Report.

如貴公司欲收到二〇一四年人力調查報告贈閱版，請於方格內加上"✓"號。

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28

47

63

56

55

64

98

Part I
第一部份

(A) Job 工作				(B) Average Monthly Wage	(C) No. of Employees as at 15.10.2014	(D) No. of Vacancies as at 15.10.2014	(E) Forecast of No. Employees as at October 2015	(F) Preferred Level of Education	(G) Preferred Relevant Years of Experience	Codes 編號說明	
Title 職稱				Code(B) 編號(B)				Code(F) 編號(F)	Code(G) 編號(G)	Column (B) (B)欄	
(See Appendix C) (參閱附錄C)				8 - 10	11	12 - 15	16 - 18	19 - 22	23	24	
Managerial Level (including Senior and Assistant Managers) 經理級(包括高級及助理經理)											
1.	General Manager 總經理	2	1 1 1								<p>Enter in Column (B) the employee's average monthly wage range according to the following codes: 請將僱員的每月平均工資幅度，按下列編號填入(B)欄內：</p> <p>Code Average Monthly Wage Range 編號 每月平均工資幅度</p> 1 Over \$50,000以上 2 \$30,001 - \$50,000 3 \$20,001 - \$30,000 4 \$10,001 - \$20,000 5 \$8,001 - \$10,000 6 Under \$8,001 以下 <p>Column (F) (F)欄</p> <p>Enter in Column (F) the preferred level of education for employees according to the following codes: 請將僱員宜有的教育程度，按下列編號填入(F)欄內：</p> <p>Code Preferred Level of Education 編號 宜有的教育程度</p> 1 University Degree or above 大學學位或以上 2 Associate Degree/Professional Diploma/ Higher Diploma or equivalent 副學士學位/專業文憑/高級文憑 或同等學歷 3 Diploma / Higher Certificate or equivalent 文憑 / 高級證書或同等學歷 4 Certificate/Secondary 4 - 7 / Hong Kong Diploma of Secondary Education or equivalent 證書 / 中四至中七 / 香港中學文憑 或同等學歷 <p>Column (G) (G)欄</p> <p>Enter in Column (G) the preferred relevant years of experience for employees according to the following codes: 請將僱員宜有的相關年資，按下列編號填入(G)欄內：</p> <p>Code Preferred Relevant Years of Experience 編號 宜有的相關年資</p> 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
2.	Operations/Retail Manager 營運/零售經理	2	1 1 2								
3.	District/Area Manager 分區/地區經理	2	1 1 3								
4.	Store Manager 店舖經理	2	1 1 4								
5.	Marketing Manager 市場推廣經理	2	1 1 5								
6.	Sales Manager 營業經理	2	1 1 6								
7.	Customer Services Manager 客戶服務經理	2	1 1 7								
8.	Head of Merchandising Buying Manager 採購主管/經理	2	1 1 8								
9.	Logistics/Distribution/Warehouse Manager 物流/運輸/倉庫經理	2	1 1 9								
10.	Training Manager 培訓經理	2	1 2 0								
11.	Visual Merchandising Manager 商品陳列經理	2	1 2 1								
12.	E-commerce Manager 電子商務經理	2	1 2 2								
13.	Owner; Sole Proprietor; Working Partner 東主; 獨資經營者; 執行合夥董事	2	1 9 8								
14.	Other Managers (please specify titles) 其他經理級人員 (請說明其職稱)	2	1 9 9								
Supervisory Level (including Senior and Assistant Supervisors) 主任級(包括高級及助理主任)											
15.	Store Supervisor 店舖/分店主任	2	2 1 1								
16.	Visual Merchandising Supervisor 商品陳列主任	2	2 1 2								
17.	Logistics/Distribution/Warehouse Supervisor 物流/運輸/倉庫主任	2	2 1 3								
18.	Public Relations/Advertising Officer 公共關係/廣告主任	2	2 1 4								
19.	Customer Services Supervisor 客戶服務主任	2	2 1 5								
20.	Merchandiser, Buyer 採購主任	2	2 1 6								
21.	Training Officer 培訓主任	2	2 1 7								
22.	E-commerce Supervisor 電子商務主任	2	2 1 8								
23.	Other Supervisors (please specify titles) 其他主任級人員 (請說明其職稱)	2	2 9 9								
Sales Staff 售貨員											
24.	Senior Sales Staff 高級售貨員	2	3 1 1								
25.	Junior Sales Staff 初級售貨員	2	3 1 2								
Operative/Clerical Support Level 輔助人員/文員級											
26.	Stock/Purchasing Clerk 存貨/採購文員	2	3 1 3								
27.	Stock Assistant 存貨助理	2	3 1 4								
28.	E-commerce Assistant 電子商務助理	2	3 1 5								
29.	Visual Merchandising Assistant 商品陳列助理	2	3 1 6								
30.	Other Clerks/Supporting Staff (please specify titles) 其他文員/輔助人員 (請說明其職稱)	2	3 9 9								
Part Time Sales/Service Staff 兼職售貨員/服務員											
31.	Part Time Sales/Service Staff 兼職售貨員/服務員	2	4 1 1								
32.		2									

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

Part II
第二部份

For Full-time Employees
全職僱員

1. Number of full-time retail trade employees in October 2013 (12 months ago).
2013年10月時(12個月前)的全職零售業僱員人數。

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

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

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

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

3. (a) Number of Part-time Sales/Service Staff in October 2013 (12 months ago).
2013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。

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Est. No. _____

ER No. _____

24
41
46
51

Employees' Whereabouts After Leaving the Company

離職僱員去向

4. Number of full-time retail trade employees leaving your company during the past 12 months by whereabouts:

過去十二個月內離職的全職零售業僱員人數（按去向分類）：

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Sales Staff</u> 售貨員	<u>Operative/Clerical Support Level</u> 輔助人員／文員級
(a) Taking up retail trade related jobs (Including starting own business in related trade) 從事與零售業有關的工作（包括創業）	<input type="text"/> <input type="text"/> <input type="text"/> 52	<input type="text"/> <input type="text"/> <input type="text"/> 55	<input type="text"/> <input type="text"/> <input type="text"/> 58	<input type="text"/> <input type="text"/> <input type="text"/> 61
(b) Taking up non-retail trade related jobs (Including starting own business in non-retail trade) 從事與零售業無關的工作（包括創業）	<input type="text"/> <input type="text"/> <input type="text"/> 64	<input type="text"/> <input type="text"/> <input type="text"/> 67	<input type="text"/> <input type="text"/> <input type="text"/> 70	<input type="text"/> <input type="text"/> <input type="text"/> 73
(c) Emigration, retirement or further studies 移民、退休或進修	<input type="text"/> <input type="text"/> <input type="text"/> 76	<input type="text"/> <input type="text"/> <input type="text"/> 79	<input type="text"/> <input type="text"/> <input type="text"/> 82	<input type="text"/> <input type="text"/> <input type="text"/> 85
(d) Unknown 不知道	<input type="text"/> <input type="text"/> <input type="text"/> 88	<input type="text"/> <input type="text"/> <input type="text"/> 91	<input type="text"/> <input type="text"/> <input type="text"/> 94	<input type="text"/> <input type="text"/> <input type="text"/> 97
(e) Others (Please specify) 其他（請註明） _____	<input type="text"/> <input type="text"/> <input type="text"/> 100	<input type="text"/> <input type="text"/> <input type="text"/> 103	<input type="text"/> <input type="text"/> <input type="text"/> 106	<input type="text"/> <input type="text"/> <input type="text"/> 109

Source of Recruitment in the Industry

新聘僱員的來源

5. Number of retail trade employees recruited to fill the new or existing posts during the past 12 months by source:

過去十二個月內，新聘以填補增設職位或現有空缺的零售業僱員人數（按來源分類）：

Sources of Recruitment

新聘僱員的來源

	<u>Number of Employees Recruited with Retail Trade Experience</u> 具零售業經驗的新聘僱員人數	<u>Number of Employees Recruited without Retail Trade Experience</u> 不具零售業經驗的新聘僱員人數
(a) Managerial Level 經理級	<input type="text"/> <input type="text"/> <input type="text"/> 112	<input type="text"/> <input type="text"/> <input type="text"/> 115
(b) Supervisory Level 主任級	<input type="text"/> <input type="text"/> <input type="text"/> 118	<input type="text"/> <input type="text"/> <input type="text"/> 121
(c) Sales Staff 售貨員	<input type="text"/> <input type="text"/> <input type="text"/> 124	<input type="text"/> <input type="text"/> <input type="text"/> 127
(d) Operative/Clerical Support Level 輔助人員／文員級	<input type="text"/> <input type="text"/> <input type="text"/> 130	<input type="text"/> <input type="text"/> <input type="text"/> 133
(e) Part-time Sales/Service Staff 兼職售貨員／服務員	<input type="text"/> <input type="text"/> <input type="text"/> 136	<input type="text"/> <input type="text"/> <input type="text"/> 139

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Q4	<input type="text"/> 142	<input type="text"/> 143	<input type="text"/> 144	<input type="text"/> 145
	<input type="text"/> 146			
Q5	<input type="text"/> 148		<input type="text"/> 149	
	<input type="text"/> 150			

