

2016 Manpower Survey Report

Retail Trade

零售業

2016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 manpower survey from 17 October 2016 to 16 November 2016 with follow-up action taken in 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 point 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 909 companies out of 39 812* was subsequently selected from the central register maintained by the 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	114
2.	Supermarkets	31
3.	Fuel and Transport Equipment	58
4.	Clothing, Footwear and Allied Product	154
5.	Consumer Goods, n.e.c.	119
6.	Department Store	29
7.	Jewellery	44
8.	Medicines and Cosmetics	55
9.	Durable Goods, n.e.c.	65
10.	Telecommunications Equipment and Electrical Goods	41
11.	Retail Trade not via Stores and Mobile Stalls	199
Total:		909

4. To enhance the response rate, companies employing four persons or less were only required 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 93.9%, which is slightly higher than 93.6% in 2014.

Note:

* The figure of 39 812 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 2016 was 45 086.

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 17 October 2016 to 16 November 2016, with follow-up action taken with the sampled companies for data collection in 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 be improved on the following aspects:

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

- i) To subdivide the average monthly salary wage range of \$10,001 - \$20,000 into two levels (i.e. \$10,001 – \$15,000 and \$15,001 – \$20,000); and
- ii) To classify the preferred level of education into “Junior Secondary”, “Senior Secondary”, “Sub-degree”, “First Degree” and “Postgraduate”.

Companies with “5 persons or above”:

- i) To re-group some of the training aspects by combining the subject areas of “Customer Service / Complaints Handling”, “Selling Skills / Product Knowledge” and separating the subject areas of “Marketing”, “Shop Display / Visual Merchandising” and “Merchandising and Purchasing” as the standalone items.

10. Owing to the change of the questionnaire design, not all data collected can be directly comparable between the 2014 Survey and 2016 Survey. Readers of the manpower survey report are advised to take note of this when they compare the manpower statistics in these two manpower survey reports.

Business Outlook

11. The Hong Kong economy grew modestly in 2016 by 2.0%, down from 2.4% in 2015. Nevertheless, the economy ended 2016 on a solid footing with its GDP expanded 3.2% in the fourth quarter over the same quarter of the previous year, which was also above the 2.0% increase in the third quarter. With the acceleration of domestic demand supported by favorable job and income conditions and strengthening of external demand, the Hong Kong economy grew notably by 4.3% in the first quarter of 2017 over a year earlier, far exceeding market expectation of 3.7% and the previous quarter's growth rate of 3.2%. The government projected that the economy will grow at 2.0% - 3.0% in 2017.

12. For 2016 as a whole, the labor market was in a state of full employment with the non-seasonally adjusted unemployment rate at 3.4% and the underemployment rate at 1.4%. On entering 2017, the non-seasonally adjusted unemployment rate and the underemployment rate were generally lower to 3.2% and 1.2% respectively amid the relatively favorable overall economic conditions.

13. The "Statutory Minimum Wage" (SMW) has come into force on 1 May 2011. With effect from 1 May 2017, the SMW rate has been revised from \$32.5 per hour to \$34.5 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. Despite recording a decline of 6.7% in Mainland arrivals to 42.8 million in 2016, the Mainland remained our largest visitor source market accounting for around 76% of our total arrivals. The "one trip per week" measure for Shenzhen residents implemented since April 2015 that took into account the receiving capacity of individual districts in Hong Kong and the development direction of attracting more overnight visitors had expectedly resulted in a drop of 8.7% of same-day Mainland arrivals. Meanwhile, Mainland overnight arrivals decreased by 3.5%. Nevertheless, it is worth noting that there were some signs of recovery from January to April 2017 with the total number visitor arrivals registered an increase of 3.2% to 19.1 million over the same period in 2016, in which the Mainland arrivals and non-Mainland arrivals registered an increase of 3.3% to 14.4 million and 3.1% to 4.7 million over 2016 respectively. Among the Mainland arrivals, the number of overnight visitors and same-day visitors also increased by 5.5% to 5.7 million and 1.9% to 8.7 million respectively.

15. The more conservative spending mentality by tourists nowadays will continue to weigh on the expected recovery, as sales per tourists had declined materially in recent years on a variety of reasons e.g. China's anti-corruption campaign, attractive prices and tax rebates when shopping for luxury brands in Europe, and more tourists preferred staying overnight in Hong Kong.

16. In 2016, the retail sector in Hong Kong continued showed no signs of recovery as overall sales keep falling due to the weak consumer sentiment and disappearing visitor numbers. Nevertheless, According to the Census and Statistics Department, the retail sales fell 8% year-on-year, but saw a 2.3% year-on-year increase in the fourth quarter of 2016. December sales dropped 2.9% year-on year, but saw a smaller decline than in previous months. Cosmetics sales began to stabilise in the second quarter of 2016 after 12 months of contraction. Gold and jewelry sales posted the first positive growth at 2.3% year-on-year in December 2016 after nearly three years of contraction since early 2014. Whereas, the retail

sales volume in Hong Kong rose 2.6% year-on-year in March of 2017, compared to 6.2% decrease in the previous month. In addition, the retail sales value rose for second month after a decline for more than two years. The retail sales edged up 3% in value in March, while the growth rate in April was lower than March at 0.1% on the year, recording \$35.2 billion. It is expected the retail market to bottom-out by the end of this year, with a mild positive growth in 2018.

17. According to Savills, street shop rents were down 50-70% from their peak in 2016. Centre landlords were becoming slightly more flexible on leasing terms and rental rates, while more short-term leases are noted in core locations. On prime street retailers were tending to renew at a 30-40% discount. Whereas, the overall major shopping mall rents increased by 3.1% year-on-year in 2016, but finally saw a small downward adjustment by 1.0% quarter-on-quarter in Q4/2016. Nevertheless, the rental rates remained relatively stable towards year-end especially those largely supported by local demand, with much lesser further downward pressure than the prime streets on entering 2017. The flexible terms in retail rentals for prime locations continues to create opportunities for new brands to enter the market, for existing retailers to expand and for shopping mall operators to diversify their tenant mix. According to Jones Lang LaSalle, many brands view Hong Kong as a stepping stone to enter China or a platform to go international. Recent entrants into Hong Kong include Italian cosmetics brand Kiko Milano and athletic clothes for yoga and running Lululemon.

18. On entering 2017, the market looks less likely to focus on the luxury sector and more likely to target shoppers seeking affordable luxury, mid-market products and even unique in-store experiences by bringing the amenities of the online world into brick and mortar stores. Retailers were in the midst of an adaptation of the new retail landscape. The big name retail brands were no longer dominating the market. Small companies had made moves to test new waters through this new trend by setting up pop-up stores for driving awareness and test the viability of longer term arrangement. These pop-up stores also freshen the shopping experience of customers and encourage repeat visits.

19. The progression of Omni-channel retailing through physical and online stores and mobile apps is another pattern that looks likely to emerge in 2017. Omni-channel is essential to keep up with the ever-changing habits of customers, and retailers have clearly understood the need to move onto digital platforms and implement new e-commerce platforms by better merging the physical and digital worlds to deliver a seamless customer experience. To boost sales, retailers are increasingly turning to social media platforms to sell their goods, and take advantage of the apps like Instagram and Snapchat to promote their retail business with the aim of building brand engagement, loyal followers and ultimately value. Nevertheless, they are expected to leverage the marketing value of physical stores whilst extending promotions and sales to internet portals in order to capture both traditional consumers and the younger generation.

20. With the aim of enhancing the Hong Kong tourism appeal, an additional sum of \$243 million would be allocated in 2017-18 by the government to support light shows, home-grown mega events, attract more small-medium sized MICE events to Hong Kong, provide promotional offers to transit passengers or overnight visitors, promote cruise tourism, the quality and honest image of Hong Kong's tourism etc.

21. Hong Kong was ranked 11th among 136 countries and territories in terms of travel and 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 and business environment,

but the report ranked the Hong Kong at the 113th 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 and retailers continue to benefit from the city's top notch infrastructure network, superior business conditions and strong economic climate.

22. Undoubtedly, 2016 was a year full of challenges for Hong Kong retailers. Looking ahead, the outlook for retail sales business will still depend on whether the recent improvement in inbound tourism could gain more traction and the extent to which local consumer sentiment would be affected by various external uncertainties. It is also critical for retailers to speed up their transformation, seize new opportunities, understand more about customers' genuine needs in this "New Normal" era, especially the shopping pattern of millennials who are with fastest growing purchasing power and create a seamless online-to-offline shopping environment.

Sources:

1. Census and Statistics Department
2. Hong Kong Tourism Board
3. Hong Kong Trade Development Council Research
4. The 2016-2017 Budget
5. Retail Asia Business
6. Research from Savills and Jones Lang LaSalle
7. The World Economic Forum

Survey Findings

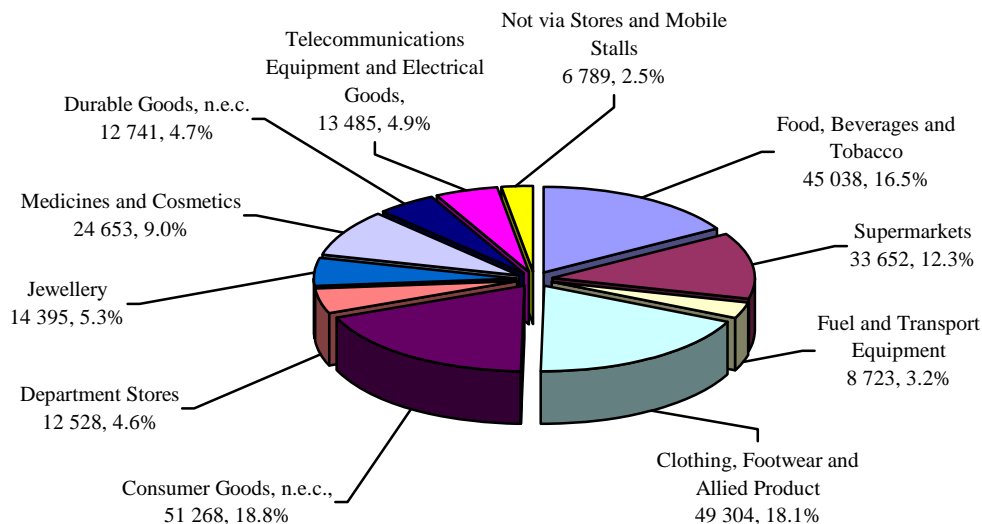
Number of Employees in 2016

23. The survey revealed that as at 17 October 2016, 272 576 persons were engaged in the retail trade, in which 245 003 (89.9%) were technical manpower and 27 573 (10.1%) were non-technical manpower.

24. **Technical manpower** refers to employees engaged in principal jobs of the retail trade as listed in Appendix C (Pages 73 - 77). Whereas, the **non-technical manpower** refers to employees engaged in the generic jobs such as finance / accounting, human resources, IT, administrative and other supportive functions.

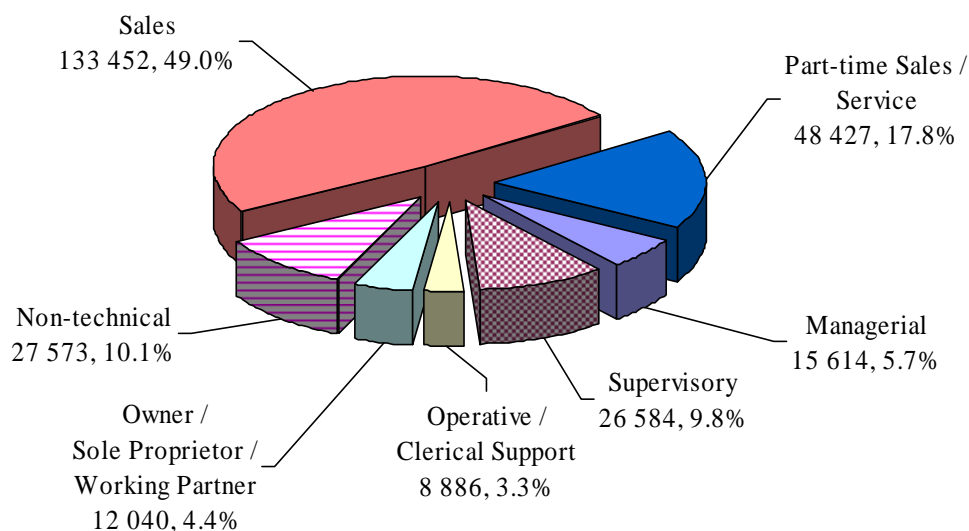
25. By branch, 45 038 (16.5%) was registered in “Food, Beverages and Tobacco”, 33 652 (12.3%) in “Supermarkets”, 8 723 (3.2%) in “Fuel and Transport Equipment”, 49 304 (18.1%) in “Clothing, Footwear and Allied Product”, 51 268 (18.8%) in “Consumer Goods, n.e.c.”, 12 528 (4.6%) in “Department Stores”, 14 395 (5.3%) in “Jewellery”, 24 653 (9.0%) in “Medicines and Cosmetics”, 12 741 (4.7%) in “Durable Goods, n.e.c.”, 13 485 (4.9%) in “Telecommunications Equipment and Electrical Goods”, 13 485 (4.9%) in “Durable Goods, n.e.c.”, 13 485 (4.9%) in “Telecommunications Equipment and Electrical Goods” and 6 789 (2.5%) 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: 272 576)**



26. By job level, 15 614 (5.7%) were registered at the managerial level, 26 584 (9.8%) at the supervisory level, 8 886 (3.3%) at the operative / clerical support level, 133 452 (49.0%) at the sales level, 48 427 (17.8%) at the part-time sales level, 12 040 (4.4%) were the owner / sole proprietor / working partner and 27 573 (10.1%) were non-technical manpower. The distribution of employees by job level is shown in **Figure 2**:

Figure 2: Number of Employees by Job Level
(Total Number of Employees: 272 576)



Comparison on the Number of Employees between 2014 and 2016

27. At the time of the survey, the total number of employees engaged in the retail trade was 272 576. Persons engaged in the retail trade have increased by 235 persons (+ 0.1%) as compares with 272 341 in 2014. The comparison on the number of employees between 2014 and 2016 by branch and by job level are shown in **Table 1** and **Table 2** respectively.

Table 1: Number of Employees by Branch

Branch	Number of Employees (%)				Change	
	2014		2016			
Food, Beverage & Tobacco	45 768	16.8%	45 038	16.5%	-730	-1.6%
Supermarkets	31 397	11.5%	33 652	12.3%	+2 255	+7.2%
Fuel and Transport Equipment	8 757	3.2%	8 723	3.2%	-34	-0.4%
Clothing, Footwear and Allied Product	50 864	18.7%	49 304	18.1%	-1 560	-3.1%
Consumer Goods, n.e.c.	51 177	18.8%	51 268	18.8%	+91	+0.2%
Department Stores	12 806	4.7%	12 528	4.6%	-278	-2.2%
Jewellery	15 230	5.6%	14 395	5.3%	-835	-5.5%
Medicines & Cosmetics	24 231	8.9%	24 653	9.0%	+422	+1.7%
Durable Goods, n.e.c.	13 553	5.0%	12 741	4.7%	-812	-6.0%
Telecommunications Equipment & Electrical Goods	14 020	5.1%	13 485	4.9%	-535	-3.8%
Retail Trade not via Stores and Mobile Stalls	4 538	1.7%	6 789	2.5%	+2 251	+49.6%
All Branches	272 341	100%	272 576	100%	+235	+0.1%

Table 2: Number of Employees by Job Level

Job Level	Number of Employees (%)				Change	
	2014		2016			
Managerial	15 335	5.6%	15 614	5.7%	+279	+1.8%
Supervisory	27 434	10.1%	26 584	9.8%	-850	-3.1%
Operative / Clerical Support	9 290	3.4%	8 886	3.3%	-404	-4.3%
Sales	134 042	49.2%	133 452	49.0%	-590	-0.4%
Part-time Sales / Service	44 779	16.4%	48 427	17.8%	+3 648	+8.1%
Owner / Sole Proprietor / Working Partner	12 958	4.8%	12 040	4.4%	-918	-7.1%
Technical Manpower	243 838	89.5%	245 003	89.9%	+1 165	+0.5%
Non-technical Manpower	28 503	10.5%	27 573	10.1%	-930	-3.3%
Total	272 341	100.0%	272 576	100.0%	+235	+0.1%

Number of Existing Vacancies in 2016

28. At the time of the survey, a total of 9 204 vacancies were reported by the employers, representing 3.3% of the total manpower demand of 281 780. **Total Manpower demand is defined as the existing manpower plus vacancies.** The number of vacancies by job level and by branch is shown in **Table 3**.

Table 3: Number of Vacancies by Job Level and by Branch

Branch	Managerial	Supervisory	Operative / Clerical Support	Sales	Part-time Sales / Service	Owner / Sole Proprietor / Working Partner	Non-technical	Total
Food, Beverage & Tobacco	14	54	0	484	119	0	52	723
Supermarkets	59	104	127	904	775	0	291	2 260
Fuel & Transport Equipment	5	0	0	126	4	0	19	154
Clothing, Footwear & Allied Product	33	55	25	1 091	199	0	49	1 452
Consumer Goods, n.e.c.	9	35	6	766	202	0	60	1 078
Department Stores	13	22	0	199	222	0	31	487
Jewellery	21	1	5	379	51	0	6	463
Medicines & Cosmetics	44	65	58	802	386	0	73	1 428
Durable Goods, n.e.c.	15	63	36	378	129	0	54	675
Telecommunications Equipment & Electrical Goods	27	31	0	350	0	0	9	417
Retail Trade not via Stores & Mobile Stalls	0	0	33	27	3	0	4	67
Total *	240 (1.5%)	430 (1.6%)	290 (3.2%)	5 506 (4.0%)	2 090 (4.1%)	0 (0.0%)	648 (2.3%)	9 204 (3.3%)
Manpower Demand	15 854	27 014	9 176	138 958	50 517	12 040	28 221	281 780

* Number of vacancies and as a percentage to the total manpower demand in a job level

Comparison on the Number of Vacancies between 2014 and 2016

29. At the time of the survey, the total number vacancies was 9 204, down by 834 as compares with 10 038 in 2014. The comparisons on the number of vacancies by branch and by job level between 2014 and 2016 are shown in **Table 4** and **Table 5** respectively.

Table 4: Number of Vacancies by Branch

No.	Branch	Number of Vacancies		Change	
		2014	2016		
1.	Food, Beverages and Tobacco	596	723	+127	+21.3%
2.	Supermarkets	2 790	2 260	-530	-19.0%
3.	Fuel and Transport Equipment	135	154	+19	+14.1%
4.	Clothing, Footwear and Allied Product	1 761	1 452	-309	-17.5%
5.	Consumer Goods, n.e.c.	1 011	1 078	+67	+6.6%
6.	Department Stores	499	487	-12	-2.4%
7.	Jewellery	602	463	-139	-23.1%
8.	Medicines and Cosmetics	1 921	1 428	-493	-25.7%
9.	Durable Goods, n.e.c.	425	675	+250	+58.8%
10.	Telecommunications Equipment and Electrical Goods	236	417	+181	+76.7%
11.	Retail Trade not via Stores and Mobile Stalls	62	67	+5	+8.1%
Total		10 038	9 204	-834	-8.3%

Table 5: Number of Vacancies by Job level

Job Level	2014			2016		
	Number of Vacancies	Manpower Demand	Percentage to Manpower Demand	Number of Vacancies	Manpower Demand	Percentage to Manpower Demand
Managerial	293	15 628	1.9%	240	15 854	1.5%
Supervisory	491	27 925	1.8%	430	27 014	1.6%
Operative / Clerical Support	377	9 667	3.9%	290	9 176	3.2%
Sales	6 036	140 078	4.3%	5 506	138 958	4.0%
Part-time Sales / Service	2 203	46 982	4.7%	2 090	50 517	4.1%
Owner / Sole Proprietor / Working Partner	0	12 958	0%	0	12 040	0%
Technical manpower	9 400	253 238	3.7%	8 556	253 559	3.4%
Non-technical Manpower	638	29 141	2.2%	648	28 221	2.3%
Total	10 038	282 379	3.6%	9 204	281 780	3.3%

Total Manpower Demand

30. As revealed in the Survey, the number of existing employees was 272 576 and the number of vacancies was 9 204. Hence the total manpower demand in 2016 (**existing manpower plus vacancies**) was 281 780.

Comparison on the Total Manpower Demand between 2014 and 2016

31. The total manpower demand in 2016 was 281 780, down by 599 (-0.2%) as compares with 282 379 in 2014. The comparison on the manpower demand by branch and by job level between 2014 and 2016 are shown in **Table 6** and **Table 7** respectively.

Table 6: Comparison on the Total Manpower Demand by Branch

No.	Branch	Total Manpower Demand		Change	
		2014	2016		
1.	Food, Beverages and Tobacco	46 364	45 761	-603	-1.3%
2.	Supermarkets	34 187	35 912	+1 725	+5.0%
3.	Fuel and Transport Equipment	8 892	8 877	-15	-0.2%
4.	Clothing, Footwear and Allied Product	52 625	50 756	-1 869	-3.6%
5.	Consumer Goods, n.e.c.	52 188	52 346	+158	+0.3%
6.	Department Stores	13 305	13 015	-290	-2.2%
7.	Jewellery	15 832	14 858	-974	-6.2%
8.	Medicines and Cosmetics	26 152	26 081	-71	-0.3%
9.	Durable Goods, n.e.c.	13 978	13 416	-562	-4.0%
10.	Telecommunications Equipment and Electrical Goods	14 256	13 902	-354	-2.5%
11.	Retail Trade not via Stores and Mobile Stalls	4 600	6 856	+2 256	+49.0%
Total		282 379	281 780	-599	-0.2%

Table 7: Comparison on the Total Manpower Demand by Job Level

Job Level	Total Manpower Demand		Change	
	2014	2016		
Managerial	15 628	15 854	+226	+1.4%
Supervisory	27 925	27 014	-911	-3.3%
Operative / Clerical Support	9 667	9 176	-491	-5.1%
Sales	140 078	138 958	-1 120	-0.8%
Part-time Sales / Service	46 982	50 517	+3 535	+7.5%
Owner / Sole Proprietor / Working Partner	12 958	12 040	-918	-7.1%
Technical Manpower	253 238	253 559	+321	+0.1%
Non-technical Manpower	29 141	28 221	-920	-3.2%
Total	282 379	281 780	-599	-0.2%

Forecast of Manpower in 2017 by Employers

32. Employers projected that the total number of manpower demand would increase from 281 780 in 2016 to 282 144 in 2017, representing a very mild increase by 364 (+0.13%).

33. The branch of “Consumer Goods, n.e.c.” (+208, +0.4%) registered the highest forecast increase in manpower demand, whereas the branch of “Clothing, Footwear and Allied Product” (-44, -0.1%) registered the highest forecast decrease in manpower demand.

34. The forecast manpower demand in the job level at sales, managerial, operative / clerical support, supervisory and owner / sole proprietor / working partner slightly increased by 313 (+0.2%), 25 (+0.2%), 19 (+0.2%), 17 (+0.1%) and 1 (+0.01%) respectively. However, part-time sales / service registered a mild drop by 9 (-0.02%).

Manpower Projection for 2017 – 2019 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 2017 - 2019. A detailed description of the LMA Method is given in Appendix 6 (Pages 78 - 79). The projected manpower requirements for 2017 - 2019 using the LMA Method are shown in **Table 8**.

Table 8: Projected Manpower Demand for 2017- 2019

Year	Total Manpower Demand	Employers' Forecast	Projected by LMA Method
2016	281 780	-	-
2017	-	282 144 (+0.13%*)	282 347 (+0.2%*)
2018	-	-	284 077 (+0.6%**)
2019	-	-	287 627 (+1.2%**)

Note:

* As percentage change vs. total manpower demand in 2016.

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

Training Needs

Training Needs in 2016 vs 2014

36. Upgrading skills and rising the status and professionalism of retail practitioners are vital to the long-term competitiveness of the industry. In 2016, 104 884 training places were provided or sponsored by employers. The top three subject areas with training need in 2016 were the “Selling Skills / Product Knowledge”, “Customer Service / Complaints Handling” and “Coaching Skills / Team Work / Communication”.

37. Owing to the change of the questionnaire design, the total number of training places and the number of training places for some subject areas cannot not be directly comparable between the 2014 Survey and 2016 Survey. Nevertheless, the training number in the subject areas like “E-Commerce” registered a remarkable growth (+1 787.0%), followed by English (+78.1%) and Putonghua (+44.5%). It reflects that the retailers were well aware of the Omni-channel opportunities in Hong Kong retail market by developing and deploying Omni-channel strategies for sustaining their competitive advantage. In addition, the language proficiency in English and Putonghua was also considered important in dealing with the visitors from overseas countries and the Mainland.

Training Needs in 2017 vs 2016

38. In 2017, employers would continue to invest resources in staff training and development to upgrade the standard and professionalism of the retail workforce. The number of training places to be provided and sponsored by employers in 2017 would be 103 261, down by 1 623 (-1.5%) as compares with 104 884 in 2016.

39. The top three subject areas in trade specific skills with the growth in training places would be “IT & Applications” (+10.0%), “Shop Display / Visual Merchandising” (+9.3%) and “Merchandising and Purchasing” (+8.2%). It reflects the importance of internet retailing in the digital world, effective display techniques to enhance store image and effective procurement strategies for getting the best deal and products for the companies and customers.

40. In addition, there would be a growth in training places of other subject areas (+5.8%), such as the occupational health and safety, first aids, fashion global trend, fashion mix-and-match skills, creativity, make-up skills, warehouse forklift training, emotional management, identification of fake banknotes, Trade Descriptions Ordinances, Competition Law, Japanese and Korean.

41. The distribution of the internal and external training to be provided by employers in 2017 is shown in **Table 9**.

**Table 9: Distribution of the Internal and External Training
to be Provided by Employers in 2017**

Subject Areas	Training Places to be Provided Internally	Training Places to be Provided Externally
Managerial / Supervisory Skills / Strategic Management	87.9%	12.1%
Trade Specific Training	89.5%	10.5%
Languages (including Putonghua and English)	34.4%	65.6%
Personal Development	61.0%	39.0%
Others (Occupational health and safety, first-aid, fashion global trend, fashion mix-and-match skills, creativity, make-up skills, emotional management, identification of fake banknotes, Trade Descriptions Ordinance, Competition Law, warehouse forklift training, Japanese and Korean.)	76.6%	23.4%

Need for Pre-employment Training for Frontline Sales Staff

42. The Survey revealed that 20.1% of the employers indicated the need for pre-employment training for the frontline sales, following the downward trend of past years (*21.4% in 2014 vs 22.7% in 2012 vs 32.1% in 2010*). As revealed in the Survey, 41.8% of employers regarded that pre-employment training for the frontline sales was not necessary, up from 35.7% in 2014. In addition, the percentage of regarding it as a ‘Pre-requisite’ registered a mild decrease from 5.8% in 2014 to 3.8% in 2016. However, a mild increase was registered in the option of “Preferred”, up from 15.6% in 2014 to 16.3% in 2016. To conclude, most of the employers regarded that the pre-employment training for the frontline sales was not important.

Note:

1. All figure 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 retail sector. The Training Board comprises members nominated by different retail chains and association. The terms of reference of the Training Board are given in Appendix 1 (Page 52). The Membership of the Training Board and the Working Party on 2016 Manpower Survey are listed in Appendix 2 (Page 53) and 3 (Page 54) respectively.

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 the participants is given in Appendix 4 (Page 55).

Improvements Made on the Survey Questionnaires

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

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

- i) To subdivide the average monthly wage range of \$10,001-\$20,000 into two levels (i.e. \$10,001 - 15,000 and \$15,001 - \$20,000);
- ii) To classify the preferred levels of education into “Junior Secondary”, “Senior Secondary”, “Sub-degree”, “First Degree” and “Postgraduate”.

Companies with “5 persons or above”:

- i) To re-group some of the training aspects by combining the subject areas of “Customer Service / Complaints Handling”, “Selling Skills / Product Knowledge” and separating the subject areas of “Marketing”, “Shop Display / Visual Merchandising” and “Merchandising and Purchasing” as the standalone items.

1.4 Owing to the change of the questionnaire design, not all data collected can be directly comparable between the 2014 Survey and 2016 Survey. Readers of the manpower survey report are advised to take note of this when they compare the manpower statistics in these two manpower survey reports.

Purpose of the Survey

1.5 With the assistance of the Census and Statistics Department (C&SD), the Training Board conducted the 2016 Manpower Survey from 17 October 2016 to 16 November 2016 with follow up actions taken in 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 909 companies (covering 11 branches) out of a total of 39 812 * 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	114
2.	Supermarkets	31
3.	Fuel and Transport Equipment	58
4.	Clothing, Footwear and Allied Product	154
5.	Consumer Goods, n.e.c.	119
6.	Department Store	29
7.	Jewellery	44
8.	Medicines and Cosmetics	55
9.	Durable Goods, n.e.c.	65
10.	Telecommunications Equipment and Electrical Goods	41
11.	Retail Trade not via Stores and Mobile Stalls	199
Total:		909

Procedures of the Survey

1.7 The fieldwork of the manpower survey commenced on 17 October 2016. One week before the survey, a copy of the printed questionnaire together with the explanatory notes are given in the Appendix 5 (Pages 56 - 77) was sent to each sampled company. The reference date of the manpower data was 17 October 2016. During the survey period, fieldwork officers of the C&SD interviewed 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 909 companies selected, 620 completed and responded fully to the questionnaires, 42 companies declined to answer the questionnaires, 24 responded partially, and the effective response rate of the survey is 93.9%. 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 39 812 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 2016 was 45 086.

SECTION II

SUMMARY OF SURVEY FINDINGS

A. MANPOWER SITUATION IN 2016

Number of Employees

2.1 As at 17 October 2016, 272 576 employees were engaged in the retail trade. Of the 272 576 employees, 245 003 (89.9%) were technical manpower and 27 573 (10.1%) 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 - 77). Whereas, the **non-technical manpower** refers to employees engaged in the 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 Appendix 7 - Tables 1 to 5 (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	8 176	1 380	9 556
2. Supermarkets	53	43	96
3. Fuel and Transport Equipment	903	299	1 202
4. Clothing, Footwear and Allied Product	6 664	879	7 543
5. Consumer Goods, n.e.c.	10 648	1 171	11 819
6. Department Stores	0	29	29
7. Jewellery	1 257	335	1 592
8. Medicines and Cosmetics	1 058	180	1 238
9. Durable Goods, n.e.c.	1 280	439	1 719
10. Telecommunications Equipment and Electrical Goods	1 664	251	1 915
11. Retail Trade not via Stores and Mobile Stalls	2 981	122	3 103
Total	34 684 (87.1%)	5 128 (12.9%)	39 812* (100%)

Note:

* The figure of 39 812 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 2016 was 45 086.

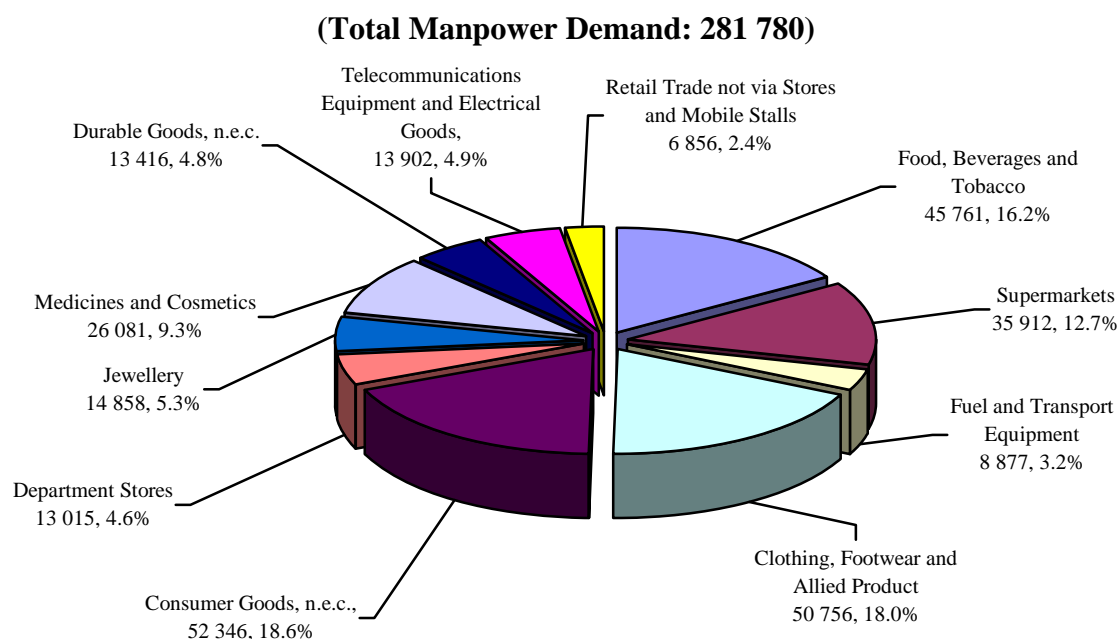
Distribution of Total Manpower Demand

2.4 Manpower demand is defined as the **existing manpower plus vacancies**. The percentage to the 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	45 038	723	45 761	16.2%
2. Supermarkets	33 652	2 260	35 912	12.7%
3. Fuel and Transport Equipment	8 723	154	8 877	3.2%
4. Clothing, Footwear and Allied Product	49 304	1 452	50 756	18.0%
5. Consumer Goods, n.e.c.	51 268	1 078	52 346	18.6%
6. Department Stores	12 528	487	13 015	4.6%
7. Jewellery	14 395	463	14 858	5.3%
8. Medicines and Cosmetics	24 653	1 428	26 081	9.3 %
9. Durable Goods, n.e.c.	12 741	675	13 416	4.8%
10. Telecommunications Equipment and Electrical Goods	13 485	417	13 902	4.9%
11. Retail Trade not via Stores and Mobile Stalls	6 789	67	6 856	2.4%
Total	272 576	9 204	281 780	100.0%

Figure 1: Manpower Demand by Branch



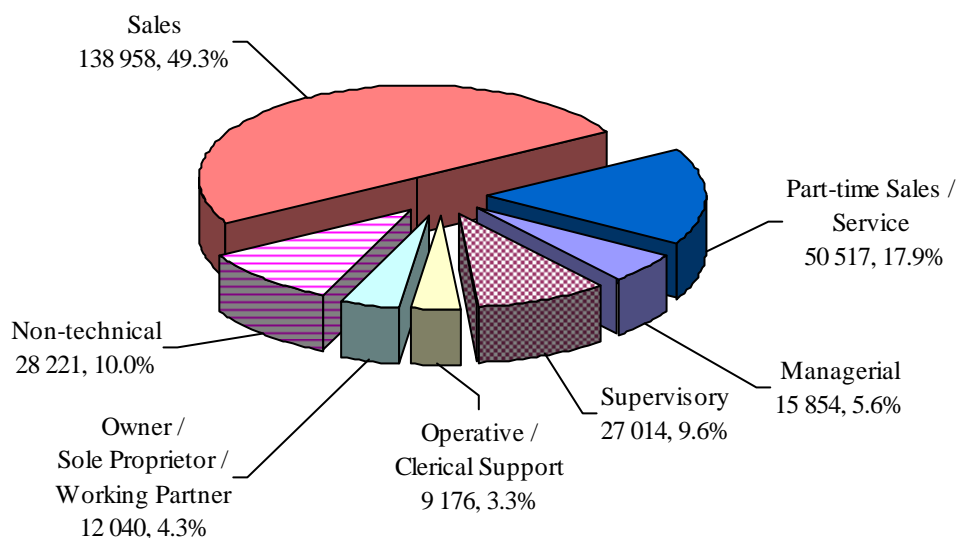
2.5 The percentage to the total manpower demand by job level is shown in **Table 3** and **Figure 2**.

