

2010 Manpower Survey Report
Beauty Care, Hairdressing & Cosmetics Industry

Beauty Care and Hairdressing Training Board
Vocational Training Council

1 - 10

11 - 14

15 - 32

33 - 44

45 - 47

48 - 87

175

177 - 178

181

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2010

1. ()

2. 2010 2 2010 1

31

10 408

997

3. 997 6

i) ()

ii)

iii)

iv)

v)

vi)

4. 96.8% 2007

5.

6.

7.

2008 9
2009 09

8.

2010 9.2%
8.2% 7.1%
2.6% 22.7%
(2010
4.4%)

9.

2010
2.1%

1997

10.

11.

12.

) (

13.

14.

15.

16.

400

100%

17.

2010

18.

19. 2010 1 54 998
 47 591 (86.5%)
) [(44 914) (1 282)
 (1 395)] 7 407 (13.5%)
) 2007 87.3% 12.7%
 2007 45 293 2010
 2 298 5.1%

20. ()

1.	()	575	19	114
2.		16 223	366	365
3.		13 713	870	502
4.		9 023	3	165
5.		4 449	0	249
6.		931	24	0
		44 914	1 282	1 395

21. 2007 5.7%
 (+2 423) 10.5% (- 152)
 2% (+27)

	2011)	2010	2011	2010	2011	2010	2010	2010	2011	/
						(a)	(b)	(a + b)	1	(%)
22.	1		13			575	3	578	578	0%
						16 223	822	17 045	17 090	0.3%
						13 713	632	14 345	14 330	-0.1%
						4 449	39	4 488	4 566	1.7%
						9 023	257	9 280	9 159	-1.3%
						931	109	1 040	1 040	0%
						44 914	1 862	46 776	46 763	0%

23. (Adaptive
Filtering Method) 2010 2015

2010 2015

2010

1.	()	0%	5.2%	41
2.			4.4%	1.0%	988
3.			17.3%	-2.2%	2 246
4.			5.2%	0.7%	286
5.			4.5%	4.8%	979
6.			0.2%	13.5%	190
					4 730

24.

(47.5%)
 (20.9%) (20.7%)

25.

26. 2010
 2007

45.3%

20.6%

27. 2007

23.9% 17.7%

28. 2007

29. 12

30. 2 897 1 483 (51.2%)

31. 12 8 616 (

18.1%)

4 090 (47.5%) 2 108

(24.5%) 1 478 (17.2%) 7 598

4 435

4 181 2010 (

49 453) 8.5%

32. 4 730

33.

34.

(i)

(ii) (

)

,

,

,

,

()

1.1 VTC ()

2001

VTC

1-2

1.2

3

1.3 2003 2005 2007

2010 2

i)

ii)

iii)

()

1.4

2007

- i) ()
- ii)
- iii)
- iv)
- v)
- vi)

1.5

2009 11

- i) 1
- ii) 2
- iii) 3
- iv) 4
- v) 5
- vi) 6
- vii) 7
- viii) 8

1.6
997

10 408

1.	313
2.	346
3.	89
4.	92
5.	11
6.	92
7.	46
8.	8

997

1.7

1.8

997

()

1.9

1.10 997

25

757

215

96.8%

1.11

() 2010

2.1

- i) ()
- ii)
- iii)
- iv)
- v)
- vi)

2.2

2010 1

54 998 **47 591 (86.5%)**

() [(44 914) (1 282)