Training

訓練

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

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

	Past 12 Months 過去12個月		Next 12 Months 未來12個月	
	Full-time Managerial and Supervisory Staff 全職經理及主任級僱員	Full-time Sales, Operative and Clerical Support Staff 全職售貨員、輔助人員及文員	Full-time Managerial and Supervisory Staff 全職經理及主任級僱員	Full-time Sales, Operative and Clerical Support Staff 全職售貨員、輔助人員及文員
(a) Managerial/Supervisory Skills / Strategic Management 管理／督導技巧／策略管理	151	154	158	161
(b) Customer Service 客戶服務	165	168	172	175
(c) Selling Skills 銷售技巧	179	182	186	189
(d) Product Knowledge 產品知識	193	196	200	203
(e) Complaints Handling 投訴處理	207	210	214	217
(f) Coaching Skills / Team Work / Communication 專業教練技巧／團隊工作／溝通技巧	221	224	228	231
(g) Store Operations 店舖營運	235	238	242	245
(h) Merchandising / Logistics / Inventory Management / Supply Chain Management 採購／物流／存貨管理／供應鏈管理	249	252	256	259
(i) IT and Applications 資訊科技及應用	263	266	270	273
(j) E-Commerce 電子商貿	277	280	284	287
(k) Marketing / Visual Merchandising 市務推廣／商品視覺展示	291	294	298	301
(l) Putonghua 普通話	305	308	312	315
(m) English 英語	319	322	326	329
(n) Personal Development 個人發展	333	336	340	343
(o) Others (please specify) 其他(請說明)	347	350	354	357

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

附註 : * 內部培訓指由公司內部提供之訓練。

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

* 外間培訓指由公司以外的培訓機構提供之訓練。

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

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

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	<u>Internal Training</u> 內部培訓 (%)	<u>External Training</u> 外間培訓 (%)	
(a) Managerial/Supervisory Skills / Strategic Management 管理／督導技巧／策略管理	365	368	371
(b) Customer Service 客戶服務	372	375	378
(c) Selling Skills 銷售技巧	379	382	385
(d) Product Knowledge 產品知識	386	389	392
(e) Complaints Handling 投訴處理	393	396	399
(f) Coaching Skills / Team Work / Communication 專業教練技巧／團隊工作／溝通技巧	400	403	406
(g) Store Operations 店舖營運	407	410	413
(h) Merchandising / Logistics / Inventory Management / Supply Chain Management 採購／物流／存貨管理／供應鏈管理	414	417	420
(i) IT and Applications 資訊科技及應用	421	424	427
(j) E-Commerce 電子商貿	428	431	434
(k) Marketing / Visual Merchandising 市務推廣／商品視覺展示	435	438	441
(l) Putonghua 普通話	442	445	448
(m) English 英語	449	452	455
(n) Personal Development 個人發展	456	459	462
(o) Others (please specify) 其他(請說明) _____	463	466	469

8. Does your company take priority to select those courses recognized under the Qualifications Framework when sponsor or provide training to your staff?

貴公司在提供培訓資助或訓練給員工時，有沒有考慮選擇已獲資歷架構認可的課程為首選？

Yes
有

No
沒有

470

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

貴公司有沒有為兼職售貨員／服務員提供培訓資助或訓練？

Yes
有

No
沒有

471

10. 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？

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Pre-requisite (please go to Q.11)
472 必須(請答第11題)

Preferred (please go to Q.11)
473 宜有(請答第11題)

No comment (please go to Q.12)
474 沒有意見(請答第12題)

Not necessary (please go to Q.12)
475 不需要(請答第12題)

476

11. 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)

	<u>Very Important</u> 十分重要	<u>Important</u> 重要	<u>Not Very Important</u> 不太重要	<u>Not Necessary</u> 不需要
(a) Managerial / Supervisory Skills / Strategic Management 管理／督導技巧／策略管理	<input type="checkbox"/> 477	<input type="checkbox"/> 478	<input type="checkbox"/> 479	<input type="checkbox"/> 480
(b) Customer Service 客戶服務	<input type="checkbox"/> 481	<input type="checkbox"/> 482	<input type="checkbox"/> 483	<input type="checkbox"/> 484
(c) Selling Skills 銷售技巧	<input type="checkbox"/> 485	<input type="checkbox"/> 486	<input type="checkbox"/> 487	<input type="checkbox"/> 488
(d) Product Knowledge 產品知識	<input type="checkbox"/> 489	<input type="checkbox"/> 490	<input type="checkbox"/> 491	<input type="checkbox"/> 492
(e) Complaints Handling 投訴處理	<input type="checkbox"/> 493	<input type="checkbox"/> 494	<input type="checkbox"/> 495	<input type="checkbox"/> 496
(f) Coaching Skills / Team Work / Communication 專業教練技巧／團隊工作／溝通技巧	<input type="checkbox"/> 497	<input type="checkbox"/> 498	<input type="checkbox"/> 499	<input type="checkbox"/> 500
(g) Store Operations 店舖營運	<input type="checkbox"/> 501	<input type="checkbox"/> 502	<input type="checkbox"/> 503	<input type="checkbox"/> 504
(h) Merchandising / Logistics / Inventory Management / Supply Chain Management 採購／物流／存貨管理／供應鏈管理	<input type="checkbox"/> 505	<input type="checkbox"/> 506	<input type="checkbox"/> 507	<input type="checkbox"/> 508
(i) IT and Applications 資訊科技及應用	<input type="checkbox"/> 509	<input type="checkbox"/> 510	<input type="checkbox"/> 511	<input type="checkbox"/> 512
(j) E-Commerce 電子商貿	<input type="checkbox"/> 513	<input type="checkbox"/> 514	<input type="checkbox"/> 515	<input type="checkbox"/> 516
(k) Marketing / Visual Merchandising 市務推廣／商品視覺展示	<input type="checkbox"/> 517	<input type="checkbox"/> 518	<input type="checkbox"/> 519	<input type="checkbox"/> 520
(l) Putonghua 普通話	<input type="checkbox"/> 521	<input type="checkbox"/> 522	<input type="checkbox"/> 523	<input type="checkbox"/> 524
(m) English 英語	<input type="checkbox"/> 525	<input type="checkbox"/> 526	<input type="checkbox"/> 527	<input type="checkbox"/> 528
(n) Personal Development 個人發展	<input type="checkbox"/> 529	<input type="checkbox"/> 530	<input type="checkbox"/> 531	<input type="checkbox"/> 532
(o) Others (please specify) 其他(請說明)	<input type="checkbox"/> 533	<input type="checkbox"/> 534	<input type="checkbox"/> 535	<input type="checkbox"/> 536

537

Difficulties Encountered in Recruitment**招聘困難**

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此欄毋須填寫

538
12. Did your company encounter any difficulties in recruitment of retail trade employees in the past 12 months?

(Please tick as appropriate)

過去十二個月，貴公司在招聘零售業僱員過程中有沒有遇到困難？

(請在適當的格內填上✓號)

 Yes (please go to Q.13)
有(請答第13題)

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

 No recruitment need
(End of questionnaire. Thank you.)
沒有招聘需要(問卷完，多謝合作。)
Major Difficulties Encountered in Recruitment**主要招聘困難**13. Please give the three most difficulties in recruitment your company encountered in the past 12 months.

請說明貴公司在過去十二個月所遇到最主要的三項招聘困難。

	Managerial Level 經理級	Supervisory Level 主任級	Sales Staff 售貨員	Operative /Clerical Support Level 輔助人員 /文員級	Part-time Sales Staff and Service Staff 兼職售貨員 /服務員
(a) Candidates lacked the relevant skills/expertise 應徵者並無相關技能/知識	<input type="checkbox"/> 539	<input type="checkbox"/> 540	<input type="checkbox"/> 541	<input type="checkbox"/> 542	<input type="checkbox"/> 543
(b) Candidates lacked the relevant experience 應徵者缺乏相關經驗	<input type="checkbox"/> 544	<input type="checkbox"/> 545	<input type="checkbox"/> 546	<input type="checkbox"/> 547	<input type="checkbox"/> 548
(c) Candidates lacked the relevant academic qualification 應徵者未具相關學歷	<input type="checkbox"/> 549	<input type="checkbox"/> 550	<input type="checkbox"/> 551	<input type="checkbox"/> 552	<input type="checkbox"/> 553
(d) Candidates' language skills (including Putonghua) were poor 應徵者語文能力(包括普通話)水平欠佳	<input type="checkbox"/> 554	<input type="checkbox"/> 555	<input type="checkbox"/> 556	<input type="checkbox"/> 557	<input type="checkbox"/> 558
(e) Candidates found the remuneration package and fringe benefit not attractive 應徵者認為薪酬及附帶福利欠吸引	<input type="checkbox"/> 559	<input type="checkbox"/> 560	<input type="checkbox"/> 561	<input type="checkbox"/> 562	<input type="checkbox"/> 563
(f) Candidates were unwilling to work long working hours and on shift 應徵者不願意長時間及輪班工作	<input type="checkbox"/> 564	<input type="checkbox"/> 565	<input type="checkbox"/> 566	<input type="checkbox"/> 567	<input type="checkbox"/> 568
(g) Candidates had more choices in the market 應徵者在市場上有很多選擇	<input type="checkbox"/> 569	<input type="checkbox"/> 570	<input type="checkbox"/> 571	<input type="checkbox"/> 572	<input type="checkbox"/> 573
(h) Candidates were lack of awareness of career opportunities available and the career prospect in retailing 應徵者缺乏在零售行業就業機會及前景的意識	<input type="checkbox"/> 574	<input type="checkbox"/> 575	<input type="checkbox"/> 576	<input type="checkbox"/> 577	<input type="checkbox"/> 578
(i) Others (Please Specify) 其他(請註明) _____	<input type="checkbox"/> 579	<input type="checkbox"/> 580	<input type="checkbox"/> 581	<input type="checkbox"/> 582	<input type="checkbox"/> 583
(j) Others (Please Specify) 其他(請註明) _____	<input type="checkbox"/> 584	<input type="checkbox"/> 585	<input type="checkbox"/> 586	<input type="checkbox"/> 587	<input type="checkbox"/> 588