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	15 614	240	15 854	5.6%
Supervisory	26 584	430	27 014	9.6%
Operative / Clerical Support	8 886	290	9 176	3.3%
Sales	133 452	5 506	138 958	49.3%
Part-time Sales / Service	48 427	2 090	50 517	17.9%
Owner / Sole Proprietor / Working Partner	12 040	0	12 040	4.3%
Technical Manpower	245 003	8 556	253 559	90.0%
Non-technical Manpower	27 573	648	28 221	10.0%
Total	272 576	9 204	281 780	100.0%

Figure 2: Total Manpower Demand by Job Level

(Total Manpower Demand: 281 780)



Number of Vacancies

2.6 As revealed in the Survey, the total number of vacancies was 9 204, representing 3.3% of the total manpower demand of 281 780. The distribution of vacancies is shown in **Table 4**.

Table 4 : Number of Vacancies by Job Level and by Branch

Branch	Managerial	Supervisory	Operative / Clerical Support	Sales	Part-time Sales / Service	Owner / Sole Proprietor / Working Partner	Non-technical	Total
Food, Beverage & Tobacco	14	54	0	484	119	0	52	723
Supermarkets	59	104	127	904	775	0	291	2 260
Fuel & Transport Equipment	5	0	0	126	4	0	19	154
Clothing, Footwear & Allied Product	33	55	25	1 091	199	0	49	1 452
Consumer Goods, n.e.c.	9	35	6	766	202	0	60	1 078
Department Stores	13	22	0	199	222	0	31	487
Jewellery	21	1	5	379	51	0	6	463
Medicines & Cosmetics	44	65	58	802	386	0	73	1 428
Durable Goods, n.e.c.	15	63	36	378	129	0	54	675
Telecommunications & Equipment Electrical Goods	27	31	0	350	0	0	9	417
Retail Trade not via Stores & Mobile Stalls	0	0	33	27	3	0	4	67
Total*	240 (1.5%)	430 (1.6%)	290 (3.2%)	5 506 (4.0%)	2 090 (4.1%)	0 (0.0%)	648 (2.3%)	9 204 (3.3%)
Total Manpower Demand	15 854	27 014	9 176	138 958	50 517	12 040	28 221	281 780

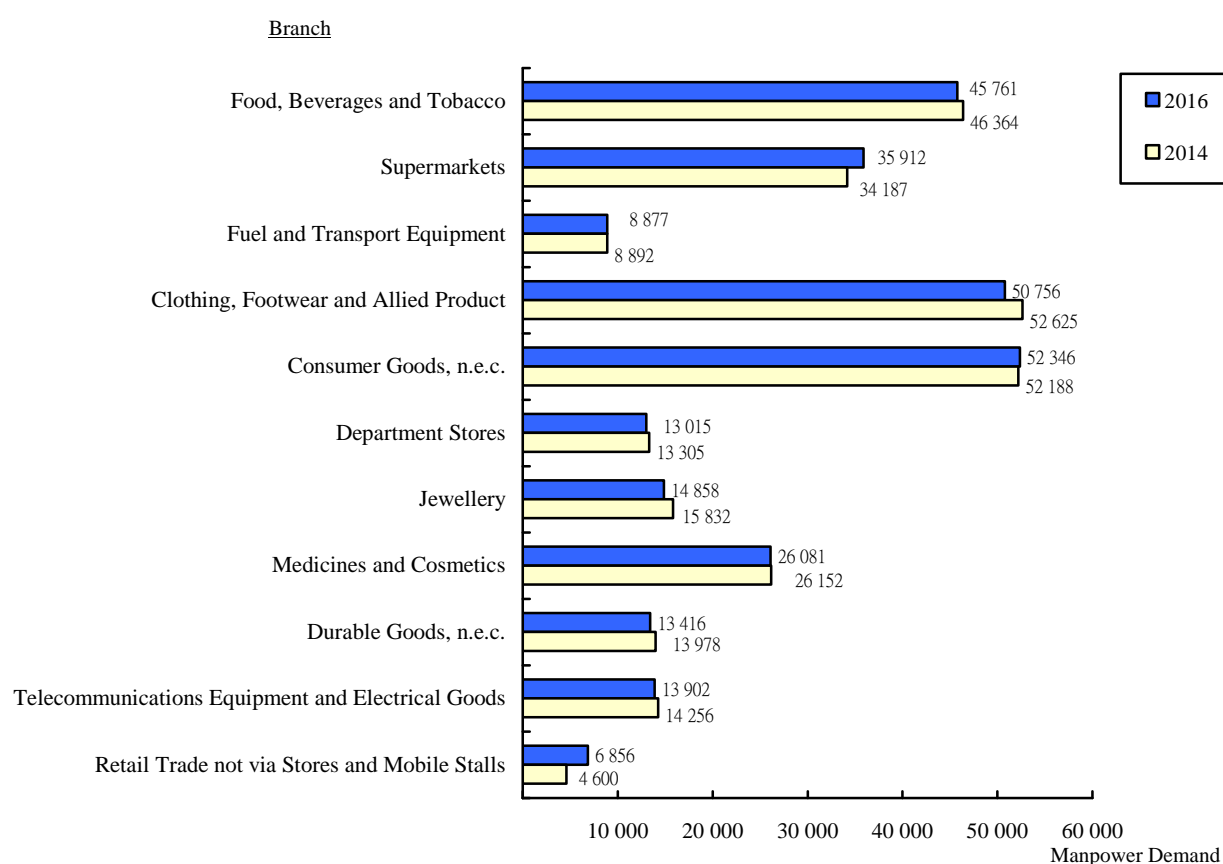
* Number of vacancies and percentage to the manpower demand in a job level

Comparison of Total Manpower Demand in 2016 and 2014

2.7 Both the 2014 and 2016 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 2016. 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 The total manpower demand, comprising both technical manpower and non-technical manpower, decreased from 282 379 in 2014 to 281 780 in 2016 (-599, -0.2%). The comparison of the total manpower demand by branch in 2014 and 2016 is shown in **Figure 3**.

Figure 3: Comparison of Total Manpower Demand by Branch, 2016 vs 2014



2.9 Among 11 branches, only three branches registered a positive growth in manpower in 2016, namely “Retail Trade not via Stores and Mobile Stalls” (+49.0%), “Supermarket” (+5.0%), and “Consumer Goods” (+0.3%).

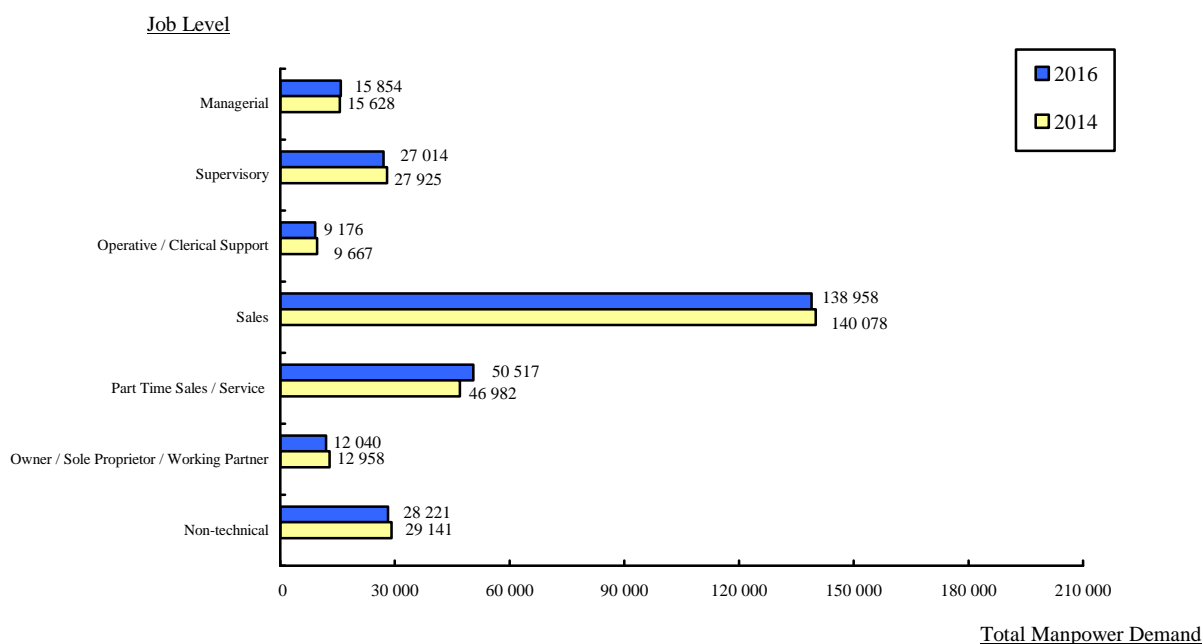
2.10 Omni-channel retailing provides flexibility to both the retailer and the consumer, creating win-win scenarios for all parties. Retailers are more aware of the Omni-channel opportunities in the retail market and understood that being an “early adopter” to this new trend by matching their strategy would allow them to be a market leader and maximise the benefits of Omni-channel retailing. Hence, there was a significant growth of manpower in the branch of “Retail Trade Not via Stores and Mobile Stalls”. While stability in the labour market and the strong performance of the territory’s stock market stimulated domestic consumer spending in daily necessities and consumer goods.

2.11 Among 11 branches, eight branches indicated a negative growth in the manpower in 2016, namely “Jewellery” (-6.2%), “Durable Goods, n.e.c. (-4.0%), “Clothing, Footwear and Allied Product” (-3.6%), “Telecommunications Equipment and Electrical Goods” (-2.5%), “Department Store” (-2.2%), “Food, Beverages and Tobacco” (-1.3%), “Medicine and Cosmetics” (-0.3%) and “Fuel and Transport Equipment” (-0.2%).

2.12 The branch of “Jewellery” registered the highest negative growth in manpower was mainly due to the high exchange value of the Hong Kong dollar continued to weaken Hong Kong’s position as a luxury retail destination with its price advantage diminished. In addition, anti-corruption campaigns continued to suppress mainland tourist spending, which comprised the lion’s share of Hong Kong’s retail sales.

2.13 To analyse the data by job levels, a comparison of the manpower demand by job level in 2014 and 2016 is shown in **Figure 4**.

Figure 4: Comparison of Total Manpower Demand by Job Level, 2016 vs 2014



2.14 As revealed in the Survey, all job levels registered a negative growth except the part-time sales / service staff (+7.5%) and the managerial level (+1.4%). The reasons for the highest growth in manpower for the job level of part-time sales / services staff were due to the recruitment difficulties of full-time sales staff and recruitment of part-time sales / services staff could offer higher flexibility with less labor cost in the competitive business environment. In addition, employers might also prefer recruiting more managerial staff to absorb the duties of supervisor for cost effectiveness.

FORECAST MANPOWER DEMAND

Employers' Forecast of Manpower Demand for 2017

2.15 Retail sales in volume rose 2.6% year-on-year in March 2017, rebounding from February's steep 6.2% decline and marking the only growth experienced by the retail sector since July 2015. The near-term outlook for retail sales will continue to depend on the recovery pace of inbound tourism as well as how various external uncertainties would unfold and shape local economic sentiment.

2.16 Coupled with the anticipated cautious economic performance in both Hong Kong and the Mainland, employers predicted the manpower demand would be 282 144 in the next 12 months, which represents a very mild increase by 364 (+0.13%). The employers' forecast of manpower demand for 2017 is shown in **Table 5**.

Table 5: Employers' Forecast of Manpower Demand for 2017

Branch	2016 Manpower Demand	2017 Forecast Demand	Change
1. Food, Beverages and Tobacco	45 761	45 759	-2 (-0.004%)
2. Supermarkets	35 912	35 994	+82 (+0.2%)
3. Fuel and Transport Equipment	8 877	8 912	+35 (+0.4%)
4. Clothing, Footwear and Allied Product	50 756	50 712	-44 (-0.1%)
5. Consumer Goods, n.e.c.	52 346	52 554	+208 (+0.4%)
6. Department Stores	13 015	13 015	0 (0.0%)
7. Jewellery	14 858	14 868	+10 (+0.1%)
8. Medicines and Cosmetics	26 081	26 134	+53 (+0.2%)
9. Durable Goods, n.e.c.	13 416	13 425	+9 (+0.1%)
10. Telecommunications Equipment and Electrical Goods	13 902	13 894	-8 (-0.1%)
11. Retail Trade not via Stores and Mobile Stalls	6 856	6 877	+21 (+0.3%)
Total	281 780	282 144	+364 (+0.13%)

2.17 The employers' forecast of manpower demand by branch and by job level for 2017 are shown in **Figure 5** and **Table 6** respectively.

Figure 5: Employers' Forecast of Manpower Demand by Branch, 2017 vs 2016

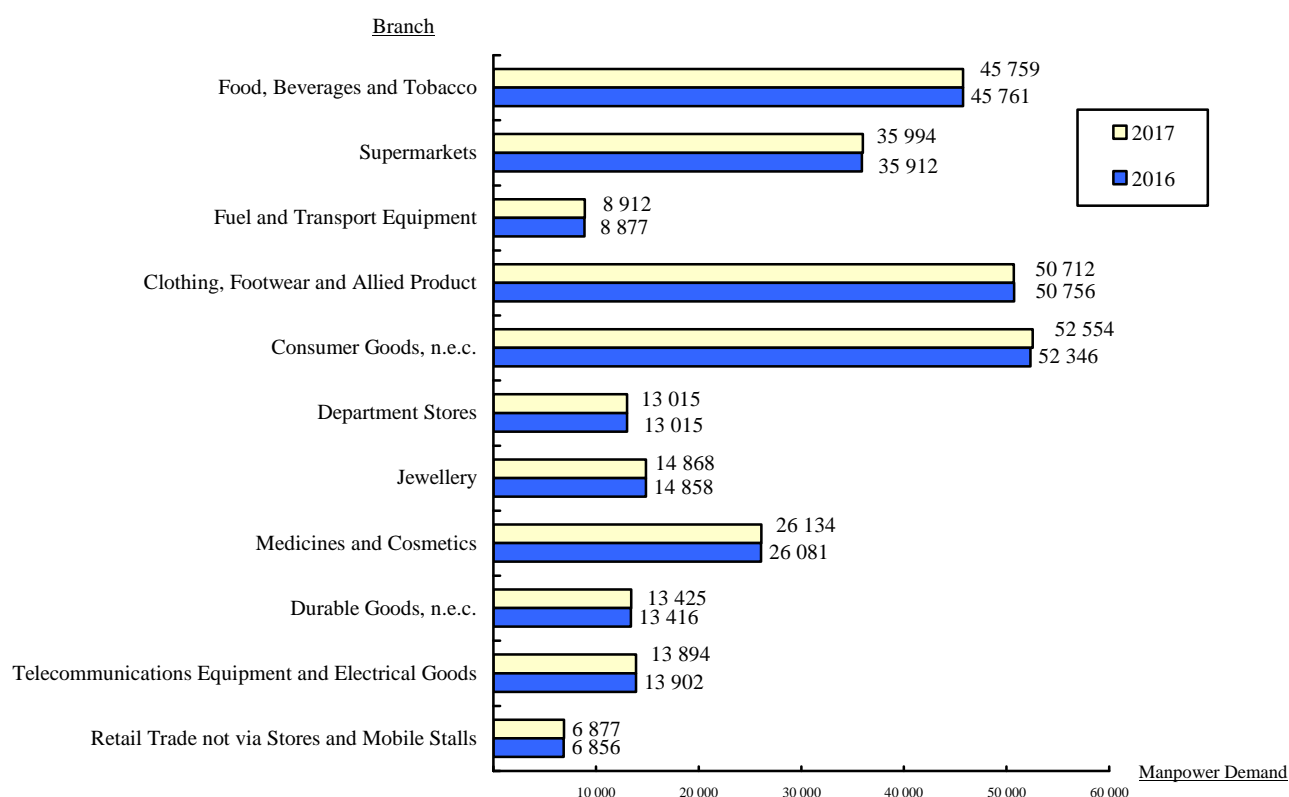


Table 6: Employers' Forecast of Manpower Demand by Job Level 2017 vs 2016

Job Level	2016 Manpower Demand	2017 Employers' Forecast Demand	Change	
Managerial	15 854	15 879	+25	(+0.2%)
Supervisory	27 014	27 031	+17	(+0.1%)
Operative / Clerical Support	9 176	9 195	+19	(+0.2%)
Sales	138 958	139 271	+313	(+0.2%)
Part-time Sales / Service	50 517	50 508	-9	(-0.02%)
Owner / Sole Proprietor / Working Partner	12 040	12 041	+1	(+0.01%)
Technical Manpower	253 559	253 925	+366	(+0.1%)
Non-technical Manpower	28 221	28 219	-2	(-0.01%)
Total	281 780	282 144	+364	(+0.13%)

2.18 The top three principal jobs with positive growth in the forecast of manpower demand by employers are summarised in **Table 7**.

Table 7: Top Three Principal Jobs with Positive Growth

Principal Job	2016 Manpower Demand	2017 Employers' Forecast Demand	Change
Sales Manager	1 516	1 526	+10 (+0.7%)
E-commerce Assistant	2 117	2 128	+11 (+0.5%)
Marketing Manager	540	542	+2 (+0.4%)

2.19 The Survey revealed that the employers would plan to recruit more sales managers, e-commerce assistants and marketing managers in 2017.

2.20 It reflects that Omni-channel sales initiatives are increasingly getting the mindshare of the employers with a focus on the importance of process automation, user adoption and business agility. Employers are well aware of the benefits in growing revenue and margins through more effective engagement with customers across multiple channels for building brand awareness and driving loyal followers in this new shift. In addition, talents in marketing is also crucial in monitoring and analysing market trends, exploring ways of improving existing products and services, identifying target markets and developing strategies.

Manpower Projection for 2017 – 2019 by the Labour Market Analysis Method

2.21 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 78 - 79). The projection on the future manpower requirement for 2017 – 2019 is presented in **Table 8**.

Table 8: Manpower Projection in the Retail Industry

Year	Total Manpower Demand	Employers' Forecast	LMA Forecast
2016	281 780	-	-
2017	-	282 144 (+0.13%)*	282 347 (+0.2%)*
2018	-		284 077 (+0.6%)**
2019	-		287 627 (+1.2%)**

Note:

* As percentage change vs. the total manpower demand in 2016.

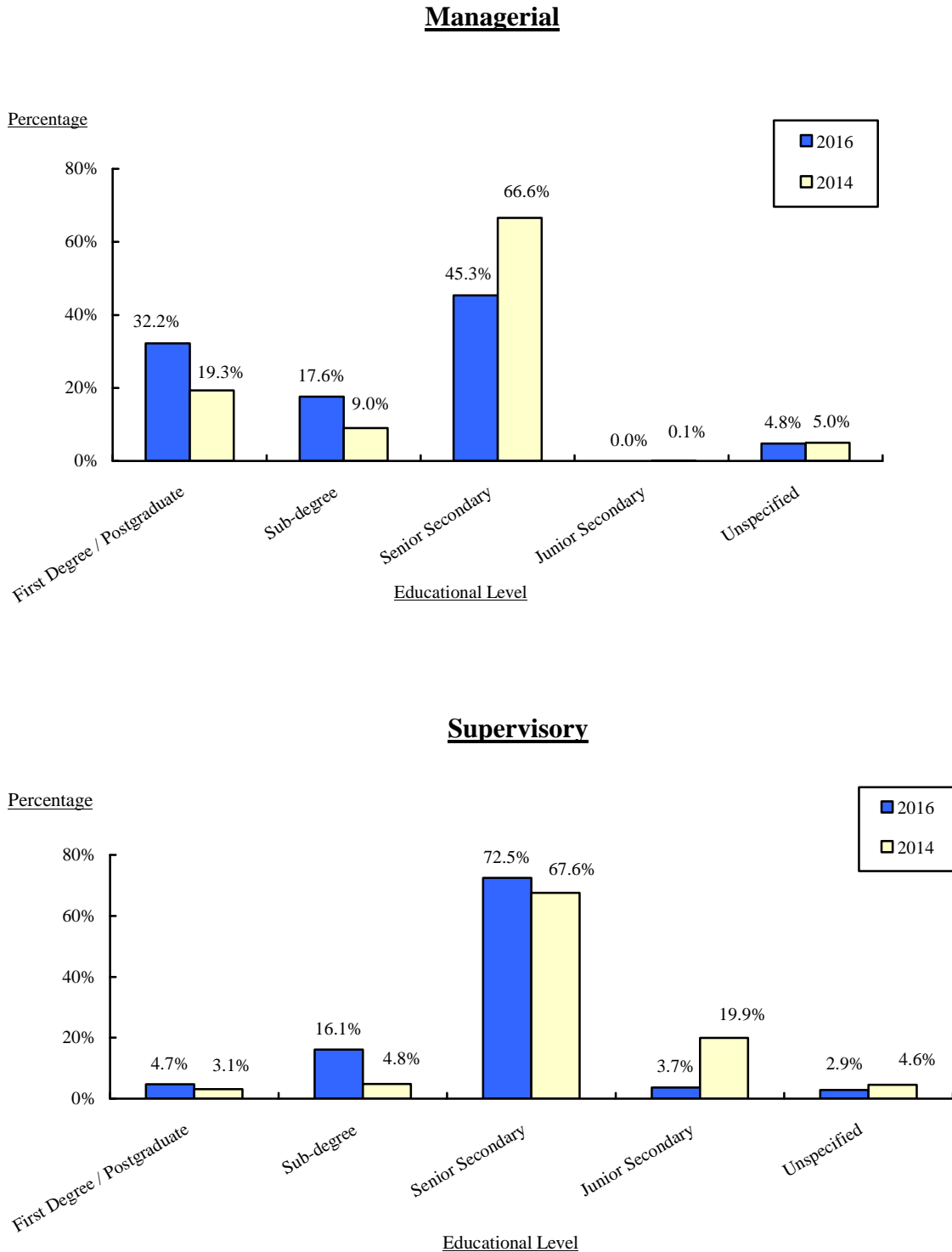
** As percentage change vs. projected manpower in previous year.

C. RECRUITMENT REQUIREMENTS

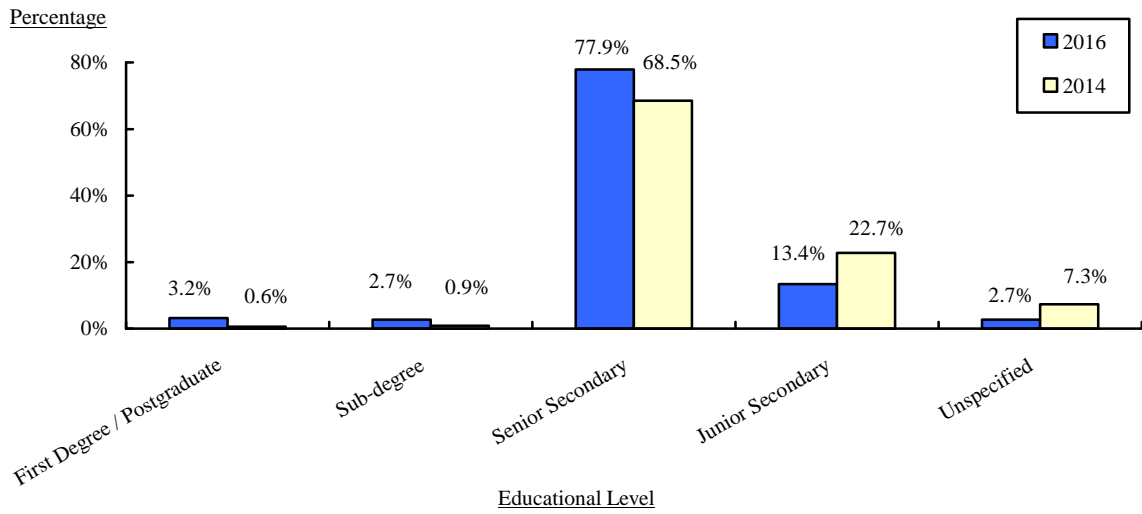
Preferred Level of Education of Employees

2.22 As revealed in the Survey, the distribution of the preferred level of education of employees by job level is shown in **Figure 6**. Detailed statistics are shown in Appendix 7 - Table 6 (Page 161).

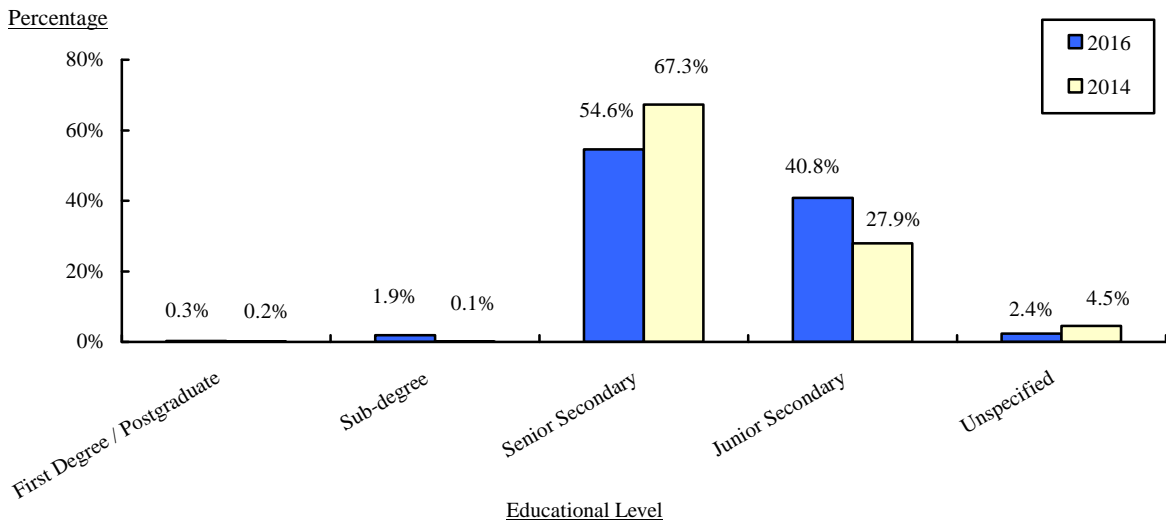
Figure 6: Preferred Level of Education of Employees by Job Level, 2016 vs 2014



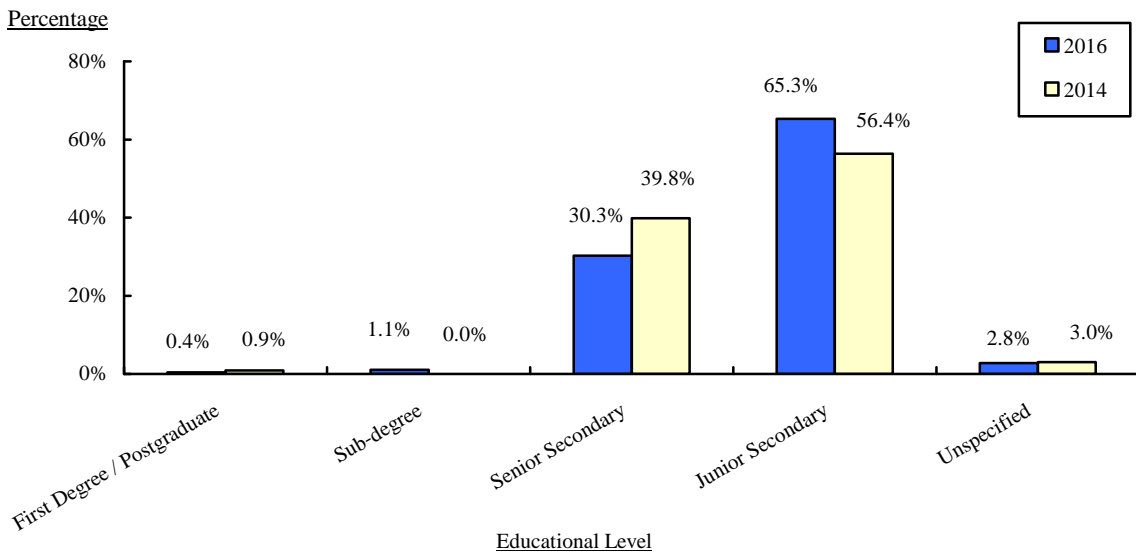
Operative / Clerical Support



Sales



Part-Time Sales / Service



2.23 As shown in Figure 6, 45.3% of employers preferred their managerial staff to have the senior secondary level, down from 66.6% in 2014. However, a preference of having a higher educational level at sub-degree rose from 9.0% in 2014 to 17.6% in 2016. Whereas, the percentage of first degree / postgraduate up from 19.3% in 2014 to 32.2% in 2016.

2.24 It is noted that 72.5% of employers preferred the supervisory staff to have the senior secondary level, up from 67.6% in 2014. However, there is a notable drop in the level of junior secondary from 19.9% in 2014 to 3.7% in 2016. In addition, the preference at the sub-degree level rose from 4.8% in 2014 to 16.1% in 2016 and that for the first degree / postgraduate rose from 3.1% in 2014 to 4.7% in 2016.

2.25 It is noted that 77.9% of employers preferred the operative / clerical staff, to have the Senior Secondary level, up from 68.5% in 2014. However, the percentage of preference in the junior secondary down from 22.7% in 2014 to 13.4% in 2016.

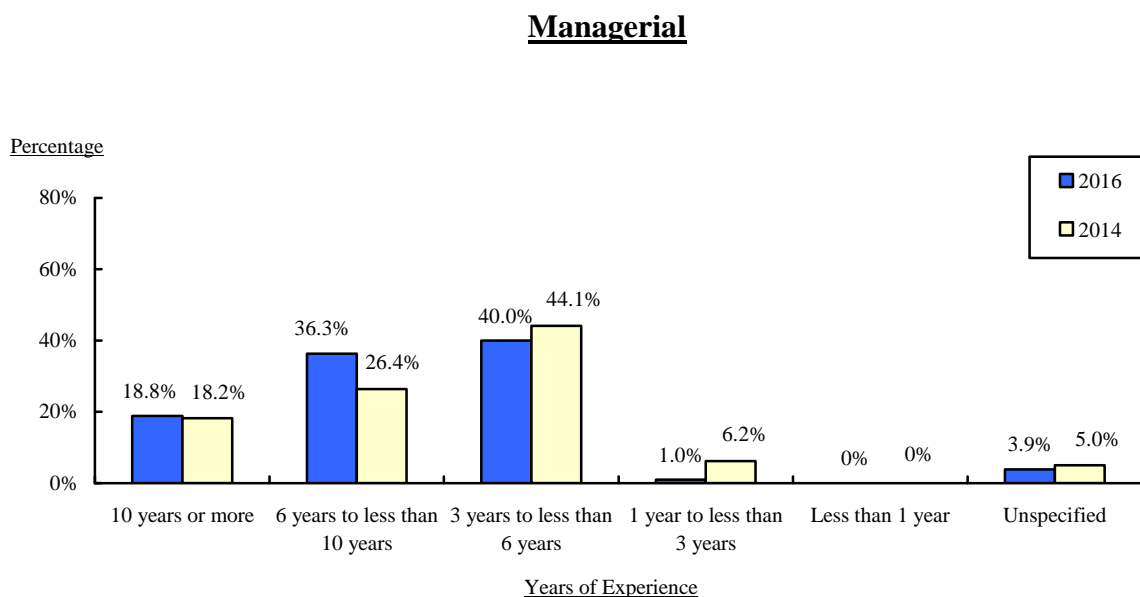
2.26 For the sales staff, 54.6% of the employers preferred they have the senior secondary level, down from 67.3% in 2014. However, the percentage of preference at the junior secondary level rose from 27.9% in 2014 to 40.8% in 2016.

2.27 For the part-time sales / service staff, 65.3% of the employers preferred they have the junior secondary level or below, up from 56.4% in 2014. However, the preference at the senior secondary level down from 39.8% in 2014 to 30.3% in 2016.

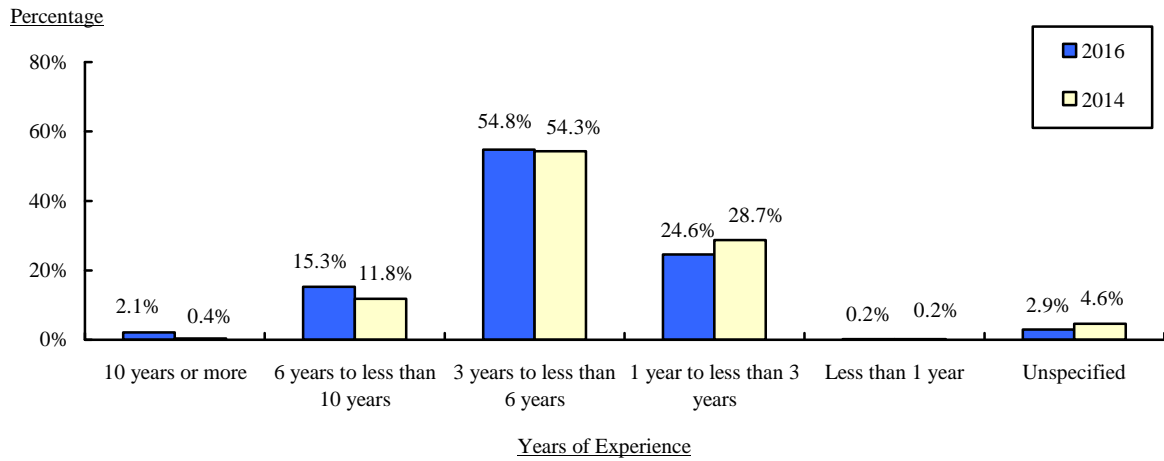
Preferred Relevant Years of Experience

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

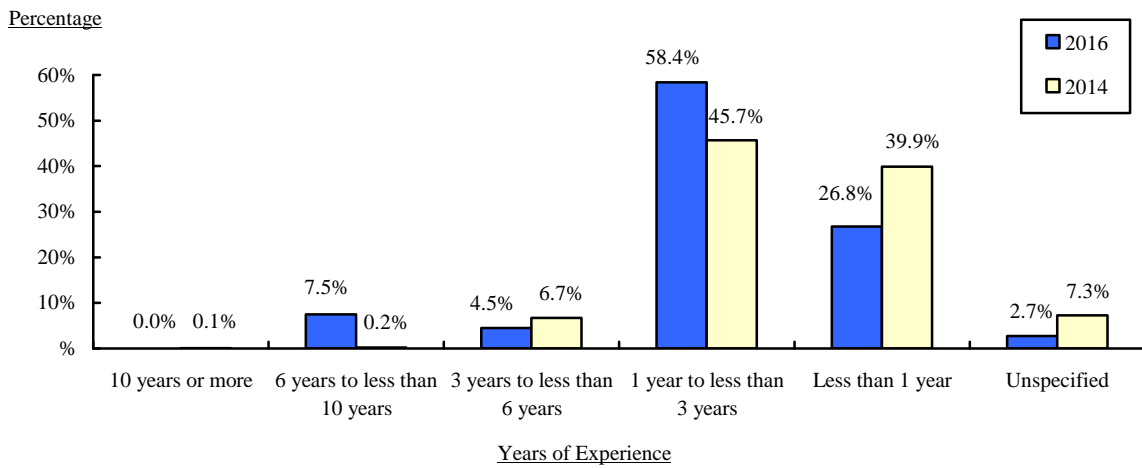
Figure 7: Preferred Relevant Years of Experience by Job Level, 2016 vs 2014



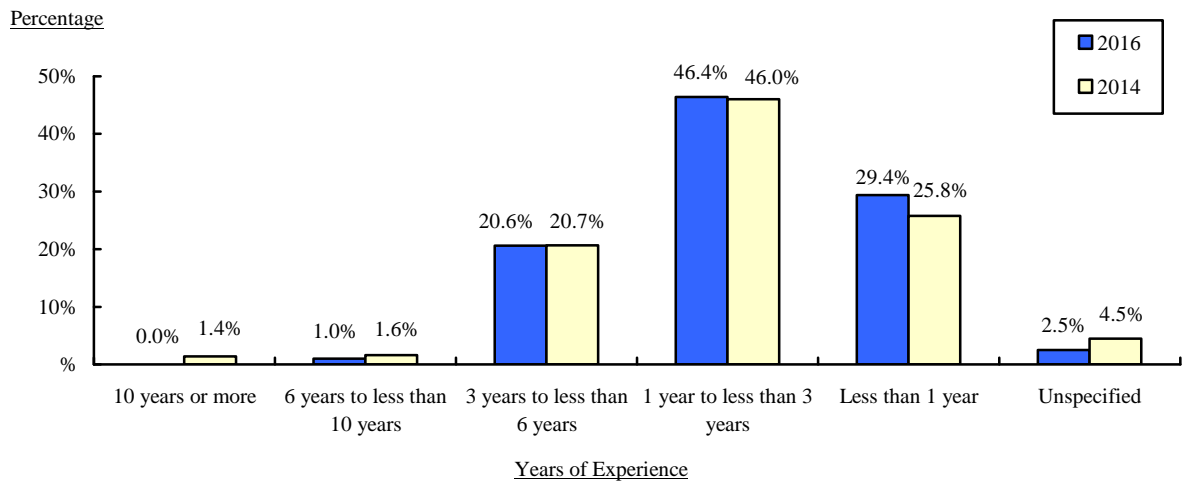
Supervisory



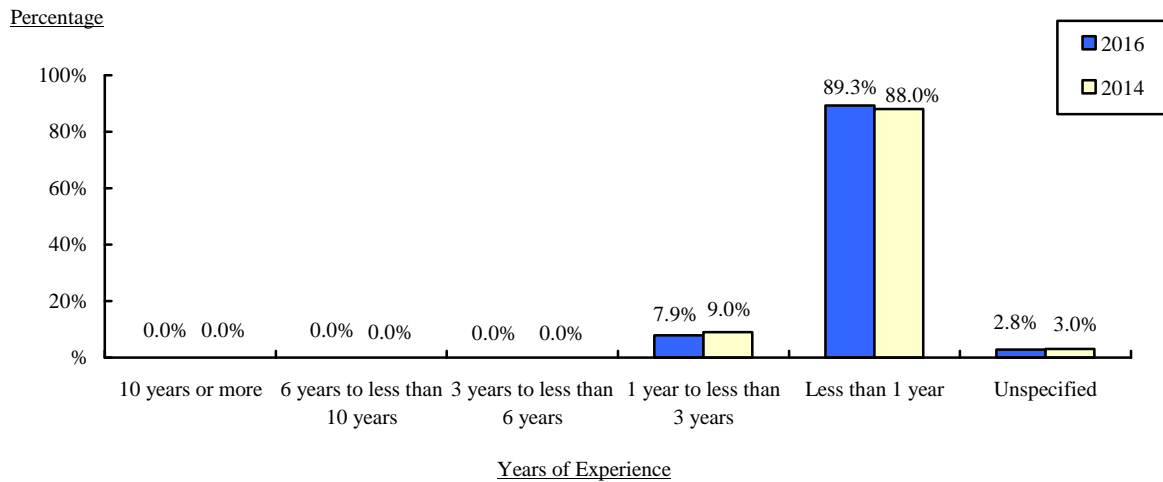
Operative / Clerical Support



Sales



Part-Time Sales / Service



2.29 As shown in Figure 7, 40.0% of the employers preferred their managerial staff to have “3-6 years” relevant experience, down from 44.1% in 2014. However, there was a tendency in lifting up the requirement as the percentage of the preference in “6-10 years” and “10 years or more” rose to 36.3% and 18.8% respectively.