(1 395)] **7 407 (13.5%)**

() 2007 87.3% 12.7%

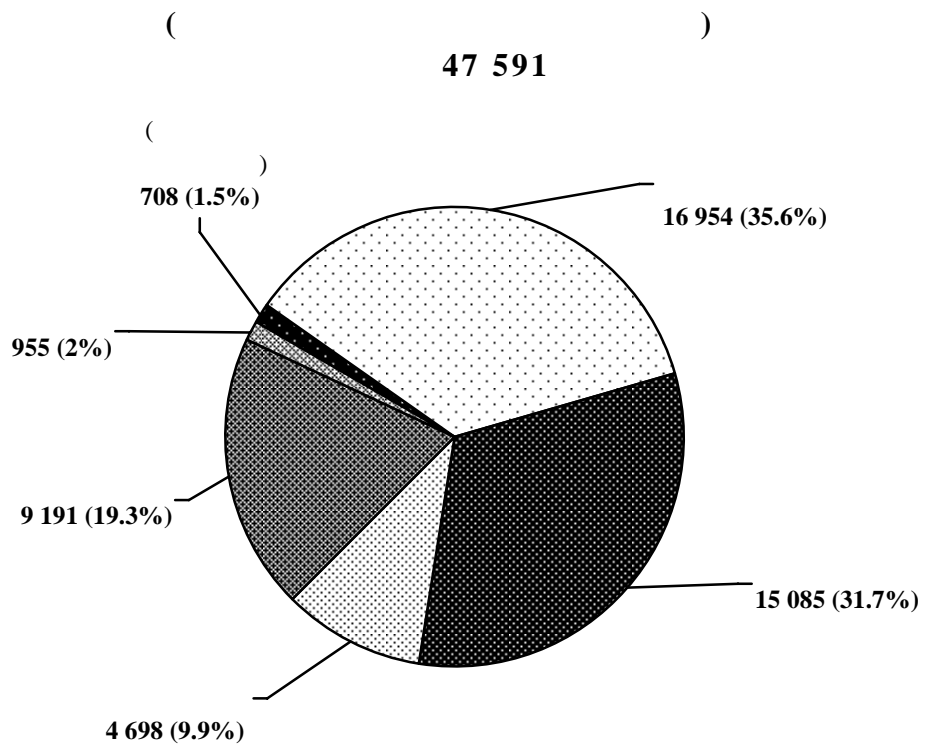
2007 45 293

2 298 5.1%

2.3 2007

2.4

(16 954	35.6%)	(15 085
	31.7%)	(9 191	19.3%)
	(4 698	9.9%)	(955
2%)	¹ () (708	1.5%)



2.5

2007		
458	(+92.2%)	224 (+46.2%)
1 289	(+16.3%)	1 501

¹

(+9.7%)

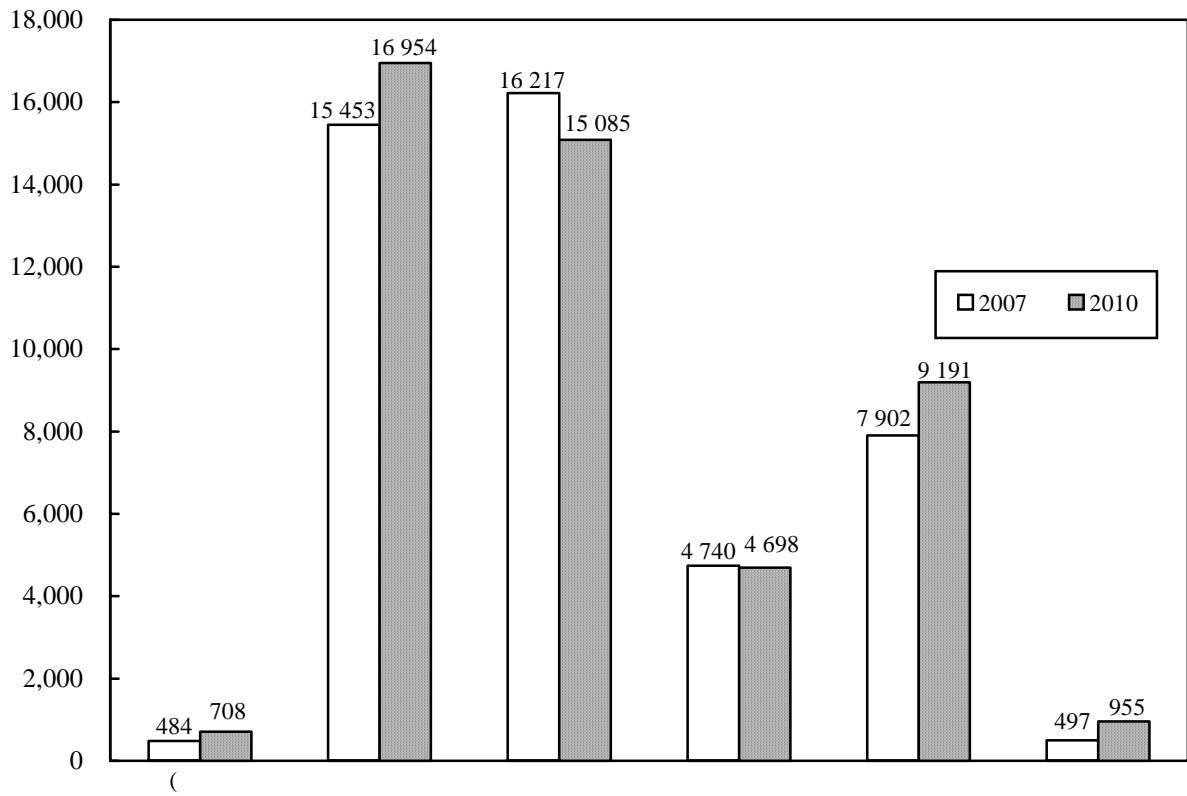
1 132 (-7%)

42 (-0.9%)

2007

2010

2007 **2010**



(
)

2.6 ()

1.	()	575	19	114
2.		16 223	366	365
3.		13 713	870	502
4.		9 023	3	165
5.		4 449	0	249
6.		931	24	0
		44 914	1 282	1 395

2.7 2007

5.7% (+2 423) 10.5% (-152)

2% (+27)

2.8 2007

205

(+55.4%) 1 488 (+10.1%)

832 (-5.7%) 186 (-17.6%)

114 (-18.5%)