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此欄毋須填寫Q13 589 590 591 592 593

594
End of questionnaire. Thank you for your co-operation.
問卷完，多謝合作。

2014年零售業人力調查

附註

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

第一部份

4. **“A”欄－職稱**

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

5. **“B”欄－每月平均工資**

請填入每類僱員的每月平均工資幅度。僱員每月總工資包括底薪、超時工作工資、生活津貼、膳食津貼、佣金及花紅等。如貴公司有多於一名僱員擔任同一主要職務，請取其平均工資。(請參閱調查表同一頁最後一欄的編號說明。)

6. “C”欄 – 在2014年10月15日的僱員人數

請填入每項職稱在2014年10月15日的僱員人數，包括在公司內工作的東主、合夥人及涉及業務的無薪家庭成員。

7. “D”欄 – 在2014年10月15日的空缺額

請填入每項職稱在2014年10月15日的空缺數目。「現有空缺額」是指該職位仍懸空，需立刻填補而現正積極招聘人員。

8. “E”欄 – 預計在2015年10月的僱員人數

預計僱員人數指貴公司在2015年10月所僱用每項職稱的僱員人數。如估計業務屆時會擴張／收縮，此欄所填人數可多於／少於“C”欄。

9. “F”欄 – 僱員宜有的教育程度

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

10. “G”欄 – 僱員宜有的相關年資

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

2014年零售業人力調查

附註

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

第一部份

4. “A”欄－職稱

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

5. “B”欄－每月平均工資

請填入每類僱員的每月平均工資幅度。僱員每月總工資包括底薪、超時工作工資、生活津貼、膳食津貼、佣金及花紅等。如貴公司有多於一名僱員擔任同一主要職務，請取其平均工資。(請參閱調查表同一頁最後一欄的編號說明。)

6. “C”欄－在2014年10月15日的僱員人數

請填入每項職稱在2014年10月15日的僱員人數，包括在公司內工作的東主、合夥人及涉及業務的無薪家庭成員。

7. “D”欄 – 在2014年10月15日的空缺額

請填入每項職稱在2014年10月15日的空缺數目。「現有空缺額」是指該職位仍懸空，需立刻填補而現正積極招聘人員。

8. “E”欄 – 預計在2015年10月的僱員人數

預計僱員人數指貴公司在2015年10月所僱用每項職稱的僱員人數。如估計業務屆時會擴張／收縮，此欄所填人數可多於／少於“C”欄。

9. “F”欄 – 僱員宜有的教育程度

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

10. “G”欄 – 僱員宜有的相關年資

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

第二部份

11. 第1題 – 十二個月前的全職零售業僱員人數

請填入每項職位級別十二個月前的全職零售業僱員人數。

12. 第2題 – 過去十二個月內離職的全職零售業僱員人數

請填入每項職位級別過去十二個月內離職的全職零售業僱員人數。

13. 第3題 – 十二個月前的兼職售貨員／服務員人數及過去十二個月內離職的兼職售貨員／服務員人數

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

14. 第4題 – 離職僱員去向

請按去向填上過去十二個月內離職的零售業僱員人數。

15. 第 5 題 – 新聘零售業僱員的來源

請按來源填上過去十二個月內新聘的零售業僱員人數。

16. 第 6 題 – 貴公司向全職零售業僱員提供的培訓資助或訓練

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

17. 第 7 題 – 提供內部及外間培訓的相對百分比

請就每項訓練範，疇填入未來十二個月所提供的內部及外間培訓的相對百分比。

18. 第 8 題 – 考慮選擇已獲資歷架構認可的課程為培訓首選

請表明貴公司在提供培訓資助或訓練給員工時，有沒有考慮選擇已獲資歷架構認可的課程為首選。

19. 第 9 題 – 貴公司向兼職售貨員／服務員提供的培訓資助或訓練

請表明有否為兼職售貨員／服務員提供培訓資助或訓練。

20. 第 10 題 – 對前線銷售人員的職前培訓意見

請表明貴公司對前線銷售人員的職前培訓的意見。

21. 第 11 題 – 前線銷售人員職前培訓的訓練範疇的重要程度

請貴公司就前線銷售人員職前培訓，表明每項訓練範疇的重要程度

22. 第 12 題 – 招聘困難

請填寫貴公司在過去十二個月在招聘零售業僱員過程中有否遇到困難。

23. 第 13 題 – 主要招聘困難

請選取貴公司在過去十二個月所遇到最主要的三項招聘困難。

2014年零售業人力調查

主要職務的工作說明

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

編號	職稱	工作說明
經理級(包括高級及助理經理)(續)		
120	培訓經理	策劃、指導和管理培訓事宜。按照人力計劃制訂培訓計劃，確定培訓需要，提供培訓課程，以及監察培訓成效。
121	商品陳列經理	策劃及制定零售業務之視覺營銷方向事宜。負責店內之設計、空間規劃及顧客流量，以確保提升客人對產品及品牌的認識。
122	電子商務經理	負責監督零售企業在網上銷售的情況及網頁設計師和軟件開發人員團隊所創造的在線交易系統和網站。此外亦負責於網上推廣品牌形象以刺激顧客消費。
198	東主；獨資經營者；執行合夥董事	擁有和經營業務。
199	其他經理級人員 (請說明其職稱)	參與會計、財務、資訊科技或其他行政工作的經理級人員。

編號	職稱	工作說明
主任級(包括高級及助理主任)		
211	店舖／分店主任	負責某種貨品或數種貨品在一間店舖／經銷店的銷售。查核和研究銷售數字、貨品存貨及顧客要求，然後提出建議。監督一組售貨員的工作。
212	商品陳列主任	監督及設計櫥窗、陳列櫃或店內陳列商品的視覺效果。策劃及指導店內商品陳列。
213	物流／運輸／倉庫主任	監督貨品的物流、運輸及存倉工作，以便為使用者及顧客提供有系統服務。
214	公共關係／廣告主任	策劃、推行市場推廣計劃，以擴大商品銷路及推廣公司形象。與大眾傳播媒介及廣告公司保持緊密聯絡。
215	客戶服務主任	監督、推行與客戶服務有關的工作。直接向客戶提供服務。
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。
218	電子商務主任	實施和協調電子商務的經營計劃和公司的網絡營銷方案。確保所有可用的在線信息是當前和更新。
299	其他主任級人員 (請說明其職稱)	從事行政與支援工作的主任級人員。

編號	職稱	工作說明
售貨員		
311	高級售貨員	在零售店／經銷店售賣貨品，提供顧客服務及／或負責收銀工作；具較多銷售經驗及／或良好銷售記錄。（如公司沒有特別說明，具五年或以上相關經驗者為高級售貨員）
312	初級售貨員	在零售店／經銷店售賣貨品，提供顧客服務及／或負責收銀工作；通常銷售經驗較少。（如公司沒有特別說明，具少於五年相關經驗者為初級售貨員）
輔助人員／文員級		
313	存貨／採購文員	接收、儲存與分配存貨及貨品。編製購貨訂單，並保存已購貨物的記錄。編寫和比較存貨記錄，供採購貨品之用。
314	存貨助理	收發貨品，安排儲存，添補貨倉及／或店舖貨架的存貨。
315	電子商務助理	輸入數據於電子商務平台及審查產品數據的準確性，回覆及跟進客戶電子郵件的要求，直到完全解決及協助處理客戶退貨的事宜。此外，亦需要支援一般管理工作包括預訂新產品和庫存檢查等。
316	商品陳列助理	負責及支援櫥窗佈置、店內陳列及貨品造型。
399	其他文員／輔助人員（請說明其職稱）	提供支援工作的文員。
兼職售貨員／服務員		
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。

2015 年至 2017 年零售業人力預測 人力市場分析法

分析方法

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

2. 本會自 2002 年開始採用 LMA，推算零售業的人力。

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

零售業的人力需求預測

4. 本會為零售業定出下列七個決定因素，並將它們歸類為主要成分。

- i) 貸款及墊款總額 [LAI]
- ii) 綜合消費物價指數 [CCPI]
- iii) 物業價格指數（私人住宅）[PPI]
- iv) 訪港旅客人數 [VAI]
- v) 服務輸出 [XSER]
- vi) 貨品出口貨量指數 [XGDS]
- vii) 貨品進口貨量指數 [MGDS]