2.30 Similar to the 2014 Survey, most of the employers preferred the supervisory staff to have “3-6 years” relevant experience. However, it was noted that the preference in “6-10 years” rose from 11.8% in 2014 to 15.3% in 2016 and that in “1 - 3 years” down from 28.7% in 2014 to 24.6% in 2016.

2.31 For the operative / clerical support staff, most of the employers preferred they have 1-3 years’ relevant experience. However, the preference in “less than 1 year” down from 39.9% in 2014 to 26.8% in 2016.

2.32 Similar to the 2014 Survey, most of the employers preferred their sales staff to have “1-3 years” relevant experience. Nevertheless, the preference in “less than 1 year” rose from 25.8% in 2014 to 29.4% in 2016. For the part-time sales, the preference in “less than 1 year” registered the highest percentage at 89.3% in 2016, rose slightly from 88.0% in 2014.

D. AVERAGE MONTHLY WAGE RANGE

2.33 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 **Table 9**. Detailed statistics are shown in Appendix 7 - Table 8 (Page 163).

Table 9: Average Monthly Wage Range by Job Level in 2016

Job Level	Under \$10,001	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	Over \$50,000	Unspecified	Total
Managerial	0	345	1 869	5 402	3 075	840	4 083	15 614
Supervisory	57	5 622	9 759	6 765	357	0	4 024	26 584
Sales	15 825	64 787	32 061	4 209	43	0	16 527	133 452
Operative / Clerical Support	657	4 874	2 015	675	175	0	490	8 886
Part-time Sales / Service	30 870	1 287	45	0	0	0	16 225	48 427
Total	47 409	76 915	45 749	17 051	3 650	840	41 349	232 963

2.34 Most of the employees earned an average monthly wage range of \$20,001-\$30,000 at the managerial level, \$15,001- \$20,000 at the supervisory level, \$10,001-\$15,000 at the operative / clerical support level and sales level, and under \$10,001 at the part-time sales / service level.

E. TRAINING REQUIREMENTS

2.35 Attention should be paid to the figures relating to the training requirements as only companies with employment size of five persons or above (12.9%) were required to answer the questionnaires on training questions during the survey. Detailed statistics are shown in Appendix 7 - Tables 9, 10, 11 (Pages 164 - 166).

Training Needs in 2016 vs 2014

2.36 Upgrading skills and rising the status and professionalism of retail practitioners is vital to the long-term competitiveness of the industry. In 2016, 104 884 training places were provided or sponsored by employers. The top three subject areas in training needs in 2016 were “Selling Skills / Product Knowledge”, “Customer Service / Complaints Handling” and “Coaching Skills / Team Work / Communication”.

2.37 Owing to the change of the questionnaire design, the total number of training places and the number of training places for some subject areas cannot be directly comparable between the 2016 Survey and the 2014 Survey. Nevertheless, the training number of the subject areas in “E-commerce” registered a remarkable growth (+1 787.0%), followed by English (+78.1%) and Putonghua (+44.5%). It reflects that the retailers had been well aware of the Omni-channel opportunities in Hong Kong retail market by developing and deploying Omni-channel strategies for sustaining their competitive advantage. In addition, the language proficiency in English and Putonghua was also considered important in dealing with the visitors from overseas countries and the Mainland.

Training Needs in 2017 vs 2016

2.38 In 2017, employers would continue to invest resources in staff training and development to upgrade the standard and professionalism of the retail workforce. The number of training places to be provided and sponsored by employers in 2017 would be 103 261, down by 1 623 (-1.5%) as compares with 104 884 in 2016.

2.39 The growth in training places of the top three subject areas related to the trade specific skills would be “IT and Applications” (+10.0%), “Shop Display / Visual Merchandising” (+9.3%) and “Merchandising and Purchasing” (+8.2%). It reflects the importance of internet retailing in the digital world, effective display techniques to enhance store image and effective procurement strategies for getting the best deal and products for the companies and customers.

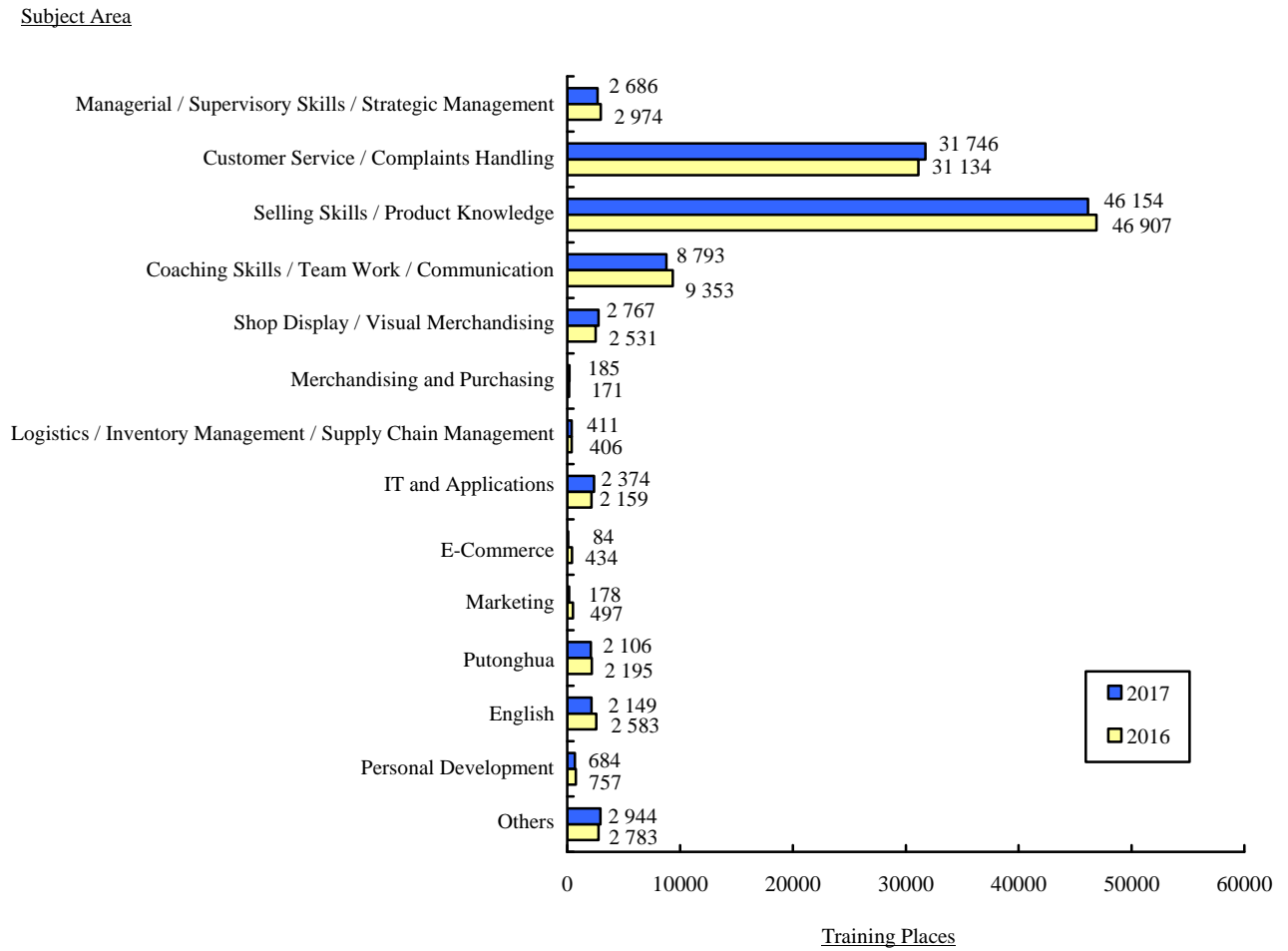
2.40 In addition, there would be a growth of 5.8% in training places of other subject areas, such as the occupational health and safety, first-aid, fashion global trend, fashion mix-and-match skills, creativity, make-up skills, emotional management, identification of fake banknotes, Trade Descriptions Ordinance, Competition Law, warehouse forklift training, Japanese and Korean.

2.41 The comparison on the growth of training places by subject area is shown in **Table 10** and **Figure 8**.

Table 10: Training Places to be Provided / Sponsored by Employers
2017 vs 2016

Subject Area	2016	2017 Forecast	Change	
1. Managerial / Supervisory Skills / Strategic Management	2 974	2 686	-288	(-9.7%)
2. Customer Service / Complaints Handling	31 134	31 746	+612	(+2.0%)
3. Selling Skills / Product Knowledge	46 907	46 154	-753	(-1.6%)
4. Coaching Skills / Team Work / Communication	9 353	8 793	-560	(-6.0%)
5. Shop Display / Visual Merchandising	2 531	2 767	+236	(+9.3%)
6. Merchandising and Purchasing	171	185	+14	(+8.2%)
7. Logistics / Inventory Management / Supply Chain Management	406	411	+5	(+1.2%)
8. IT and Applications	2 159	2 374	+215	(+10.0%)
9. E-Commerce	434	84	-350	(-80.6%)
10. Marketing	497	178	-319	(-64.2%)
11. Putonghua	2 195	2 106	-89	(-4.1%)
12. English	2 583	2 149	-434	(-16.8%)
13. Personal Development	757	684	-73	(-9.6%)
14. Others (Occupational health and safety, first-aid, fashion global trend, fashion mix-and-match skills, creativity, make-up skills, emotional management, identification of fake banknotes, warehouse forklift training, Trade Descriptions Ordinance, Competition Law, Japanese and Korean.)	2 783	2 944	+161	(+5.8%)
Total	104 884	103 261	-1 623	(-1.5%)

Figure 8: Distribution of Training Places by Subject Area
2017 vs 2016



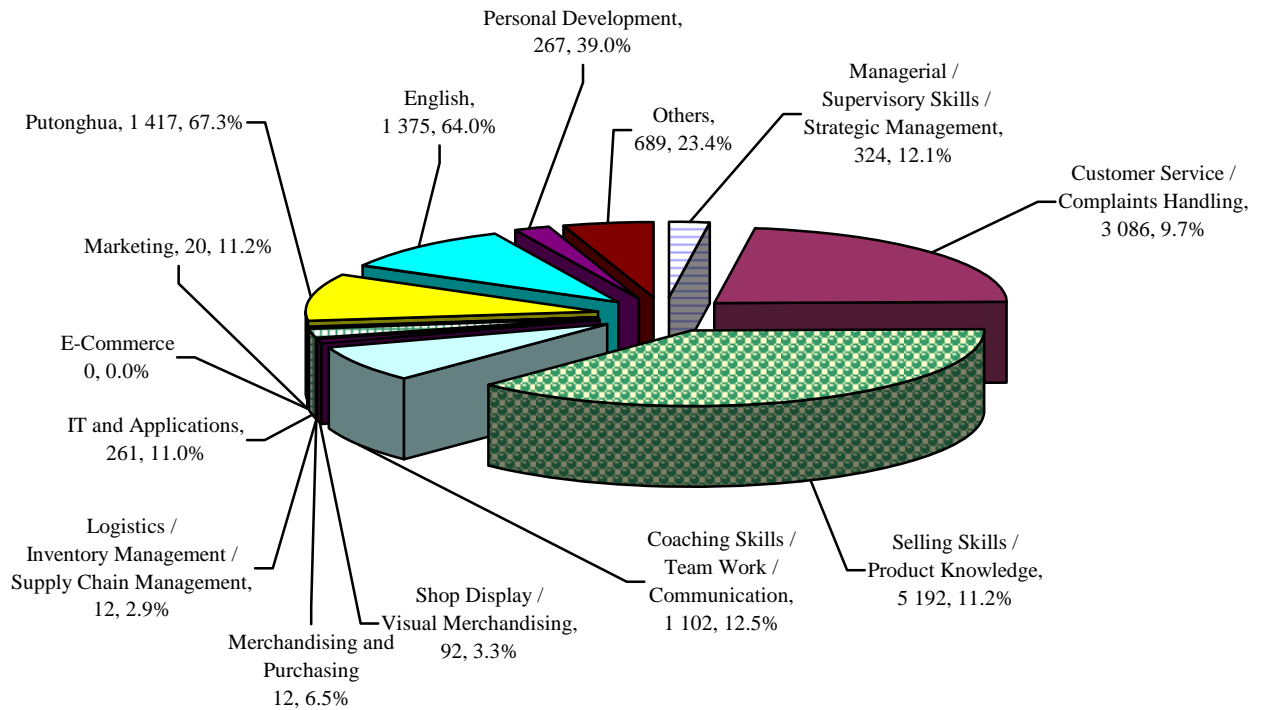
2.42 Of the 103 261 training places to be provided in 2017, 89 412 (86.6%) will be fulfilled by in-house training and 13 849 (13.4%) will be fulfilled by external training.

2.43 The distribution of external training places by subject area in 2017 is shown in **Table 11** and **Figure 9**.

Table 11: External Training Places in 2017

Subject Areas	Number of External Training Places Needed	Percentage of Total Number of Training Places
1. Managerial / Supervisory Skills / Strategic Management	324	12.1%
2. Customer Service / Complaints Handling	3 086	9.7%
3. Selling Skills / Product Knowledge	5 192	11.2%
4. Coaching Skills / Team Work / Communication	1 102	12.5%
5. Shop Display / Visual Merchandising	92	3.3%
6. Merchandising and Purchasing	12	6.5%
7. Logistics / Inventory Management / Supply Chain Management	12	2.9%
8. IT and Applications	261	11.0%
9. E-Commerce	0	0.0%
10. Marketing	20	11.2%
11. Putonghua	1 417	67.3%
12. English	1 375	64.0%
13. Personal Development	267	39.0%
14. Others (Occupational health and safety, first-aid, fashion global trend, fashion mix-and-match skills, creativity, make-up skills, emotional management, identification of fake banknotes, warehouse forklift training Trade Descriptions Ordinance, Competition Law, Japanese and Korean.)	689	23.4%
Total	13 849	13.4%

Figure 9: External Training Places by Subject Area in 2017



Priority in Taking Courses Recognised by the Qualifications Framework

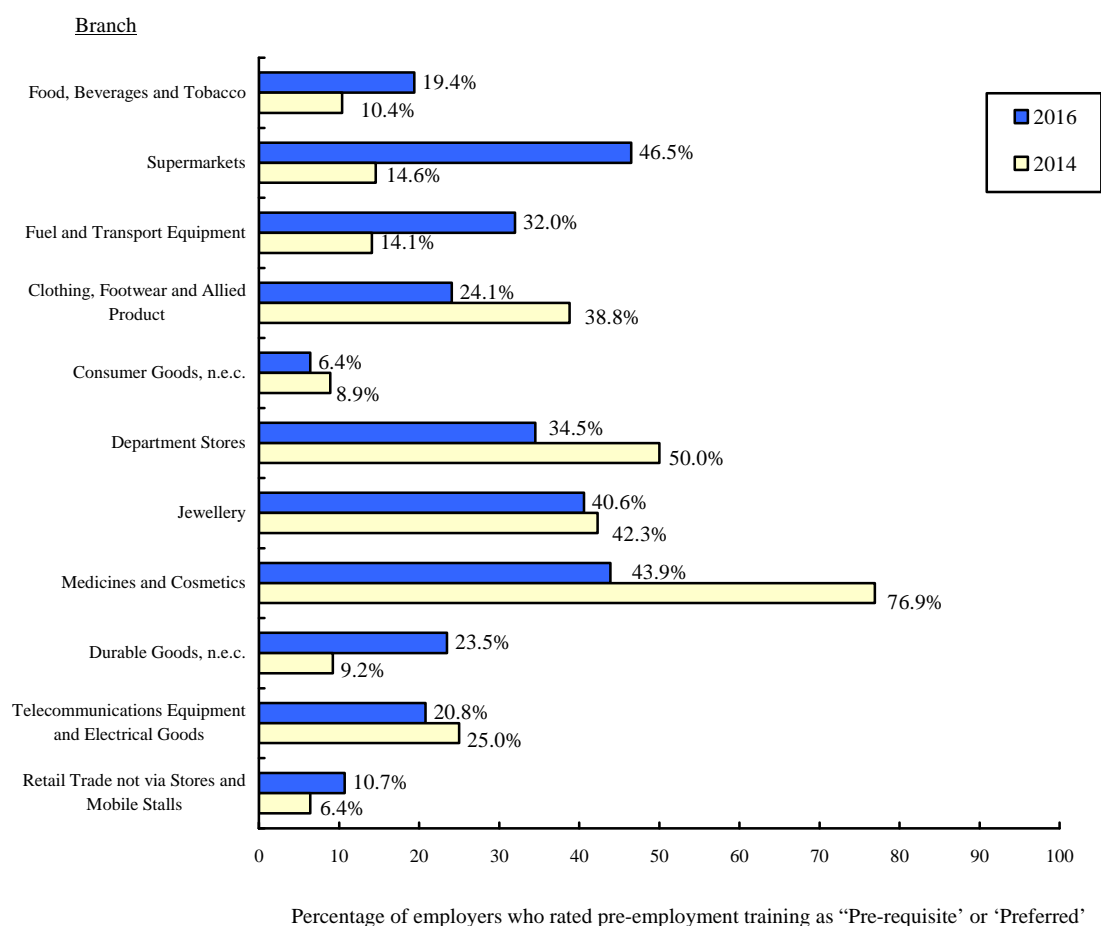
2.44 As revealed in the Survey, 219 out of 5 128 companies indicated that they would take priority to select those courses recognised under the Qualifications Framework when sponsor or provide training to their staff.

Pre-employment Training for Frontline Sales Staff

2.45 Pre-employment training refers to training provided to people before they enter the workforce in a particular industry. As revealed in the Survey, 20.1% of employers indicated the pre-employment training was either ‘Pre-requisite’ or ‘Preferred’, following the downward trend of past years (21.4% in 2014 vs 22.7% in 2012 vs 32.1% in 2010). The figure indicated that employers did not have a strong preference to hire already-trained employees.

2.46 The top three branches registered with the need for pre-employment training for frontline staff were “Supermarkets” (46.5%), “Medicines & Cosmetics” (43.9%) and “Jewellery” (40.6%). The distribution of the pre-employment training for frontline sales staff by branch in 2014 and 2016 is shown in **Figure 10**. Detailed statistics are shown in Appendix 7 - Tables 12, 13 (Pages 167 - 168).

Figure 10: Needs for Pre-employment Training for Frontline Sales Staff by Branch, 2016 vs 2014



2.47 The subject areas in “Customer Service”, “Complaints Handling”, “Selling Skills”, “Product Knowledge”, “Putonghua” and “English” were selected to assess the need of pre-employment training for the frontline sales staff. The percentage of the selected subject areas rated by the employers as either “very important” or “important” in 2014 and 2016 is shown in **Table 12**.

Table 12: Need for Pre-Employment Training for Frontline Sales Staff by Selected Subject Areas 2016 vs 2014

Subject Area	2014	2016
1. Customer Service	99.7%	} 91.1%
2. Complaints Handling	79.2%	
3. Selling Skills	98.6%	} 99.1%
4. Product Knowledge	89.4%	
5. Putonghua	62.1%	50.5%
6. English	53.8%	56.7%

2.48 The employers regarded that the subject areas of “Selling Skills / Product Knowledge” (99.1%) and “Customer Service / Complaints Handling” (91.1%) had attached weight to the pre-employment training need for the frontline sales staff.

F. RECRUITMENT DIFFICULTIES

2.49 In this Survey, 3 031 companies had indicated whether they had encountered recruitment difficulties or not. Of the 3 031 companies, 1 061 (35.0%) reported that they had not encountered recruitment difficulties and 1 970 (65.0%) had encountered recruitment difficulties. The details are shown in **Table 13**.

Table 13: Number of Companies - Recruitment Difficulties in the Past 12 Months by Branch

No.	Branch	No	Yes	Total
1.	Food, Beverages and Tobacco	152	396	548
2.	Supermarkets	1	26	27
3.	Fuel and Transport Equipment	12	153	165
4.	Clothing, Footwear and Allied Product	259	518	777
5.	Retail Sale of Consumer Goods, n.e.c.	268	471	739
6.	Department Stores	11	14	25
7.	Jewellery	174	90	264
8.	Medicines and Cosmetics	34	83	117
9.	Durable Goods, n.e.c.	32	140	172
10.	Telecommunications Equipment and Electrical Goods	78	32	110
11.	Retail Trade not via Stores and Mobile Stalls	40	47	87
Overall		1 061 (35.0%)	1 970 (65.0%)	3 031

2.50 The Survey revealed that 67.4% of the employers had reported recruitment difficulties for sales staff, followed by part-time sales (15.9%), operative / clerical support staff (8.4%), supervisory staff (6.0%) and managerial staff (2.2%).

2.51 Most of the employers regarded that the reason for recruitment difficulties were “candidates had more choices in the market” (30.9%), followed by “candidates found the remuneration package and fringe benefit not attractive” (23.7%) and “candidates were unwilling to work long working hours and on-shift” (20.7%). For details showing the respective percentage of all reasons for recruitment difficulties, please refer to Appendix 7 - Table 14 (Page 169).

G. WASTAGE

2.52 Wastage rate refers to those leaving the retail industry because of change of jobs to other sector, retirement, emigration, further studies and other causes. As revealed in the Survey, the number of wastage was 18 808 in the past 12 months.

H. THE TRENDS

2.53 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.

2.54 It is noted that the percentage of vacancies to the total manpower demand in 2016 was 3.3%, decreased slightly when compares to 3.6% in 2014. It reflects the employers were cautious in the opening of posts amid the challenging environment.

2.55 Owing to the change of the questionnaire design, the total number of training places and the number of training places for some subject areas cannot be directly comparable between the 2014 Survey and the 2016 Survey. Nevertheless, the subject area of “E-commerce” registered a notable growth (+1 787.0%), followed by English (+78.1%) and Putonghua (+44.5%). It reflects that the retailers were well aware of the Omni-channel opportunities in Hong Kong retail market by developing and deploying Omni-channel strategies for sustaining their competitive advantage. In addition, the language proficiency in English and Putonghua was also considered important in dealing with the visitors from overseas countries and the Mainland.

2.56 The total manpower demand for the part-time sales staff in 2016 was 50 517, rose by 7.5% as compares with 46 982 in 2014. This might due to the recruitment difficulties of full-time sales staff and the operational need of maintaining a flexible staffing for the sake of better management and cost effectiveness. The staff turnover rate by branch was 10.9%, up from 9.7 % in 2014.

(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%
2016	281 780	-0.2%

(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%
2016	9 204	3.3%

(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%
2016	103 261 #	N/A *

Note:

Only companies with employment size of 5 persons or above (12.9%) are required to indicate their training places.

* Owing to the change of the questionnaire design, the total number of training places cannot be directly comparable with the 2014 Survey

(d) **Part-Time Sales Staff**

Year	Part-Time Sales Staff *	
	In Number	Percentage Change (from previous survey)
2002	19 211	-
2004	25 862	+34.6%
2006	27 031	+4.5%
2008	28 848	+6.7%
2010	24 697	-14.4%
2012	35 499	+43.7%
2014	46 982	+32.3%
2016	50 517	+7.5%

Note:

* Including vacancies

(e) **Staff Turnover Rate by Branch**

Branch	Staff Turnover Rate						
	Man-times as a Percentage of Manpower Demand by Branch						
	2004	2006	2008	2010	2012	2014	2016
Food, Beverages and Tobacco	21.1%	16.4%	10.4%	9.5%	9.1%	6.0%	13.1%
Supermarkets	27.9%	13.7%	13.9%	1.1%	23.9%	10.1%	7.8%
Fuel and Transport Equipment	14.4%	14.4%	10.9%	7.1%	3.9%	5.8%	5.4%
Clothing, Footwear and Allied Product	30.0%	21.1%	14.6%	8.3%	14.7%	11.2%	15.9%
Consumer Goods, n.e.c.	18.3%	8.1%	9.2%	4.1%	7.2%	6.5%	7.8%
Department Stores	39.4%	10.0%	12.8%	8.3%	12.9%	5.3%	4.3%
Jewellery	20.6%	12.4%	11.8%	4.1%	8.3%	9.6%	13.0%
Medicines and Cosmetics	20.3%	13.6%	13.4%	11.2%	17.8%	17.5%	16.8%
Durable Goods, n.e.c.	27.6%	25.0%	13.1%	10.3%	6.5%	10.1%	6.6%
Telecommunications Equipment & Electrical Goods	23.6%	21.7%	23.5%	12.1%	13.0%	20.7%	9.0%
Retail Trade not via Stores and mobile Stalls	-	-	-	1.3%	3.2%	2.7%	3.1%
Overall	23.7%	15.0%	12.7%	7.3%	12.1%	9.7%	10.9%

(f) **Staff Turnover Rate by Job Level**

Job Level	Staff Turnover Rate						
	Man-times as a Percentage of Manpower Demand by Job Level						
	2004	2006	2008	2010	2012	2014	2016
Managerial	12.5%	10.1%	6.8%	2.2%	2.6%	2.5%	3.0%
Supervisory	7.2%	8.5%	4.3%	2.3%	6.1%	4.1%	8.6%
Operative / Clerical Support *	31.5%	18.1%	18.7%	11.3%	14.4%	5.1%	4.2%
Sales	-	-	-	-	-	16.9%	18.6%

Note:

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

SECTION III

RECOMMENDATIONS

3.1 The retail industry 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.

Employers

3.2 The short to medium term business outlook of the retail trade in Hong Kong will be full of challenges. To stay ahead in the industry, it is essential to acquire the best practices, latest methods and updated technology through continuous training. The Training Board is of the view that the staff training should not be viewed as a burden to the operations as more effective and efficient service and product delivery results in higher customer satisfaction.

3.3 The Training Board regards that effectiveness of training relies very much on employers' support. As an incentive to encourage employees to attend and complete training courses, employers are advised to offer various incentives, such as providing time off, monetary subsidies or promotion opportunities wherever possible.

3.4 Developing employees at all levels is essential to provide a consistent level of customers satisfaction over time. Top performers and potential employees should attend advanced trainings that may be associated with career advancement. The offering of progressive advancement with promising opportunities in career advancement demonstrates confidence in staff, prepares succession of manpower pool and retains talents for the companies.

Employees

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

3.6 With the abundance choices of courses providers in the market, the Training Board advises that employees should exercise prudence when selecting course providers for ensuring quality training.

Government Support

3.7 For those companies with little and no resources for training, the Skills Upgrading Scheme Plus (SUS Plus) and Continuing Education Fund (CEF) funded by the HKSAR Government provide financial assistance for in-services training to meet the skills

requirement of the industry. Hence, the Training Board supports the continuation of these financial measures to help the trade.

3.8 Since the launch of the Earn and Learn Scheme in July 2014, it has developed an effective platform to recruit senior secondary school leavers who are interested in pursuing their careers in retail sector through in-class learning and on-the-job training. The Training Board is of the view that the government support with funding on a continued basis is crucial for the sustainable manpower development of the retail trade.

Training Service Providers

3.9 Training services providers are advised to keep designing 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 “E-commerce”, “IT and Applications”, “Shop Display / Visual Merchandising” and “Merchandising and Purchasing” are highly recommendable as it is of vital importance to develop internet retailing in the digital world, raise the store image and get the best deal and products for the companies and customers. To achieve this, companies could consider inviting some training providers to develop tailor-made training courses for their employees.

3.10 Apart from in-service training, pre-employment training such as internship and placement opportunities could help students to acquire the essential knowledge and skills for easier adaptation to the job after graduation.

3.11 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.

Qualifications Framework

3.12 The Qualifications Framework (QF) for the retail trade 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. Another set of Specification of Competency Standard (SCS) in “E-Business” for the retail industry has been launched. The Training Board recommends that employers should encourage staff to pursue continuing education and training with reputable organizations and implement QF accredited in-house training for their staff. It could enhance the employees’ vocational competencies and lifelong development which in turn will ensure a continuous supply of quality manpower for the retail industry and the society as a whole.

Recognition of Prior Learning

3.13 The Recognition of Prior Learning (RPL) enables employees to receive formal recognition of their knowledge, skills and experience already acquired. It serves as an effective mechanism to strengthen competitiveness of retail practitioners and helps promoting company image.

Publicity and Manpower Surveys

3.14 The Training Board will continue to support the experience-sharing, seminars, workshops for the employees in the industry. In addition, manpower surveys should continue to be conducted 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 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 the In-Depth Interviews participants is shown in Appendix 4 (Page 55).

Improvements Made on Survey Questionnaires

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

Companies with "4 persons or below" and "5 persons or above":

- i) To subdivide the average monthly wage range of \$10,001 - \$20,000 into two levels (i.e. \$10,001 - 15,000 and \$15,001 - \$20,000);
- ii) To classify the preferred levels of education into "Junior Secondary", "Senior Secondary", "Sub-degree", "First Degree" and "Postgraduate".

Companies with "5 persons or above":

- i) To re-group some of the training aspects by combining the subject areas of "Customer Service / Complaint", "Selling Skills / Product Knowledge" and separating the subject areas of "Marketing", "Shop Display / Visual Merchandising" and "Merchandising and Purchasing" as the standalone items.

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, PROCEDURES AND RESPONSE RATE

Scope of the Survey

4.6 Out of the 39 812* registered companies in the retail industry, a sample comprising 909 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	114
2.	Supermarkets	31
3.	Fuel and Transport Equipment	58
4.	Clothing, Footwear and Allied Product	154
5.	Consumer Goods, n.e.c.	119
6.	Department Stores	29
7.	Jewellery	44
8.	Medicines and Cosmetics	55
9.	Durable Goods, n.e.c.	65
10.	Telecommunications Equipment & Electrical Goods	41
11.	Not via Stores and Mobile Stalls	199
	Total	909

Note:

* The figure of 39 812 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 in 2016 was 45 086.

Procedures of the Survey

4.7 A Briefing Session was held on 5 October 2016. 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 on the retail sector before they carried out the fieldwork.

4.8 The fieldwork took place in October 2016 and the followed-up field work with non-respondents was completed in early March 2017 under the supervision of the C&SD.

4.9 The Survey documents including the covering letter, questionnaire, explanatory notes and job descriptions were sent to each sampled company before the commencement of the fieldwork. The survey documents are shown in Appendix 5 (Pages 56 - 77).

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 909 companies selected, 620 completed and responded fully to the questionnaires, 42 companies declined to answer the questionnaires, 24 responded partially, and the effective response rate of the survey is 93.9%. 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.

Acknowledgement

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

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-yee, Stella

Vice-Chairman

Mr WAI Yau-on, Angus

Members

Ms Ada CHAN

Mr Calvin CHAN

Ms CHOI Pui-shan, Albe

Ms CHOW Wai-yee, Winnie

Mr CHOY Jing-man, Ian

Mr LAU Hak-bun, Dennis

Ms TSE Man-fung, Carrie

Mr TSOI Chung-kin

Ms WONG Nga-lai, Alice

Ms YU Lai-yiu, Ruth

Executive Director of the Vocational Training Council (or her representative)

Secretary

Ms WONG Szee-ving, Venus

**WORKING PARTY
ON THE 2016 MANPOWER SURVEY OF THE RETAIL TRADE**

Membership List

Convener

Mr WAI Yau-on, Angus (Fairton International Group Limited)

Members

Mr Fredrick KWONG (Chow Sang Sang Holdings International Limited)

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)

Ms KEA Chi-shun, Josephine (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 FUNG Yan-kin, Kenneth (Census & Statistics Department)

Mr KWOK Ming-lok, Eddie (Census & Statistics Department)

Secretary

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

**IN-DEPTH INTERVIEWS
FOR THE 2016 MANPOWER SURVEY OF THE RETAIL TRADE**

List of Participants

Ms Alice CHAN	(DFS Group Limited)
Ms Helen CHAN	(Fairton International Group Limited)
Ms Cinder CHAN	(CSL Mobile Limited)
Mr Stephen CHUNG	(Chow Tai Fook Jewellery Company Limited)
Ms Melly HO	(S. Culture International Holdings Limited)
Ms Winnie WONG	(Parsons Music Limited)

Headquarters (Industry Partnership) 總辦事處(行業合作)
30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong
香港九龍長沙灣長裕街10號億京廣場2期30樓
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

(852) 2904 7843

Our Reference 本局檔號 (1) in RT/4/2 (2016)

Your Reference 來函檔號



3 October 2016

Dear Sir/Madam,

2016 Manpower Survey of the Retail Trade

I am writing to request your cooperation in completing the 2016 Manpower Survey to be conducted by the Retail Trade Training Board of the Vocational Training Council (VTC) during the period **from 17 October 2016 to 16 November 2016**.

The Retail Trade Training Board Members are appointed by the Chief Executive of the Government of the Hong Kong Special Administrative Region to determine the manpower demand including the collection and analysis of relevant manpower statistics and advise manpower training for the retail trade.

The purpose of this survey are to collect information on the latest manpower situation and recommend appropriate manpower training for the retail trade. Your response to this survey is crucial to its success and the manpower statistics would also help your company to formulate the manpower, business and training development plans in the upcoming years.

During the survey period, an officer from the Census and Statistics Department (C&SD) will contact and assist you or your authorised representative to complete the questionnaire and the information collected will be handled in **strict confidence**.