2.9 2010 1 282 2007

152

2.10 2010 1 395 2007

27

2.11

			*	
	2007		2010	
1.	9 689	(21.4%) [#]	10 543	(22.2%) [#]
2.	9 328	(20.6%) [#]	8 950	(18.8%) [#]
3. ()	5 487	(12.1%) [#]	6 843	(14.4%) [#]
4.	5 777	(12.8%) [#]	4 844	(10.2%) [#]
5.	1 914	(4.2%) [#]	1 563	(3.2%) [#]
6.	964	(2.1%) [#]	1 186	(2.5%) [#]
	33 159	(73.2%)[#]	33 929	(71.3%)[#]
	()	(45 293)	(100%)	(47 591)
			(100%)	

*

#

2.12

2007

() 24.7% (+1 356)

) 23% (+222)

18.3% (-351)

16.1% (-933)

2.13

1 862

46 776

() 4% 2007

1 098

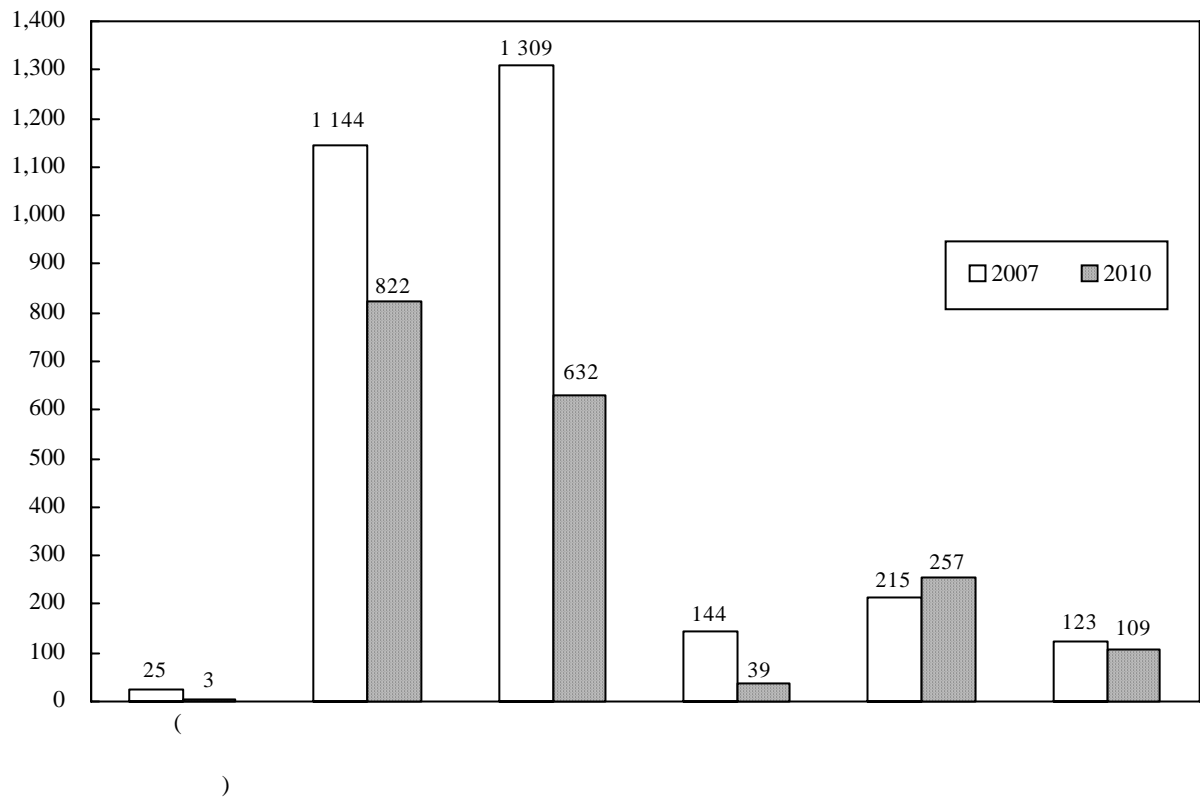
822

632

2007

2010

2007 2010



*

46 776 ()

2.14

1.		399	21.4%
2.		332	17.8%
3.	()	204	11.0%
4.		190	10.2%
5.		138	7.4%
6.		103	5.6%
		1 366	73.4%
		(1 862)	(100%)

2.15

56
 (31) (25) 2007
 83

()

2011 1

2.16

2011 1 46 763 ()
) 2010 13
 121 15
 78 45
 2010 2011

2011 1

	2010 1	2010 1	2010 1	2011 1	(%)
	(a)	(b)	(a + b)		
1.	575	3	578	578	0%
2.	16 223	822	17 045	17 090	0.3%
3.	13 713	632	14 345	14 330	-0.1%
4.	4 449	39	4 488	4 566	1.7%
5.	9 023	257	9 280	9 159	-1.3%
6.	931	109	1 040	1 040	0%
	44 914	1 862	46 776	46 763	0%