5. 由於缺乏足夠的人力數據進行「預斷」步驟，本會採用經濟學上的「投入產出模型」進行分析。「投入產出模型」旨在量化經濟體系內各個行業之間的依存關係。在投入產出表內，經濟體系的所有產出數據會分為兩類呈現：生產（適用於農業、製造業及服務業）或最終需求（即消費或投資）。在投入產出模型內，個別行業需要投入某些主要資源（例如勞動力、資本器材）以製造產品。我們假設在預定的一段短時間內，該行業的生產系數不變（即規模收益不變）。要找出該行業的人力需求，必須先確定生產（或最終需求）與僱員人數的比率，然後才推算需要投入的各項人力。這個比率稱為「就業系數」，代表每個生產單位（或最終需求）所需要的僱員數目。

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

7. 按 LMA 的統計模型作推算，2015 年至 2017 年零售業的預計人力需求如下：

年份	人力需求	僱主預測數字	推算人力數字
2014	282 379	-	-
2015	-	282 556 (+0.06%*)	284 508 (+0.8%*)
2016	-	-	287 822 (+1.2%**)
2017	-	-	292 321 (+1.6%**)

* 與 2014 年實際人力比較的百分比變幅。
 **與前一年推算人力比較的百分比變幅。

2014 Retail Trade Manpower Survey
零售業 2014 年人力調查
Table 1 : Number of Companies, Employees, Vacancies and Total Manpower Demand by Branch
表 1 : 公司及僱員人數、職位空缺及人力總需求 (按類別劃分)

Branch 類別	Number of Companies 公司數目	No. of Employees at 15.10.2014 2014年10月15日 時的僱員人數	No. of Vacancies at 15.10.2014 2014年10月15日 時的空缺數目	Total Manpower Demand (Numbers Employed + Vacancies) 人力總需求 (僱員人數 + 空缺數目)	Employers' Forecast for 2015 僱主預測2015年 人力需求	Changes on 2014 與2014年比較	Changes (%) on 2014 與2014年比較 (%)
1 Food, Beverages and Tobacco 食品、飲品及煙草	9 841	45 768	596	46 364	46 383	19	0.04%
2 Supermarkets 超級市場	94	31 397	2 790	34 187	34 275	88	0.3%
3 Fuel and Transport Equipment 燃料及運輸設備	1 269	8 757	135	8 892	8 892	0	0.0%
4 Clothing, Footwear and Allied Products 衣物、鞋類及有關製品	8 384	50 864	1 761	52 625	52 981	356	0.7%
5 Consumer Goods, n.e.c 其他消費品	12 346	51 177	1 011	52 188	52 242	54	0.1%
6 Department Stores 百貨公司	28	12 806	499	13 305	13 305	0	0.0%
7 Jewellery 珠寶首飾	1 688	15 230	602	15 832	15 831	- 1	-0.01%
8 Medicines and Cosmetics 藥物及化妝品	1 259	24 231	1 921	26 152	25 810	- 342	-1.3%
9 Durable Goods, n.e.c. 其他耐用品	1 852	13 553	425	13 978	13 908	- 70	-0.5%
10 Electrical Goods 電訊設備及電器產品	1 983	14 020	236	14 256	14 363	107	0.8%
11 Retail Trade not via Stores and Mobile Stalls 無店面和不經流動貨攤的零售	2 080	4 538	62	4 600	4 566	- 34	-0.7%
Total 總計	40 824*	272 341#	10 038	282 379	282 556	177	0.06%

Note:
註:

* The figure of 40 824 refers to the number of registered companies at company level based on the record of Central Register of Establishment (CRE) excluding those inactive companies in the trade. The total number of companies at company level in 2014 was 46 642

2014 年機構單位記錄庫內的零售業公司總數為46 642 間，剔除不活躍商號後，登記公司數目有40 824間。
Including both Technical Manpower (243 838) and Non-Technical Manpower (28 503).
包括主要職能人員 (243 838人) 及非主要職能人員 (28 503人)。

2014 Retail Trade Manpower Survey
零售業 2014 年人力調查
Table 2 : Distribution of Employees by Branch and Job Level
表 2 : 僱員分布情況 (按類別及職級劃分)

Branch 類別	Managerial 經理級	Supervisory 主任級	Sales 售貨員	Part-time Sales / Service 兼職售貨員/ 服務員	Operative/ Clerical Support 輔助人員/ 文員級	Owner/Sole Proprietor/ Working Partner 東主/ 獨資經營者/ 執行合夥董事	Non-Technical Manpower 非主要職能人員	Branch Total 類別總計	% to Total 類別佔總計 百分比 (%)
1 Food, Beverages and Tobacco 食品、飲品及煙草	2 900	5 514	22 139	7 365	387	3 184	4 279	45 768	16.8%
2 Supermarkets 超級市場	1 943	2 886	7 946	13 628	1 548	0	3 446	31 397	11.5%
3 Fuel and Transport Equipment 燃料及運輸設備	487	663	4 471	199	309	190	2 438	8 757	3.2%
4 Clothing, Footwear and Allied Products 衣物、鞋類及有關製品	2 678	5 077	26 938	7 892	1 200	3 142	3 937	50 864	18.7%
5 Consumer Goods, n.e.c 其他消費品	2 114	5 011	28 777	6 813	968	4 114	3 380	51 177	18.8%
6 Department Stores 百貨公司	656	1 261	6 465	2 333	566	0	1 525	12 806	4.7%
7 Jewellery 珠寶首飾	1 069	1 608	9 085	388	321	628	2 131	15 230	5.6%
8 Medicines and Cosmetics 藥物及化妝品	1 892	1 747	12 552	4 477	927	206	2 430	24 231	8.9%
9 Durable Goods, n.e.c. 其他耐用品	611	1 225	6 880	1 005	1 026	431	2 375	13 553	5.0%
10 Telecommunications Equipment & Electrical Goods 電訊設備及電器產品	687	1 763	8 435	631	280	304	1 920	14 020	5.1%
11 Retail Trade not via Stores and Mobile Stalls 無店面和不經流動貨攤的零售	298	679	354	48	1 758	759	642	4 538	1.7%
Total 總計	15 335	27 434	134 042	44 779	9 290	12 958	28 503	272 341*	100.0%

Note:

註:

* Including both Technical Manpower (243 838) and Non-Technical Manpower (28 503).

包括主要職能人員 (243 838 人) 及非主要職能人員 (28 503 人)。

The number refers to headcounts.

有關數字指總人數。

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Table 3 : 2012 and 2014 Manpower Comparison by Branch

表 3 : 2012年與2014年人力需求比較 (按類別劃分)

	Branch 類別	2012 Total Manpower Demand 2012年 人力總需求	2014 Total Manpower Demand 2014年 人力總需求	2014 vs 2012 (%) 2012年與2014年 比較 (%)	2015 Forecast 2015年預測	2015 vs 2014 (%) 2014年與2015年 比較 (%)
1	Food, Beverages and Tobacco 食品、飲品及煙草	47 070	46 364	-1.5%	46 383	0.04%
2	Supermarkets 超級市場	27 979	34 187	22.2%	34 275	0.3%
3	Fuel and Transport Equipment 燃料及運輸設備	9 321	8 892	-4.6%	8 892	0.0%
4	Clothing, Footwear and Allied Products 衣物、鞋類及有關製品	52 961	52 625	-0.6%	52 981	0.7%
5	Consumer Goods 其他消費品	48 501	52 188	7.6%	52 242	0.1%
6	Department Stores 百貨公司	12 887	13 305	3.2%	13 305	0.0%
7	Jewellery 珠寶首飾	14 112	15 832	12.2%	15 831	-0.01%
8	Medicines and Cosmetics 藥物及化妝品	23 490	26 152	11.3%	25 810	-1.3%
9	Durable Goods 其他耐用用品	13 348	13 978	4.7%	13 908	-0.5%
10	Telecommunications Equip & Elec Goods 電訊設備及電器產品	14 438	14 256	-1.3%	14 363	0.8%
11	Retail Trade not via Stores and Mobile Stalls 無店面和不經流動貨攤的零售	2 857	4 600	61.0%	4 566	-0.7%
	Total 總計	266 964	282 379	5.8%	282 556	0.06%

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Table 4 : Number of Employees, Vacancies and Total Manpower Demand by Job Level
表 4 : 僱員人數、空缺數目及人力總需求 (按職級劃分)