Please find attached a copy of the Questionnaire (**Appendix A**), the Explanatory Notes (**Appendix B**) and the Descriptions of Principal Jobs (**Appendix C**) for your reference and completion. Should you have any questions in connection with the survey, please feel free to contact the Manpower Statistics Section of C&SD at 2116 8301.

Thank you for your participation in this survey.

Yours faithfully,

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

(Stella KWAN)
Chairlady
Retail Trade Training Board

CONFIDENTIAL

WHEN DATA ENTERED

填入數據後即成

機密文件

Appendix A

附錄A

VOCATIONAL TRAINING COUNCIL

職業訓練局

2016 MANPOWER SURVEY OF THE RETAIL TRADE

2016 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

TOTAL NUMBER OF PERSONS ENGAGED:

僱員總人數

ADDRESS:

地址

PRINCIPAL LINE OF BUSINESS:

主要業務

- Food, Beverages and Tobacco (1) 食品、飲品及煙草
 Supermarkets (2) 超級市場
 Medicines and Cosmetics (7) 珠寶首飾 (8) 藥物及化妝品
 Fuel and Transport Equipment (3) 燃料及運輸設備
 Durable Goods, n.e.c. (9) 其他耐用品
 Clothing, Footwear and Allied Product (4) 衣物、鞋類及有關製品
 Telecommunications Equipment and Electrical Goods (10) 通訊設備及電器產品
 Consumer Goods, n.e.c. (5) 其他消費品
 Trade not via Stores and Mobile Stalls (11) 無店面和不經流動貨攤的零售
 Department Store (6) 百貨公司

NAME OF PERSON TO CONTACT:

聯絡人姓名

28 _____ 47

POSITION:

職位

TEL. NO.:

電話

48 _____ 55 56 _____ 63

FAX NO.:

圖文傳真

E-MAIL:

電郵

_____ 98

Please tick in the appropriate box if your company wants a complimentary copy of the 2016 Manpower Survey Report.

如貴公司欲收到二〇一六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 Range 每月平均工資幅度		(C) No. of Employees as at 17.10.2016 在2016年10月17日僱員人數	(D) No. of Vacancies as at 17.10.2016 在2016年10月17日的空缺額	(E) Forecast No. of Employees as at October 2017 預計在2017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 職位編號	Code(B) 編號(B)					
(See Appendix C) (參閱附錄C)			12 - 15	16 - 18	19 - 22	23	24
		8 - 10					
	2						
	2						
	2						
	2						
	2						

Column (B) (B)欄	Column (F) (F)欄	Column (G) (G)欄
Coding Descriptions 編號說明 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 1 Over \$50,000 以上 2 \$30,001 - \$50,000 3 \$20,001 - \$30,000 4 \$15,001 - \$20,000 5 \$10,001 - \$15,000 6 Under \$10,001 以下	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 1 Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位 (如碩士學位) 或同等教育程度) 2 First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育程度) 3 Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文憑、專業文憑、高級證書, 或同等教育程度) 4 Senior Secondary (Secondary 4-6, Diploma, Hong Kong Diploma of Secondary Education or equivalent) 高中 (中四至中六、文憑、香港中學文憑, 或同等教育程度) 5 Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程度)	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： Code 編號 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**2016 MANPOWER SURVEY OF THE RETAIL TRADE**
2016 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

PRINCIPAL LINE

OF BUSINESS:

主要業務

- Food, Beverages and Tobacco (1) 食品、飲品及煙草
 Supermarkets (2) 超級市場
 Medicines and Cosmetics (8) 藥物及化妝品
 Jewellery (7) 珠寶首飾
 Fuel and Transport Equipment (3) 燃料及運輸設備
 Durable Goods, n.e.c. (9) 其他耐用品
 Clothing, Footwear and Allied Product (4) 衣物、鞋類及有關製品
 Telecommunications Equipment and Electrical Goods (10) 電話設備及電器產品
 Consumer Goods, n.e.c. (5) 其他消費品
 Trade not via Stores and Mobile Stalls (11) 無店面和不經流動貨攤的零售
 Department Store (6) 百貨公司

NAME OF PERSON TO CONTACT: _____

聯絡人姓名

TEL NO.: _____
電話E-MAIL: _____
電郵POSITION: _____
職位FAX NO.: _____
圖文傳真

Please tick in the appropriate box if your company wants a complimentary copy of the 2016 Manpower Survey Report.

如貴公司欲收到二〇一六年人力調查報告贈閱版，請於方格內加上"✓"號。

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

28

47

63

98

Part I

第一部份

(A) Job 工作		(B) Average Monthly Wage Range 每月平均 工資幅度	(C) No. of Employees as at 17.10.2016 在2016年 10月17日 僱員人數	(D) No. of Vacancies as at 17.10.2016 在2016年 10月17日 的空缺額	(E) Forecast No. of Employees as at October 2017 預計 在2017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	<u>Coding Descriptions</u> <u>編號說明</u>
Title 職稱 (See Appendix C) (參閱附錄C)		Rec. Type	Job Code 職位編號	Code(B) 編號(B)		Code(F) 編號(F)	Code(G) 編號(G)	<u>Column (B)</u> (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： <u>Code</u> <u>Average Monthly Wage Range</u> 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 \$15,001 - \$20,000 5 \$10,001 - \$15,000 6 Under \$10,001 以下
		8 - 10	11	12 - 15	16 - 18	19 - 22	23	<u>Column (F)</u> (F)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： <u>Code</u> <u>Preferred Level of Education</u> 編號 宜有的教育程度 1 Postgraduate 研究院 (Higher degrees (e.g. master degrees) or equivalent) (高等學位 (如碩士學位) 或同等教育程度) 2 First Degree 學士學位 (First degree or equivalent) (學士學位，或同等教育程度) 3 Sub-degree 副學位 (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) (副學士、高級文憑、專業文憑、高級證書，或同等教育程度) 4 Senior Secondary 高中 (Secondary 4-6, Diploma, Hong Kong Diploma of Secondary Education or equivalent) (中四至中六、文憑、香港中學文憑，或同等教育程度) 5 Junior Secondary 初中 (Secondary 1-3 or equivalent) (中一至中三，或同等教育程度)
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					

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 2015 (12 months ago).
2015年10月時(12個月前)的全職零售業僱員人數。

- (a) Managerial Level
經理級

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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 2015 (12 months ago).
2015年10月時(12個月前)的兼職售貨員/服務員人數。

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42

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46

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

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47

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Est. No. _____

ER No. _____

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24

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41

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

Sources 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"/> 147		<input type="text"/> 148	
	<input type="text"/> 149			

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?

	<u>Past 12 Months 過去12個月</u>		<u>Next 12 Months 未來12個月</u>	
	<u>Full-time Managerial and Supervisory Staff</u> 全職經理及主任級僱員	<u>Full-time Sales, Operative and Clerical Support Staff</u> 全職售貨員、輔助人員及文員	<u>Full-time Managerial and Supervisory Staff</u> 全職經理及主任級僱員	<u>Full-time Sales, Operative and Clerical Support Staff</u> 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	<input type="text" value="150"/>	<input type="text" value="153"/>	<input type="text" value="157"/>	<input type="text" value="160"/>
(b) Customer Service / Complaints Handling 客戶服務/投訴處理	<input type="text" value="164"/>	<input type="text" value="167"/>	<input type="text" value="171"/>	<input type="text" value="174"/>
(c) Selling Skills / Product Knowledge 銷售技巧/產品知識	<input type="text" value="178"/>	<input type="text" value="181"/>	<input type="text" value="185"/>	<input type="text" value="188"/>
(d) Coaching Skills / Team Work / Communication 專業教練技巧/團隊工作/溝通技巧	<input type="text" value="192"/>	<input type="text" value="195"/>	<input type="text" value="199"/>	<input type="text" value="202"/>
(e) Shop Display / Visual Merchandising 店舖陳列/商品視覺展示	<input type="text" value="206"/>	<input type="text" value="209"/>	<input type="text" value="213"/>	<input type="text" value="216"/>
(f) Merchandising and Purchasing 採購	<input type="text" value="220"/>	<input type="text" value="223"/>	<input type="text" value="227"/>	<input type="text" value="230"/>
(g) Logistics / Inventory Management / Supply Chain Management 物流/存貨管理/供應鏈管理	<input type="text" value="234"/>	<input type="text" value="237"/>	<input type="text" value="241"/>	<input type="text" value="244"/>
(h) IT and Applications 資訊科技及應用	<input type="text" value="248"/>	<input type="text" value="251"/>	<input type="text" value="255"/>	<input type="text" value="258"/>
(i) E-Commerce 電子商貿	<input type="text" value="262"/>	<input type="text" value="265"/>	<input type="text" value="269"/>	<input type="text" value="272"/>
(j) Marketing 市務推廣	<input type="text" value="276"/>	<input type="text" value="279"/>	<input type="text" value="283"/>	<input type="text" value="286"/>
(k) Putonghua 普通話	<input type="text" value="290"/>	<input type="text" value="293"/>	<input type="text" value="297"/>	<input type="text" value="300"/>
(l) English 英語	<input type="text" value="304"/>	<input type="text" value="307"/>	<input type="text" value="311"/>	<input type="text" value="314"/>
(m) Personal Development 個人發展	<input type="text" value="318"/>	<input type="text" value="321"/>	<input type="text" value="325"/>	<input type="text" value="328"/>
(n) Others (please specify) 其他(請說明)	<input type="text" value="332"/>	<input type="text" value="335"/>	<input type="text" value="339"/>	<input type="text" value="342"/>

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	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 350	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 353	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 356
(b) Customer Service / Complaints Handling 客戶服務／投訴處理	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 357	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 360	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 363
(c) Selling Skills / Product Knowledge 銷售技巧／產品知識	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 364	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 367	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 370
(d) Coaching Skills / Team Work / Communication 專業教練技巧／團隊工作／溝通技巧	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 371	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 374	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 377
(e) Shop Display / Visual Merchandising 店舖陳列／商品視覺展示	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 378	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 381	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 384
(f) Merchandising and Purchasing 採購	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 385	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 388	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 391
(g) Logistics / Inventory Management / Supply Chain Management 物流／存貨管理／供應鏈管理	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 392	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 395	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 398
(h) IT and Applications 資訊科技及應用	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 399	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 402	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 405
(i) E-Commerce 電子商貿	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 406	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 409	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 412
(j) Marketing 市務推廣	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 413	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 416	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 419
(k) Putonghua 普通話	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 420	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 423	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 426
(l) English 英語	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 427	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 430	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 433
(m) Personal Development 個人發展	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 434	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 437	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 440
(n) Others (please specify) 其他(請說明) _____	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 441	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 444	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 447

8. Does your company take priority to select those courses recognised 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

Not Applicable
不適用

448

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

Not Applicable
不適用

449

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？

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

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

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

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

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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"/> 455	<input type="checkbox"/> 456	<input type="checkbox"/> 457	<input type="checkbox"/> 458
(b) Customer Service / Complaints Handling 客戶服務/投訴處理	<input type="checkbox"/> 459	<input type="checkbox"/> 460	<input type="checkbox"/> 461	<input type="checkbox"/> 462
(c) Selling Skills / Product Knowledge 銷售技巧/產品知識	<input type="checkbox"/> 463	<input type="checkbox"/> 464	<input type="checkbox"/> 465	<input type="checkbox"/> 466
(d) Coaching Skills / Team Work / Communication 專業教練技巧/團隊工作/溝通技巧	<input type="checkbox"/> 467	<input type="checkbox"/> 468	<input type="checkbox"/> 469	<input type="checkbox"/> 470
(e) Shop Display / Visual Merchandising 店舖陳列/商品視覺展示	<input type="checkbox"/> 471	<input type="checkbox"/> 472	<input type="checkbox"/> 473	<input type="checkbox"/> 474
(f) Merchandising and Purchasing 採購	<input type="checkbox"/> 475	<input type="checkbox"/> 476	<input type="checkbox"/> 477	<input type="checkbox"/> 478
(g) Logistics / Inventory Management / Supply Chain Management 物流/存貨管理/供應鏈管理	<input type="checkbox"/> 479	<input type="checkbox"/> 480	<input type="checkbox"/> 481	<input type="checkbox"/> 482
(h) IT and Applications 資訊科技及應用	<input type="checkbox"/> 483	<input type="checkbox"/> 484	<input type="checkbox"/> 485	<input type="checkbox"/> 486
(i) E-Commerce 電子商貿	<input type="checkbox"/> 487	<input type="checkbox"/> 488	<input type="checkbox"/> 489	<input type="checkbox"/> 490
(j) Marketing 市務推廣	<input type="checkbox"/> 491	<input type="checkbox"/> 492	<input type="checkbox"/> 493	<input type="checkbox"/> 494
(k) Putonghua 普通話	<input type="checkbox"/> 495	<input type="checkbox"/> 496	<input type="checkbox"/> 497	<input type="checkbox"/> 498
(l) English 英語	<input type="checkbox"/> 499	<input type="checkbox"/> 500	<input type="checkbox"/> 501	<input type="checkbox"/> 502
(m) Personal Development 個人發展	<input type="checkbox"/> 503	<input type="checkbox"/> 504	<input type="checkbox"/> 505	<input type="checkbox"/> 506
(n) Others (please specify) 其他(請說明)	<input type="checkbox"/> 507	<input type="checkbox"/> 508	<input type="checkbox"/> 509	<input type="checkbox"/> 510

511

Difficulties Encountered in Recruitment**招聘困難**

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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 <u>Level</u> 經理級	Supervisory <u>Level</u> 主任級	Sales Staff 售貨員	Operative /Clerical <u>Support Level</u> 輔助人員 /文員級	Part-time Sales Staff and <u>Service Staff</u> 兼職售貨員 /服務員
(a) Candidates had more choices in the market 應徵者在市場上有很多選擇	<input type="checkbox"/> 513	<input type="checkbox"/> 514	<input type="checkbox"/> 515	<input type="checkbox"/> 516	<input type="checkbox"/> 517
(b) Candidates lacked the relevant skills / expertise 應徵者並無相關技能/知識	<input type="checkbox"/> 518	<input type="checkbox"/> 519	<input type="checkbox"/> 520	<input type="checkbox"/> 521	<input type="checkbox"/> 522
(c) Candidates lacked the relevant experience 應徵者缺乏相關經驗	<input type="checkbox"/> 523	<input type="checkbox"/> 524	<input type="checkbox"/> 525	<input type="checkbox"/> 526	<input type="checkbox"/> 527
(d) Candidates lacked the relevant academic qualification 應徵者未具相關學歷	<input type="checkbox"/> 528	<input type="checkbox"/> 529	<input type="checkbox"/> 530	<input type="checkbox"/> 531	<input type="checkbox"/> 532
(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"/> 533	<input type="checkbox"/> 534	<input type="checkbox"/> 535	<input type="checkbox"/> 536	<input type="checkbox"/> 537
(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"/> 538	<input type="checkbox"/> 539	<input type="checkbox"/> 540	<input type="checkbox"/> 541	<input type="checkbox"/> 542
(g) 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"/> 543	<input type="checkbox"/> 544	<input type="checkbox"/> 545	<input type="checkbox"/> 546	<input type="checkbox"/> 547
(h) Others (Please specify) 其他(請註明) _____	<input type="checkbox"/> 548	<input type="checkbox"/> 549	<input type="checkbox"/> 550	<input type="checkbox"/> 551	<input type="checkbox"/> 552
(i) Others (Please specify) 其他(請註明) _____	<input type="checkbox"/> 553	<input type="checkbox"/> 554	<input type="checkbox"/> 555	<input type="checkbox"/> 556	<input type="checkbox"/> 557

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558
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563

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

2016 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 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 “The 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 provide 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 “C” to column “E” accordingly.

5. Column “B” - Average Monthly Wage Range

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 “Coding Descriptions” in the questionnaire.)

6. Column “C” - Number of Employees as at 17.10.2016

Please fill in the total number of employees for each job title as at 17.10.2016. These include proprietors, partners and unpaid family members working for your company.

7. Column “D” - Number of Vacancies as at 17.10.2016

Please fill in the number of existing vacancies for each job title as at 17.10.2016. “Existing Vacancies” refer to those unfilled, immediately available job openings for which the company is actively trying to recruit.

8. Column “E” - Forecast Number of Employees as at October 2017

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 2017. 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 “Coding Descriptions” in 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 “Coding Descriptions” in the questionnaire.)

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

2016 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 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 “The 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 provide 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 “C” to column “E” accordingly.

5. Column “B” - Average Monthly Wage Range

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 “Coding Descriptions” in the questionnaire.)

6. Column “C” - Number of Employees as at 17.10.2016

Please fill in the total number of employees for each job title as at 17.10.2016. These include proprietors, partners and unpaid family members working for your company.

7. Column “D” - Number of Vacancies as at 17.10.2016

Please fill in the number of existing vacancies for each job title as at 17.10.2016. “Existing Vacancies” refer to those unfilled, immediately available job openings for which the company is actively trying to recruit.

8. Column “E” - Forecast Number of Employees as at October 2017

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 2017. 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 “Coding Descriptions” in 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 “Coding Descriptions” in 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 - Sources of Recruitment

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

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 recognised 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.

2016 Manpower Survey of the Retail Trade**The 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 maximising sales. Directly contacts clients to promote sales.
117	Customer Services Manager	Plans, organises, 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, organises, 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 personnel, 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 involve in personnel, accounting, finance, IT or other administrative work.

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, responds to incoming customer emails and manage until fully resolved, assists 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/Supporting Staff involve in secretarial, accounting, finance, IT or other administrative work.

Code No.	Job Title	Brief Job Description
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 2017-2019 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, seven 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. 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 2017 - 2019 is projected as below:

Year	Total Manpower Demand	Employers' Forecast	Projected Manpower
2016	281 780	-	-
2017	-	282 144 (+0.13%*)	282 347 (+0.2%*)
2018	-	-	284 077 (+0.6%**)
2019	-	-	287 627 (+1.2%**)
* as percentage change vs the total manpower demand in 2016			
** as percentage change vs projected manpower in previous year.			

報告摘要

人力調查

1. 零售業訓練委員會（下稱「本會」）在政府統計處（下稱「統計處」）協助下，於 2016 年 10 月 17 日至 11 月 16 日期間進行人力調查，並於其後數月完成跟進工作。是次調查旨在蒐集人力資訊，以了解零售業的人力情況及培訓需要。

調查範圍

2. 本會在是次調查採用的抽樣範圍，涵蓋零售業 11 個相關類別的公司，詳情載列於下文第三段。獲抽選接受調查的公司只需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 39 812 間*零售業登記商號中，抽選出 909 間為調查對象。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。

編號	行業類別	抽選公司數目
1.	食品、飲品及煙草	114
2.	超級市場	31
3.	燃料及運輸設備	58
4.	衣物、鞋類及有關製品	154
5.	其他消費品	119
6.	百貨公司	29
7.	珠寶首飾	44
8.	藥物及化妝品	55
9.	其他耐用品	65
10.	電訊設備及電器產品	41
11.	無店面和不經流動貨攤的零售	199
總計：		909

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 93.9%，較 2014 年的 93.6% 輕微上升。

註：

* 2016 年機構單位記錄庫內的零售業公司總數為 45 086 間，剔除不活躍商號後，登記公司數目有 39 812 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，調查結果的適用程度會視乎個別行業類別或公司而有所不同。

限制

7. 本報告內的統計數字是根據 2016 年 10 月 17 日至 11 月 16 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有所轉變，而零售業亦可能經歷周期變動；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。

改進調查表內容

9. 調查表內容已作以下改進：

「僱員人數四人或以下」及「僱員人數五人或以上」的公司：

- i) 每月平均工資幅度\$10,001-\$20,000 分拆為兩組：\$10,001 - \$15,000 和\$15,001 - \$20,000；
- ii) 僱員「宜有教育程度」的分類，改為「初中」、「高中」、「副學位」、「學士學位」及「研究院」。

「僱員人數五人或以上」的公司：

- i) 重組部分訓練範疇，包括整合以下範疇：「客戶服務／投訴處理」、「銷售技巧／產品知識」；另分拆以下範疇為獨立項目：「市務推廣」、「店舖陳列／商品視覺展示」及「採購」。

10. 由於問卷設計有所改變，2016 年調查所得的數據不能全盤與 2014 年的數據直接比較。分析兩份調查報告中的人力統計數字時應顧及這一點。

業務前景

11. 香港經濟在 2016 年溫和增長 2.0%，低於 2015 年的 2.4% 增幅。不過，整體經濟在 2016 年尾站穩陣腳，第四季本地生產總值[GDP]較去年同期增長 3.2%，表現亦較第三季的 2.0% 增幅為佳。就業及收入情況改善支持內需加快增長，加上外需表現強勁，香港經濟在 2017 年第一季顯著增長，較去年同期增 4.3%，遠超市場預期的 3.7% 以及上一季度的 3.2% 增幅。政府預測 2017 年經濟增長將介乎 2.0% 至 3.0%。

12. 整體而言，2016 年香港勞動市場處於全民就業狀態，未經季節性調整的失業率為 3.4%，而就業不足率則為 1.4%。踏入 2017 年，整體經濟情況相對穩定，未經季節性調整的失業率和就業不足率分別下降至 3.2% 和 1.2%。

13. 「法定最低工資」（下稱「最低工資」）於 2011 年 5 月 1 日開始實施。由 2017 年 5 月 1 日起，最低工資水平由每小時 32.5 元，調整至每小時 34.5 元。此政策無疑會提高零售及相關行業僱員的薪酬，同時會造成漣漪效應，收窄不同行業之間的薪酬差距，對僱主構成壓力，需要提供更具競爭力的薪酬條件，才能於緊縮的勞工市場挽留人才，最終推高營運成本，令招聘倍添困難。

14. 儘管 2016 年內地訪港旅客錄得 6.7% 跌幅，減至 4 280 萬人次，內地旅客仍是訪港旅客的主要來源，佔整體訪港旅客約 76%。考慮到香港各區的承受能力，以及吸引更多過夜旅客的發展方向，政府自 2015 年 4 月起，實施針對深圳居民的「一周一行」政策，而即日往返內地旅客亦一如預期下跌，減少 8.7%。與此同時，內地過夜旅客亦減少 3.5%。然而，值得注意的是 2017 年 1 月至 4 月期間，旅客人數有回升跡象，總旅客人數較 2016 年同期增加 3.2%，至 1 910 萬人次，其中內地旅客人數錄得 3.3% 增幅，有 1 440 萬人次，而非內地旅客亦增加 3.1% 至 470 萬人次。在內地旅客中，過夜旅客人數增加 5.5%，有 570 萬人次，而即日往返旅客亦增加 1.9%，至 870 萬人次。

15. 現今旅客的消費心態愈趨保守，將繼續影響預期的經濟復甦步伐。近年旅客的人均消費額大幅下降，原因不一，包括：中國推行反貪腐運動、在歐洲購買奢侈品牌的價格更具吸引力兼有退稅優惠、更多旅客傾向在香港過夜等。

16. 2016 年香港零售業依然未有復甦跡象，消費者信心疲弱，訪客人數減少，令整體銷售持續下跌。根據統計處資料，零售銷售較去年下跌 8%，但 2016 年第四季較去年同期增長 2.3%。2016 年 12 月份銷售較去年同期下跌 2.9%，但跌幅較前月收窄。化妝品銷售經歷 12 個月收縮後，在 2016 年第二季開始回穩。黃金及珠寶首飾銷售自 2014 年初經歷接近三年下跌後，首次在 2016 年 12 月錄得正增長，較去年同期上升 2.3%。另一方面，2017 年 3 月香港整體零售銷貨數量較去年同期上升 2.6%，表現優於前一個月錄得的 6.2% 跌幅。此外，零售銷貨價值經歷逾兩年下跌後，連續兩個月回升。零售銷售在 3 月份微升 3%，而 4 月份的增長率只較 3 月份少 0.1%，達 352 億元，預期零售市場將在本年末會走出低谷，並於 2018 年溫和增長。

17. 根據地產諮詢服務機構第一太平戴維斯的資料，街舖租金從 2016 年高峰下跌 50% 至 70%。商場業主開始稍微放寬租用條件及租金，在核心地段亦錄得更多短期租約成交。租用街道旺舖的零售商傾向以 30% 至 40% 的折扣續租。2016 年主要商場的整體租金按年上升 3.1%，但 2016 年第四季按季窄幅下調 1.0%。接近年尾，租金相對維持穩定，特別是有本地需求支持的舖位，踏入 2017 年所承受的租金下調壓力比旺舖地段少得多。核心地段的旺舖租用條件寬鬆，繼續創造機會鼓勵新品牌打入市場，也讓現有零售商擴展業務，商場營運者亦可改變商戶組合，令商場更多元化。根據專業服務和投資管理公司仲量聯行的數據，許多品牌均視香港為打入中國市場的踏腳石，或是打入國際市場的跳板。最近踏足香港市場的品牌包括意大利化妝品品牌 Kiko Milano，以及瑜伽及跑步運動服裝品牌 Lululemon。

18. 踏入 2017 年，市場重心似乎會由奢侈品行業，轉移至另一類型的顧客，他們尋求的是實惠奢侈品、中檔產品、甚至是享受網上世界服務融入實體店的獨特店舖體驗。零售商正適應新市場環境。著名零售品牌不再掌控市場，小公司在這股新趨勢下亦採取行動測試水溫，推出快閃概念店[pop-up store]增加知名度，測試長期運作是否可行。這些概念店亦提供嶄新購物體驗，鼓勵顧客再度光臨。

19. 透過實體和網上商店，以及流動應用程式進行的全渠道零售模式，可能會於 2017 年崛起。要緊貼顧客日新月異的購物習慣，全渠道銷售必不可少。零售商深深明白，必須設立數碼平台和實施新電子商務平台，更流暢融合實體與數碼世界，為顧客提供無縫購物體驗。為了增加銷量，零售商愈趨轉向社交媒體平台銷售產品，並運用 Instagram 和 Snapchat 等應用程式的優勢，推廣零售業務，加強顧客與品牌之間的互動、培養忠誠顧客，以期創造利潤。然而，零售商應充分利用實體店的市場價值，同時運用互聯網進行宣傳及銷售，兼顧傳統和年輕新一代的顧客。

20. 為了提高香港旅遊業的吸引力，政府將在 2017-18 年度額外撥出 2 億 4,300 萬元，支持舉辦燈光匯演、本地大型盛事、吸引更多中小型會議展覽及獎勵旅遊活動選址香港舉行、為過境或過夜旅客提供推廣優惠、推廣遊輪旅遊、宣傳香港優質誠信旅遊等。

21. 世界經濟論壇最新公布的報告顯示，香港的旅遊與觀光競爭力在 136 個國家／地區中排名 11，較兩年前攀升兩位；本港在港口和道路基建以及營商環境項目中排名全球第一，惟貨品價格競爭力方面僅位列 113 位。香港雖然在價格失利，但仍有其他優勢，例如品質控制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，零售商可繼續從本港的一流基建網絡、優越營商條件及穩健經濟氣候中受惠。

22. 2016 年對本港零售商無疑充滿挑戰。展望將來，零售業的前景仍需視乎入境旅遊近期的回升動力能否增強，亦取決於各種外圍不明朗因素對本地消費情緒有多大影響。零售商必須加快轉型，抓緊新機遇，了解顧客在「新常態」時代的真正需要，更須明瞭購買力增長得最快的千禧世代購物模式，創造線上至線下的無縫購物環境。

資料來源：

1. 政府統計處
2. 香港旅遊發展局
3. 香港貿易發展局經貿研究
4. 2016-17 年度政府財政預算案
5. Retail Asia Business
6. 第一太平戴維斯及仲量聯行的研究
7. 世界經濟論壇

調查結果

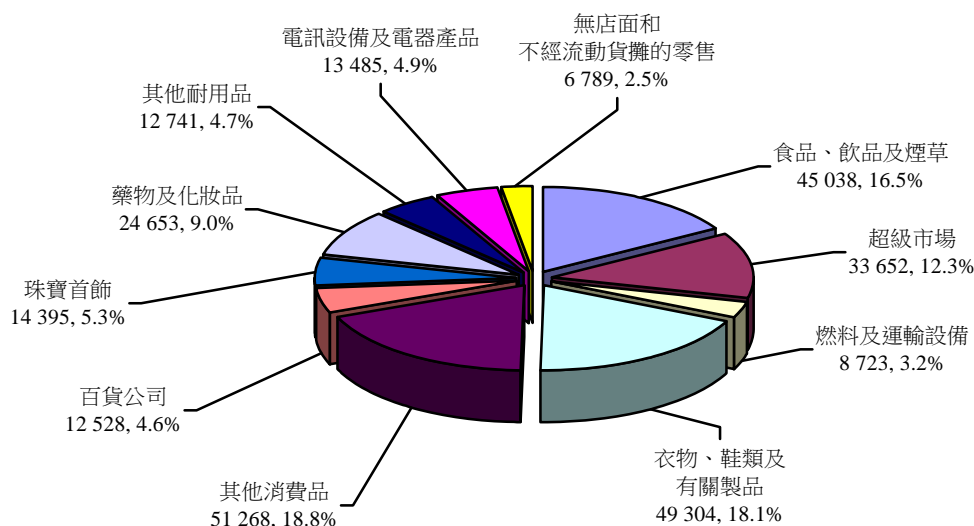
2016 年僱員人數

23. 調查顯示，截至 2016 年 10 月 17 日，零售業共有 272 576 名僱員，其中 245 003 人(89.9%)為主要職能人員，27 573 人(10.1%)為非主要職能人員。

24. 主要職能人員指從事零售業主要職務的僱員，詳見附錄 C (第 150 至 153 頁)，而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。

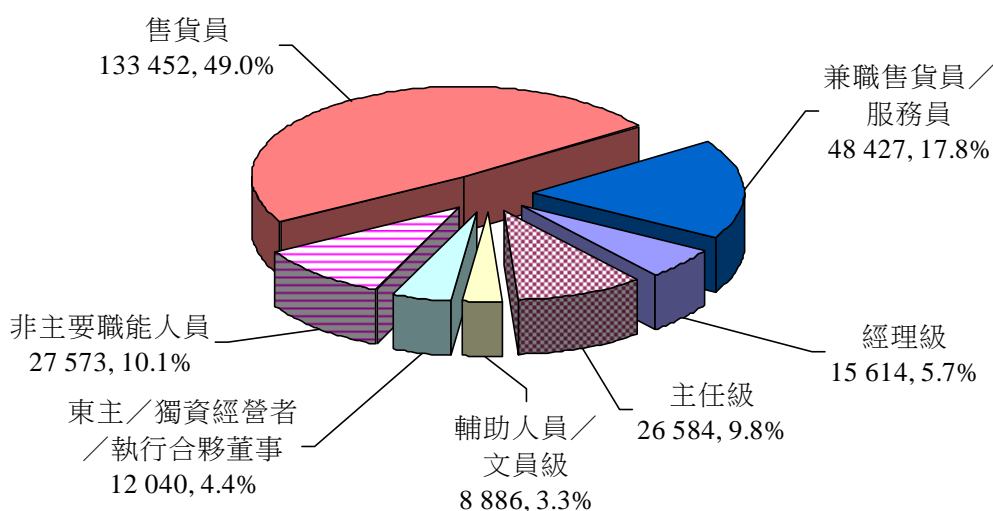
25. 按行業類別劃分，45 038 人(16.5%)從事「食品、飲品及煙草」行業、受僱「超級市場」的有 33 652 人(12.3%)、「燃料及運輸設備」的有 8 723 人(3.2%)、「衣物、鞋類及有關製品」的有 49 304 人(18.1%)、「其他消費品」的有 51 268 人(18.8%)、「百貨公司」的有 12 528 人(4.6%)、「珠寶首飾」的有 14 395 人(5.3%)、「藥物及化妝品」的有 24 653 人(9.0%)、「其他耐用品」的有 12 741 人(4.7%)、「電訊設備及電器產品」的有 13 485 人(4.9%)，而「無店面和不經流動貨攤的零售」的有 6 789 人(2.5%)。按行業類別劃分的僱員分布情況見圖 1。

圖 1：僱員人數（按行業類別劃分）
(僱員總數：272 576 人)



26. 按職級劃分，15 614 人(5.7%)屬經理級、26 584 人(9.8%)屬主任級、8 886 人(3.3%)屬輔助人員／文員級、133 452 人(49.0%)屬售貨員級、48 427 人(17.8%)屬兼職售貨員級、12 040 人(4.4%)屬東主／獨資經營者／執行合夥董事、27 573 人(10.1%)屬非主要職能人員。按職級劃分的僱員分布情況載於圖 2。

圖 2：僱員人數（按職級劃分）
（僱員總數：272 576 人）



2014 年與 2016 年僱員人數比較

27. 調查期間，零售業共有 272 576 名僱員，較 2014 年調查時的 272 341 人增加了 235 人，增幅為 0.1%。按行業類別及按職級劃分的 2014 年及 2016 年僱員分布情況載於表 1 及表 2。

表 1：僱員分布情況（按行業類別劃分）

行業類別	僱員人數(%)				增／減	
	2014 年		2016 年			
食品、飲品及煙草	45 768	16.8%	45 038	16.5%	-730	-1.6%
超級市場	31 397	11.5%	33 652	12.3%	+2 255	+7.2%
燃料及運輸設備	8 757	3.2%	8 723	3.2%	-34	-0.4%
衣物、鞋類及有關製品	50 864	18.7%	49 304	18.1%	-1 560	-3.1%
其他消費品	51 177	18.8%	51 268	18.8%	+91	+0.2%
百貨公司	12 806	4.7%	12 528	4.6%	-278	-2.2%
珠寶首飾	15 230	5.6%	14 395	5.3%	-835	-5.5%
藥物及化妝品	24 231	8.9%	24 653	9.0%	+422	+1.7%
其他耐用品	13 553	5.0%	12 741	4.7%	-812	-6.0%
電訊設備及電器產品	14 020	5.1%	13 485	4.9%	-535	-3.8%
無店面和不經流動貨攤的零售	4 538	1.7%	6 789	2.5%	+2 251	+49.6%
所有行業類別	272 341	100%	272 576	100%	+235	+0.1%

表 2：僱員分布情況（按職級劃分）

職級	僱員人數(%)				增／減	
	2014年		2016年			
經理級	15 335	5.6%	15 614	5.7%	+279	+1.8%
主任級	27 434	10.1%	26 584	9.8%	-850	-3.1%
輔助人員／文員級	9 290	3.4%	8 886	3.3%	-404	-4.3%
售貨員	134 042	49.2%	133 452	49.0%	-590	-0.4%
兼職售貨員／服務員	44 779	16.4%	48 427	17.8%	+3 648	+8.1%
東主／獨資經營者／執行合夥董事	12 958	4.8%	12 040	4.4%	-918	-7.1%
主要職能人員	243 838	89.5%	245 003	89.9%	+1 165	+0.5%
非主要職能人員	28 503	10.5%	27 573	10.1%	-930	-3.3%
總計	272 341	100.0%	272 576	100.0%	+235	+0.1%

2016 年現有空缺額

28. 調查期間，僱主報稱有 9 204 個空缺，佔總人力需求 281 780 人的 3.3%。總人力需求指現有人力及空缺數目的總和。按職級及行業類別劃分的空缺分布載於表 3。

表 3：空缺數目（按職級及行業類別劃分）

行業類別	經理級	主任級	輔助人員／ 文員級	售貨員	兼職售貨員／ 服務員	東主／獨資 經營者／執 行合夥董事	非主要 職能人 員	總計
食品、飲品及煙草	14	54	0	484	119	0	52	723
超級市場	59	104	127	904	775	0	291	2 260
燃料及運輸設備	5	0	0	126	4	0	19	154
衣物、鞋類及有關製品	33	55	25	1 091	199	0	49	1 452
其他消費品	9	35	6	766	202	0	60	1 078
百貨公司	13	22	0	199	222	0	31	487
珠寶首飾	21	1	5	379	51	0	6	463
藥物及化妝品	44	65	58	802	386	0	73	1 428
其他耐用品	15	63	36	378	129	0	54	675
電訊設備及電器產品	27	31	0	350	0	0	9	417
無店面和不經流動貨攤的零售	0	0	33	27	3	0	4	67
總計*	240 (1.5%)	430 (1.6%)	290 (3.2%)	5 506 (4.0%)	2 090 (4.1%)	0 (0.0%)	648 (2.3%)	9 204 (3.3%)
人力需求	15 854	27 014	9 176	138 958	50 517	12 040	28 221	281 780