2.17

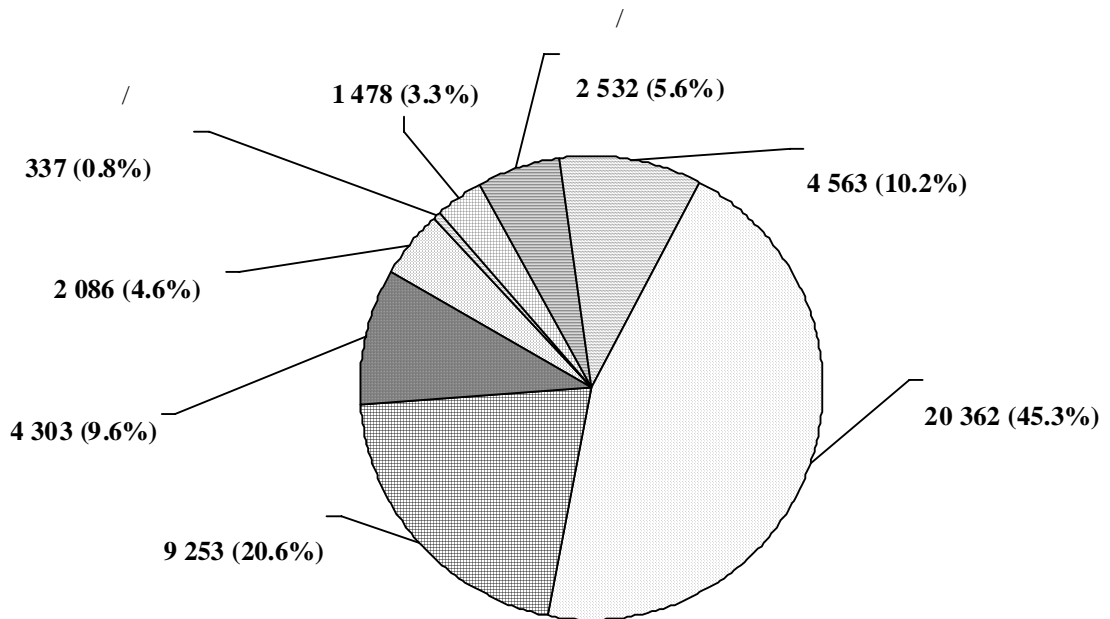
	+68
	-70
	+65
()	-96

()

2.18 45.3% 10.2%
20.6% (a)
(a)