Job Code 職位編號	Job level 職級	2014 2014年		Total Manpower Demand (Numbers Employed + Vacancies) 人力總需求 (僱員人數 + 空缺數目)	Forecast for 2015 2015年預測		Changes (%) 與2014年比較 (%)
		No. of Employees at 15.10.2014 2014年10月15日的 僱員人數	No. of Vacancies at 15.10.2014 2014年10月15日的 空缺數目		Employers' Forecast for 2015 僱主預測 2015年人力需求	Changes on 2014 與2014年比較	
Managerial 經理級							
111	General Manager 總經理	1 270	0	1 270	1 270	0	0.0%
112	Operations / Retail Manager 營運/零售經理	2 247	7	2 254	2 257	3	0.1%
113	District / Area Manager 分區/地區經理	844	5	849	861	12	1.4%
114	Store Manager 店舖經理	7 757	223	7 980	8 100	120	1.5%
115	Marketing Manager 市場推廣經理	532	7	539	543	4	0.7%
116	Sales Manager 營業經理	1 415	30	1 445	1 459	14	1.0%
117	Customer Services Manager 客戶服務經理	155	1	156	156	0	0.0%
118	Head of Merchandising / Buying Manager 採購主管/經理	539	5	544	549	5	0.9%
119	Logistics / Distribution / Warehouse Manager 物流/運輸/倉庫經理	319	1	320	319	-1	-0.3%
120	Training Manager 培訓經理	122	4	126	126	0	0.0%
121	Visual Merchandising Manager 商品陳列經理	96	2	98	101	3	3.1%
122	E-commerce Manager 電子商務經理	39	8	47	49	2	4.3%
	Sub Total 小計	15 335	293	15 628	15 790	162	1.0%
Supervisory 主任級							
211	Store Supervisor 店舖/分店主任	22 449	419	22 868	23 018	150	0.7%
212	Visual Merchandising Supervisor 商品陳列主任	168	4	172	180	8	4.7%
213	Logistics / Distribution / Warehouse Supervisor 物流/運輸/倉庫主任	717	6	723	730	7	1.0%
214	Public Relations Officer / Advertising Officer 公共關係/廣告主任	526	11	537	552	15	2.8%
215	Customer Services Supervisor 客戶服務主任	969	15	984	987	3	0.3%
216	Merchandiser / Buyer 採購主任	2 029	20	2 049	2 070	21	1.0%
217	Training Officer 培訓主任	122	13	135	135	0	0.0%
218	E-commerce Supervisor 電子商務主任	454	3	457	454	-3	-0.7%
	Sub Total 小計	27 434	491	27 925	28 126	201	0.7%
Sales 售貨員							
311	Senior Sales Staff 高級售貨員	50 991	539	51 530	51 512	-18	0.0%
312	Junior Sales Staff 初級售貨員	83 051	5 497	88 548	88 236	-312	-0.4%
	Sub Total 小計	134 042	6 036	140 078	139 748	-330	-0.2%
Operative / Clerical Support 輔助人員/文員級							
313	Stock / Purchasing Clerk 存貨/採購文員	2 576	31	2 607	2 618	11	0.4%
314	Stock Assistant 存貨助理	4 634	335	4 969	4 825	-144	-2.9%
315	E-commerce Assistant 電子商務助理	1 831	8	1 839	1 868	29	1.6%
316	Visual Merchandising Assistant 商品陳列助理	249	3	252	252	0	0.0%
	Sub Total 小計	9 290	377	9 667	9 563	-104	-1.1%
Part Time Sales/Service 兼職售貨員/服務員							
411	Part Time Sales / Service Staff* 兼職售貨員/服務員*	44 779	2 203	46 982	47 329	347	0.7%
	Sub Total 小計	44 779	2 203	46 982	47 329	347	0.7%
Owner / Sole Proprietor / Working Partner 東主/獨資經營者/執行合夥董事							
198	Owner / Sole Proprietor / Working Partner 東主/獨資經營者/執行合夥董事	12 958	0	12 958	12 957	-1	0.0%
	Sub Total 小計	12 958	0	12 958	12 957	-1	0.0%
Total Technical Manpower 主要職能人員總數							
199	Other Managers 其他經理級人員	2 244	39	2 283	2 289	6	0.3%
299	Other Supervisors 其他主任級人員	3 886	61	3 947	3 945	-2	-0.1%
399	Other Clerks / Supportive Staff 其他文員/輔助人員	22 373	538	22 911	22 809	-102	-0.4%
	Total Workforce 總計	272 341	10 038	282 379	282 556	177	0.06%

* The number refers to headcounts.
有關數字指總人數。

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Table 5: 2012 and 2014 Manpower Comparison by Job Level
表 5: 2012年與2014年人力需求比較(按職級劃分)

Job Code 職位編號	Job Level 職級	2012 Total Manpower Demand 2012年人力總需求	2014 Total Manpower Demand 2014年人力總需求	2014 vs 2012 (%) 2012年與2014年 比較(%)	2015 Forecast 2015年預測	2015 vs 2014 (%) 2014年與2015年 比較(%)
Managerial 經理級						
111	General Manager 總經理	1 272	1 270	-0.2%	1 270	0.0%
112	Operations / Retail Manager 營運/零售經理	2 246	2 254	0.4%	2 257	0.1%
113	District / Area Manager 營運/地區經理	875	849	-3.0%	861	1.4%
114	Store Manager 店舖經理	6 734	7 980	18.5%	8 100	1.5%
115	Marketing Manager 市場推廣經理	562	539	-4.1%	543	0.7%
116	Sales Manager 營業經理	1 382	1 445	4.6%	1 459	1.0%
117	Customer Services Manager 客戶服務經理	212	156	-26.4%	156	0.0%
118	Head of Merchandising / Buying Manager 採購主管/經理	671	544	-18.9%	549	0.9%
119	Logistics / Distribution / Warehouse Manager 物流/運輸/倉庫經理	333	320	-3.9%	319	-0.3%
120	Training Manager 培訓經理	126	126	0.0%	126	0.0%
121	Visual Merchandising Manager 商品陳列經理	90	98	8.9%	101	3.1%
122	E-commerce Manager 電子商務經理	-	47	-	49	4.3%
	Sub Total 小計	14 503	15 628	7.8%	15 790	1.0%
Supervisory 主任級						
211	Store Supervisor 店舖/分店主任	22 439	22 868	1.9%	23 018	0.7%
212	Visual Merchandising Supervisor 商品陳列主任	207	172	-16.9%	180	4.7%
213	Logistics / Distribution / Warehouse Supervisor 物流/運輸/倉庫主任	713	723	1.4%	730	1.0%
214	Public Relations Officer / Advertising Officer 公共關係/廣告主任	467	557	15.0%	552	2.8%
215	Customer Services Supervisor 客戶服務主任	1 271	984	-22.6%	987	0.3%
216	Merchandiser / Buyer 採購主任	2 231	2 049	-8.2%	2 070	1.0%
217	Training Officer 培訓主任	181	135	-25.4%	135	0.0%
218	E-commerce Supervisor 電子商務主任	-	457	-	454	-0.7%
	Sub Total 小計	27 509	27 925	1.5%	28 126	0.7%
Sales 售貨員						
311	Senior Sales Staff 高級售貨員	51 395	51 530	0.3%	51 512	0.0%
312	Junior Sales Staff 初級售貨員	86 138	88 548	2.8%	88 236	-0.4%
	Sub Total 小計	137 533	140 078	1.9%	139 748	-0.2%
Operative / Clerical Support 輔助人員/文員級						
313	Stock / Purchasing Clerk 存貨/採購文員	2 322	2 607	12.3%	2 618	0.4%
314	Stock Assistant 存貨助理	4 068	4 969	22.1%	4 825	-2.9%
315	E-Commerce Assistant 電子商務助理	986	1 839	86.5%	1 868	1.6%
316	Visual Merchandising Assistant 商品陳列助理	135	252	86.7%	252	0.0%
	Sub Total 小計	7 511	9 667	28.7%	9 563	-1.1%
Part Time Sales/Service 兼職售貨員/服務員						
411	Part Time Sales / Service Staff* 兼職售貨員/服務員*	35 499	46 982	32.3%	47 329	0.7%
	Sub Total 小計	35 499	46 982	32.3%	47 329	0.7%
Owner / Sole Proprietor / Working Partner 東主/獨資經營者/執行合夥董事						
198	Owner / Sole Proprietor / Working Partner 東主/獨資經營者/執行合夥董事	13 203	12 958	-1.9%	12 957	-0.01%
	Sub Total 小計	13 203	12 958	-1.9%	12 957	-0.01%
Total Technical Manpower 主要職能人員總數						
199	Other Managers 其他經理級人員	2 377	2 283	-4.0%	2 289	0.3%
299	Other Supervisors 其他主任級人員	3 943	3 947	0.1%	3 945	-0.1%
399	Other Clerks / Supportive Staff 其他文員/輔助人員	24 886	22 911	-7.9%	22 809	-0.4%
	Total Workforce 總計	266 964	282 379	5.8%	282 556	0.06%

* The number refers to headcounts.
有關數字指總人數。

Table 6: Preferred Education of Employees by Job Level
表 6: 僱員宜有的教育程度 (按職級劃分)