* 空缺數目及佔同一職級總人力需求百分比

2014年與2016年空缺數目比較

29. 調查期間，共有空缺 9 204 個，較 2014 年的 10 038 個，減少 834 個。按行業類別及職級劃分的 2014 年及 2016 年空缺數目比較見表 4 及表 5。

表 4：空缺數目（按行業類別劃分）

編號	行業類別	空缺數目		增／減	
		2014年	2016年		
1.	食品、飲品及煙草	596	723	+127	+21.3%
2.	超級市場	2 790	2 260	-530	-19.0%
3.	燃料及運輸設備	135	154	+19	+14.1%
4.	衣物、鞋類及有關製品	1 761	1 452	-309	-17.5%
5.	其他消費品	1 011	1 078	+67	+6.6%
6.	百貨公司	499	487	-12	-2.4%
7.	珠寶首飾	602	463	-139	-23.1%
8.	藥物及化妝品	1 921	1 428	-493	-25.7%
9.	其他耐用品	425	675	+250	+58.8%
10.	電訊設備及電器產品	236	417	+181	+76.7%
11.	無店面和不經流動貨攤的零售	62	67	+5	+8.1%
總計		10 038	9 204	-834	-8.3%

表 5：空缺數目（按職級劃分）

職級	2014年			2016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	293	15 628	1.9%	240	15 854	1.5%
主任級	491	27 925	1.8%	430	27 014	1.6%
輔助人員／文員級	377	9 667	3.9%	290	9 176	3.2%
售貨員	6 036	140 078	4.3%	5 506	138 958	4.0%
兼職售貨員／服務員	2 203	46 982	4.7%	2 090	50 517	4.1%
東主／獨資經營者／執行合夥董事	0	12 958	0%	0	12 040	0%
主要職能人員	9 400	253 238	3.7%	8 556	253 559	3.4%
非主要職能人員	638	29 141	2.2%	648	28 221	2.3%
總計	10 038	282 379	3.6%	9 204	281 780	3.3%

總人力需求

30. 調查期間，現有僱員人數為 272 576 人，而空缺數目為 9 204 個。因此，2016 年總人力需求（現有人力加上空缺數目的總和）為 281 780 人。

2014 年與 2016 年總人力需求比較

31. 2016 年總人力需求為 281 780 人，與 2014 年的 282 379 人相比，減少 599 人，減幅為 0.2%。按行業類別和職級劃分的 2014 年及 2016 年總人力需求比較見表 6 及表 7。

表 6：總人力需求比較（按行業類別劃分）

編號	行業類別	總人力需求		增／減	
		2014 年	2016 年		
1.	食品、飲品及煙草	46 364	45 761	-603	-1.3%
2.	超級市場	34 187	35 912	+1 725	+5.0%
3.	燃料及運輸設備	8 892	8 877	-15	-0.2%
4.	衣物、鞋類及有關製品	52 625	50 756	-1 869	-3.6%
5.	其他消費品	52 188	52 346	+158	+0.3%
6.	百貨公司	13 305	13 015	-290	-2.2%
7.	珠寶首飾	15 832	14 858	-974	-6.2%
8.	藥物及化妝品	26 152	26 081	-71	-0.3%
9.	其他耐用品	13 978	13 416	-562	-4.0%
10.	電訊設備及電器產品	14 256	13 902	-354	-2.5%
11.	無店面和不經流動貨攤的零售	4 600	6 856	+2 256	+49.0%
總計		282 379	281 780	-599	-0.2%

表 7：總人力需求比較（按職級劃分）

職級	總人力需求		增／減	
	2014 年	2016 年		
經理級	15 628	15 854	+226	+1.4%
主任級	27 925	27 014	-911	-3.3%
輔助人員／文員級	9 667	9 176	-491	-5.1%
售貨員	140 078	138 958	-1 120	-0.8%
兼職售貨員／服務員	46 982	50 517	+3 535	+7.5%
東主／獨資經營者／執行合夥董事	12 958	12 040	-918	-7.1%
主要職能人員	253 238	253 559	+321	+0.1%
非主要職能人員	29 141	28 221	-920	-3.2%
總計	282 379	281 780	-599	-0.2%

僱主對 2017 年人力預測

32. 僱主預測人力需求總數將由 2016 年的 281 780 人，增加至 2017 年的 282 144 人，輕微增加 364 人，升幅為 0.13%。

33. 「其他消費品」類別人力需求的預測升幅最高，增加 208 人，升幅為 0.4%，而「衣物、鞋類及有關製品」類別人力需求的預測跌幅最大，減少 44 人，跌幅為 0.1%。

34. 按職級劃分，預測售貨員級、經理級、輔助人員／文員級、主任級及東主／獨資經營者／執行合夥董事分別會輕微增加 313 人(+0.2%)、25 人(+0.2%)、19 人(+0.2%)、17 人(+0.1%)及 1 人(+0.01%)；但兼職售貨員／服務員則略為減少 9 人(-0.02%)。

採用人力市場分析法推算 2017 年至 2019 年的人力

35. 除了僱主預測外，本會亦採用人力市場分析法[Labour Market Analysis, LMA]推算零售業 2017 年至 2019 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)。採用 LMA 推算所得的 2017 年至 2019 年人力需求載於表 8。

表 8：2017 年至 2019 年人力推算

年份	總人力需求	僱主預測	人力推算[LMA]
2016	281 780	-	-
2017	-	282 144 (+0.13%*)	282 347 (+0.2%*)
2018	-	-	284 077 (+0.6%**)
2019	-	-	287 627 (+1.2%**)

註：

* 與 2016 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

2014 年與 2016 年訓練需求比較

36. 提升零售業從業員的技能、地位和專業素養，對維持零售業的長期競爭力至為重要。在 2016 年，僱主提供或資助的訓練名額共有 104 884 個。首三項最需要訓練的範疇為「銷售技巧／產品知識」、「客戶服務／投訴處理」及「專業教練技巧／團隊工作／溝通技巧」。

37. 由於問卷設計有所變更，2016 年調查所得的訓練名額總數及某些範疇的訓練名額，不能與 2014 年的調查數據直接比較。然而，「電子商貿」範疇的訓練名額大幅增加(+1 787.0%)，其次為「英語」(+78.1%)和「普通話」(+44.5%)，反映零售商深明全渠道銷售在香港零售市場的商機，積極發展和部署全渠道銷售策略，維持競爭優勢。此外，機構亦重視僱員的英語和普通話能力，以接待海外及內地遊客。

2016 年與 2017 年訓練需求比較

38. 2017 年，零售業僱主將繼續投放資源在員工培訓和發展，提升從業員的水平和專業素養。僱主在 2017 年提供或資助的訓練名額估計將有 103 261 個，與 2016 年的 104 884 個相比，減少 1 623 個(-1.5%)。

39. 行業專門技巧中，訓練名額增加最多的三項範疇是「資訊科技及應用」(+10.0%)、「店舖陳列／商品視覺展示」(+9.3%)及「採購」(+8.2%)，反映僱主重視數碼時代的網上零售業務、着重如何有效展示商品以提升店舖形象，並採用高效的採購策略，為公司和顧客爭取最佳價格和產品。

40. 此外，其他範疇的訓練名額亦增加了 5.8%，例如職業健康及安全、急救、全球時裝趨勢、時裝搭配技巧、創意、化妝技巧、倉庫鏟車培訓、情緒管理、辨別偽鈔、《商品說明條例》、《競爭法》、日文及韓文。

41. 僱主在 2017 年提供的內部和外間培訓分布情況載於表 9。

表 9：僱主在 2017 年提供的內部和外間培訓分布情況

訓練範疇	公司內部提供 訓練名額百分比	外間機構提供 訓練名額百分比
管理／督導技巧／策略管理	87.9%	12.1%
行業專門培訓	89.5%	10.5%
語文 (包括普通話和英語)	34.4%	65.6%
個人發展	61.0%	39.0%
其他 (職業健康及安全、急救、全球時裝 趨勢、時裝搭配技巧、創意、化妝技 巧、情緒管理、辨別偽鈔、《商品說 明條例》、《競爭法》、倉庫鑰匙培 訓、日文及韓文)	76.6%	23.4%

前線售貨員職前培訓

42. 調查顯示，20.1% 僱主認為前線售貨員須接受職前培訓，延續過去數年的下跌趨勢（2010 年：32.1%；2012 年：22.7%；2014 年：21.4%）。調查顯示，41.8% 僱主認為前線售貨員無必要接受職前培訓，較 2014 年的 35.7% 有所增加。另外，認為「必須」接受職前培訓的僱主百分比由 2014 年的 5.8%，微跌至 2016 年的 3.8%。不過，認為「宜有」職前培訓的僱主百分比錄得溫和增長，由 2014 年的 15.6%，升至 2016 年的 16.3%。總括而言，大部分僱主認為前線售貨員曾否接受職前培訓並不重要。

註：

1. 所有培訓需求相關的數字並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[VTC]，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，切合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，職權範圍載於附錄1（第130頁）。附錄2及附錄3（第131至132頁）分別載有本會及2016年人力調查工作小組的委員名單。

深入訪談

1.2 為了提高調查分析的可靠程度，本會就零售業業務前景及人力狀況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）。

改進調查表內容

1.3 本會作出下列改動，以改進調查表的內容：

「僱員人數四人或以下」及「僱員人數五人或以上」的公司：

- i) 每月平均工資幅度\$10,001-\$20,000 分拆為兩組：
\$10,001 - \$15,000 和 \$15,001 - \$20,000；
- ii) 僱員「宜有教育程度」的分類，改為「初中」、「高中」、「副學位」、「學士學位」及「研究院」。

「僱員人數五人或以上」的公司：

- i) 重組部分訓練範疇，包括整合以下範疇：「客戶服務／投訴處理」、「銷售技巧／產品知識」；另分拆以下範疇為獨立項目：「市務推廣」、「店舖陳列／商品視覺展示」及「採購」。

1.4 由於調查表的設計有所改變，2014年與2016年調查所得的數據或未可作直接比較。分析兩份調查報告內的人力統計數字時應顧及這一點。

調查目的

1.5 在政府統計處（下稱「統計處」）協助下，零售業訓練委員會於 2016 年 10 月 17 日至 2016 年 11 月 16 日期間進行 2016 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，以配合零售業的人力及訓練需求。

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 39 812* 間零售業登記商號中，抽選出 909 間為調查對象，涵蓋 11 個類別。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	114
2.	超級市場	31
3.	燃料及運輸設備	58
4.	衣物、鞋類及有關製品	154
5.	其他消費品	119
6.	百貨公司	29
7.	珠寶首飾	44
8.	藥物及化妝品	55
9.	其他耐用品	65
10.	電訊設備及電器產品	41
11.	無店面和不經流動貨攤的零售	199
總計：		909

調查程序

1.7 調查工作於 2016 年 10 月 17 日展開。調查前一星期，本會將附錄 5 (第 134 至 153 頁) 所載的調查表連同附註寄予各選定公司。人力調查數據以 2016 年 10 月 17 日為參考日。調查期間，統計處職員往訪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，本會於隨後數個月對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，有疑問時並會與填覆公司核實，其後交由統計處處理。

1.8 調查截止後，從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 909 間選定公司中，620 間填覆調查表並回答所有問題，42 間不予回應，24 間回應部分問題，整體有效回應率為 93.9%；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：

* 2016 年機構單位記錄庫內的零售業公司總數為 45 086 間，剔除不活躍商號後，登記公司數目有 39 812 間。

第二章

調查結果摘要

A. 2016 年人力情況

僱員人數

2.1 截至 2016 年 10 月 17 日，零售業共有 272 576 名僱員，其中 245 003 人(89.9%)為主要職能人員，27 573 人(10.1%)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 至 153 頁) 載列各職級主要職務名稱及工作說明。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

行業類別	公司數目 (僱員人數 四人或以下)	公司數目 (僱員人數 五人或以上)	總計
1. 食品、飲品及煙草	8 176	1 380	9 556
2. 超級市場	53	43	96
3. 燃料及運輸設備	903	299	1 202
4. 衣物、鞋類及有關製品	6 664	879	7 543
5. 其他消費品	10 648	1 171	11 819
6. 百貨公司	0	29	29
7. 珠寶首飾	1 257	335	1 592
8. 藥物及化妝品	1 058	180	1 238
9. 其他耐用品	1 280	439	1 719
10. 電訊設備及電器產品	1 664	251	1 915
11. 無店面和不經流動貨攤的零售	2 981	122	3 103
總計	34 684 (87.1%)	5 128 (12.9%)	39 812* (100%)

註：

* 2016 年零售業公司的總數為 45 086 間。剔除機構單位記錄庫內不活躍的商號後，登記公司數目有 39 812 間。

總人力需求分布情況

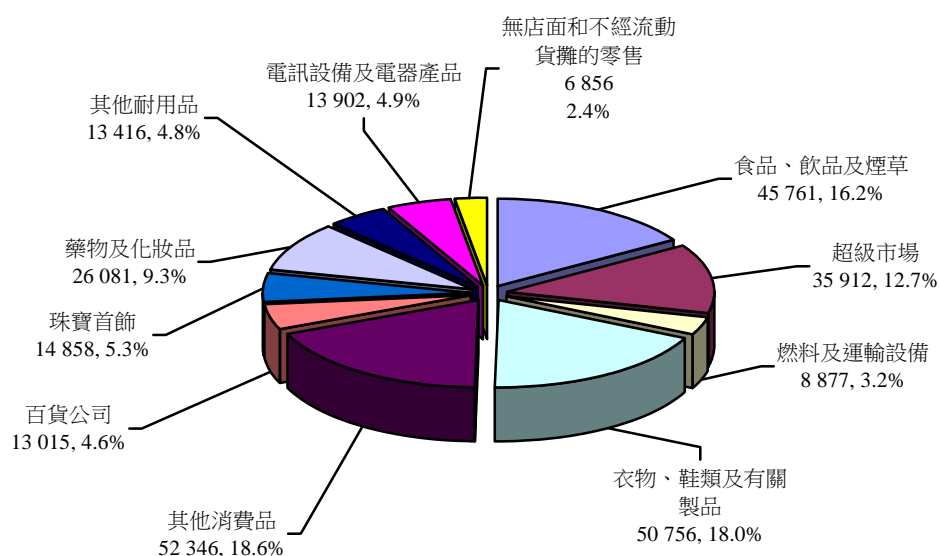
2.4 總人力需求指現有人力及空缺數目的總和。各行業類別所需人力總數佔總人力需求百分比見表 2 及圖 1。

表 2：各行業類別總人力需求情況

行業類別	(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	45 038	723	45 761	16.2%
2. 超級市場	33 652	2 260	35 912	12.7%
3. 燃料及運輸設備	8 723	154	8 877	3.2%
4. 衣物、鞋類及有關製品	49 304	1 452	50 756	18.0%
5. 其他消費品	51 268	1 078	52 346	18.6%
6. 百貨公司	12 528	487	13 015	4.6%
7. 珠寶首飾	14 395	463	14 858	5.3%
8. 藥物及化妝品	24 653	1 428	26 081	9.3 %
9. 其他耐用品	12 741	675	13 416	4.8%
10. 電訊設備及電器產品	13 485	417	13 902	4.9%
11. 無店面和不經流動貨攤的零售	6 789	67	6 856	2.4%
總計	272 576	9 204	281 780	100.0%

圖 1：各行業類別人力需求情況

(總人力需求：281 780)



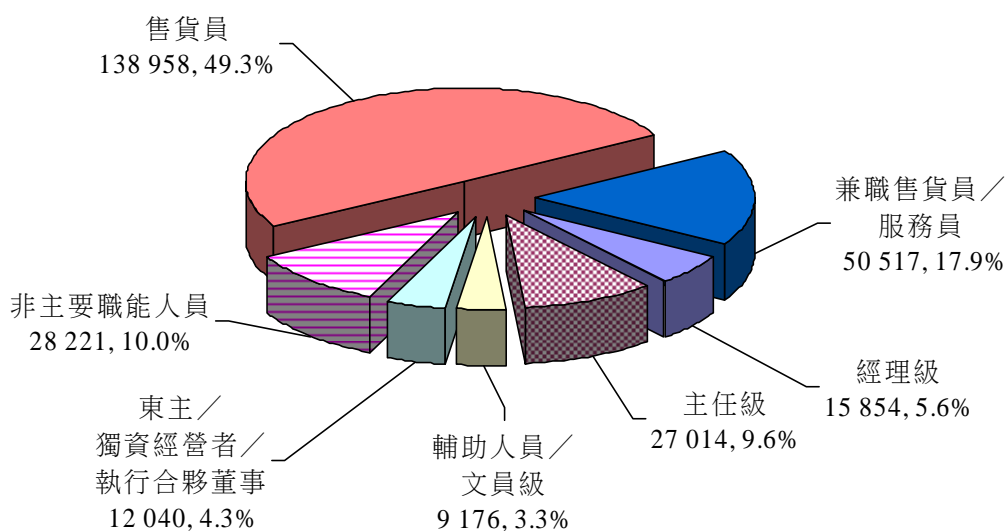
2.5 各職級所需人力佔總人力需求百分比見表 3 及圖 2。

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	15 614	240	15 854	5.6%
主任級	26 584	430	27 014	9.6%
輔助人員／文員級	8 886	290	9 176	3.3%
售貨員	133 452	5 506	138 958	49.3%
兼職售貨員／服務員	48 427	2 090	50 517	17.9%
東主／獨資經營者／ 執行合夥董事	12 040	0	12 040	4.3%
主要職能人員	245 003	8 556	253 559	90.0%
非主要職能人員	27 573	648	28 221	10.0%
總計	272 576	9 204	281 780	100.0%

圖 2：各職級總人力需求情況

(總人力需求：281 780)



職位空缺數目

2.6 調查顯示，業內共有 9 204 個職位空缺，佔總人力需求（281 780 人）的 3.3%。空缺分布情況見表 4。

表 4： 空缺數目及佔總人力需求百分比（按行業類別及職級劃分）

行業類別	經理級	主任級	輔助人員/ 文員級	售貨員	兼職 售貨員/ 服務員	東主/ 獨資經營者/ 執行合夥董事	非主要 職能人員	總計
食品、飲品及煙草	14	54	0	484	119	0	52	723
超級市場	59	104	127	904	775	0	291	2 260
燃料及運輸設備	5	0	0	126	4	0	19	154
衣物、鞋類及有關製品	33	55	25	1 091	199	0	49	1 452
其他消費品	9	35	6	766	202	0	60	1 078
百貨公司	13	22	0	199	222	0	31	487
珠寶首飾	21	1	5	379	51	0	6	463
藥物及化妝品	44	65	58	802	386	0	73	1 428
其他耐用品	15	63	36	378	129	0	54	675
電訊設備及電器產品	27	31	0	350	0	0	9	417
無店面和不經流動貨攤的零售	0	0	33	27	3	0	4	67
總計*	240 (1.5%)	430 (1.6%)	290 (3.2%)	5 506 (4.0%)	2 090 (4.1%)	0 (0.0%)	648 (2.3%)	9 204 (3.3%)
總人力需求	15 854	27 014	9 176	138 958	50 517	12 040	28 221	281 780

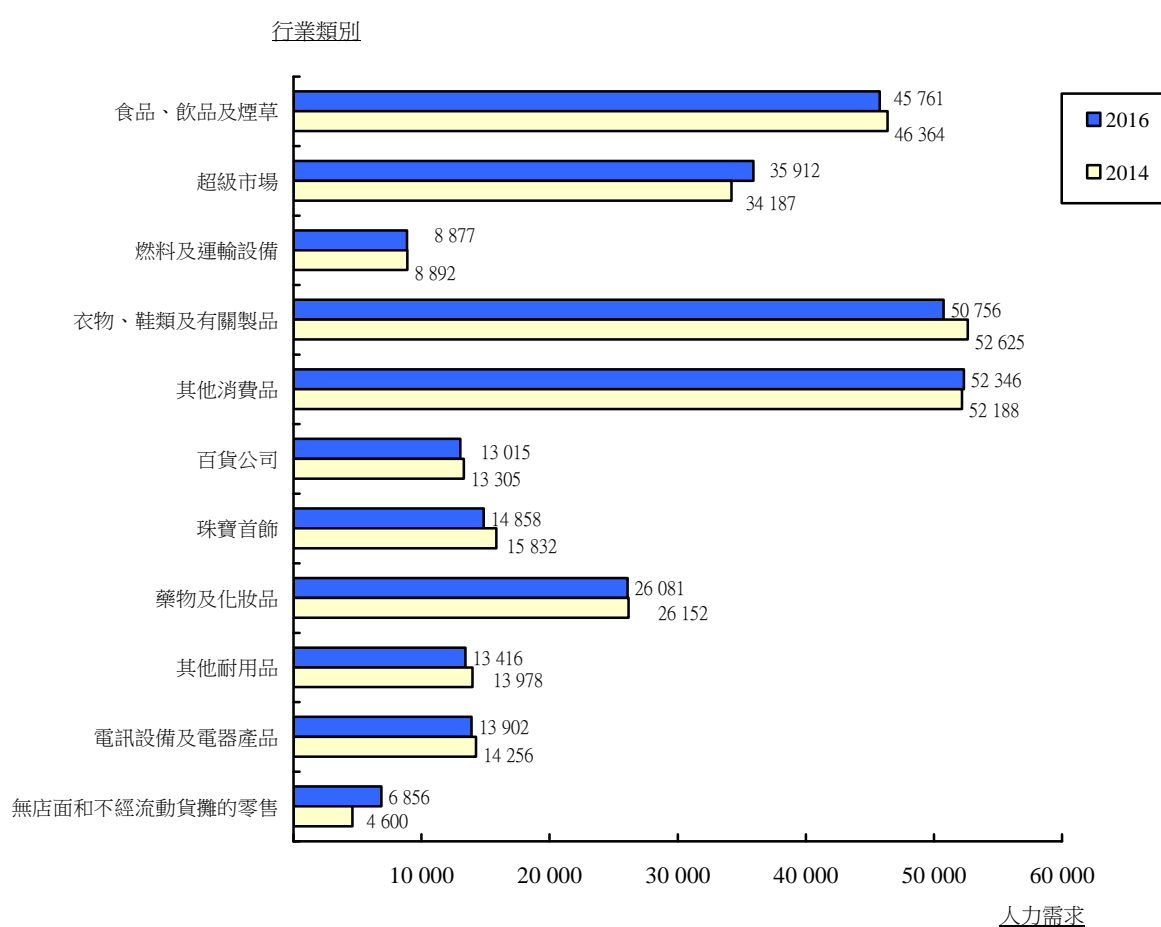
* 空缺數目及佔該職級人力需求百分比

2014年與2016年總人力需求比較

2.7 2014年與2016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，以便比較。然而，分析有關調查數據時，應留意2016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 2016年總人力需求（包括主要職能人員及非主要職能人員）為281 780人，與2014年的282 379人相比，減少599人，減幅為0.2%。圖3載列2014年及2016年各行業類別總人力需求比較。

圖3：2014年與2016年總人力需求比較（按行業類別劃分）



2.9 在11個類別當中，僅有三個類別的人力在2016年錄得正增長，包括「無店面和不經流動貨攤的零售」(+49.0%)、「超級市場」(+5.0%)及「其他消費品」(+0.3%)。

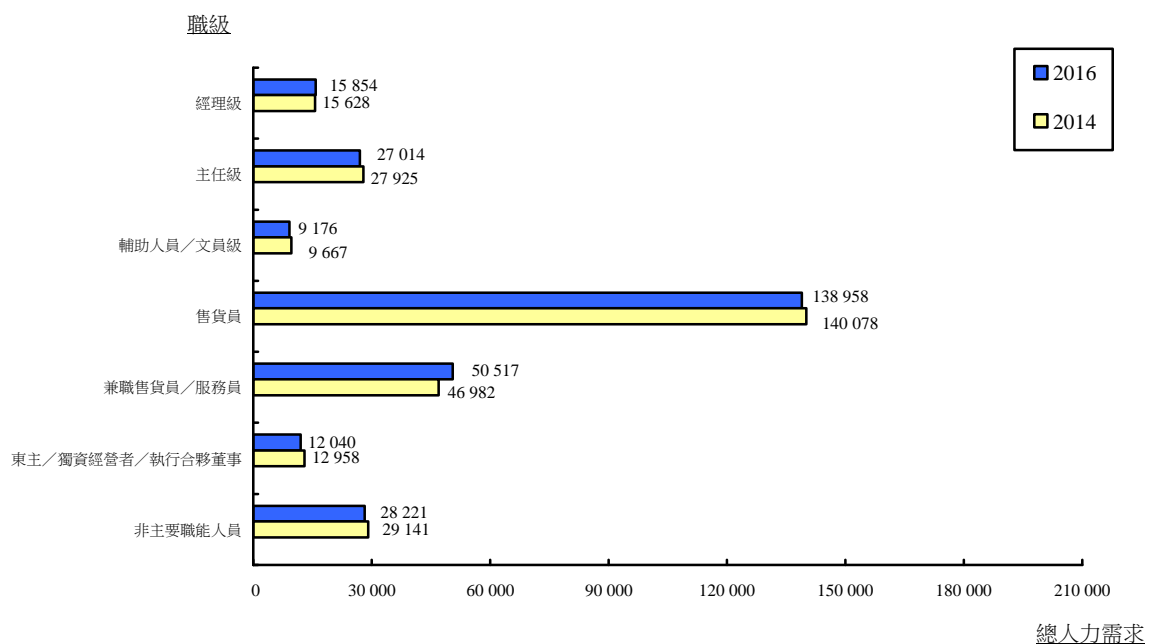
2.10 全渠道零售為顧客和零售商提供彈性，為各方創造雙贏局面。現時，零售商更留意零售市場上的全渠道發展機會，明白要搶佔先機，調整策略，及早適應新趨勢，才能領先業界，充份享受全渠道零售帶來的優勢。基於上述原因，「無店面和不經流動貨攤的零售」類別錄得顯著人力增長。另一方面，勞動市場穩定，加上本地股市表現強勁，刺激本地消費者增加日用品和消費品的開支。

2.11 在 11 個類別當中，八個類別的人力在 2016 年錄得負增長，包括「珠寶首飾」(-6.2%)、「其他耐用品」(-4.0%)、「衣物、鞋類及有關製品」(-3.6%)、「電訊設備及電器產品」(-2.5%)、「百貨公司」(-2.2%)、「食品、飲品及煙草」(-1.3%)、「藥物及化妝品」(-0.3%)及「燃料及運輸設備」(-0.2%)。

2.12 「珠寶首飾」的人力錄得最大跌幅，主因可能是港幣匯率高企，令差價優勢下降，削弱香港作為奢侈品零售市場的地位。再者，內地遊客的消費佔香港零售銷售極大比重，而現時內地反貪腐運動持續，打擊內地遊客的消費意欲。

2.13 2014 年及 2016 年各職級的人力需求載於圖 4，以便按職級分析數據。

圖 4：2014 年與 2016 年各職級總人力需求比較



2.14 調查顯示，除了兼職售貨員／服務員(+7.5%)和經理級(+1.4%)的人力錄得增幅外，其他職級均錄得負增長。兼職售貨員／服務員的人力增幅最大，原因是難以聘請全職售貨員，而在競爭激烈的營商環境中，聘請兼職售貨員會較為靈活，而且勞工成本較低。此外，僱主或選擇聘請更多經理級員工兼任主任級的職責，以提升成本效益。

人力需求預測

僱主對 2017 年人力需求預測

2.15 2017 年 3 月整體零售數量較去年同期上升 2.6%，從 2 月份急跌 6.2% 後反彈，亦是零售額自 2015 年 7 月以來唯一升幅。短期而言，零售業的前景仍視乎入境旅客回復增長的步伐，以及外圍環境因素如何影響並塑造本地經濟情緒。

2.16 基於對香港及內地今後的經濟表現持審慎看法，零售業僱主預期未來 12 個月將需要 282 144 名僱員，僅微增 364 人，增幅為 0.13%。僱主對 2017 年人力需求預測見表 5。

表 5：僱主對 2017 年人力需求預測

行業類別	2016 年 人力需求	僱主預測 2017 年 人力需求	增／減
1. 食品、飲品及煙草	45 761	45 759	-2 (-0.004%)
2. 超級市場	35 912	35 994	+82 (+0.2%)
3. 燃料及運輸設備	8 877	8 912	+35 (+0.4%)
4. 衣物、鞋類及有關製品	50 756	50 712	-44 (-0.1%)
5. 其他消費品	52 346	52 554	+208 (+0.4%)
6. 百貨公司	13 015	13 015	0 (0.0%)
7. 珠寶首飾	14 858	14 868	+10 (+0.1%)
8. 藥物及化妝品	26 081	26 134	+53 (+0.2%)
9. 其他耐用品	13 416	13 425	+9 (+0.1%)
10. 電訊設備及電器產品	13 902	13 894	-8 (-0.1%)
11. 無店面和不經流動貨攤的零售	6 856	6 877	+21 (+0.3%)
總計	281 780	282 144	+364 (+0.13%)

2.17 僱主對 2017 年各行業類別及職級的人力需求預測見圖 5 及表 6。

圖 5：僱主對 2017 年各行業類別人力需求預測（與 2016 年比較）

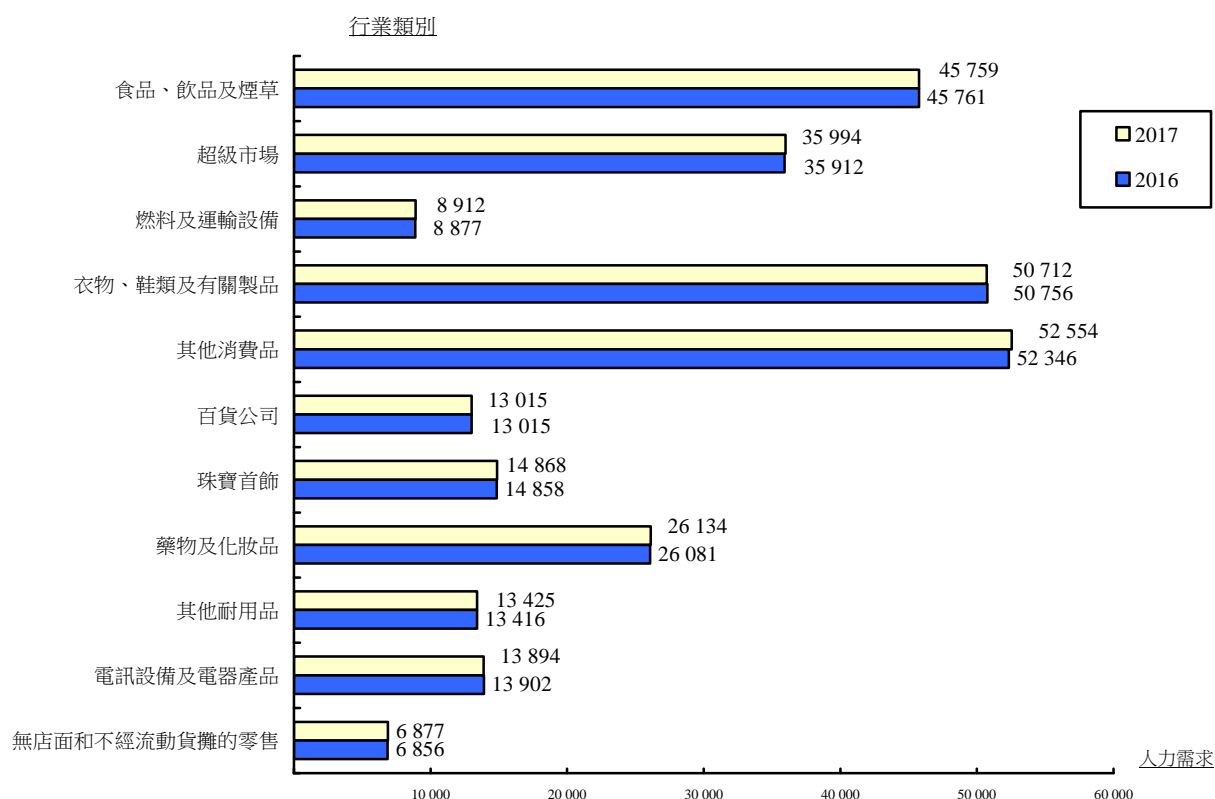


表 6：僱主對 2017 年各職級人力需求預測（與 2016 年比較）

職級	2016 年 人力需求	僱主預測 2017 年 人力需求	增／減	
經理級	15 854	15 879	+25	(+0.2%)
主任級	27 014	27 031	+17	(+0.1%)
輔助人員／文員級	9 176	9 195	+19	(+0.2%)
售貨員	138 958	139 271	+313	(+0.2%)
兼職售貨員／服務員	50 517	50 508	-9	(-0.02%)
東主／獨資經營者／ 執行合夥董事	12 040	12 041	+1	(+0.01%)
主要職能人員	253 559	253 925	+366	(+0.1%)
非主要職能人員	28 221	28 219	-2	(-0.01%)
總計	281 780	282 144	+364	(+0.13%)

2.18 僱主預測人力需求將有正增長的三大主要職務摘錄於表 7。

表 7：將有正增長的三大主要職務

主要職務	2016 年 人力需求	僱主預測 2017 年 人力需求	增／減
營業經理	1 516	1 526	+10 (+0.7%)
電子商務助理	2 117	2 128	+11 (+0.5%)
市場推廣經理	540	542	+2 (+0.4%)

2.19 調查顯示，僱主計劃在 2017 年聘請更多營業經理、電子商務助理和市場推廣經理。

2.20 以上資料反映，僱主愈來愈關注全渠道銷售策略，重點留意過程自動化、用戶採用率和業務的靈活度。在新趨勢下，僱主亦察覺利用不同渠道更有效地與顧客接觸，提升品牌知名度及顧客忠誠度，能推動收入和利潤增長。此外，市場推廣人才對監察和分析市場趨勢、探索提升現有產品及服務的方法、辨識目標市場和制訂策略等工作極為重要。

採用人力市場分析法推算 2017 年至 2019 年的人力

2.21 本會亦採用人力市場分析法[Labour Market Analysis, LMA]，根據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)。2017 年至 2019 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
2016	281 780	-	-
2017	-	282 144 (+0.13%)*	282 347 (+0.2%)*
2018	-		284 077 (+0.6%)**
2019	-		287 627 (+1.2%)**

