

2010 Manpower Survey of the Beauty Care, Hairdressing and Cosmetics industry

二〇一〇年美容、美髮及化妝品業人力調查

Explanatory Notes

附註

Questionnaire (Part I)**調查表（第一部份）**

1. Please complete all columns ('A' to 'K') of the questionnaire which are applicable to your business sector and insert a zero (0) in any column which is not. Please refer to the information as at 31.1.2010.

請填寫表內 (A) 至 (K) 欄。如不適用，請填 (0) 符號。填寫之資料請參照 2010 年 1 月 31 日當天資料作準。

2. Column 'A' - Titles of Principal Jobs in the Beauty Care, Hairdressing and Cosmetics Industry

(A) 欄 — 美容、美髮及化妝品業主要職務名稱

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

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

3. Column 'B' - Total Monthly Income Range of Direct Employees (excluding trainees)

(B) 欄 — 直接僱員每月總收入（受訓者除外）

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

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

<u>Average Monthly Income</u> <u>平均每月收入</u>	<u>Code</u> <u>編號</u>
Under \$4,001 以下	1
\$4001 - \$7,000	2
\$7,001 - \$10,000	3
\$10,001 - \$13,000	4
\$13,001 - \$16,000	5
\$16,001 - \$20,000	6
\$20,001 - \$30,000	7
Over \$30,000 以上	8

4. Column 'B' - Number of Direct Employees (excluding trainees)
(B) 欄 — 直接僱員人數 (受訓者除外)

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

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

5. Column 'C' - Number of Part-time Employees (at 31.1.2010)
(C) 欄 — 兼職人士人數 (在 2010 年 1 月 31 日)

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

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

6. Column 'D' - Number of Freelancers (at 31.1.2010)
(D) 欄 — 自由職人士人數 (在 2010 年 1 月 31 日)

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

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

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

The forecast of number employed means the number of employees the organization will be employing 12 months from now (31.1.2011). The number given could be more/less than that in column 'B' if a expansion/contraction is expected.

預計僱員人數指貴機構在十二個月後 (2011 年 1 月 31 日) 的僱員人數。如估計業務屆時可能擴張／收縮，此欄所填的數字應多於／少於 (B) 欄。

8. Column 'F' - Number of Vacancies

(F) 欄 — 空缺額

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

「空缺額」指該職位仍懸空，須立刻填補而現正積極招聘人員填補。

9. Column 'G' - Number of Trainees

(G) 欄 — 受訓者人數

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

請填寫正在接受訓練的僱員總數。

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

(H) 及 (I) 欄 — 僱員現有及僱主期望僱員宜有教育程度

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

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

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

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

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

請將僱員現有及宜有的相關年資，按下列編號分別填入 (J) 及 (K)欄內。

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

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

註：調查所得資料絕對保密，只以統計摘要方式發表，並不提及個別機構。

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

美甲中心主要職務的工作說明

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

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

Code No. 編號	Job Title 職稱	Job Description 工作說明
TRADESMAN LEVEL (Continued) 技工級 (續)		
574	Junior Nail Technician (Fingernail / Toenail) 初級指甲技師 (指甲／趾甲)	Provides natural nail care, nail shape improvement, nail extension or refill services by using artificial nail materials and different techniques. Analyzes the texture of fingernail / toenail. Suggests appropriate home care products to improve nail condition. 透過分析指甲/趾甲，提供適當的基本真指甲護理或以技術及人造指甲物料改善甲形、延長指甲或修補人造指甲的服務。建議合適產品作家居護理以改善情況。
575	Foot Reflexologist 足底按摩師	Uses thumb, finger and hand pressures to concentrate on ten different reflex points which correspond to every part of the bodies in order to promote health and relaxation and achieve physiological effect. 為顧客以母指、手指及手技，對腳底十個不同的縱向身體反射部位施壓，達致身體的生理轉變效果。
SUPPORTING STAFF 輔助僱員級		
771	Administrative Staff 行政僱員	Handles all administrative duties (including preparation of schedules, filing and record keeping etc) of the stores. 負責店舖營運上各方面的行政工作，例如編制時間表、處理檔案及資料紀錄等。
772	Receptionist 接待員	Handles telephone enquires. Accepts appointments arrangement. Serves customers and provide relevant information. Maintains relationship with customers. 接聽電話，回答諮詢，接受預約安排，接待顧客及提供相關資訊，與顧客保持聯繫。