Job Level 職級	University Degree or above 大學學位或以上	Associate Degree/Prof Dip/HD or equivalent 副學士學位/專業文憑/ 高級文憑或同等學歷	Diploma/ Higher Certificate or equivalent 文憑/高級證書 或同等學歷	Certificate/ Secondary 4 - 7 / HKDSE or equivalent 證書/ 中四至中七/ 香港中學文憑 或同等學歷	Secondary 3 or below/Others 中三或以下/其他	Unspecified 未有註明	Total 總計
Managerial 經理級							
111 General Manager 總經理	541	44	43	59	0	43	1 270
112 Operations / Retail Manager 營運/零售經理	486	133	79	1 477	0	72	2 247
113 District / Area Manager 分區/地區經理	113	265	166	243	0	57	844
114 Store Manager 店舖經理	415	686	1 437	5 094	5	120	7 757
115 Marketing Manager 市場推廣經理	362	27	35	15	0	93	532
116 Sales Manager 營業經理	338	90	262	462	10	253	1 415
117 Customer Services Manager 客戶服務經理	89	21	3	15	0	27	155
118 Head of Merchandising / Buying Manager 採購主管/經理	341	50	30	73	0	45	539
119 Logistics / Distribution / Warehouse Manager 物流/運輸/倉庫經理	108	51	25	117	0	18	319
120 Training Manager 培訓經理	89	2	4	5	0	22	122
121 Visual Merchandising Manager 商品陳列經理	56	11	15	4	0	10	96
122 E-commerce Manager 電子商務經理	24	2	3	4	0	6	39
Sub Total 小計	2 962	1 382	2 102	8 108	15	766	15 335
% by Job Level (Total : 15 335)	19.3%	9.0%	13.7%	52.9%	0.1%	5.0%	100.0%
佔該職級百分比 (總人數 : 15 335)							
Supervisory 主任級							
211 Store Supervisor 店舖/分店主任	57	671	1 611	13 870	5 417	823	22 449
212 Visual Merchandising Supervisor 商品陳列主任	12	70	55	10	0	21	168
213 Logistics / Distribution / Warehouse Supervisor 物流/運輸/倉庫主任	23	125	136	334	4	95	717
214 Public Relations / Advertising Officer 公共關係/廣告主任	154	134	106	52	0	80	526
215 Customer Services Supervisor 客戶服務主任	27	66	128	706	2	40	969
216 Merchandiser / Buyer 採購主任	532	189	256	888	10	154	2 029
217 Training Officer 培訓主任	42	34	15	8	0	23	122
218 E-commerce Supervisor 電子商務主任	7	22	49	323	22	31	454
Sub Total 小計	854	1 311	2 356	16 191	5 455	1 267	27 434
% by Job Level (Total : 27 434)	3.1%	4.8%	8.6%	59.0%	19.9%	4.6%	100.0%
佔該職級百分比 (總人數 : 27 434)							
Sales 售貨員							
311 Senior Sales Staff 高級售貨員	179	159	780	34 501	13 049	2 323	50 991
312 Junior Sales Staff 初級售貨員	30	0	947	53 980	24 363	3 731	83 051
Sub Total 小計	209	159	1 727	88 481	37 412	6 054	134 042
% by Job Level (Total : 134 042)	0.2%	0.1%	1.3%	66.0%	27.9%	4.5%	100.0%
佔該職級百分比 (總人數 : 134 042)							
Operative / Clerical Support 輔助人員/文員級							
313 Stock / Purchasing Clerk 存貨/採購文員	19	40	256	2 050	131	80	2 576
314 Stock Assistant 存貨助理	0	0	25	2 391	1 753	465	4 634
315 E-commerce Assistant 電子商務助理	27	9	122	1 341	219	113	1 831
316 Visual Merchandising Assistant 商品陳列助理	7	38	73	106	2	23	249
Sub Total 小計	53	87	476	5 888	2 105	681	9 290
% by Job Level (Total : 9 290)	0.6%	0.9%	5.1%	63.4%	22.7%	7.3%	100.0%
佔該職級百分比 (總人數 : 9 290)							
Part Time Sales/Service 兼職售貨員/服務員							
411 Part Time Sales / Service Staff* 兼職售貨員/服務員*	410	0	791	17 015	25 238	1 325	44 779
Sub Total 小計	410	0	791	17 015	25 238	1 325	44 779
% by Job Level (Total : 44 779)	0.9%	0.0%	1.8%	38.0%	56.4%	3.0%	100.0%
佔該職級百分比 (總人數 : 44 779)							

* The number refers to headcounts.
有關數字指總人數。

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Table 7 : Preferred Relevant Years of Experience of Employees by Job Level
表 7 : 僱員喜有的相關年資 (按職級劃分)

Job Level 職級	10 years or more 十年或以上	6 years to less than 10 years 六年至十年以下	3 years to less than 6 years 三年至六年以下	1 year to less than 3 years 一年至三年以下	Less than 1 year 一年以下	Unspecified 未有註明	Total 總計
Managerial 經理級							
111 General Manager 總經理	406	274	526	21	0	43	1 270
112 Operations / Retail Manager 營運/零售經理	389	470	821	495	0	72	2 247
113 District / Area Manager 分區/地區經理	182	360	228	17	0	57	844
114 Store Manager 店舖經理	1 041	1 975	4 282	339	0	120	7 757
115 Marketing Manager 市場推廣經理	74	201	164	0	0	93	532
116 Sales Manager 營業經理	369	298	414	81	0	253	1 415
117 Customer Services Manager 客戶服務經理	30	61	37	0	0	27	155
118 Head of Merchandising / Buying Manager 採購主管/經理	112	219	162	1	0	45	539
119 Logistics / Distribution / Warehouse Manager 物流/運輸/倉庫經理	159	78	63	1	0	18	319
120 Training Manager 培訓經理	13	58	28	1	0	22	122
121 Visual Merchandising Manager 商品陳列經理	14	43	29	0	0	10	96
122 E-commerce Manager 電子商務經理	3	11	18	1	0	6	39
Sub Total 小計	2 792	4 055	6 765	957	0	766	15 335
% by Job Level (Total : 15 335)	18.2%	26.4%	44.1%	6.2%	0.0%	5.0%	100.0%
佔該職級百分比 (總人數 : 15 335)							
Supervisory 主任級							
211 Store Supervisor 店舖/分店主任	83	3 097	12 016	6 430	0	823	22 449
212 Visual Merchandising Supervisor 商品陳列主任	0	5	133	9	0	21	168
213 Logistics / Distribution / Warehouse Supervisor 物流/運輸/倉庫主任	12	20	475	115	0	95	717
214 Public Relations / Advertising Officer 公共關係/廣告主任	0	0	245	198	0	80	526
215 Customer Services Supervisor 客戶服務主任	0	77	296	556	0	40	969
216 Merchandiser / Buyer 採購主任	2	25	1 546	302	0	154	2 029
217 Training Officer 培訓主任	0	0	65	34	0	23	122
218 E-commerce Supervisor 電子商務主任	4	5	122	226	66	31	454
Sub Total 小計	101	3 232	14 898	7 870	66	1 267	27 434
% by Job Level (Total : 5 642)	0.4%	11.8%	54.3%	28.7%	0.2%	4.6%	100.0%
佔該職級百分比 (總人數 : 5 642)							
Sales 售貨員							
311 Senior Sales Staff 高級售貨員	1 825	2 109	26 287	15 877	2 570	2 323	50 991
312 Junior Sales Staff 初級售貨員	0	0	1 507	45 845	31 968	3 731	83 051
Sub Total 小計	1 825	2 109	27 794	61 722	34 538	6 054	134 042
% by Job Level (Total : 134 042)	1.4%	1.6%	20.7%	46.0%	25.8%	4.5%	100.0%
佔該職級百分比 (總人數 : 134 042)							
Operative / Clerical Support 輔助人員/文員級							
313 Stock / Purchasing Clerk 存貨/採購文員	6	0	419	1 143	928	80	2 576
314 Stock Assistant 存貨助理	0	0	39	2 203	1 927	465	4 634
315 E-commerce Assistant 電子商務助理	6	9	166	728	809	113	1 831
316 Visual Merchandising Assistant 商品陳列助理	0	8	175	175	42	23	249
Sub Total 小計	12	17	625	4 249	3 706	681	9 290
% by Job Level (Total : 9 290)	0.1%	0.2%	6.7%	45.7%	39.9%	7.3%	100.0%
佔該職級百分比 (總人數 : 9 290)							
Part Time Sales/Service 兼職售貨員/服務員							
411 Part Time Sales / Service Staff* 兼職售貨員/服務員	0	0	0	4 042	39 409	1 328	44 779
Sub Total 小計	0	0	0	4 042	39 409	1 328	44 779
% by Job Level (Total : 44 779)	0.0%	0.0%	0.0%	9.0%	88.0%	3.0%	100.0%
佔該職級百分比 (總人數 : 44 779)							

* The number refers to headcounts.
* 有關數字指總人數。

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Table 8 : Distribution of Employees by Job Level by Job Code/Title by Average Monthly Wage Range
表 8 : 僱員分布情況 (職級、職位編號/職稱及每月平均工資幅度劃分)