2.19 2010 2007
2007 68.5% 11.3%
2010 45.3% 20.6%

a 2010



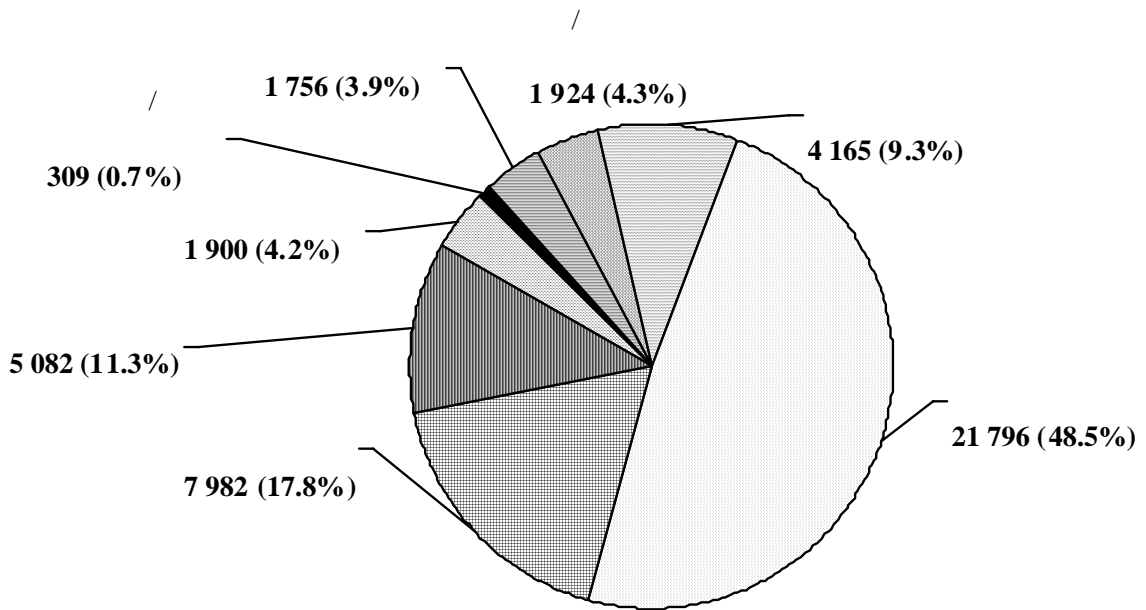
2.20

2010

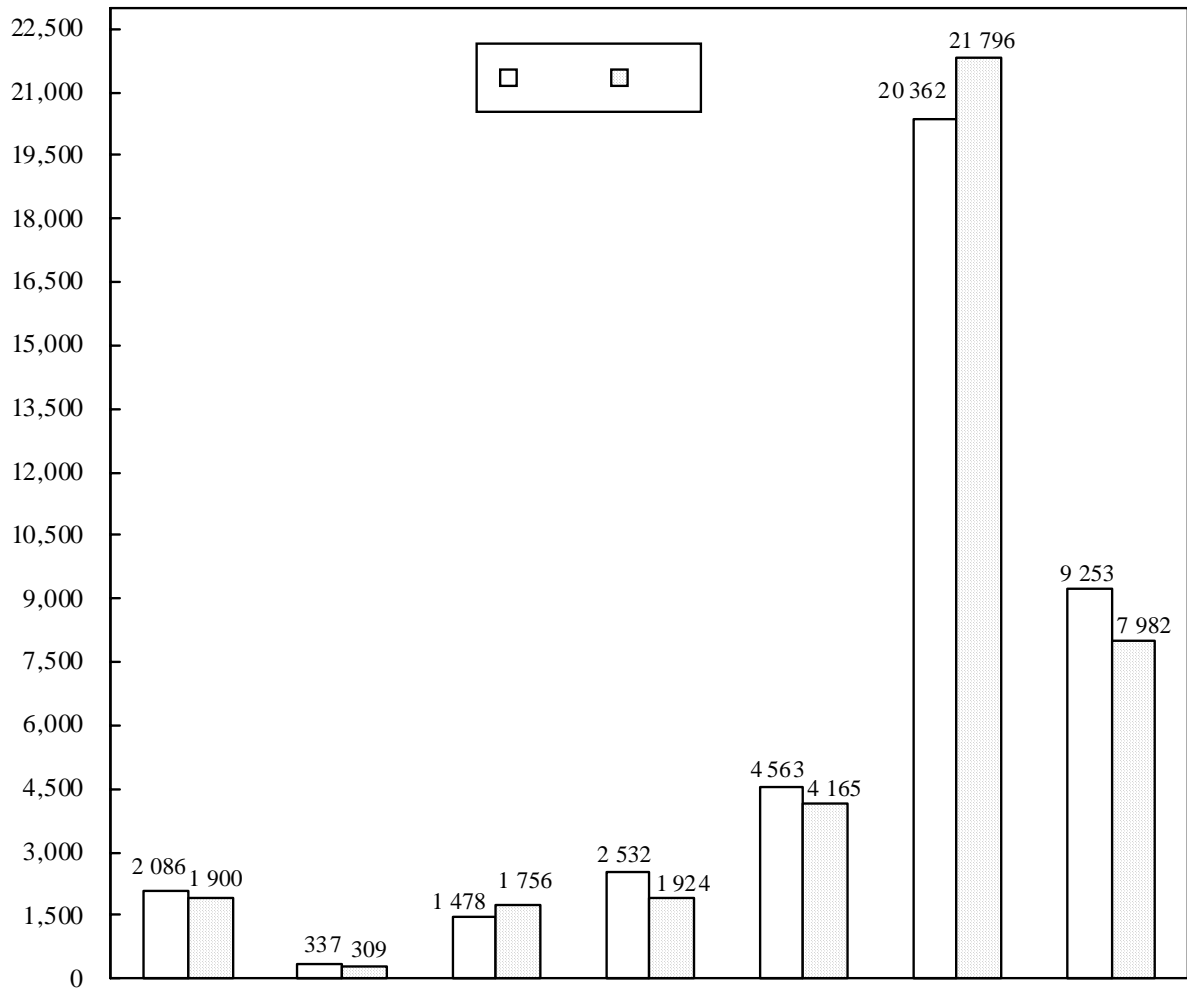
2007
65.5% 48.5%
6.4% 17.5%

(b)