註：

* 與 2016 年總人力需求比較的百分比變幅。

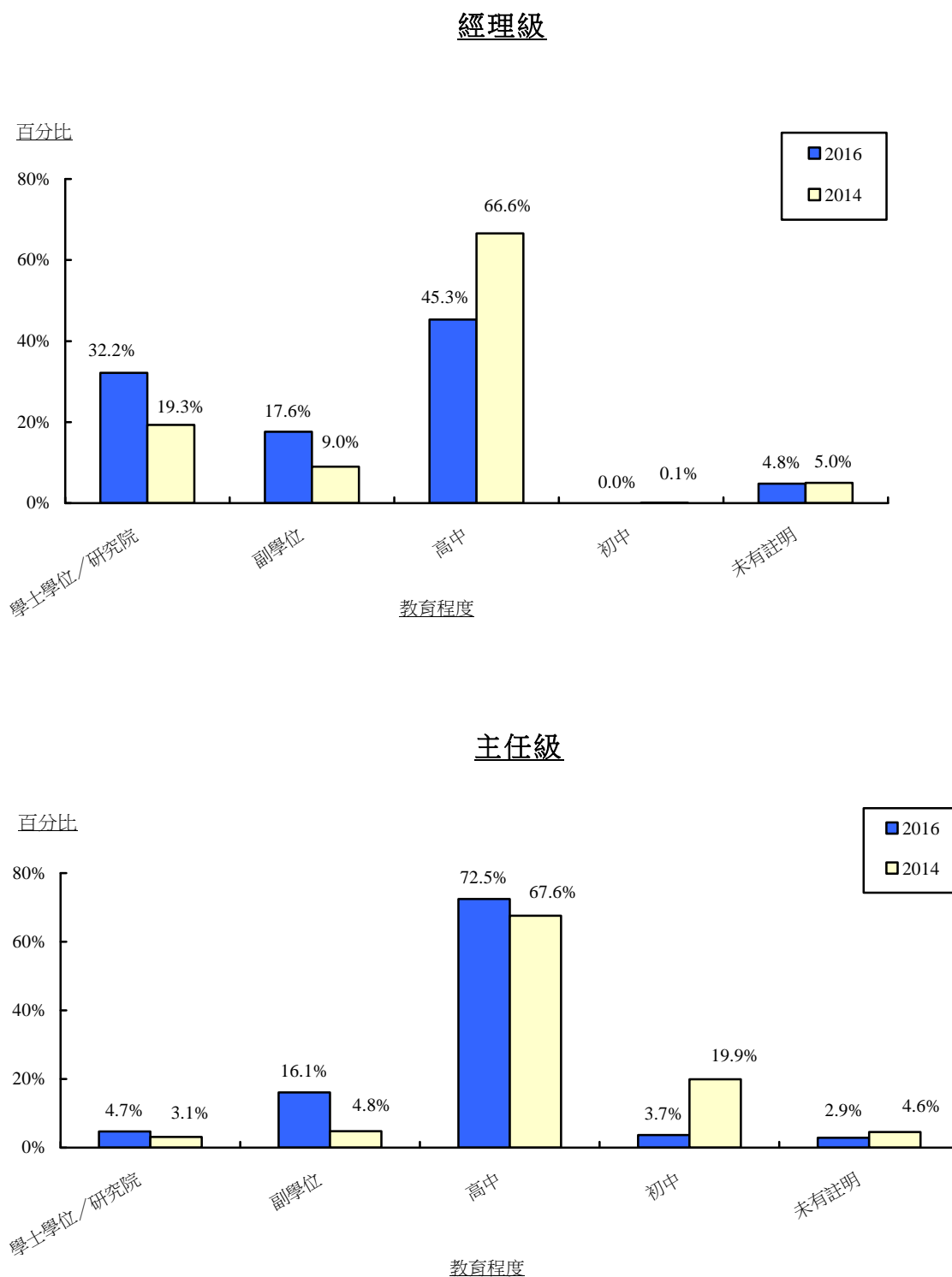
** 與前一年推算人力比較的百分比變幅。

C. 招聘要求

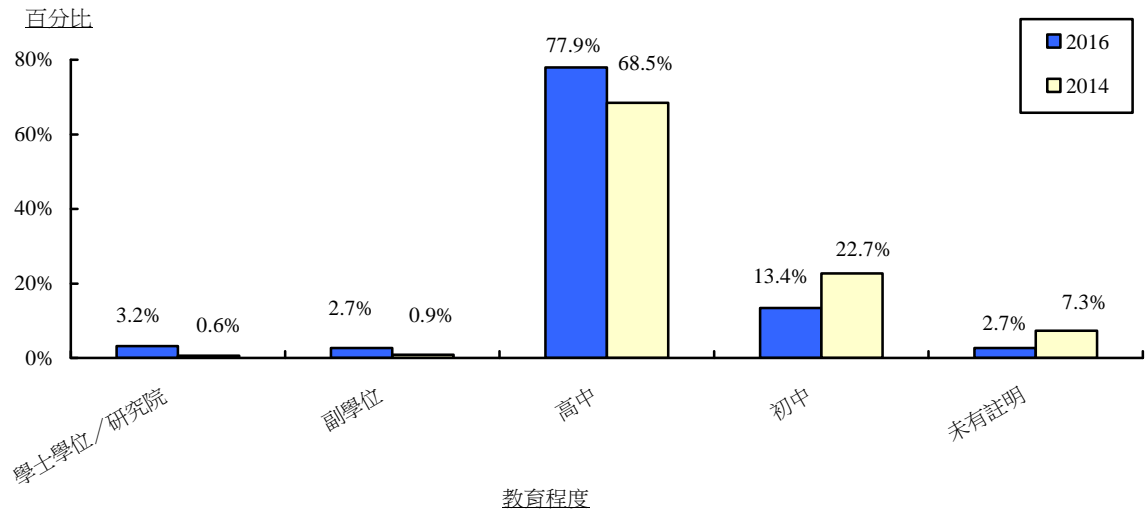
僱員宜有教育程度

2.22 調查顯示，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)。

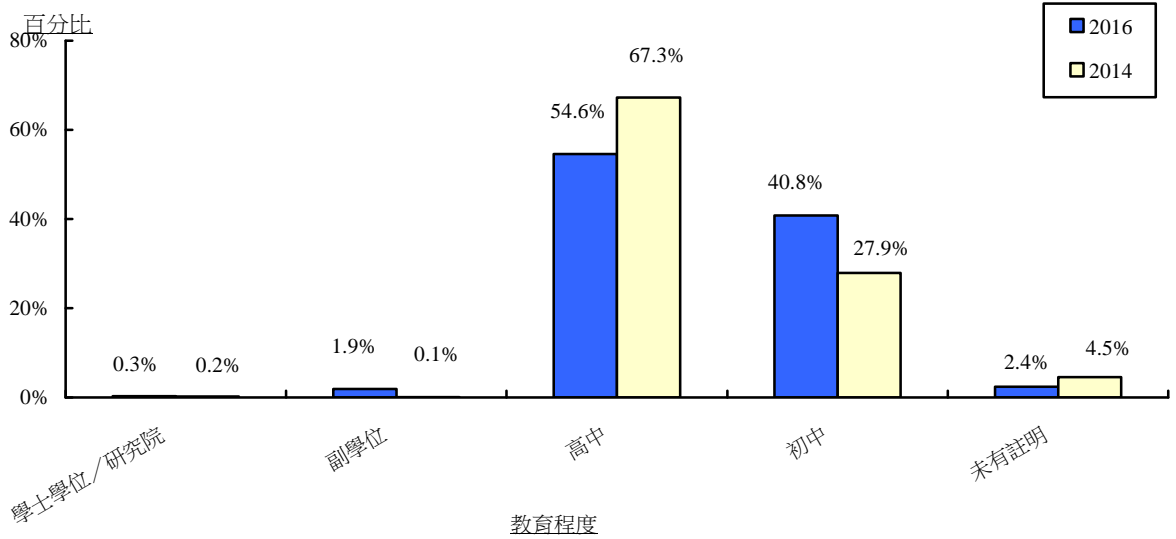
圖 6：2014 年及 2016 年僱員宜有教育程度（按職級劃分）



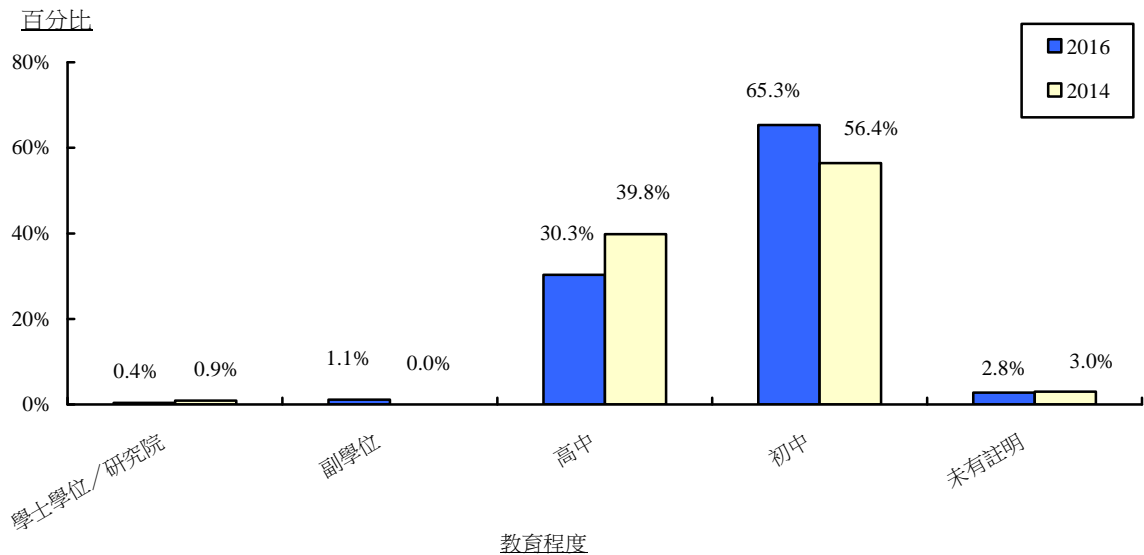
輔助人員／文員級



售貨員



兼職售貨員／服務員



2.23 圖 6 顯示，45.3%的僱主認為經理級僱員宜具備高中程度學歷，較 2014 年的 66.6%為低；同時，認為經理級僱員宜具備較高程度學歷的僱主有所增加，屬意副學位程度的僱主有 17.6%，較 2014 年的 9.0%為多；而屬意學士學位／研究院程度的僱主，亦由 2014 年的 19.3%，上升至 2016 年的 32.2%。

2.24 值得注意的是，72.5%的僱主屬意主任級僱員具備高中程度學歷，較 2014 年的 67.6%有所增加；同時，屬意初中程度學歷的百分比大幅下降，由 2014 年的 19.9%，減少至 2016 年的 3.7%；屬意副學位程度的僱主則由 2014 年的 4.8%，增加至 2016 年的 16.1%；而屬意學士學位／研究院程度的僱主亦由 2014 年的 3.1%，增加至 2016 年的 4.7%。

2.25 至於輔助人員／文員級僱員，77.9%的僱主屬意他們具備高中程度學歷，較 2014 年的 68.5%有所上升；而屬意初中程度學歷的僱主則由 2014 年的 22.7%，下降至 2016 年的 13.4%。

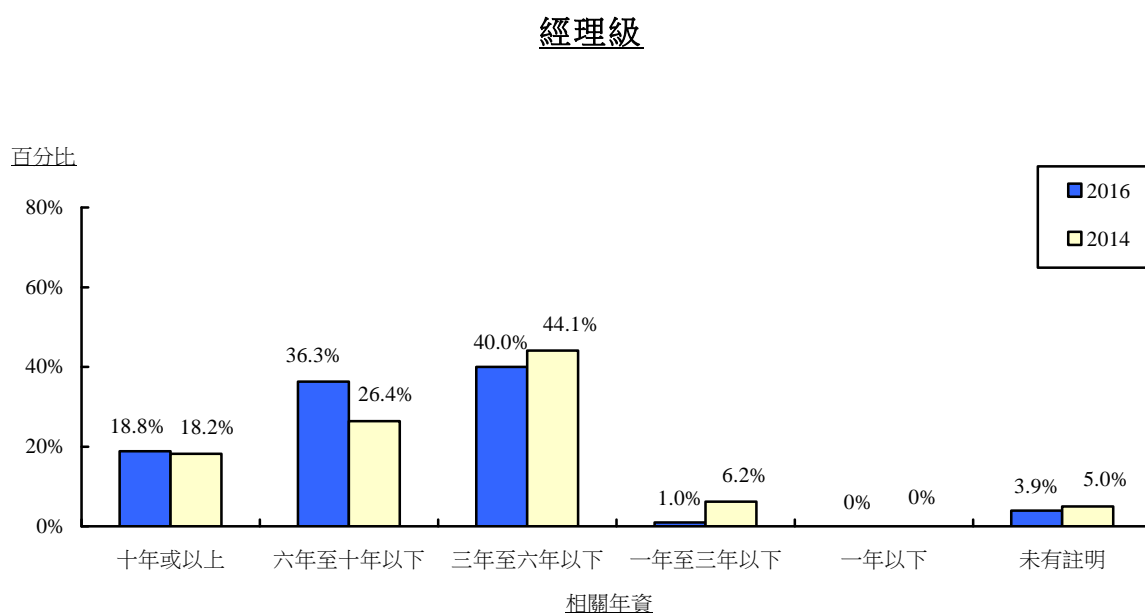
2.26 售貨員方面，54.6%的僱主屬意僱員具備高中程度學歷，較 2014 年的 67.3%有所減少；而屬意初中教育程度的僱主百分比，則由 2014 年的 27.9%，增加至 2016 年的 40.8%。

2.27 兼職售貨員／服務員方面，65.3%的僱主認為僱員應具備初中或以下教育程度，較 2014 年的 56.4%有所增加；而屬意具備高中教育程度的僱主則由 2014 年的 39.8%，減少至 2016 年的 30.3%。

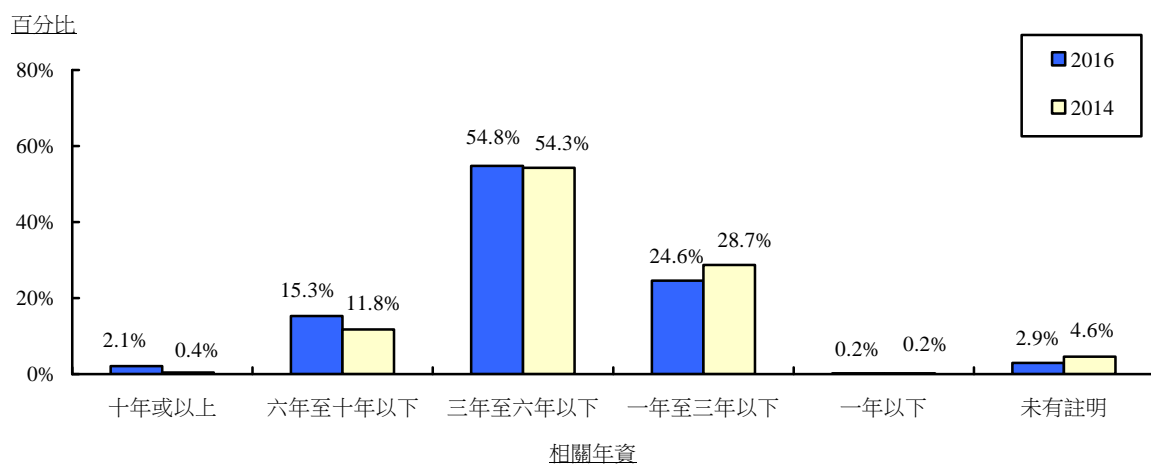
僱員宜有相關年資

2.28 僱主對僱員宜有相關年資的意見載於圖 7。詳細數據見附錄 7 表 7 (第 162 頁)。

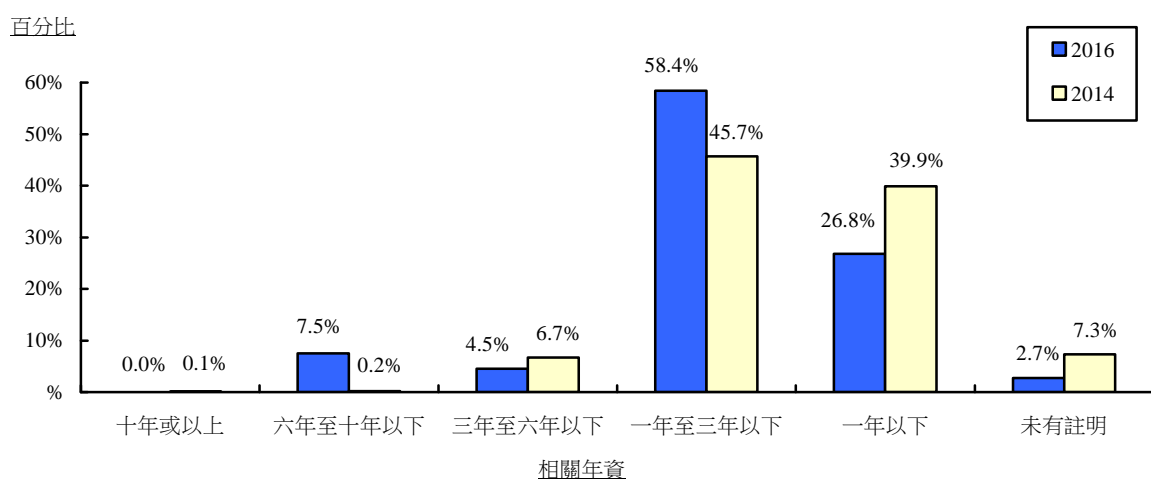
圖 7：2014 年及 2016 年僱員宜有相關年資（按職級劃分）



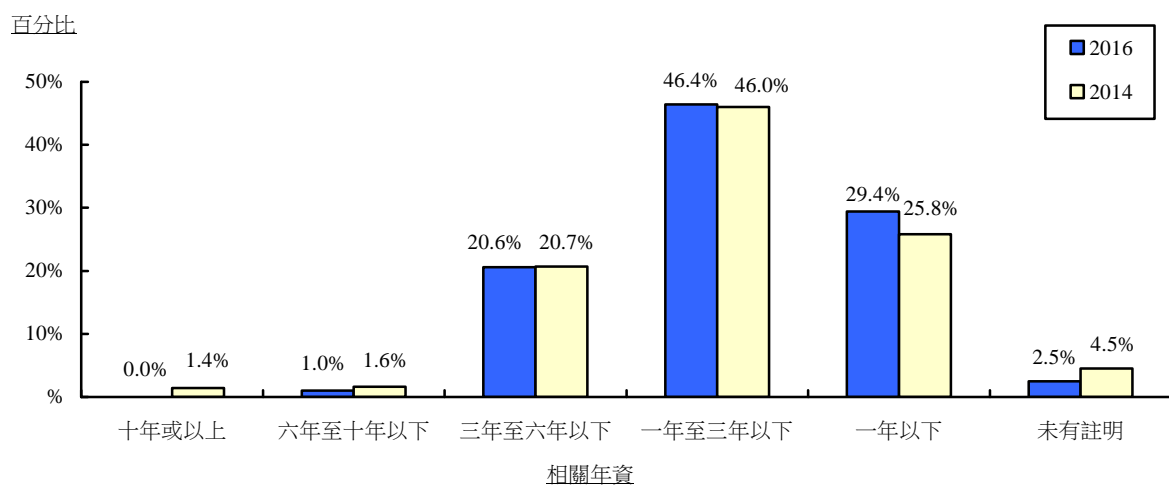
主任級



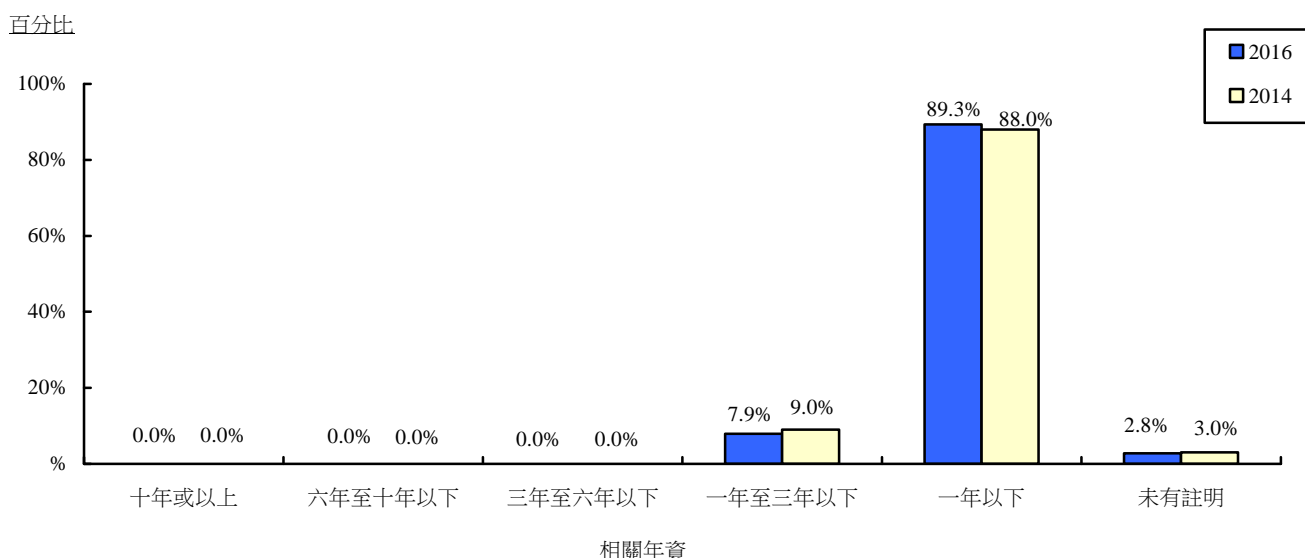
輔助人員／文員級



售貨員



兼職售貨員／服務員



2.29 圖 7 顯示，40.0%的僱主屬意經理級僱員具備「三年至六年」相關經驗，較 2014 年的 44.1%有所下降；另一方面，有 36.3%僱主屬意「六年至十年」相關經驗；而屬意「十年或以上」的有 18.8%，反映僱主對經理級僱員的年資要求有上升趨勢。

2.30 與 2014 年調查相似，大部分僱主屬意主任級僱員具備「三年至六年」相關經驗。要留意的是，要求主任級僱員有「六年至十年」相關經驗的僱主，由 2014 年的 11.8%，增加至 2016 年的 15.3%，而要求「一年至三年」相關經驗的僱主則由 2014 年的 28.7%，減少至 2016 年的 24.6%。

2.31 輔助人員／文員級方面，大部分僱主屬意僱員具備「一年至三年」相關經驗；而屬意「一年或以下」年資的僱主，則由 2014 年的 39.9%，減少至 2016 年的 26.8%。

2.32 與 2014 年的調查相似，大部分僱主屬意售貨員具備「一年至三年」相關經驗；而屬意「一年或以下」年資的僱主，則由 2014 年的 25.8%，增加至 2016 年的 29.4%。兼職售貨員方面，屬意「一年或以下」年資的僱主佔大多數，有 89.3%，較 2014 年的 88.0%輕微增加。

D. 每月平均工資幅度

2.33 「每月平均工資」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9。詳細統計數據見附錄 7 表 8 (第163頁)。

表 9：2016年每月平均工資幅度（按職級劃分）

職級	\$10,001 以下	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,000 以上	未有註明	總計
經理級	0	345	1 869	5 402	3 075	840	4 083	15 614
主任級	57	5 622	9 759	6 765	357	0	4 024	26 584
售貨員	15 825	64 787	32 061	4 209	43	0	16 527	133 452
輔助人員／ 文員級	657	4 874	2 015	675	175	0	490	8 886
兼職售貨員／ 服務員	30 870	1 287	45	0	0	0	16 225	48 427
總計	47 409	76 915	45 749	17 051	3 650	840	41 349	232 963

2.34 大部分經理級僱員每月平均工資介乎 20,001 元至 30,000 元；主任級僱員介乎 15,001 元至 20,000 元；輔助人員／文員級和售貨員級介乎 10,001 元至 15,000 元；而兼職售貨員／服務員則多數為 10,001 元以下。

E. 訓練需求

2.35 由於僱員人數五人或以上的公司（佔整體 12.9%）始需要回答調查表中有關培訓的問題，參考本報告內與訓練需求相關的數字時須特別留意。詳細統計數據見附錄 7 表 9、表 10 及表 11（第 164 至 166 頁）。

2014 年與 2016 年訓練需求比較

2.36 提升零售業從業員的技能、地位和專業素養，對維持零售業長期競爭力至關重要。2016 年，僱主提供或資助的訓練名額共有 104 884 個。首三項最需要訓練的範疇為「銷售技巧／產品知識」、「客戶服務／投訴處理」及「專業教練技巧／團隊工作／溝通技巧」。

2.37 由於問卷設計有所變更，2016 年調查所得的訓練名額總數及某些範疇的訓練名額，不能與 2014 年調查數據直接比較。然而，「電子商貿」範疇的訓練名額顯著增加(+1 787.0%)，其次為「英語」(+78.1%)和「普通話」(+44.5%)，反映零售商深明全渠道銷售在香港零售市場的商機，積極發展和部署全渠道銷售策略，維持競爭優勢。此外，僱員的英語及普通話能力亦受到重視，以接待海外及內地遊客。

2016 年與 2017 年訓練需求比較

2.38 2017 年，零售業僱主將繼續投放資源在員工培訓和發展，提升從業員的水平和專業素養。僱主在 2017 年提供或資助的訓練名額估計有 103 261 個，與 2016 年的 104 884 個相比，減少 1 623 個(-1.5%)。

2.39 行業專門技巧中，訓練名額增加最多的三個範疇是「資訊科技及應用」(+10.0%)、「店舖陳列／商品視覺展示」(+9.3%)及「採購」(+8.2%)，反映僱主重視電子世界中的網上零售業務、如何有效展示商品以提升店舖形象，並採用高效的採購策略，為公司和顧客爭取最佳價格和產品。

2.40 此外，其他範疇的訓練名額亦增加了 5.8%，例如職業健康及安全、急救、全球時裝趨勢、時裝搭配技巧、創意、化妝技巧、情緒管理、辨別偽鈔、《商品說明條例》、《競爭法》、倉庫鏟車培訓、日文及韓文。

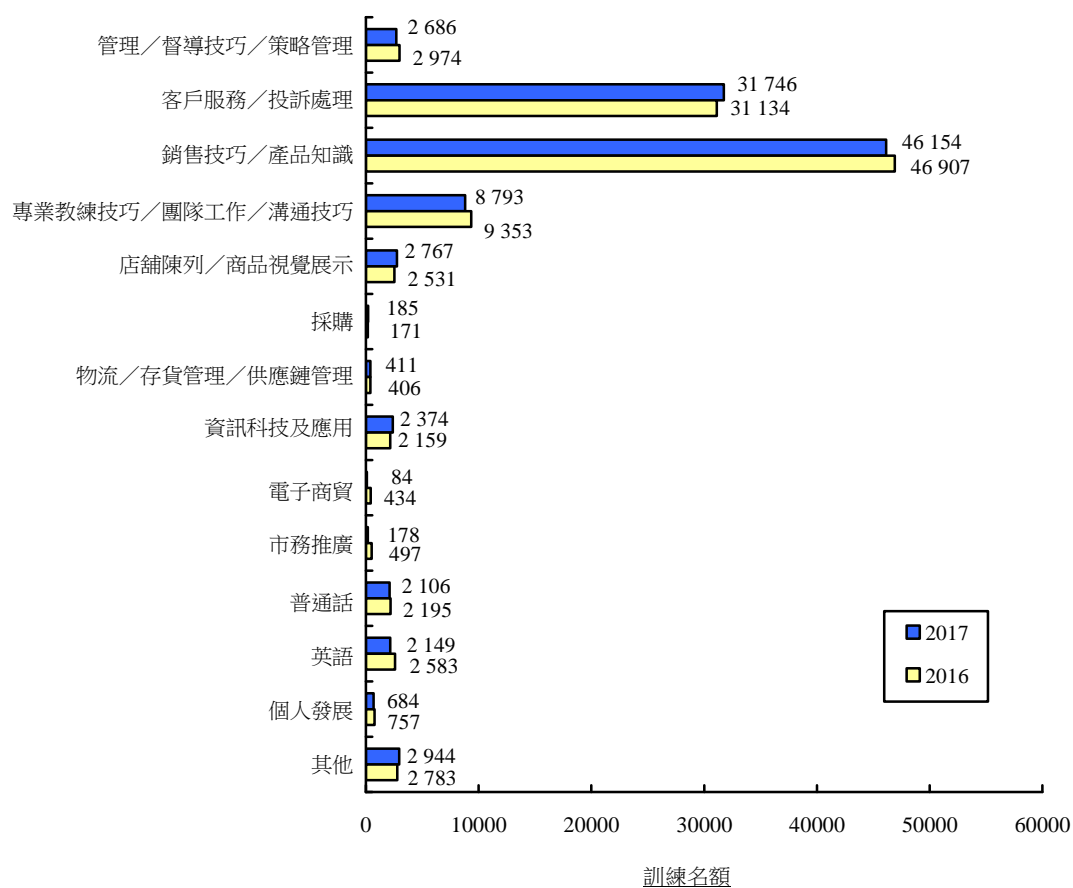
2.41 各訓練範疇名額的變化情況載列於表 10 及圖 8。

表 10：僱主提供／資助的訓練名額（2016 年與 2017 年比較）

訓練範疇	2016 年	2017 年 預測	增／減	
1. 管理／督導技巧／策略管理	2 974	2 686	-288	(-9.7%)
2. 客戶服務／投訴處理	31 134	31 746	+612	(+2.0%)
3. 銷售技巧／產品知識	46 907	46 154	-753	(-1.6%)
4. 專業教練技巧／團隊工作／溝通技巧	9 353	8 793	-560	(-6.0%)
5. 店舖陳列／商品視覺展示	2 531	2 767	+236	(+9.3%)
6. 採購	171	185	+14	(+8.2%)
7. 物流／存貨管理／供應鏈管理	406	411	+5	(+1.2%)
8. 資訊科技及應用	2 159	2 374	+215	(+10.0%)
9. 電子商貿	434	84	-350	(-80.6%)
10. 市務推廣	497	178	-319	(-64.2%)
11. 普通話	2 195	2 106	-89	(-4.1%)
12. 英語	2 583	2 149	-434	(-16.8%)
13. 個人發展	757	684	-73	(-9.6%)
14. 其他 (職業健康及安全、急救、全球時裝趨勢、 時裝搭配技巧、創意、化妝技巧、情緒管 理、辨別偽鈔、倉庫鑰匙培訓、《商品說明 條例》、《競爭法》、日文及韓文)	2 783	2 944	+161	(+5.8%)
總計	104 884	103 261	-1 623	(-1.5%)

圖 8：各範疇訓練名額分布情況（2016 年與 2017 年比較）

訓練範疇



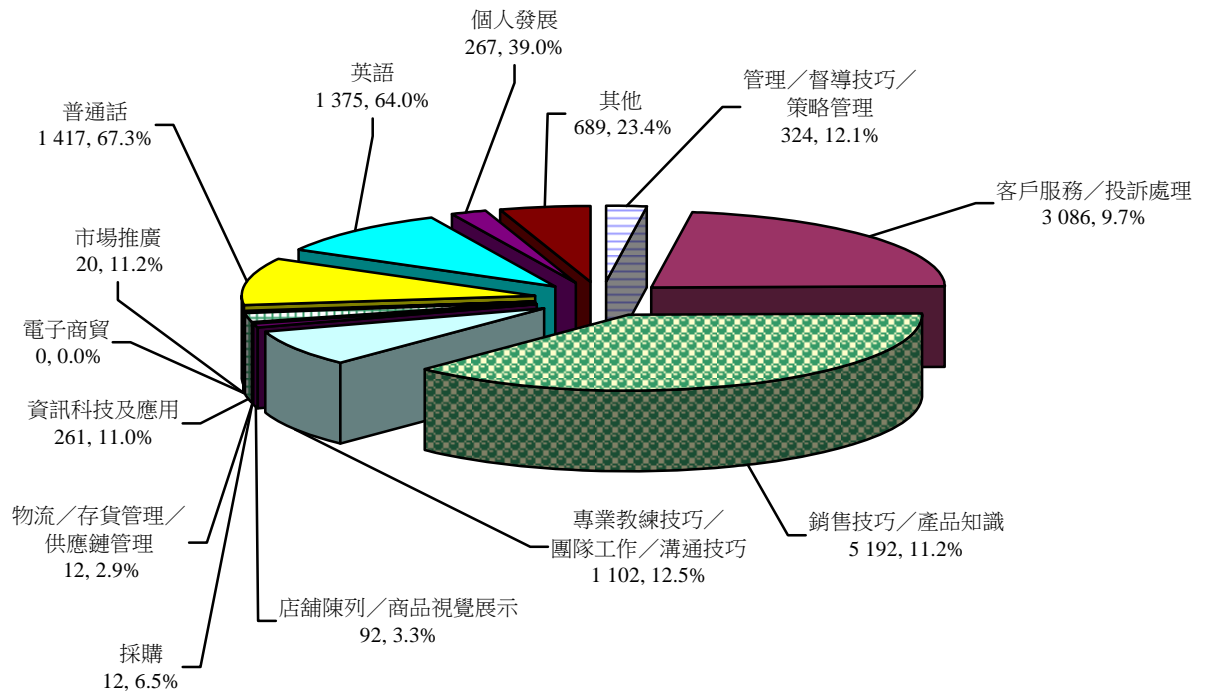
2.42 在 2017 年預計提供的 103 261 個訓練名額當中，89 412 個(86.6%)屬公司內部訓練，其餘 13 849 個(13.4%)則由外間培訓機構提供。

2.43 按不同範疇劃分，2017 年須由外間培訓機構提供的訓練名額載列於表 11 及圖 9。

表 11：2017 年外間訓練名額需求

訓練範疇	外間訓練名額需求	佔總培訓名額百分比
1. 管理／督導技巧／策略管理	324	12.1%
2. 客戶服務／投訴處理	3 086	9.7%
3. 銷售技巧／產品知識	5 192	11.2%
4. 專業教練技巧／團隊工作／溝通技巧	1 102	12.5%
5. 店舖陳列／商品視覺展示	92	3.3%
6. 採購	12	6.5%
7. 物流／存貨管理／供應鏈管理	12	2.9%
8. 資訊科技及應用	261	11.0%
9. 電子商貿	0	0.0%
10. 市務推廣	20	11.2%
11. 普通話	1 417	67.3%
12. 英語	1 375	64.0%
13. 個人發展	267	39.0%
14. 其他 (職業健康及安全、急救、全球時裝趨勢、時裝搭配技巧、創意、化妝技巧、情緒管理、辨別偽鈔、倉庫鑰匙培訓、《商品說明條例》、《競爭法》、日文及韓文)	689	23.4%
總計	13 849	13.4%

圖 9：2017 年外間訓練名額需求（按訓練範疇劃分）



首選獲資歷架構認可的課程

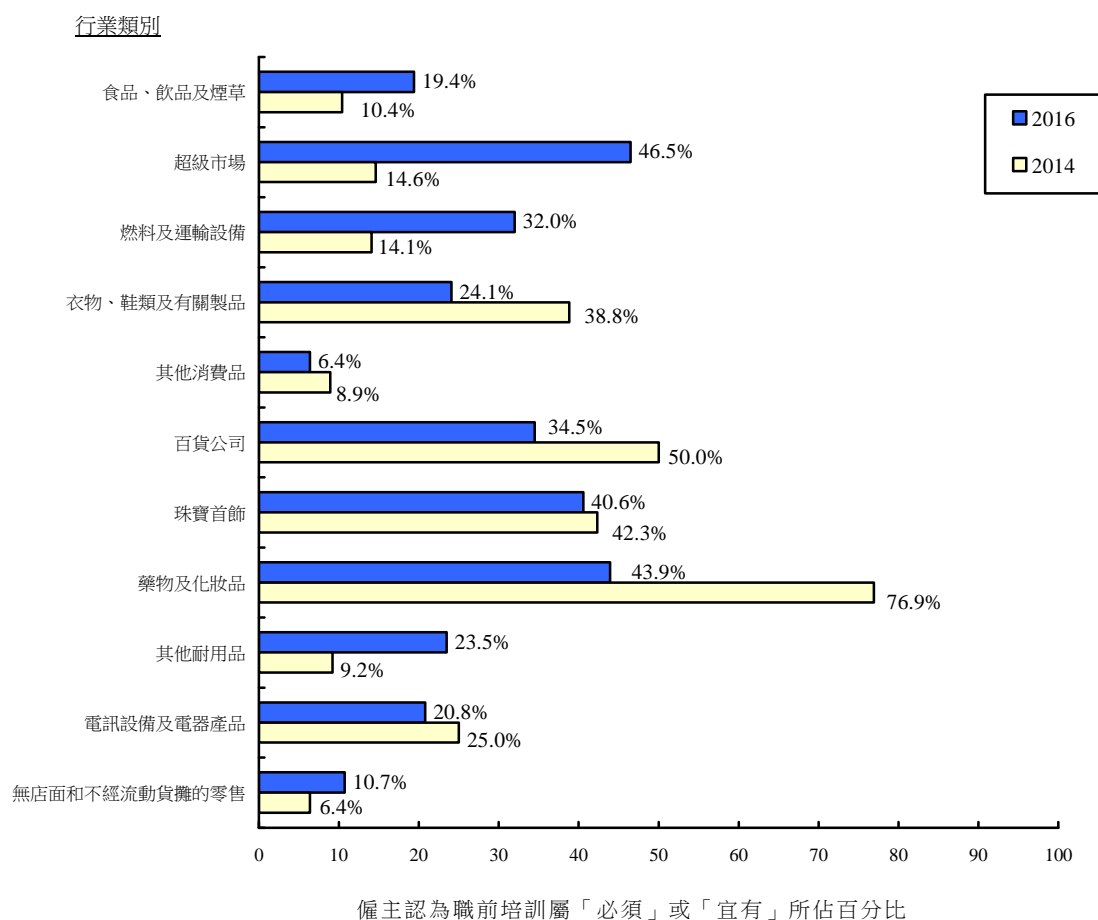
2.44 調查顯示，在 5 128 間公司中，219 間表示向員工提供培訓資助或訓練時，會首選已獲資歷架構認可的課程。