Job level 職級	Over \$50,000 \$50,000以上	\$30,001 - \$50,000	\$20,001 - \$30,000	\$10,001 - \$20,000	\$8,001 - \$10,000	Under \$8,001 \$8,001以下	Unspecified 未有註明	Total 總計
Managerial 經理級								
111 General Manager 總經理	153	373	288	243	0	0	213	1 270
112 Operations / Retail Manager 營運/零售經理	57	260	517	1 147	0	0	266	2 247
113 District / Area Manager 分區/地區經理	44	111	358	14	0	0	317	844
114 Store Manager 店舖經理	45	533	3 175	1 372	0	0	2 632	7 757
115 Marketing Manager 市場推廣經理	64	119	115	31	0	0	203	532
116 Sales Manager 營業經理	29	273	455	190	0	0	468	1 415
117 Customer Services Manager 客戶服務經理	22	51	31	5	0	0	46	155
118 Head of Merchandising / Buying Manager 採購主管/經理	62	96	121	36	0	0	224	539
119 Logistics / Distribution / Warehouse Manager 物流/運輸/倉庫經理	15	141	88	16	0	0	59	319
120 Training Manager 培訓經理	4	34	12	9	0	0	63	122
121 Visual Merchandising Manager 商品陳列經理	19	28	19	2	0	0	28	96
122 E-commerce Manager 電子商務經理	3	11	16	0	0	0	9	39
Sub Total 小計	517	2 030	5 195	3 065	0	0	4 528	15 335
% by Job Level (Total : 15 335) 佔該職級百分率 (總人數 : 15 335)	3.4%	13.2%	33.9%	20.0%	0.0%	0.0%	29.5%	100.0%
Supervisory 主任級								
211 Store Supervisor 店舖/分店主任	0	157	3 861	12 003	1 935	0	4 493	22 449
212 Visual Merchandising Supervisor 商品陳列主任	7	2	91	23	0	0	45	168
213 Logistics / Distribution / Warehouse Supervisor 物流/運輸/倉庫主任	0	10	149	360	2	0	196	717
214 Public Relations / Advertising Officer 公共關係/廣告主任	0	28	54	177	0	0	267	526
215 Customer Services Supervisor 客戶服務主任	0	1	145	664	46	0	113	969
216 Merchandiser / Buyer 採購主任	27	37	443	890	0	0	632	2 029
217 Training Officer 培訓主任	0	10	14	33	0	0	65	122
218 E-commerce Supervisor 電子商務主任	0	13	50	169	148	21	53	454
Sub Total 小計	34	258	4 807	14 319	2 131	21	5 864	27 434
% by Job Level (Total : 5 642) 佔該職級百分率 (總人數 : 5 642)	0.1%	0.9%	17.5%	52.2%	7.8%	0.1%	21.4%	100.0%
Sales 售貨員								
311 Senior Sales Staff 高級售貨員	2	133	3 400	30 555	6 603	1 278	9 020	50 991
312 Junior Sales Staff 初級售貨員	0	0	1 847	36 662	21 753	2 225	20 564	83 051
Sub Total 小計	2	133	5 247	67 217	28 356	3 503	29 584	134 042
% by Job Level (Total : 134 042) 佔該職級百分率 (總人數 : 134 042)	0.0%	0.1%	3.9%	50.1%	21.2%	2.6%	22.1%	100.0%
Operative / Clerical Support 輔助人員/文員級								
313 Stock / Purchasing Clerk 存貨/採購文員	0	30	9	1 651	347	0	539	2 576
314 Stock Assistant 存貨助理	0	15	26	2 187	1 083	0	1 323	4 634
315 E-commerce Assistant 電子商務助理	0	9	30	900	484	194	214	1 831
316 Visual Merchandising Assistant 商品陳列助理	0	0	0	119	49	0	81	249
Sub Total 小計	0	54	65	4 857	1 963	194	2 157	9 290
% by Job Level (Total : 9 290) 佔該職級百分率 (總人數 : 9 290)	0.0%	0.6%	0.7%	52.3%	21.1%	2.1%	23.2%	100.0%
Part Time Sales/Service Staff* 兼職售貨員/服務員*								
Part Time Sales / Service Staff* 兼職售貨員/服務員*	600	0	0	4 085	5 575	18 758	15 761	44 779
Sub Total 小計	600	0	0	4 085	5 575	18 758	15 761	44 779
% by Job Level (Total : 44 779) 佔該職級百分率 (總人數 : 44 779)	1.3%	0.0%	0.0%	9.1%	12.5%	41.9%	35.2%	100.0%

* The number refers to headcounts.
有關數字指總人數。

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Table 9 : Number of Training Places Provided / Sponsored by Employers in the Past 12 Months by Job Level
表 9 : 過去12個月僱主提供/資助的訓練名額 (按職級劃分)

Subject Areas 訓練範疇	2014			Forecast for 2015 2015 年預測	2015 vs 2014 2014 年與2015 年比較		
	Full-time Managerial and Supervisory Staff 全職經理及 主任級僱員	Full-time Sales and Operative/Clerical Support Staff 全職售貨員、 輔助人員/文員級僱員	Total 總計		Training Places (訓練名額)	Training Places (訓練名額)	Training Places (訓練名額)
Managerial Training 管理訓練	5 570	509	6 079	5 809	-270	-4.4%	
Managerial / Supervisory Skills / Strategic Management 管理/督導技巧/策略管理							
Trade Specific Training 行業專門培訓							
Customer Service 客戶服務	7 301	30 634	37 935	37 371	-564	-1.5%	
Selling Skills 銷售技巧	5 845	32 608	38 453	36 826	-1 627	-4.2%	
Product Knowledge 產品知識	9 849	48 542	58 391	56 925	-1 466	-2.5%	
Complaints Handling 投訴處理	4 478	9 692	14 170	15 088	+918	6.5%	
Coaching Skills / Team Work / Communication 專業教練技巧/團隊工作/溝通技巧	4 373	5 032	9 405	9 897	+492	5.2%	
Store Operations 店舖營運	3 066	9 013	12 079	11 390	-689	-5.7%	
Merchandising / Logistics / Inventory Management / Supply Chain Management 採購/物流/存貨管理/供應鏈管理	335	1 152	1 487	1 748	+261	17.6%	
IT & Applications 資訊科技及應用	504	2 271	2 775	3 398	+623	22.5%	
E-commerce 電子商貿	5	18	23	29	+6	26.1%	
Marketing / Visual Merchandising 市務推廣/商品視覺展示	1 138	3 259	4 397	4 566	+169	3.8%	
Languages 語文							
Putonghua 普通話	316	1 203	1 519	2 044	+525	34.6%	
English 英語	352	1 098	1 450	1 896	+446	30.8%	
Personal Development 個人發展	452	1 880	2 332	3 678	+1 346	57.7%	
Others 其他	1 720	4 751	6 471	5 479	-992	-15.3%	
Total 總計	45 304	151 662	196 966	196 144	-822	-0.4%	

Note 註:

1. Companies with employment size of 4 persons or less were excluded.
不包括僱員人數不多於四人的公司。

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Table 10 : Forecast Number of Training Places to be Provided / Sponsored by Employers in the Next 12 Months by Job Level
表 10 : 未來 12 個月僱主擬提供/資助的訓練名額 (按職級劃分)

Subject Areas 訓練範疇	Managerial & Supervisory Staff 經理及主任級	Operative / Clerical Support Staff 輔助人員/ 文員級	Total 總計	% of Training Places to be Provided Internally內部訓 練名額(%)	% of Training Places to be Provided Externally 外間訓練名額(%)	External Training Places Required 所需外間訓練名額
Managerial Training 管理訓練						
Managerial / Supervisory Skills / Strategic Management 管理/督導技巧/策略管理	5 368	441	5 809	75.7%	24.3%	1 412
Trade Specific Training 行業專門培訓						
Customer Service 客戶服務	6 951	30 420	37 371	84.7%	15.3%	5 700
Selling Skills 銷售技巧	5 760	31 066	36 826	86.0%	14.0%	5 150
Product Knowledge 產品知識	9 884	47 041	56 925	82.4%	17.6%	10 017
Complaints Handling 投訴處理	4 472	10 616	15 088	71.0%	29.0%	4 368
Coaching Skills / Interpersonal Skills / Team Work 專業教練技巧/人際關係技巧/團隊工作	4 305	5 592	9 897	80.1%	19.9%	1 965
Store Operations 店鋪營運	2 645	8 745	11 390	93.7%	6.3%	718
Merchandising / Logistics / Inventory Management / Supply Chain Management 採購/物流/存貨管理/供應鏈管理	344	1 404	1 748	84.8%	15.2%	266
IT & Applications 資訊科技及應用	552	2 846	3 398	75.6%	24.4%	830
E-commerce 電子商貿	5	24	29	13.8%	86.2%	25
Marketing / Visual Merchandising 市務推廣/商品視覺展示	1 059	3 507	4 566	96.3%	3.7%	168
Languages 語文						
Putonghua 普通話	302	1 742	2 044	23.3%	76.7%	1 567
English 英語	465	1 431	1 896	44.9%	55.1%	1 045
Personal Development 個人發展	449	3 229	3 678	68.5%	31.5%	1 157
Others 其他	1 186	4 293	5 479	84.5%	15.5%	847
Total 總計	43 747	152 397	196 144	82.0%	18.0%	35 235

Note 註:

1. Companies with employment size of 4 persons or less were excluded.
不包括僱員人數不多於四人的公司。

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Table 11 : 2014 and 2012 Comparison of Training Places Provided / Sponsored by Employers
表 11 : 2012 年與 2014 年僱主提供 / 資助的訓練名額比較

Subject Areas 訓練範疇	2012年	2014年	2012 vs 2014 (%)
Managerial Training 管理訓練			2012 年與 2014 年比較 (%)
Managerial / Supervisory Skills / Strategic Management 管理 / 督導技巧 / 策略管理	17 328	6 079	-64.9%
Trade Specific Training 行業專門培訓			
Customer Service 客戶服務	44 667	37 935	-15.1%
Selling Skills 銷售技巧	32 556	38 453	18.1%
Product Knowledge 產品知識	48 602	58 391	20.1%
Complaints Handling 投訴處理	17 014	14 170	-16.7%
Interpersonal Skills / Team Work 人際關係技巧 / 團隊工作	15 843	9 405	-40.6%
Store Operations 店鋪營運	43 380	12 079	-72.2%
Logistics / Supply Chain Management 物流 / 供應鏈管理	4 536	1 487	-67.2%
IT & Applications 資訊科技及應用	5 656	2 775	-50.9%
E-commerce 電子商貿	0	23	-
Marketing / Visual Merchandising 市務推廣 / 商品視覺展示	0	4 397	-
Languages 語文			
Putonghua 普通話	4 763	1 519	-68.1%
English 英語	5 397	1 450	-73.1%
Personal Development 個人發展	6 677	2 332	-65.1%
Others 其他	4 844	6 471	33.6%
Total 總計	251 263	196 966	-21.6%

Note 註:

- Companies with employment size of 4 persons or less were excluded.
不包括僱員人數不多於四人的公司。

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Table 12 : Needs for Pre-employment Training for Frontline Sales Staff by Branch
表 12 : 前線售貨員的職前培訓需求 (按類別劃分)

	Branch 類別	Pre-requisite 必須	Preferred 宜有	No comment 沒有意見	Not necessary 不需要	Unspecified 未有註明	Total 總計
1	Food, Beverages and Tobacco 食品、飲品及煙草	110 7.6%	40 2.8%	421 29.1%	872 60.3%	3 0.2%	1 446
2	Supermarkets 超級市場	3 6.3%	4 8.3%	20 41.7%	19 39.6%	2 4.2%	48
3	Fuel and Transport Equipment 燃料及運輸設備	16 5.5%	25 8.6%	91 31.4%	147 50.7%	11 3.8%	290
4	Clothing, Footwear and Allied Products 衣物、鞋類及有關製品	12 1.5%	297 37.3%	284 35.7%	171 21.5%	32 4.0%	796
5	Consumer Goods, n.e.c 其他消費品	13 1.0%	104 7.9%	716 54.3%	379 28.7%	107 8.1%	1 319
6	Department Stores 百貨公司	3 10.7%	11 39.3%	5 17.9%	5 17.9%	4 14.3%	28
7	Jewellery 珠寶首飾	3 0.6%	214 41.7%	180 35.1%	68 13.3%	48 9.4%	513
8	Medicines and Cosmetics 藥物及化妝品	107 37.4%	113 39.5%	55 19.2%	7 2.4%	4 1.4%	286
9	Durable Goods, n.e.c. 其他耐用用品	36 7.7%	7 1.5%	208 44.3%	219 46.6%	0 0.0%	470
10	Telecommunications Equipment & Electrical Goods 電訊設備及電器產品	22 7.4%	52 17.6%	148 50.0%	74 25.0%	0 0.0%	296
11	not Retail Trade Via Stores and Mobile Stalls 無店面和不經流動貨攤的零售	0 0.0%	6 6.4%	45 47.9%	35 37.2%	8 8.5%	94
	Total 總計	325 5.8%	873 15.6%	2 173 38.9%	1 996 35.7%	219 3.9%	5 586 100.0%

Note 註:

- Companies with employment size of 4 persons or less were excluded.
不包括僱員人數不多於四人的公司。
- The number refers to the companies.
數字代表公司數目。

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Table 13 : Needs for Pre-employment Training for Frontline Sales Staff by Subject Area
表 13 : 前線售貨員的職前培訓需求 (按訓練範疇劃分)

Subject Areas 訓練範疇	Very Important 十分重要		Important 重要		Not Very Important 不太重要		Not necessary 不需要	
	Number 人數	%	Number 人數	%	Number 人數	%	Number 人數	%
1 Managerial / Supervisory Skills / Strategic Management 管理 / 督導技巧 / 策略管理	6	0.5%	125	10.5%	798	66.8%	265	22.2%
2 Customer Service 客戶服務	480	40.2%	710	59.5%	4	0.3%	0	0.0%
3 Selling Skills 銷售技巧	659	55.2%	518	43.4%	14	1.2%	3	0.3%
4 Product Knowledge 產品知識	655	54.9%	412	34.5%	127	10.6%	0	0.0%
5 Complaints Handling 投訴處理	120	10.1%	825	69.1%	239	20.0%	10	0.8%
6 Coaching Skills / Team Work / Communication 專業教練技巧 / 團隊工作 / 溝通技巧	77	6.4%	460	38.5%	645	54.0%	12	1.0%
7 Store Operations 店鋪營運	17	1.4%	120	10.1%	817	68.4%	240	20.1%
8 Merchandising / Logistics / Inventory Management / Supply Chain Management 採購 / 物流 / 存貨管理 / 供應鏈管理	3	0.3%	319	26.7%	688	57.6%	184	15.4%
9 IT & Applications 資訊科技及應用	3	0.3%	256	21.4%	609	51.0%	326	27.3%
10 E-commerce 電子商貿	4	0.3%	212	18.0%	534	45.3%	428	36.3%
11 Marketing / Visual Merchandising 市務推廣 / 商品視覺展示	3	0.3%	144	12.2%	786	66.7%	245	20.8%
12 Putonghua 普通話	49	4.1%	693	58.0%	433	36.3%	19	1.6%
13 English 英語	17	1.4%	626	52.4%	532	44.6%	19	1.6%
14 Personal Development 個人發展	1	0.1%	91	7.6%	777	65.1%	325	27.2%
15 Others 其他	4	30.8%	8	61.5%	1	7.7%	0	0.0%

Note 註:

1. Companies with employment size of 4 persons or less were excluded.
不包括僱員人數不多於四人的公司。

Table 14 : Reasons for Recruitment Difficulties in the Past Twelve Months by Job Level
表14：過去12個月遇到招聘困難的原因（按職級劃分）

	Major Difficulties 主要困難	Managerial 經理級	Supervisory 主任級	Sales 售貨員	Operative/ Clerical Support 輔助人員/ 文員級	Part-time Sales/ Service 兼職售貨員/ 服務員	Total 總計**
1	Candidates lacked the relevant skills/expertise 應徵者並無相關技能/知識	6 4.0%	12 8.1%	39 26.2%	21 14.1%	71 47.7%	149 3.0%
2	Candidates lacked the relevant experience 應徵者缺乏相關經驗	70 14.2%	29 5.9%	266 54.1%	47 9.6%	80 16.3%	492 10.0%
3	Candidates lacked the relevant academic qualification 應徵者未具相關學歷	2 28.6%	2 28.6%	2 28.6%	1 14.3%	0 0.0%	7 0.1%
4	Candidates' language skills (including Putonghua) were poor 應徵者語文水平欠佳（包括普通話）	4 7.4%	7 13.0%	29 53.7%	9 16.7%	5 9.3%	54 1.1%
5	Candidates found the remuneration package and fringe benefit not attractive 應徵者認為薪酬及附帶福利欠吸引	89 6.5%	127 9.3%	848 62.0%	62 4.5%	241 17.6%	1 367 27.7%
6	Candidates were unwilling to work long working hours and on shift 應徵者不願意長時間及輪班工作	8 0.9%	112 12.7%	642 72.9%	45 5.1%	74 8.4%	881 17.8%
7	Candidates had more choices in the market 應徵者在市場上有很多選擇	29 2.2%	154 11.6%	828 62.4%	47 3.5%	268 20.2%	1 326 26.9%
8	Candidates were lack of awareness of career opportunities available and the career prospect in retailing 應徵者對零售業的就業機會及前景缺乏認識	17 3.7%	29 6.4%	272 59.8%	11 34.1%	126 27.7%	455 9.2%
9	Others reasons 其他原因#	2 1.0%	4 1.9%	120 58.3%	7 3.4%	73 35.4%	206 4.2%
	Total 總計***	227 4.6%	476 9.6%	3 046 61.7%	250 5.1%	938 19.0%	4 937 100.0%

Note 註:

- 1 Companies with employment size of 4 persons or less are excluded.
不包括僱員人數不多於四人的公司。
- 2 # Other reasons include "work place too far from home" and "aging population" etc.
其他原因包括「工作地點離家太遠」、「人口老化」等。
- 3 * As percentage of the total number of cases of recruitment difficulties by reason
* 佔該招聘困難原因個案總數的百分比。
- 4 ** As percentage of the total number of cases of recruitment difficulties at the same job level
*** 佔該職級招聘困難個案總數的百分比。