b 2010



2010



2.21

43%

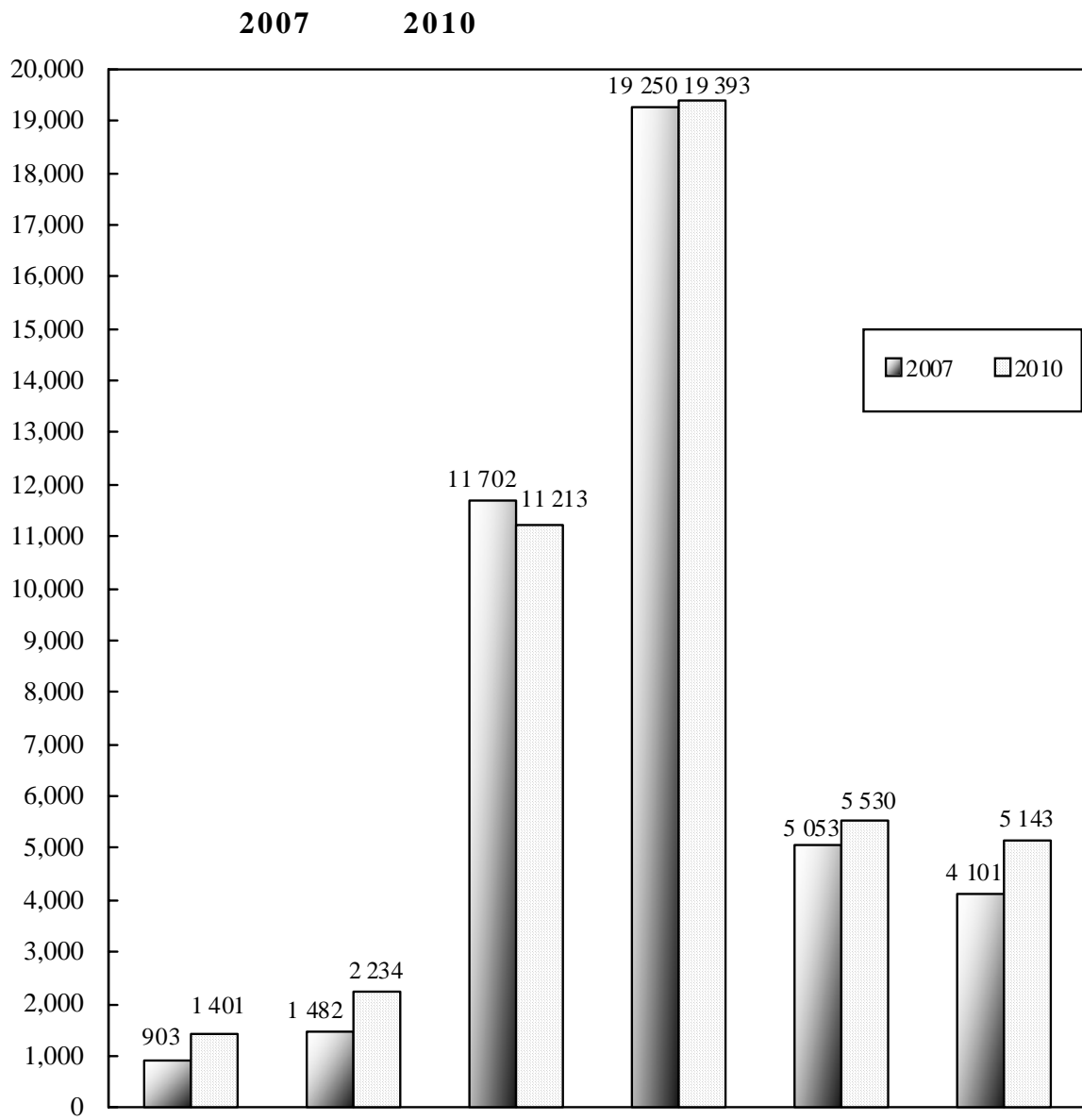
25%

2007

45.3%

27.5%

(a)