前線售貨員職前培訓

2.45 「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。調查顯示，20.1%僱主認為職前培訓屬「必須」或「宜有」，延續過去數年的下跌趨勢（2010年：32.1%；2012年：22.7%；2014年：21.4%）。數字顯示僱主並非一定要求僱員曾接受職前培訓。

2.46 調查顯示，首三個最需要前線售貨員接受職前培訓的行業類別為「超級市場」（46.5%）、「藥物及化妝品」（43.9%）及「珠寶首飾」（40.6%）。2014年及2016年各行業類別前線售貨員的職前培訓分布情況見圖10；詳細統計數字見附錄7表12及表13（第167至168頁）。

圖 10：2014 年及 2016 年前線售貨員職前培訓需要
（按行業類別劃分）



2.47 本會挑選了「客戶服務」、「投訴處理」、「銷售技巧」、「產品知識」、「普通話」及「英語」六個訓練範疇，用以評估業內僱主對前線售貨員接受職前培訓的需求。2014年及2016年僱主認為以上職前培訓範疇屬「十分重要」或「重要」所佔百分比見表12。

**表 12：2014年及2016年前線售貨員的職前培訓需求
(按訓練範疇劃分)**

訓練範疇	2014年	2016年
1. 客戶服務	99.7%	} 91.1%
2. 投訴處理	79.2%	
3. 銷售技巧	98.6%	} 99.1%
4. 產品知識	89.4%	
5. 普通話	62.1%	50.5%
6. 英語	53.8%	56.7%

2.48 以上數據反映僱主十分重視前線售貨員在「銷售技巧／產品知識」(99.1%)和「客戶服務／投訴處理」(91.1%)兩個訓練範疇的職前培訓需要。

F. 招聘困難

2.49 是次調查中，有3 031間公司回覆有否遇到招聘困難，其中1 061間(35.0%)表示招聘時並無遇到困難，而1 970間(65.0%)則曾遇到招聘困難。詳細數據見表13。

表13：過去12個月遇到／沒有遇到招聘困難的公司數目
(按行業類別劃分)

編號	行業類別	沒有困難	遇到困難	總計
1.	食品、飲品及煙草	152	396	548
2.	超級市場	1	26	27
3.	燃料及運輸設備	12	153	165
4.	衣物、鞋類及有關製品	259	518	777
5.	其他消費品零售	268	471	739
6.	百貨公司	11	14	25
7.	珠寶首飾	174	90	264
8.	藥物及化妝品	34	83	117
9.	其他耐用品	32	140	172
10.	電訊設備及電器產品	78	32	110
11.	無店面和不經流動貨攤的零售	40	47	87
合計		1 061 (35.0%)	1 970 (65.0%)	3 031

2.50 調查顯示，67.4%僱主表示最難招聘的職級為售貨員，隨後為兼職售貨員(15.9%)、輔助人員／文員級(8.4%)、主任級(6.0%)以及經理級人員(2.2%)。

2.51 大部分僱主表示，難以招聘的原因是「應徵者在市場上有很多選擇」(30.9%)，其次為「應徵者認為薪酬及附帶福利欠吸引」(23.7%)及「應徵者不願意長時間及輪班工作」(20.7%)。有關各項招聘困難原因所佔百分比的詳細數據，請參閱附錄 7 表 14 (第169頁)。

G. 流失人數

2.52 「流失人數率」是指因轉行、退休、移民、升學或其他原因而離開零售業的員工人數。調查前12個月內共有18 808人離開零售業。

H. 趨勢

2.53 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載於以下圖表，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。

2.54 2016年的空缺數目佔總人力需求3.3%，較2014年錄得的3.6%輕微下降，反映僱主在充滿挑戰的營商環境下，對新增職位的態度保持審慎。

2.55 由於問卷設計有所變更，2016年調查所得的訓練名額總數及某些範疇的訓練名額，不能與2014年調查數據直接比較。然而，「電子商貿」範疇的訓練名額顯著增加(+1 787.0%)，其次為「英語」(+78.1%)和「普通話」(+44.5%)，反映零售商深明全渠道銷售在香港零售市場的商機，大力發展和部署全渠道銷售策略，務求維持競爭優勢。此外，業界亦認為從業員的英語及普通話能力相當重要，以應對海外及內地遊客。

2.56 零售業僱用的兼職售貨員總數由2014年的46 982人，增加至2016年的50 517人，增幅為7.5%。主因可能是聘請全職售貨員遇到困難，同時為配合營運需要，維持靈活的人手架構，以改善管理及提高成本效益。按行業類別計算的僱員流動率，由2014年的9.7%，上升至2016年的10.9%。

(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%
2016	281 780	-0.2%

(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%
2016	9 204	3.3%

(c) 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%
2016	103 261 #	N/A*

註：

僱員五人或以上的公司（佔 12.9%）始需要填寫訓練名額。

*由於問卷設計有所變更，訓練名額總數不能與 2014 年調查數據直接比較。

(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%
2016	50 517	+7.5%

註：

* 包括空缺數目

(e) 僱員流動率（按行業類別劃分）

行業類別	僱員流動率（以人次計） 佔人力需求百分比 （按行業類別劃分）						
	2004年	2006年	2008年	2010年	2012年	2014年	2016年
食品、飲品及煙草	21.1%	16.4%	10.4%	9.5%	9.1%	6.0%	13.1%
超級市場	27.9%	13.7%	13.9%	1.1%	23.9%	10.1%	7.8%
燃料及運輸設備	14.4%	14.4%	10.9%	7.1%	3.9%	5.8%	5.4%
衣物、鞋類及有關製品	30.0%	21.1%	14.6%	8.3%	14.7%	11.2%	15.9%
其他消費品	18.3%	8.1%	9.2%	4.1%	7.2%	6.5%	7.8%
百貨公司	39.4%	10.0%	12.8%	8.3%	12.9%	5.3%	4.3%
珠寶首飾	20.6%	12.4%	11.8%	4.1%	8.3%	9.6%	13.0%
藥物及化妝品	20.3%	13.6%	13.4%	11.2%	17.8%	17.5%	16.8%
其他耐用品	27.6%	25.0%	13.1%	10.3%	6.5%	10.1%	6.6%
電訊設備及電器產品	23.6%	21.7%	23.5%	12.1%	13.0%	20.7%	9.0%
無店面和不經流動貨攤的零售	-	-	-	1.3%	3.2%	2.7%	3.1%
合計	23.7%	15.0%	12.7%	7.3%	12.1%	9.7%	10.9%

(f) 僱員流動率（按職級劃分）

職級	僱員流動率（以人次計） 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	2016年
經理級	12.5%	10.1%	6.8%	2.2%	2.6%	2.5%	3.0%
主任級	7.2%	8.5%	4.3%	2.3%	6.1%	4.1%	8.6%
輔助人員／文員級*	31.5%	18.1%	18.7%	11.3%	14.4%	5.1%	4.2%
售貨員	-	-	-	-	-	16.9%	18.6%

註：

* 在 2012 年及以往的調查，本會將「售貨員」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提出以下建議。

僱主

3.2 短中期而言，本港零售業仍面對重重挑戰。要在業內保持領先地位，必須持續向僱員提供訓練，以便學習最佳作業模式、營運新方案和最新科技。從業員需要快捷熟練地提供優質產品和服務，才能令顧客稱心滿意。因此，僱主不應視員工培訓開支為加重營運負擔。

3.3 本會認為，培訓成效全賴僱主的支持。僱主宜提供不同誘因，例如補假、現金津貼、晉升機會等，鼓勵僱員報讀並完成訓練課程。

3.4 各級從業員均需接受訓練，才能提供周全服務，維持顧客的長期滿意水平。僱主應為表現出色或具潛質的僱員提供進階訓練，以備承擔更高職責。為僱員提供晉升機會和事業發展前景，不單顯示對僱員能力的信任，更可挽留人才，為企業培養接班人。

僱員

3.5 配合業內各持份者的努力和投放的資源，僱員必須抱持積極心態。面對零售業的激烈競爭和急速變化，從業員需要與時並進、定立目標、終身學習。

3.6 市場上進修課程種類繁多，本會籲請僱員須慎選優質課程報讀。

政府的支持

3.7 機構如面對培訓資源匱乏或緊絀問題，可善用政府的資助，例如新技能提升計劃和持續進修基金，鼓勵僱員接受在職培訓，學習行業所需的技能。本會支持政府繼續提供這類扶助行業發展的資助計劃。

3.8 VTC Earn & Learn「零售業」職學計劃為有意從事零售業的高中畢業生提供課堂教育和在職培訓，自2014年7月推行以來，已成為吸引高中畢業生投身零售業的有效平台。本會認為，政府繼續給予撥款資助，對推動零售業人力持續發展極為重要。

培訓機構

3.9 培訓機構宜開辦更多採不同訓練模式的課程，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「電子商貿」、「資訊科技及應用」、「店鋪陳列／商品視覺展示」及「採購」等訓練，培養從業員掌握關鍵的專門技巧，包括推廣網上零售業務、有效展示商品以提升店鋪形象，並運用採購策略，為公司和顧客爭取最佳價格和產品。業界亦可委託培訓機構度身設計課程，以更切合僱員的需要。

3.10 除了在職培訓外，亦不應忽視包括實習環節的職前培訓。相關的職前訓練可教授零售業的基本知識及技能，讓無零售經驗的新畢業生更容易適應工作。

3.11 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。同時，培訓機構亦需檢討和更新課程的內容和範疇，以配合市場的最新發展。

資歷架構

3.12 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。新擬訂的零售業電子商務《能力標準說明》已推出。本會建議，僱主應鼓勵員工到信譽良好的機構持續進修和接受培訓，並提供資歷架構認可的內部訓練。此舉有助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。

過往資歷認可

3.13 僱員可透過「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，兼且能夠改善機構的形象。

推廣及人力調查

3.14 本會將繼續支持為零售業僱員舉辦經驗交流研討會／研習班。此外，建議日後繼續進行人力調查，協助有關各方更了解零售業的人力情況，並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[VTC]，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VTC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 本會就零售業的經營前景及人力需求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)。

改進調查表內容

4.4 調查表的內容已作以下改進：

「僱員人數四人或以下」及「僱員人數五人或以上」的公司：

- i) 每月平均工資幅度\$10,001-\$20,000 分拆為兩組：
\$10,001 - \$15,000 和 \$15,001 - \$20,000；
- ii) 僱員「宜有教育程度」的分類，改為「初中」、「高中」、「副學位」、「學士學位」及「研究院」。

「僱員人數五人或以上」的公司：

- i) 重組部分訓練範疇，包括整合以下範疇：「客戶服務／投訴處理」、「銷售技巧／產品知識」；另分拆以下範疇為獨立項目：「市務推廣」、「店舖陳列／商品視覺展示」及「採購」。

4.5 本會認為，上述變動可讓調查蒐集較具參考價值的資料，並更有效識別零售業的人力及訓練需求，有助各持份者適時採取適當措施。

B. 調查範圍、程序及回應率

調查範圍

4.6 調查採用分層隨機抽樣法，在39 812間*註冊公司中，選出909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	114
2. 超級市場	31
3. 燃料及運輸設備	58
4. 衣物、鞋類及有關製品	154
5. 其他消費品	119
6. 百貨公司	29
7. 珠寶首飾	44
8. 藥物及化妝品	55
9. 其他耐用品	65
10. 電訊設備及電器產品	41
11. 無店面和不經流動貨攤的零售	199
總計	909

註：

* 2016年機構單位記錄庫內的零售業公司總數為45 086間，剔除不活躍商號後，登記公司數目有39 812間。

調查程序

4.7 本會於2016年10月5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，協助他們於調查前更了解零售業的運作。

4.8 調查工作於2016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2017年3月初完成。

4.9 調查前，本會將整份調查文件（包括信函、調查表、附註及工作說明）寄予各選定公司。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調查表，確保妥善收集資料。所有填妥的調查表均經過複核及編碼，必要時與填覆公司核對資料，然後交由政府統計處處理及編製圖表。

回應率

4.11 在909間選定公司中，620間填覆調查表並回答所有問題，42間不予回應，24間回應部分問題，整體有效回應率為93.9%；其餘則未能聯絡、不再從事零售業、已合併、搬遷、暫停營業或結業。

鳴謝

4.12 政府統計處協助監督調查工作並整理調查數據，零售業訓練委員會特此鳴謝。

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

副主席

衛有安先生

委員

陳孔屏女士

陳家偉先生

蔡佩珊女士

鄒惠儀女士

蔡靖民先生

劉克斌先生

謝文鳳女士

蔡宗建先生

黃雅麗女士

余麗姚女士

職業訓練局執行幹事(或其代表)

秘書

黃思穎女士

零售業訓練委員會

2016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

鄭逸文先生 (周生生集團)
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)
祁志純女士 (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

馮恩健先生 (政府統計處)
郭銘樂先生 (政府統計處)

秘書

黃思穎女士 (職業訓練局)

深入訪談

2016 年零售業人力調查深入訪談人士名單

陳慧愉女士	(DFS 集團有限公司)
陳凱倫女士	(華敦國際集團有限公司)
陳秀琮女士	(香港流動通訊有限公司)
鍾國榮先生	(周大福珠寶金行有限公司)
何美蓮女士	(港大零售國際控股有限公司)
黃詠琳女士	(柏斯琴行)

Vocational Training Council 職業訓練局

Headquarters (Industry Partnership) 總辦事處(行業合作)
 30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong
 香港九龍長沙灣長裕街10號億京廣場2期30樓
 www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

(852) 2904 7843

Our Reference 本局檔號 (1) in RT/4/2 (2016)

Your Reference 來函檔號



執事先生／女士：

2016 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，籲請 貴機構於 **2016 年 10 月 17 日至 2016 年 11 月 16 日**期間，協助完成 2016 年零售業人力調查。

零售業訓練委員會各委員是由香港特別行政區政府行政長官委任，負責確定業內的人力需求，包括收集、分析相關的人力統計數字，並就業內的人力訓練事宜提供意見。

是次人力調查的目的是為了蒐集業內最新的人力情況，並就人力訓練需求制定適當的方案，所以貴機構的參與實在是人力調查取得成功的關鍵。此外，調查所得的人力數據及訓練需求，亦有助 貴機構為未來運作制訂一套適切的人力、商業及培訓計劃。

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協助填寫調查表，調查所得的資料將會**絕對保密**。

 現隨函附上調查表（附錄 A）、調查表附註（附錄 B）及主要職務的工作說明（附錄 C），以供參閱及填妥。如有任何查詢，請致電 2116 8301 與政府統計處人力統計組聯絡。

承蒙協助，謹此致謝。

零售業訓練委員會主席
關敏怡

2016 年 10 月 3 日

CONFIDENTIAL

WHEN DATA ENTERED

填入數據後即成
機密文件

Appendix A
附錄A

VOCATIONAL TRAINING COUNCIL
職業訓練局

2016 MANPOWER SURVEY OF THE RETAIL TRADE
2016 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	30	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

PRINCIPAL LINE OF BUSINESS:

主要業務

- Food, Beverages and Tobacco (1) 食品、飲品及煙草
 Supermarkets (2) 超級市場
 Medicines and Cosmetics (7) 珠寶首飾 (8) 藥物及化妝品
 Fuel and Transport Equipment (3) 燃料及運輸設備
 Durable Goods, n.e.c. (9) 其他耐用品
 Clothing, Footwear and Allied Product (4) 衣物、鞋類及有關製品
 Telecommunications Equipment and Electrical Goods (10) 電訊設備及電器產品
 Consumer Goods, n.e.c. (5) 其他消費品
 Trade not via Stores and Mobile Stalls (11) 無店面和不經流動貨攤的零售
 Department Store (6) 百貨公司

TOTAL NUMBER OF PERSONS ENGAGED: _____

僱員總人數

NAME OF PERSON TO CONTACT: _____

聯絡人姓名

TEL. NO.: _____

電話

E-MAIL: _____

電郵

POSITION: _____

職位

FAX NO.: _____

圖文傳真

Please tick in the appropriate box if your company wants a complimentary copy of the 2016 Manpower Survey Report.

如貴公司欲收到二〇一六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

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Part I
第一部份

(A) Job 工作	(B) Average Monthly Wage Range 每月平均工資幅度		(C) No. of Employees as at 17.10.2016 在2016年10月17日僱員人數	(D) No. of Vacancies as at 17.10.2016 在2016年10月17日的空缺額	(E) Forecast No. of Employees as at October 2017 預計在2017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
	Job Code 職位編號	Code(B) 編號(B)					
(See Appendix C) (參閱附錄C)			12 - 15	16 - 18	19 - 22	23	24
	Rec. Type						
		8 - 10					
1.							
2.							
3.							
4.							
5.							

Coding Descriptions
編號說明

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 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	\$15,001 - \$20,000
5	\$10,001 - \$15,000
6	Under \$10,001 以下

Column (F)
(F)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	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位 (如碩士學位) 或同等教育程度)
2	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育程度)
3	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文憑、專業文憑、高級證書, 或同等教育程度)
4	Senior Secondary (Secondary 4-6, Diploma, Hong Kong Diploma of Secondary Education or equivalent) 高中 (中四至中六、文憑、香港中學文憑, 或同等教育程度)
5	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程度)

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

VOCATIONAL TRAINING COUNCIL
職業訓練局

2016 MANPOWER SURVEY OF THE RETAIL TRADE
2016 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

PRINCIPAL LINE

OF BUSINESS:

主要業務

- Food, Beverages and Tobacco (1) 食品、飲品及煙草
 Supermarkets (2) 超級市場
 Medicines and Cosmetics (8) 藥物及化妝品
 Jewellery (7) 珠寶首飾
 Fuel and Transport Equipment (3) 燃料及運輸設備
 Durable Goods, n.e.c. (9) 其他耐用品
 Clothing, Footwear and Allied Product (4) 衣物、鞋類及有關製品
 Telecommunications Equipment and Electrical Goods (10) 電話設備及電器產品
 Consumer Goods, n.e.c. (5) 其他消費品
 Trade not via Stores and Mobile Stalls (11) 無店面和不經流動貨攤的零售
 Department Store (6) 百貨公司

NAME OF PERSON TO CONTACT: _____

聯絡人姓名

TEL NO.: _____
電話

E-MAIL: _____
電郵

POSITION: _____
職位

FAX NO.: _____
圖文傳真

Please tick in the appropriate box if your company wants a complimentary copy of the 2016 Manpower Survey Report.

如貴公司欲收到二〇一六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 Range 每月平均 工資幅度	(C) No. of Employees as at 17.10.2016 在2016年 10月17日 僱員人數	(D) No. of Vacancies as at 17.10.2016 在2016年 10月17日 的空缺額	(E) Forecast No. of Employees as at October 2017 預計 在2017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	<u>Coding Descriptions</u> <u>編號說明</u>	
Title 職稱 (See Appendix C) (參閱附錄C)	Rec. Type	Job Code 職位編號 8 - 10	Code(B) 編號(B) 11	Code(D) 編號(D) 12 - 15	Code(E) 編號(E) 16 - 18	Code(F) 編號(F) 19 - 22	Code(G) 編號(G) 23	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： <u>Code</u> <u>Average Monthly Wage Range</u> 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 \$15,001 - \$20,000 5 \$10,001 - \$15,000 6 Under \$10,001 以下	
								Column (F) (F)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： <u>Code</u> <u>Preferred Level of Education</u> 編號 宜有的教育程度 1 Postgraduate 研究院 (Higher degrees (e.g. master degrees) or equivalent) (高等學位 (如碩士學位) 或同等教育程度) 2 First Degree 學士學位 (First degree or equivalent) (學士學位，或同等教育程度) 3 Sub-degree 副學位 (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) (副學士、高級文憑、專業文憑、高級證書，或同等教育程度) 4 Senior Secondary 高中 (Secondary 4-6, Diploma, Hong Kong Diploma of Secondary Education or equivalent) (中四至中六、文憑、香港中學文憑，或同等教育程度) 5 Junior Secondary 初中 (Secondary 1-3 or equivalent) (中一至中三，或同等教育程度)	
Managerial Level (including Senior and Assistant Managers) 經理級(包括高級及助理經理)									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： <u>Code</u> <u>Preferred Relevant Years of Experience</u> 編號 宜有的相關年資 1 10 years or more 2 十年或以上 3 6 years to less than 10 years 4 六年至十年以下 5 3 years to less than 6 years 6 三年至六年以下 7 1 year to less than 3 years 8 一年至三年以下 9 Less than 1 year 10 一年以下
General Manager 總經理		2	1 1 1						
Operations/Retail Manager 營運/零售經理		2	1 1 2						
District/Area Manager 分區/地區經理		2	1 1 3						
Store Manager 店舖經理		2	1 1 4						
Marketing Manager 市場推廣經理		2	1 1 5						
Sales Manager 營業經理		2	1 1 6						
Customer Services Manager 客戶服務經理		2	1 1 7						
Head of Merchandising; Buying Manager 採購主管/經理		2	1 1 8						
Logistics/Distribution/Warehouse Manager 物流/運輸/倉庫經理		2	1 1 9						
Training Manager 培訓經理		2	1 2 0						
Visual Merchandising Manager 商品陳列經理		2	1 2 1						
E-commerce Manager 電子商務經理		2	1 2 2						
Owner/Sole Proprietor/Working Partner 東主/獨資經營者/執行合夥董事		2	1 9 8						
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)									
Store Supervisor 店舖/分店主任		2	2 1 1						
Visual Merchandising Supervisor 商品陳列主任		2	2 1 2						
Logistics/Distribution/Warehouse Supervisor 物流/運輸/倉庫主任		2	2 1 3						
Public Relations/Advertising Officer 公共關係/廣告主任		2	2 1 4						
Customer Services Supervisor 客戶服務主任		2	2 1 5						
Merchandiser/Buyer 採購主任		2	2 1 6						
Training Officer 培訓主任		2	2 1 7						
E-commerce Supervisor 電子商務主任		2	2 1 8						
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									
Senior Sales Staff 高級售貨員		2	3 1 1						
Junior Sales Staff 初級售貨員		2	3 1 2						
Operative/Clerical Support Level 輔助人員/文員級									
Stock/Purchasing Clerk 存貨/採購文員		2	3 1 3						
Stock Assistant 存貨助理		2	3 1 4						
E-commerce Assistant 電子商務助理		2	3 1 5						
Visual Merchandising Assistant 商品陳列助理		2	3 1 6						
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									
Part Time Sales/Service Staff 兼職售貨員/服務員		2	4 1 1						

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 2015 (12 months ago).
2015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 2015 (12 months ago).
2015年10月時(12個月前)的兼職售貨員/服務員人數。

42

46

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

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Est. No. _____

ER No. _____

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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

Sources 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"/> 147		<input type="text"/> 148	
	<input type="text"/> 149			

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	150	153	157	160
(b) Customer Service / Complaints Handling 客戶服務／投訴處理	164	167	171	174
(c) Selling Skills / Product Knowledge 銷售技巧／產品知識	178	181	185	188
(d) Coaching Skills / Team Work / Communication 專業教練技巧／團隊工作／溝通技巧	192	195	199	202
(e) Shop Display / Visual Merchandising 店舖陳列／商品視覺展示	206	209	213	216
(f) Merchandising and Purchasing 採購	220	223	227	230
(g) Logistics / Inventory Management / Supply Chain Management 物流／存貨管理／供應鏈管理	234	237	241	244
(h) IT and Applications 資訊科技及應用	248	251	255	258
(i) E-Commerce 電子商貿	262	265	269	272
(j) Marketing 市務推廣	276	279	283	286
(k) Putonghua 普通話	290	293	297	300
(l) English 英語	304	307	311	314
(m) Personal Development 個人發展	318	321	325	328
(n) Others (please specify) 其他(請說明)	332	335	339	342

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	<input type="text"/> <input type="text"/> <input type="text"/> 350	<input type="text"/> <input type="text"/> <input type="text"/> 353	<input type="text"/> 356
(b) Customer Service / Complaints Handling 客戶服務／投訴處理	<input type="text"/> <input type="text"/> <input type="text"/> 357	<input type="text"/> <input type="text"/> <input type="text"/> 360	<input type="text"/> 363
(c) Selling Skills / Product Knowledge 銷售技巧／產品知識	<input type="text"/> <input type="text"/> <input type="text"/> 364	<input type="text"/> <input type="text"/> <input type="text"/> 367	<input type="text"/> 370
(d) Coaching Skills / Team Work / Communication 專業教練技巧／團隊工作／溝通技巧	<input type="text"/> <input type="text"/> <input type="text"/> 371	<input type="text"/> <input type="text"/> <input type="text"/> 374	<input type="text"/> 377
(e) Shop Display / Visual Merchandising 店舖陳列／商品視覺展示	<input type="text"/> <input type="text"/> <input type="text"/> 378	<input type="text"/> <input type="text"/> <input type="text"/> 381	<input type="text"/> 384
(f) Merchandising and Purchasing 採購	<input type="text"/> <input type="text"/> <input type="text"/> 385	<input type="text"/> <input type="text"/> <input type="text"/> 388	<input type="text"/> 391
(g) Logistics / Inventory Management / Supply Chain Management 物流／存貨管理／供應鏈管理	<input type="text"/> <input type="text"/> <input type="text"/> 392	<input type="text"/> <input type="text"/> <input type="text"/> 395	<input type="text"/> 398
(h) IT and Applications 資訊科技及應用	<input type="text"/> <input type="text"/> <input type="text"/> 399	<input type="text"/> <input type="text"/> <input type="text"/> 402	<input type="text"/> 405
(i) E-Commerce 電子商貿	<input type="text"/> <input type="text"/> <input type="text"/> 406	<input type="text"/> <input type="text"/> <input type="text"/> 409	<input type="text"/> 412
(j) Marketing 市務推廣	<input type="text"/> <input type="text"/> <input type="text"/> 413	<input type="text"/> <input type="text"/> <input type="text"/> 416	<input type="text"/> 419
(k) Putonghua 普通話	<input type="text"/> <input type="text"/> <input type="text"/> 420	<input type="text"/> <input type="text"/> <input type="text"/> 423	<input type="text"/> 426
(l) English 英語	<input type="text"/> <input type="text"/> <input type="text"/> 427	<input type="text"/> <input type="text"/> <input type="text"/> 430	<input type="text"/> 433
(m) Personal Development 個人發展	<input type="text"/> <input type="text"/> <input type="text"/> 434	<input type="text"/> <input type="text"/> <input type="text"/> 437	<input type="text"/> 440
(n) Others (please specify) 其他(請說明) _____	<input type="text"/> <input type="text"/> <input type="text"/> 441	<input type="text"/> <input type="text"/> <input type="text"/> 444	<input type="text"/> 447

8. Does your company take priority to select those courses recognised 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

Not Applicable
不適用

448

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

Not Applicable
不適用

449

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？

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

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

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

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

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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"/> 455	<input type="checkbox"/> 456	<input type="checkbox"/> 457	<input type="checkbox"/> 458
(b) Customer Service / Complaints Handling 客戶服務／投訴處理	<input type="checkbox"/> 459	<input type="checkbox"/> 460	<input type="checkbox"/> 461	<input type="checkbox"/> 462
(c) Selling Skills / Product Knowledge 銷售技巧／產品知識	<input type="checkbox"/> 463	<input type="checkbox"/> 464	<input type="checkbox"/> 465	<input type="checkbox"/> 466
(d) Coaching Skills / Team Work / Communication 專業教練技巧／團隊工作／溝通技巧	<input type="checkbox"/> 467	<input type="checkbox"/> 468	<input type="checkbox"/> 469	<input type="checkbox"/> 470
(e) Shop Display / Visual Merchandising 店舖陳列／商品視覺展示	<input type="checkbox"/> 471	<input type="checkbox"/> 472	<input type="checkbox"/> 473	<input type="checkbox"/> 474
(f) Merchandising and Purchasing 採購	<input type="checkbox"/> 475	<input type="checkbox"/> 476	<input type="checkbox"/> 477	<input type="checkbox"/> 478
(g) Logistics / Inventory Management / Supply Chain Management 物流／存貨管理／供應鏈管理	<input type="checkbox"/> 479	<input type="checkbox"/> 480	<input type="checkbox"/> 481	<input type="checkbox"/> 482
(h) IT and Applications 資訊科技及應用	<input type="checkbox"/> 483	<input type="checkbox"/> 484	<input type="checkbox"/> 485	<input type="checkbox"/> 486
(i) E-Commerce 電子商貿	<input type="checkbox"/> 487	<input type="checkbox"/> 488	<input type="checkbox"/> 489	<input type="checkbox"/> 490
(j) Marketing 市務推廣	<input type="checkbox"/> 491	<input type="checkbox"/> 492	<input type="checkbox"/> 493	<input type="checkbox"/> 494
(k) Putonghua 普通話	<input type="checkbox"/> 495	<input type="checkbox"/> 496	<input type="checkbox"/> 497	<input type="checkbox"/> 498
(l) English 英語	<input type="checkbox"/> 499	<input type="checkbox"/> 500	<input type="checkbox"/> 501	<input type="checkbox"/> 502
(m) Personal Development 個人發展	<input type="checkbox"/> 503	<input type="checkbox"/> 504	<input type="checkbox"/> 505	<input type="checkbox"/> 506
(n) Others (please specify) 其他(請說明)	<input type="checkbox"/> 507	<input type="checkbox"/> 508	<input type="checkbox"/> 509	<input type="checkbox"/> 510

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Difficulties Encountered in Recruitment**招聘困難**

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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 <u>Level</u> 經理級	Supervisory <u>Level</u> 主任級	Sales Staff 售貨員	Operative /Clerical <u>Support Level</u> 輔助人員 /文員級	Part-time Sales Staff and <u>Service Staff</u> 兼職售貨員 /服務員
(a) Candidates had more choices in the market 應徵者在市場上有很多選擇	<input type="checkbox"/> 513	<input type="checkbox"/> 514	<input type="checkbox"/> 515	<input type="checkbox"/> 516	<input type="checkbox"/> 517
(b) Candidates lacked the relevant skills / expertise 應徵者並無相關技能/知識	<input type="checkbox"/> 518	<input type="checkbox"/> 519	<input type="checkbox"/> 520	<input type="checkbox"/> 521	<input type="checkbox"/> 522
(c) Candidates lacked the relevant experience 應徵者缺乏相關經驗	<input type="checkbox"/> 523	<input type="checkbox"/> 524	<input type="checkbox"/> 525	<input type="checkbox"/> 526	<input type="checkbox"/> 527
(d) Candidates lacked the relevant academic qualification 應徵者未具相關學歷	<input type="checkbox"/> 528	<input type="checkbox"/> 529	<input type="checkbox"/> 530	<input type="checkbox"/> 531	<input type="checkbox"/> 532
(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"/> 533	<input type="checkbox"/> 534	<input type="checkbox"/> 535	<input type="checkbox"/> 536	<input type="checkbox"/> 537
(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"/> 538	<input type="checkbox"/> 539	<input type="checkbox"/> 540	<input type="checkbox"/> 541	<input type="checkbox"/> 542
(g) 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"/> 543	<input type="checkbox"/> 544	<input type="checkbox"/> 545	<input type="checkbox"/> 546	<input type="checkbox"/> 547
(h) Others (Please specify) 其他(請註明) _____	<input type="checkbox"/> 548	<input type="checkbox"/> 549	<input type="checkbox"/> 550	<input type="checkbox"/> 551	<input type="checkbox"/> 552
(i) Others (Please specify) 其他(請註明) _____	<input type="checkbox"/> 553	<input type="checkbox"/> 554	<input type="checkbox"/> 555	<input type="checkbox"/> 556	<input type="checkbox"/> 557

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

問卷完，多謝合作。

2016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 “主要職務的工作說明”。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“C”至“E”欄。

5. **“B”欄－每月平均工資幅度**

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。(請參閱調查表內的“編號說明”。)

6. **“C”欄－在2016年10月17日的僱員人數**

請填入每項職稱在2016年10月17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2016年10月17日的空缺額

請填入每項職稱在2016年10月17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2017年10月的僱員人數

預計僱員人數指貴公司在2017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有的教育程度所屬編號。(請參閱調查表內的“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有的相關年資所屬編號。(請參閱調查表內的“編號說明”。)

2016年零售業人力調查

附註

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第一部份

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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。

2016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)	參與人事、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)	參與人事、會計、財務、資訊科技或其他行政工作的主任級人員。

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）	參與秘書、人事、會計、財務、資訊科技或其他行政工作的文員。
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。

2017 年至 2019 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，2017 年至 2019 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
2016	281 780	-	-
2017	-	282 144 (+0.13%*)	282 347 (+0.2%*)
2018	-	-	284 077 (+0.6%**)
2019	-	-	287 627 (+1.2%**)

* 與 2016 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。

2016 Retail Trade Manpower Survey
零售業 2016 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	No. of Companies 公司數目	No. of Employees at 17.10.2016 2016年10月17日 時的僱員人數	No. of Vacancies at 17.10.2016 2016年10月17日 時的空缺數目	Total Manpower Demand (No. of Employees + Vacancies) 人力總需求 (僱員人數 + 空缺數目)	Employers' Forecast for 2017 僱主預測2017年 人力需求	Change 2017 vs. 2016 2017與2016年比較	
						數目 No.	百分比 %
1 Food, Beverages and Tobacco 食品、飲品及煙草	9 556	45 038	723	45 761	45 759	- 2	-0.004%
2 Supermarkets 超級市場	96	33 652	2 260	35 912	35 994	82	0.2%
3 Fuel and Transport Equipment 燃料及運輸設備	1 202	8 723	154	8 877	8 912	35	0.4%
4 Clothing, Footwear and Allied Product 衣物、鞋類及有關製品	7 543	49 304	1 452	50 756	50 712	- 44	-0.1%
5 Consumer Goods, n.e.c 其他消費品	11 819	51 268	1 078	52 346	52 554	208	0.4%
6 Department Stores 百貨公司	29	12 528	487	13 015	13 015	0	0.0%
7 Jewellery 珠寶首飾	1 592	14 395	463	14 858	14 868	10	0.07%
8 Medicines and Cosmetics 藥物及化妝品	1 238	24 653	1 428	26 081	26 134	53	0.2%
9 Durable Goods, n.e.c. 其他耐用用品	1 719	12 741	675	13 416	13 425	9	0.1%
10 Telecommunications Equipment & Electrical Goods 電話設備及電器產品	1 915	13 485	417	13 902	13 894	- 8	-0.1%
11 Retail Trade not via Stores and Mobile Stalls 無店面和不經流動貨攤的零售	3 103	6 789	67	6 856	6 877	21	0.3%
Total 總計	39 812*	272 576#	9 204	281 780	282 144	364	0.13%

Note 註 :

* The figure of 39 812 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 2016 was 45 086.
2016 年機構單位記錄庫內的零售業公司總數為45 086 間，剔除不活躍商號後，登記公司數目有39 812間。

The total number of employees is 272 576 include the Technical Manpower (245 003) and Non-Technical Manpower (27 573).
272 576 僱員中，包括主要職能人員 (245 003人) 及非主要職能人員 (27 573人)。