2.22

28.2%

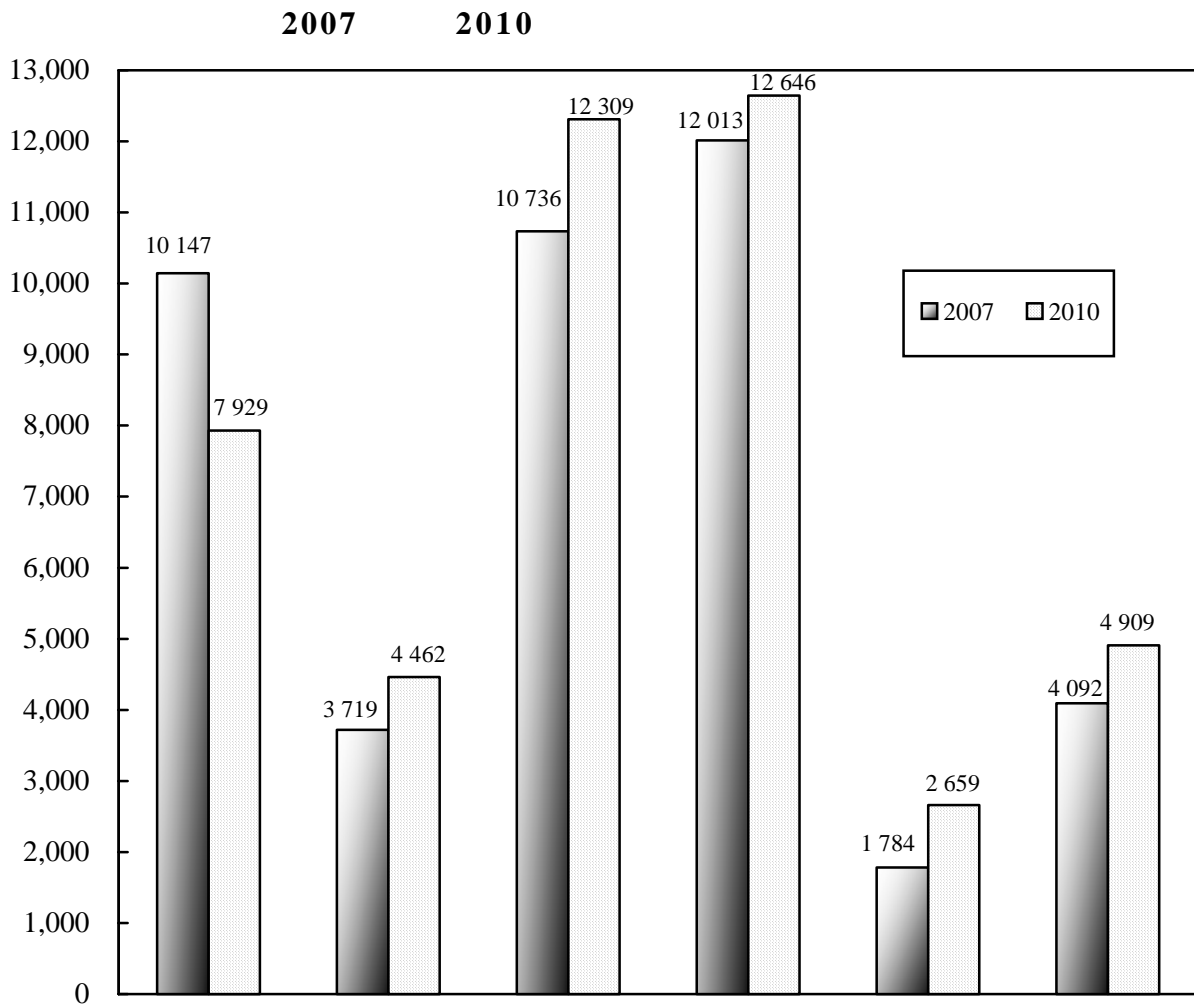
2007

28.3%

23.9%

17.7%

(b)

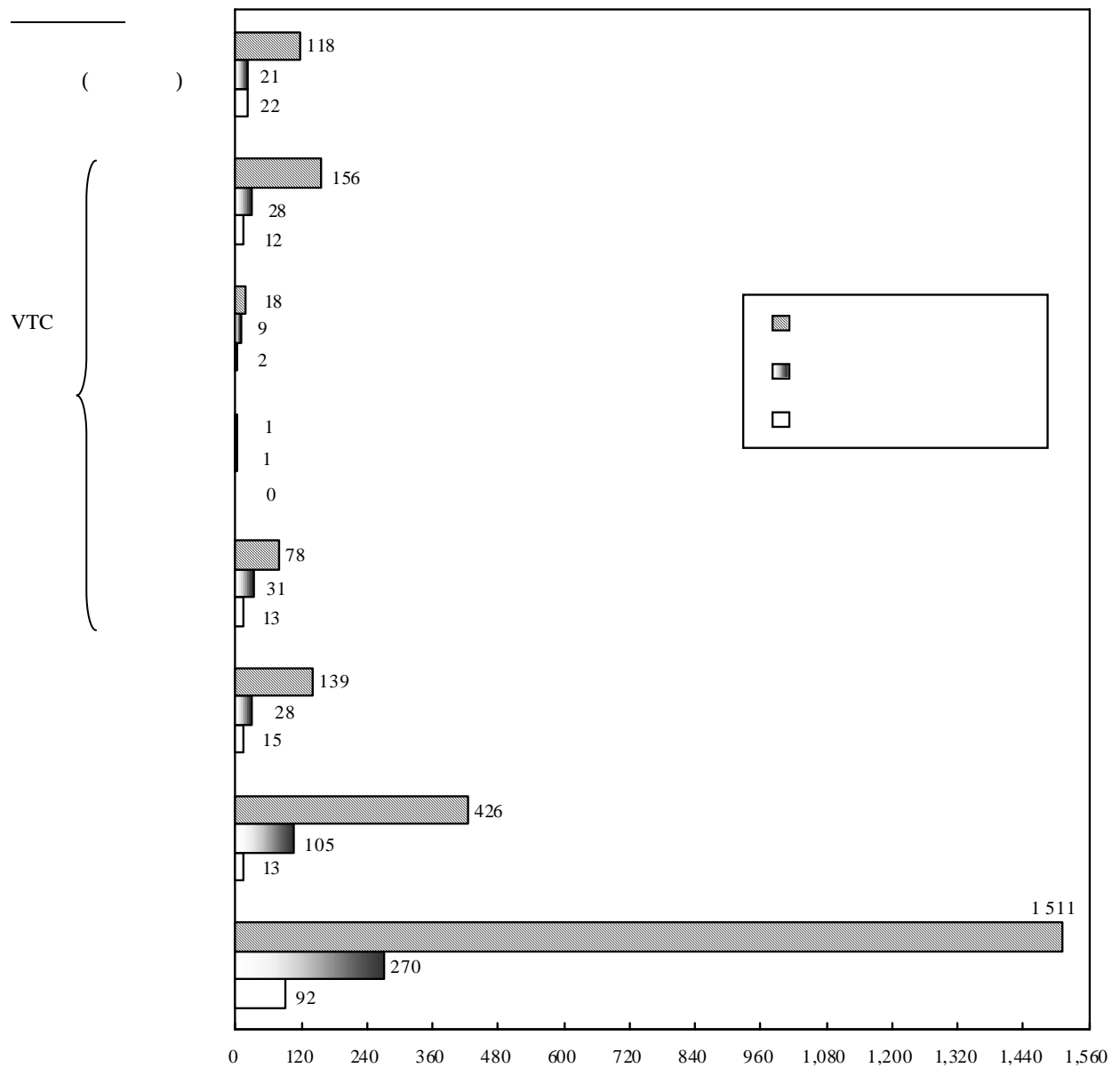


2.23

(60.3%)