2016 Retail Trade Manpower Survey
零售業 2016 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	2 413	4 973	22 136	7 824	386	2 879	4 427	45 038	16.5%
2 Supermarkets 超級市場	2 125	3 018	7 525	16 032	1 235	11	3 706	33 652	12.3%
3 Fuel and Transport Equipment 燃料及運輸設備	454	634	4 538	141	230	153	2 573	8 723	3.2%
4 Clothing, Footwear and Allied Product 衣物、鞋類及有關製品	2 532	4 750	26 477	8 439	1 028	2 720	3 358	49 304	18.1%
5 Consumer Goods, n.e.c. 其他消費品	2 390	4 914	29 463	6 187	1 121	3 972	3 221	51 268	18.8%
6 Department Stores 百貨公司	668	1 288	5 893	2 728	508	0	1 443	12 528	4.6%
7 Jewellery 珠寶首飾	1 205	1 353	8 283	437	406	504	2 207	14 395	5.3%
8 Medicines and Cosmetics 藥物及化妝品	1 990	1 974	12 519	4 880	869	180	2 241	24 653	9.0%
9 Durable Goods, n.e.c. 其他耐用品	669	1 210	6 633	1 087	799	377	1 966	12 741	4.7%
10 Telecommunications Equipment & Electrical Goods 電訊設備及電器產品	727	1 590	8 481	586	282	230	1 589	13 485	4.9%
11 Retail Trade not via Stores and Mobile Stalls 無店面和不經流動貨攤的零售	441	880	1 504	86	2 022	1 014	842	6 789	2.5%
Total 總計	15 614	26 584	133 452	48 427	8 886	12 040	27 573	272 576*	100.0%

Note: 註:

* The total number of employees is 272 576 include the Technical Manpower (245 003) and Non-Technical Manpower (27 573).
272 576 僱員中，包括主要職能人員 (245 003 人) 及非主要職能人員 (27 573 人)。

2016 Retail Trade Manpower Survey
零售業 2016 年人力調查
Table 3 : 2016 and 2014 Manpower Comparison by Branch
表 3 : 2016年與 2014 年人力需求比較 (按類別劃分)

Branch 類別	2014 Total Manpower Demand 2014年 人力總需求	2016 Total Manpower Demand 2016年 人力總需求	2016 vs 2014 (%) 2016年與2014年 比較 (%)	2017 Forecast 2017年預測	2017 vs 2016 (%) 2017年與2016年 比較 (%)
1 Food, Beverages and Tobacco 食品、飲品及煙草	46 364	45 761	-1.3%	45 759	-0.004%
2 Supermarkets 超級市場	34 187	35 912	5.0%	35 994	0.2%
3 Fuel and Transport Equipment 燃料及運輸設備	8 892	8 877	-0.2%	8 912	0.4%
4 Clothing, Footwear and Allied Product 衣物、鞋類及有關製品	52 625	50 756	-3.6%	50 712	-0.1%
5 Consumer Goods 其他消費品	52 188	52 346	0.3%	52 554	0.4%
6 Department Stores 百貨公司	13 305	13 015	-2.2%	13 015	0.0%
7 Jewellery 珠寶首飾	15 832	14 858	-6.2%	14 868	0.1%
8 Medicines and Cosmetics 藥物及化妝品	26 152	26 081	-0.3%	26 134	0.2%
9 Durable Goods 其他耐用品	13 978	13 416	-4.0%	13 425	0.1%
10 Telecommunications Equip & Elec Goods 電訊設備及電器產品	14 256	13 902	-2.5%	13 894	-0.1%
11 Retail Trade not via Stores and Mobile Stalls 無店面和不經流動貨攤的零售	4 600	6 856	49.0%	6 877	0.3%
Total 總計	282 379	281 780	-0.2%	282 144	0.13%

Note 註 :

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

2016 Retail Trade Manpower Survey
零售業 2016 年人力調查
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	2016 2016年		Forecast for 2017 2017年預測		
		No. of Employees at 17.10.2016 2016年10月17日時的 僱員人數	No. of Vacancies at 17.10.2016 2016年10月17日時的 空缺數目	Total Manpower Demand (No. of Employees + Vacancies) 人力總需求 (僱員人數 + 空缺數目)	Employees' Forecast for 2017 僱主預測 2017年人力需求	Change (No.) vs. 2016 與2016年比較
Managerial 經理級						
111	General Manager 總經理	1 203	4	1 207	0	0.0%
112	Operations / Retail Manager 營運/零售經理	2 186	30	2 216	0	0.0%
113	District / Area Manager 分區/地區經理	962	16	978	-1	-0.1%
114	Store Manager 店舖經理	7 848	124	7 972	14	0.2%
115	Marketing Manager 市場推廣經理	532	8	540	2	0.4%
116	Sales Manager 營業經理	1 499	17	1 516	10	0.7%
117	Customer Services Manager 客戶服務經理	144	1	145	0	0.0%
118	Head of Merchandising / Buying Manager 採購主管/經理	559	19	578	0	0.0%
119	Logistics / Distribution / Warehouse Manager 物流/運輸/倉庫經理	342	9	351	0	0.0%
120	Training Manager 培訓經理	139	8	147	0	0.0%
121	Visual Merchandising Manager 商品陳列經理	112	1	113	0	0.0%
122	E-commerce Manager 電子商務經理	88	3	91	0	0.0%
	Sub Total 小計	15 614	240	15 854	25	0.2%
Supervisory 主任級						
211	Store Supervisor 店舖/分店主任	21 889	355	22 244	24	0.1%
212	Visual Merchandising Supervisor 商品陳列主任	160	8	164	-4	-2.4%
213	Logistics / Distribution / Warehouse Supervisor 物流/運輸/倉庫主任	661	7	668	0	0.0%
214	Public Relations Officer / Advertising Officer 公共關係/廣告主任	510	2	512	-1	-0.2%
215	Customer Services Supervisor 客戶服務主任	999	36	1 035	0	0.0%
216	Merchandiser / Buyer 採購主任	1 750	13	1 763	-3	-0.2%
217	Training Officer 培訓主任	115	4	119	0	0.0%
218	E-commerce Supervisor 電子商務主任	500	5	505	1	0.2%
	Sub Total 小計	26 584	430	27 014	17	0.1%
Sales 售貨員						
311	Senior Sales Staff 高級售貨員	50 914	601	51 515	98	0.2%
312	Junior Sales Staff 初級售貨員	82 538	4 905	87 443	215	0.2%
	Sub Total 小計	133 452	5 506	138 958	313	0.2%
Operative / Clerical Support 輔助人員/文員級						
313	Stock / Purchasing Clerk 存貨/採購文員	2 431	21	2 452	4	0.2%
314	Stock Assistant 存貨助理	4 073	236	4 309	4	0.1%
315	E-commerce Assistant 電子商務助理	2 084	33	2 117	11	0.5%
316	Visual Merchandising Assistant 商品陳列助理	298	0	298	0	0.0%
	Sub Total 小計	8 886	290	9 176	19	0.2%
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*	48 427	2 090	50 517	-9	0.0%
	Sub Total 小計	48 427	2 090	50 517	-9	0.0%
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	12 040	0	12 040	1	0.0%
	Sub Total 小計	12 040	0	12 041	1	0.0%
Total Technical Manpower 主要職能人員總數						
199	Other Managers 其他經理級人員	245 003	8 556	253 559	366	0.1%
299	Other Supervisors 其他主任級人員	3 883	28	3 911	-2	-0.1%
399	Other Clerks / Supportive Staff 其他文員/輔助人員	21 264	587	21 851	-5	-0.1%
	Total Workforce 總計	272 576	9 204	281 780	364	0.13%

Note: 註:
The number refers to headcounts
有關數字指總人數。

2016 Retail Trade Manpower Survey
零售業 2016 年人力調查
Table 5 : 2016 and 2014 Manpower Comparison by Job Level
表 5 : 2016 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	2014 Total Manpower Demand 2014 年人力總需求	2016 Total Manpower Demand 2016 年人力總需求	2016 vs 2014 (%) 2016 年與 2014 年 比較 (%)	2017 Forecast 2017 年預測	2017 vs 2016 (%) 2017 年與 2016 年 比較 (%)
Managerial						
111	General Manager 總經理	1 270	1 207	-5.0%	1 207	0.0%
112	Operations / Retail Manager 營運 / 零售經理	2 254	2 216	-1.7%	2 216	0.0%
113	District / Area Manager 分區 / 地區經理	849	978	15.2%	977	-0.1%
114	Store Manager 店舖經理	7 980	7 972	-0.1%	7 986	0.2%
115	Marketing Manager 市場推廣經理	539	540	0.2%	542	0.4%
116	Sales Manager 營業經理	1 445	1 516	4.9%	1 526	0.7%
117	Customer Services Manager 客戶服務經理	156	145	-7.1%	145	0.0%
118	Head of Merchandising / Buying Manager 採購主管 / 經理	544	578	6.3%	578	0.0%
119	Logistics / Distribution / Warehouse Manager 物流 / 運輸 / 倉庫經理	320	351	9.7%	351	0.0%
120	Training Manager 培訓經理	126	147	16.7%	147	0.0%
121	Visual Merchandising Manager 商品陳列經理	98	113	15.3%	113	0.0%
122	E-commerce Manager 電子商務經理	47	91	93.6%	91	0.0%
	Sub Total 小計	15 628	15 854	1.4%	15 879	0.2%
Supervisory 主任級						
211	Store Supervisor 店舖 / 分店主任	22 868	22 244	-2.7%	22 268	0.1%
212	Visual Merchandising Supervisor 商品陳列主任	172	168	-2.3%	164	-2.4%
213	Logistics / Distribution / Warehouse Supervisor 物流 / 運輸 / 倉庫主任	723	668	-7.6%	668	0.0%
214	Public Relations Officer / Advertising Officer 公共關係 / 廣告主任	537	512	-4.7%	511	-0.2%
215	Customer Services Supervisor 客戶服務主任	984	1 035	5.2%	1 035	0.0%
216	Merchandiser / Buyer 採購主任	2 049	1 763	-14.0%	1 760	-0.2%
217	Training Officer 培訓主任	135	119	-11.9%	119	0.0%
218	E-commerce Supervisor 電子商務主任	457	505	10.5%	506	0.2%
	Sub Total 小計	27 925	27 014	-3.3%	27 031	0.1%
Sales 售貨員						
311	Senior Sales Staff 高級售貨員	51 530	51 515	0.0%	51 613	0.2%
312	Junior Sales Staff 初級售貨員	88 548	87 443	-1.2%	87 658	0.2%
	Sub Total 小計	140 078	138 958	-0.8%	139 271	0.2%
Operative / Clerical Support 輔助人員 / 文員級						
313	Stock / Purchasing Clerk 存貨 / 採購文員	2 607	2 452	-5.9%	2 456	0.2%
314	Stock Assistant 存貨助理	4 969	4 309	-13.3%	4 313	0.1%
315	E-commerce Assistant 電子商務助理	1 839	2 117	15.1%	2 128	0.5%
316	Visual Merchandising Assistant 商品陳列助理	252	298	18.3%	298	0.0%
	Sub Total 小計	9 667	9 176	-5.1%	9 195	0.2%
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*	46 982	50 517	7.5%	50 508	-0.02%
	Sub Total 小計	46 982	50 517	7.5%	50 508	-0.02%
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	12 040	-7.1%	12 041	0.01%
	Sub Total 小計	12 958	12 040	-7.1%	12 041	0.01%
Total Technical Manpower 主要職能人員總數						
199	Other Managers 其他經理級人員	253 238	253 559	0.1%	253 925	0.1%
299	Other Supervisors 其他主任級人員	3 947	3 916	-0.8%	3 911	-0.1%
399	Other Clerks / Supportive Staff 其他文員 / 輔助人員	22 911	21 851	-4.6%	21 856	0.0%
	Total Workforce 總計	282 379	281 780	-0.2%	282 144	0.13%

Note 註:

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

Table 6 : Preferred Educational Level 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	Postgraduate (Higher degrees e.g. master degrees or equivalent) 研究生、高等學位 如(碩士學位)或 同等教育程度)	First Degree (First degree or equivalent) 學士學位(學士學位, 或 同等教育程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位(副學士、 高級文憑、專業文憑、 高級證書, 或 同等教育程度)	Senior Secondary (Secondary 4-6, Diploma, Hong Kong Diploma of Secondary Education or equivalent) 高中(中四至中六、 文憑、香港中學文憑, 或 同等教育程度)	Junior Secondary (Secondary 1-3 or equivalent) 初中(中一至中三, 或 同等教育程度)	Unspecified 未有註明	Total 總計
Managerial 經理級							
111 General Manager 總經理	136	739	86	214	0	28	1 203
112 Operations / Retail Manager 營運/零售經理	46	848	297	928	0	67	2 186
113 District / Area Manager 分區/地區經理	6	465	221	69	0	69	962
114 Store Manager 店舖經理	43	733	1 348	5 278	0	446	7 848
115 Marketing Manager 市場推廣經理	45	388	62	9	0	28	532
116 Sales Manager 營業經理	14	716	359	362	0	48	1 499
117 Customer Services Manager 客戶服務經理	4	89	35	5	0	5	144
118 Head of Merchandising / Buying Manager 採購主管/經理	107	260	156	15	0	21	559
119 Logistics / Distribution / Warehouse Manager 物流/運輸/倉庫經理	47	88	145	44	0	18	342
120 Training Manager 培訓經理	15	91	15	13	0	5	139
121 Visual Merchandising Manager 商品陳列經理	3	89	14	6	0	6	112
122 E-commerce Manager 電子商務經理	10	56	6	0	0	6	88
Sub Total 小計	476	4 562	2 754	7 075	0	747	15 614
% by Job Level (Total : 15 614)	3.0%	29.2%	17.6%	45.3%	0.0%	4.8%	100.0%
佔該職級百分比(總人數: 15 614)							
Supervisory 主任級							
211 Store Supervisor 店舖/分店主任	0	477	3 171	16 649	961	631	21 889
212 Visual Merchandising Supervisor 商品陳列主任	0	25	65	67	0	3	160
213 Logistics / Distribution / Warehouse Supervisor 物流/運輸/倉庫主任	0	120	270	211	35	270	661
214 Public Relations / Advertising Officer 公共關係/廣告主任	0	186	180	109	0	25	510
215 Customer Services Supervisor 客戶服務主任	0	79	188	713	0	19	999
216 Merchandiser / Buyer 採購主任	2	278	376	52	0	52	1 750
217 Training Officer 培訓主任	0	52	40	18	0	5	115
218 E-commerce Supervisor 電子商務主任	0	36	50	411	3	3	500
Sub Total 小計	2	1 253	4 291	19 279	996	763	26 584
% by Job Level (Total : 26 584)	0.0%	4.7%	16.1%	72.5%	3.7%	2.9%	100.0%
佔該職級百分比(總人數: 26 584)							
Sales 售貨員							
311 Senior Sales Staff 高級售貨員	0	362	1 208	29 456	18 953	935	50 914
312 Junior Sales Staff 初級售貨員	0	44	1 289	43 422	35 493	2 290	82 538
Sub Total 小計	0	406	2 497	72 878	54 446	3 225	133 452
% by Job Level (Total : 133 452)	0.0%	0.3%	1.9%	54.6%	40.8%	2.4%	100.0%
佔該職級百分比(總人數: 133 452)							
Operative / Clerical Support 輔助人員/文員級							
313 Stock / Purchasing Clerk 存貨/採購文員	0	27	39	2 171	135	59	2 431
314 Stock Assistant 存貨助理	0	0	74	3 066	807	126	4 073
315 E-commerce Assistant 電子商務助理	0	256	101	1 446	252	29	2 084
316 Visual Merchandising Assistant 商品陳列助理	0	5	27	237	1	28	298
Sub Total 小計	0	288	241	6 920	1 195	242	8 886
% by Job Level (Total : 8 886)	0.0%	3.2%	2.7%	77.9%	13.4%	2.7%	100.0%
佔該職級百分比(總人數: 8 886)							
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	217	539	14 680	31 633	1 358	48 427
Sub Total 小計	0	217	539	14 680	31 633	1 358	48 427
% by Job Level (Total : 48 427)	0.0%	0.4%	1.1%	30.3%	65.3%	2.8%	100.0%
佔該職級百分比(總人數: 48 427)							

Note 註:

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

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零售業 2016 年人力調查
Table 7 : Preferred Relevant Years of Experience of Employees by Job Level
表 7 : 僱員喜好的相關年資 (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	602	333	238	0	0	30	1 203
112 Operations / Retail Manager 營運/零售經理	506	744	790	77	0	69	2 186
113 District / Area Manager 分區/地區經理	251	332	332	2	24	0	962
114 Store Manager 店舖經理	986	2 476	4 054	43	0	289	7 848
115 Marketing Manager 市場推廣經理	57	293	146	5	31	0	532
116 Sales Manager 營業經理	329	686	362	20	0	102	1 499
117 Customer Services Manager 客戶服務經理	19	47	70	1	0	7	144
118 Head of Merchandising / Buying Manager 採購主管/經理	61	401	71	0	0	25	559
119 Logistics / Distribution / Warehouse Manager 物流/運輸/倉庫經理	98	159	67	0	0	18	342
120 Training Manager 培訓經理	13	73	47	1	0	5	139
121 Visual Merchandising Manager 商品陳列經理	10	77	19	0	0	6	112
122 E-commerce Manager 電子商務經理	5	45	29	3	0	6	88
Sub Total 小計	2 937	5 666	6 246	153	0	612	15 614
% by Job Level (Total : 15 614)	18.8%	36.3%	40.0%	1.0%	0.0%	3.9%	100.0%
佔該職級百分比 (總人數 : 15 614)							
Supervisory 主任級							
211 Store Supervisor 店舖/分店主任	489	3 615	12 361	4 793	0	631	21 889
212 Visual Merchandising Supervisor 商品陳列主任	0	15	126	16	0	3	160
213 Logistics / Distribution / Warehouse Supervisor 物流/運輸/倉庫主任	17	110	429	80	0	25	661
214 Public Relations / Advertising Officer 公共關係/廣告主任	0	64	287	131	0	28	510
215 Customer Services Supervisor 客戶服務主任	60	125	330	461	0	23	999
216 Merchandiser / Buyer 採購主任	2	100	829	767	0	52	1 750
217 Training Officer 培訓主任	2	9	76	23	0	5	115
218 E-commerce Supervisor 電子商務主任	0	35	138	35	0	3	500
Sub Total 小計	570	4 073	14 576	6 545	50	770	26 584
% by Job Level (Total : 26 584)	2.1%	15.3%	54.8%	24.6%	0.2%	2.9%	100.0%
佔該職級百分比 (總人數 : 26 584)							
Sales 售貨員							
311 Senior Sales Staff 高級售貨員	6	1 266	24 589	19 250	4 810	993	50 914
312 Junior Sales Staff 初級售貨員	0	91	2 945	42 723	34 479	2 300	82 538
Sub Total 小計	6	1 357	27 534	61 973	39 289	3 293	133 452
% by Job Level (Total : 133 452)	0.0%	1.0%	20.6%	46.4%	29.4%	2.5%	100.0%
佔該職級百分比 (總人數 : 133 452)							
Operative / Clerical Support 輔助人員/文員級							
313 Stock / Purchasing Clerk 存貨/採購文員	0	406	248	1 356	362	59	2 431
314 Stock Assistant 存貨助理	0	229	40	2 426	1 252	126	4 073
315 E-commerce Assistant 電子商務助理	0	30	94	1 174	757	29	2 084
316 Visual Merchandising Assistant 商品陳列助理	0	2	20	235	13	28	298
Sub Total 小計	0	667	402	5 191	2 384	242	8 886
% by Job Level (Total : 8 886)	0.0%	7.5%	4.5%	58.4%	26.8%	2.7%	100.0%
佔該職級百分比 (總人數 : 8 886)							
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	3 831	43 234	1 362	48 427
Sub Total 小計	0	0	0	3 831	43 234	1 362	48 427
% by Job Level (Total : 48 427)	0.0%	0.0%	0.0%	7.9%	89.3%	2.8%	100.0%
佔該職級百分比 (總人數 : 48 427)							

Note 註 :
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	\$15,001 - \$20,000	\$10,001 - \$15,000	Under \$10,001 \$10,001以下	Unspecified 未有註明	Total 總計
Managerial 經理級								
111 General Manager 總經理	374	459	245	27	0	0	98	1 203
112 Operations / Retail Manager 營運/零售經理	97	545	598	729	81	0	136	2 186
113 District / Area Manager 分區/地區經理	65	229	400	47	0	0	221	962
114 Store Manager 店舖經理	61	786	2 930	887	222	0	2 962	7 848
115 Marketing Manager 市場推廣經理	51	199	126	8	0	0	148	532
116 Sales Manager 營業經理	34	443	692	104	38	0	188	1 499
117 Customer Services Manager 客戶服務經理	14	27	65	11	0	0	27	144
118 Head of Merchandising / Buying Manager 採購主管/經理	62	158	153	26	0	0	160	559
119 Logistics / Distribution / Warehouse Manager 物流/運輸/倉庫經理	56	62	131	22	0	0	71	342
120 Training Manager 培訓經理	6	72	19	3	0	0	39	139
121 Visual Merchandising Manager 商品陳列經理	19	55	17	5	0	0	16	112
122 E-commerce Manager 電子商務經理	1	40	26	0	4	0	17	88
Sub Total 小計	840	3 075	5 402	1 869	345	0	4 083	15 614
% by Job Level (Total : 15 614)	5.4%	19.7%	34.6%	12.0%	2.2%	0.0%	26.1%	100.0%
佔該職級百分率 (總人數 : 15 614)								
Supervisory 主任級								
211 Store Supervisor 店舖/分店主任	0	307	5 229	8 410	4 569	6	3 368	21 889
212 Visual Merchandising Supervisor 商品陳列主任	0	3	57	70	0	0	30	160
213 Logistics / Distribution / Warehouse Supervisor 物流/運輸/倉庫主任	0	0	228	299	8	0	126	661
214 Public Relations / Advertising Officer 公共關係/廣告主任	0	6	185	165	0	0	154	510
215 Customer Services Supervisor 客戶服務主任	0	0	312	242	384	1	60	999
216 Merchandiser / Buyer 採購主任	0	14	583	393	532	0	228	1 750
217 Training Officer 培訓主任	0	4	57	30	0	0	24	115
218 E-commerce Supervisor 電子商務主任	0	23	114	150	129	50	34	500
Sub Total 小計	0	357	6 765	9 759	5 622	57	4 024	26 584
% by Job Level (Total : 26 584)	0.0%	1.3%	25.4%	36.7%	21.1%	0.2%	15.1%	100.0%
佔該職級百分率 (總人數 : 26 584)								
Sales 售貨員								
311 Senior Sales Staff 高級售貨員	0	30	3 691	16 470	19 849	5 251	5 623	50 914
312 Junior Sales Staff 初級售貨員	0	13	518	15 591	44 938	10 574	10 904	82 538
Sub Total 小計	0	43	4 209	32 061	64 787	15 825	16 527	133 452
% by Job Level (Total : 133 452)	0.0%	0.0%	3.2%	24.0%	48.5%	11.9%	12.4%	100.0%
佔該職級百分率 (總人數 : 133 452)								
Operative / Clerical Support 輔助人員/文員級								
313 Stock / Purchasing Clerk 存貨/採購文員	0	0	410	771	1 063	31	156	2 431
314 Stock Assistant 存貨助理	0	0	234	806	2 650	152	251	4 073
315 E-commerce Assistant 電子商務助理	0	175	31	261	1 109	460	48	2 084
316 Visual Merchandising Assistant 商品陳列助理	0	0	0	177	72	14	35	298
Sub Total 小計	0	175	675	2 015	4 874	657	490	8 886
% by Job Level (Total : 8 886)	0.0%	2.0%	7.6%	22.7%	54.9%	7.4%	5.5%	100.0%
佔該職級百分率 (總人數 : 8 886)								
Part Time Sales / Service 兼職售貨員/服務員								
Part Time Sales / Service Staff* 兼職售貨員/服務員*	0	0	0	45	1 287	30 870	16 225	48 427
Sub Total 小計	0	0	0	45	1 287	30 870	16 225	48 427
% by Job Level (Total : 48 427)	0.0%	0.0%	0.0%	0.1%	2.7%	63.7%	33.5%	100.0%
佔該職級百分率 (總人數 : 48 427)								

Note 註：
The number refers to headcounts.
有關數字指總人數。

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零售業 2016 年人力調查
Table 9 : 2016 and 2014 Comparison of Training Places Provided / Sponsored by Employers
表 9 : 2016 年與 2014 年僱主提供 / 資助的訓練名額比較

Subject Areas 訓練範疇	2014年	2016年	2016 vs 2014 2016年與2014年比較	
			No. Training Places 訓練名額	% 百分比
Managerial Training 管理訓練				
Managerial / Supervisory Skills / Strategic Management 管理 / 督導技巧 / 策略管理	6 079	2 974	-3 105	-51.1%
Trade Specific Training 行業專門培訓				
Customer Service 客戶服務	37 955	31 134	N/A	N/A
Complaints Handling 投訴處理	14 170			
Selling Skills 銷售技巧	38 453	46 907	N/A	N/A
Product Knowledge 產品知識	58 391			
Coaching Skills / Team Work / Communication 專業教練技巧 / 團隊工作 / 溝通技巧	9 405	9 353	-52	-0.6%
Store Operations 店鋪營運	12 079	N/A	N/A	N/A
Shop Display / Visual Merchandising 店舖陳列 / 商品視覺展示	4 397	2 531	N/A	N/A
Marketing 市場推廣		497		
Merchandising and Purchasing 採購	1 487	171	N/A	N/A
Logistics / Inventory Management / Supply Chain Management 物流 / 存貨管理 / 供應鏈管理		406		
IT and Applications 資訊科技及應用	2 775	2 159	-616	-22.2%
E-commerce 電子商貿	23	434	411	1787.0%
Languages 語文				
Putonghua 普通話	1 519	2 195	676	44.5%
English 英語	1 450	2 583	1 133	78.1%
Personal Development 個人發展	2 332	757	-1 575	-67.5%
Other 其他	6 471	2 783	-3 688	-57.0%
Total 總計	196 966	104 884	N/A	N/A

Note 註:

Companies with employment size of 4 persons or less were excluded.
不包括僱員人數於四人或以下的公司。

Owing to the change of the questionnaire design, the number of training places for some subject areas and the total number of training places cannot be directly comparable between the 2014 Survey and the 2016 Survey.
由於調查表的設計有所改變，在2016年某些訓練範疇所得的訓練名額及訓練名額的總計未可與2014年直接比較。

Table 10 : Number of Training Places Provided / Sponsored by Employers in the Past 12 Months by Job Level
表 10 : 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	2016			Forecast for 2017 2017 年預測	2017 vs 2016 2017 年與 2016 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	(% 百分比)
Managerial Training 管理訓練						
Managerial / Supervisory Skills / Strategic Management 管理 / 督導技巧 / 策略管理	6,107	25,027	31,134	31,746	612	2.0%
Selling Skills / Product Knowledge 銷售技巧 / 產品知識	7,892	39,015	46,907	46,154	-753	-1.6%
Coaching Skills / Team Work / Communication 專業教練技巧 / 團隊工作 / 溝通技巧	2,527	6,826	9,353	8,793	-560	-6.0%
Shop Display / Visual Merchandising 店舖陳列 / 商品視覺展示	341	2,190	2,531	2,767	236	9.3%
Merchandising and Purchasing 採購	126	45	171	185	14	8.2%
Logistics / Inventory Management / Supply Chain Management 物流 / 存貨管理 / 供應鏈管理	219	187	406	411	5	1.2%
IT and Applications 資訊科技及應用	519	1,640	2,159	2,374	215	10.0%
E-commerce 電子商貿	102	332	434	84	-350	-80.6%
Marketing 市場推廣	216	281	497	178	-319	-64.2%
Languages 語文						
Putonghua 普通話	330	1,865	2,195	2,106	-89	-4.1%
English 英語	474	2,109	2,583	2,149	-434	-16.8%
Personal Development 個人發展	293	464	757	684	-73	-9.6%
Others 其他 (Occupational health and safety, first-aid, fashion global trend, fashion mix-and-match skills, creativity, make-up skills, emotional management, identification of fake banknotes, warehouse forklift training, Trade Descriptions Ordinance, Competition Law, Japanese and Korean.)						
	534	2,249	2,783	2,944	161	5.8%
Total 總計	22,156	82,728	104,884	103,261	-1,623	-1.5%

Note 註:

Companies with employment size of 4 persons or less were excluded.
不包括僱員人數於四人或以下的公司。

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Table 11 : Forecast Number of Training Places to be Provided / Sponsored by Employers in the Next 12 Months by Job Level
表 11 : 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 外部訓練名額(%)	External Training Places Required 所需外部訓練名額
Managerial Training 管理訓練						
Managerial / Supervisory Skills / Strategic Management 管理 / 督導技巧 / 策略管理	2 341	345	2 686	87.9%	12.1%	324
Trade Specific Training 行業專門培訓						
Customer Service / Complaints Handling 客戶服務 / 投訴處理	6 250	25 496	31 746	90.3%	9.7%	3 086
Selling Skills / Product Knowledge 銷售技巧 / 產品知識	8 047	38 107	46 154	88.8%	11.2%	5 192
Coaching Skills / Team Work / Communication 專業教練技巧 / 團隊工作 / 溝通技巧	2 578	6 215	8 793	87.5%	12.5%	1 102
Shop Display / Visual Merchandising 店舖陳列 / 商品視覺展示	425	2 342	2 767	96.7%	3.3%	92
Merchandising and Purchasing 採購	140	45	185	93.5%	6.5%	12
Logistics / Inventory Management / Supply Chain Management 物流 / 存貨管理 / 供應鏈管理	233	178	411	97.1%	2.9%	12
IT and Applications 資訊科技及應用	651	1 723	2 374	89.0%	11.0%	261
E-commerce 電子商貿	34	50	84	100.0%	0.0%	0
Marketing 市場推廣	143	35	178	88.8%	11.2%	20
Languages 語文						
Putonghua 普通話	174	1 932	2 106	32.7%	67.3%	1 417
English 英語	168	1 981	2 149	36.0%	64.0%	1 375
Personal Development 個人發展	343	341	684	61.0%	39.0%	267
Others 其他 (occupational health and safety, first-aid, fashion global trend, fashion mix-and-match skills, make-up skills, creativity, emotional management, identification of fake banknotes, warehouse forklift training, Trade Descriptions Ordinance, Competition Law, Japanese and Korean.)	521	2 423	2 944	76.6%	23.4%	689
Total 總計	22 048	81 213	103 261	86.6%	13.4%	13 849

Note 註:

Companies with employment size of 4 persons or less were excluded.
不包括僱員人數於四人或以下的公司。

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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	38 2.8%	229 16.6%	416 30.1%	493 35.7%	204 14.8%	1 380
2 Supermarkets 超級市場	1 2.3%	19 44.2%	10 23.3%	12 27.9%	1 2.3%	43
3 Fuel and Transport Equipment 燃料及運輸設備	40 13.4%	56 18.7%	140 46.8%	63 21.1%	0 0.0%	299
4 Clothing, Footwear and Allied Product 衣物、鞋類及有關製品	39 4.4%	173 19.7%	264 30.0%	393 44.7%	10 1.1%	879
5 Consumer Goods, n.e.c 其他消費品	3 0.3%	72 6.1%	380 32.5%	699 59.7%	17 1.5%	1 171
6 Department Stores 百貨公司	4 13.8%	6 20.7%	9 31.0%	7 24.1%	3 10.3%	29
7 Jewellery 珠寶首飾	58 17.3%	78 23.3%	74 22.1%	123 36.7%	2 0.6%	335
8 Medicines and Cosmetics 藥物及化妝品	3 1.7%	76 42.2%	39 21.7%	61 33.9%	1 0.6%	180
9 Durable Goods, n.e.c. 其他耐用用品	3 0.7%	100 22.8%	140 31.9%	145 33.0%	51 11.6%	439
10 Telecommunications Equipment & Electrical Goods 電訊設備及電器產品	2 0.8%	18 7.2%	109 43.4%	88 35.1%	34 13.5%	251
11 not Retail Trade Via Stores and Mobile Stalls 無店面和不經流動貨攤的零售	4 3.3%	9 7.4%	44 36.1%	61 50.0%	4 3.3%	122
Total 總計	195 3.8%	836 16.3%	1 625 31.7%	2 145 41.8%	327 6.4%	5 128 100.0%

Note 註:

Companies with employment size of 4 persons or less were excluded.
不包括僱員人數於四人或以下的公司。

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	0	0.0%	5	0.5%	577	56.1%	446	43.4%
2	Customer Service / Complaints Handling 客戶服務 / 投訴處理	291	28.3%	646	62.8%	15	1.5%	76	7.4%
3	Selling Skills / Product Knowledge 銷售技巧 / 產品知識	386	37.5%	634	61.6%	0	0.0%	10	1.0%
4	Coaching Skills / Team Work / Communication 專業教練技巧 / 團隊工作 / 溝通技巧	159	15.5%	472	45.9%	89	8.7%	308	30.0%
5	Shop Display / Visual Merchandising 店舖陳列 / 商品視覺展示	35	3.4%	481	46.8%	149	14.5%	363	35.3%
6	Merchandising and Purchasing 採購	0	0.0%	225	21.9%	241	23.4%	562	54.7%
7	Logistics / Inventory Management / Supply Chain Management 物流 / 存貨管理 / 供應鏈管理	0	0.0%	111	1.1%	451	43.9%	566	55.1%
8	IT and Applications 資訊科技及應用	0	0.0%	304	29.6%	228	22.2%	496	48.2%
9	E-commerce 電子商貿	0	0.0%	69	6.7%	417	40.6%	542	52.7%
10	Marketing 市場推廣	4	0.4%	321	31.2%	227	22.1%	476	46.3%
11	Putonghua 普通話	85	8.3%	434	42.2%	274	26.7%	235	22.9%
12	English 英語	77	7.5%	506	49.2%	210	20.4%	235	22.9%
13	Personal Development 個人發展	6	0.6%	139	13.5%	420	40.9%	463	45.0%
14	Others 其他 (occupational health and safety, first-aid, fashion global trend, fashion mix-and-match skills, creativity, make-up skills, emotional management, warehouse forklift training, identification of fake banknotes, Trade Descriptions Ordinance, Competition Law, Japanese and Korean.)	18	85.7%	3	14.3%	0	0.0%	0	0.0%

Note 註:

Companies with employment size of 4 persons or less were excluded.
不包括僱員人數於四人或以下的公司。

2016 Retail Trade Manpower Survey
零售業 2016 年人力調查
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 had more choices in the market 應徵者在市場上有很多選擇	46 2.2%	101 4.9%	1 401 67.4%	167 8.0%	365 17.5%	2 080 30.9%
2 Candidates lacked the relevant skills/expertise 應徵者並無相關技能/知識	27 8.1%	21 6.3%	188 56.5%	82 24.6%	15 4.5%	333 4.9%
3 Candidates lacked the relevant experience 應徵者缺乏相關經驗	36 6.8%	39 7.4%	362 68.8%	25 4.8%	64 12.2%	526 7.8%
4 Candidates lacked the relevant academic qualification 應徵者未具相關學歷	6 9.8%	34 55.7%	19 31.1%	2 3.3%	0 0.0%	61 0.9%
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	22 1.4%	88 5.5%	1 031 64.6%	182 11.4%	273 17.1%	1 596 23.7%
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	10 0.7%	29 2.1%	1 058 76.0%	68 4.9%	227 16.3%	1 392 20.7%
7 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	3 0.9%	12 3.5%	215 63.2%	25 34.1%	85 25.0%	340 5.1%
8 Others reasons 其他原因 (laborious work, remote working location, aging problem, not enough manpower in the labour market, and unwilling to work full-time) (勞動工作、工作地點遙遠、人口老化、市場人力不足及不願意做長工)	0 0.0%	81 20.1%	261 64.8%	17 4.2%	44 10.9%	403 6.0%
Total 總計***	150 2.2%	405 6.0%	4 535 67.4%	568 8.4%	1 073 15.9%	6 731 100.0%

Note 註:

Companies with employment size of 4 persons or less are excluded.
不包括僱員人數於四人或以下的公司。

* As percentage of the total number of cases with recruitment difficulties by reason
佔該招聘困難原因個案總數的百分比。

** As percentage of the total number of cases with recruitment difficulties in a job level
佔該職級招聘困難個案總數的百分比。