(17.4%)

(a)



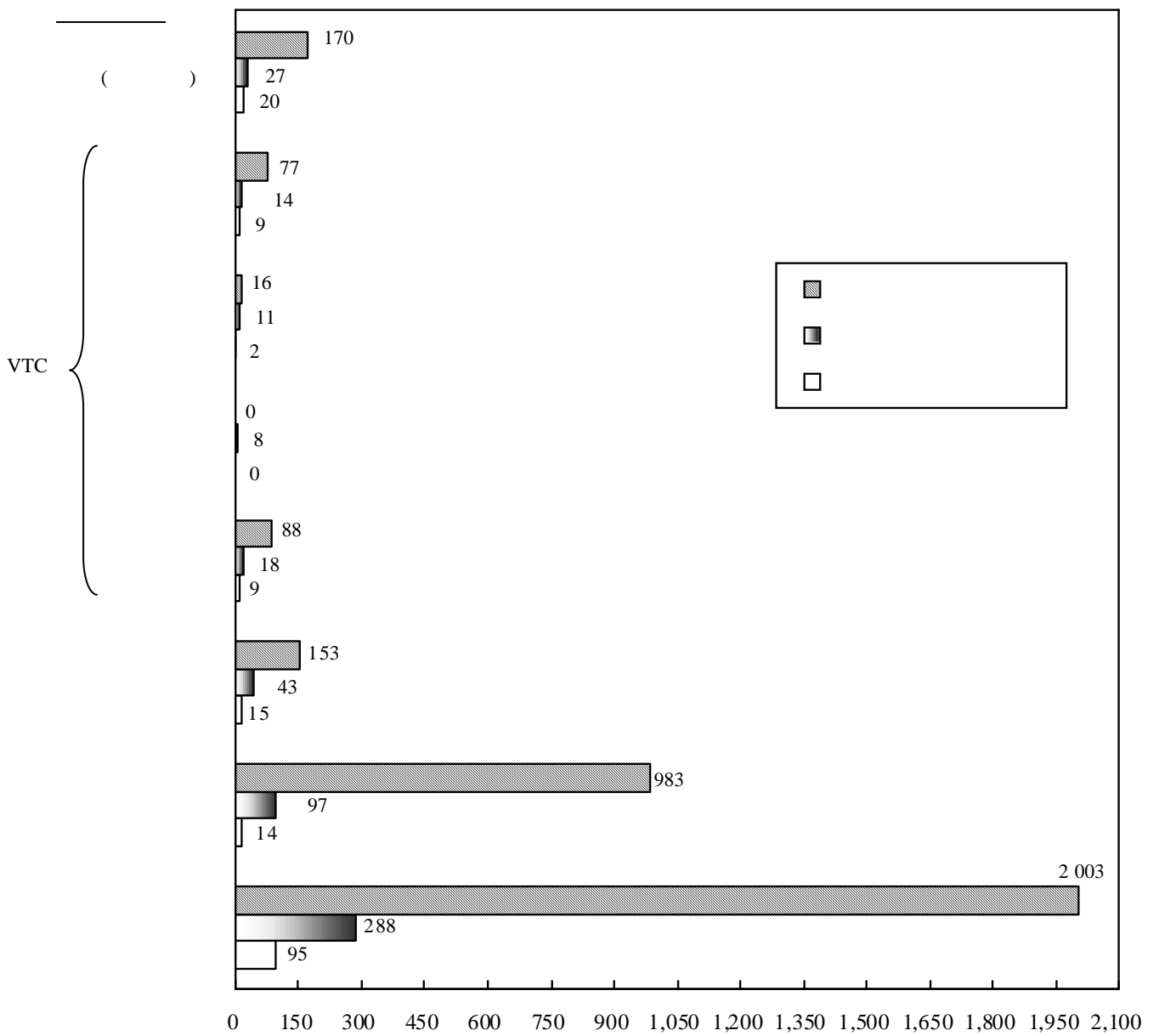
2.24

57.4%

26.3%

85.6%

(b)



()

2.25

12

2.26
(51.2%)

2 897

1 483

(a) (b)

2.27
18.1%)

12

8 616 (

7 769 (90.2%)

4 090 (47.5%)

2 108 (24.5%)

1 478 (17.2%)

2.28	12		8 616	7 598
			4 435	
		4 181	2010	(
49 453)	8.5%		(a) (b)

2.29 12

12

	(a)	(b)	(c=a-b)	(d) [@]	(%) (c/d) [*]
1.	51	53	-2	711	-0.3*
2.	2 108	1 323	785	17 776	4.4*
3.	4 090	1 364	2 726	15 717	17.3*
4.	1 478	1 054	424	9 448	4.5*
5.	729	483	246	4 737	5.2*
6.	134	132	2	1 064	0.2*
	⁺ 8 616	4 435	4 181	49 453	8.5[#]

@

*

#

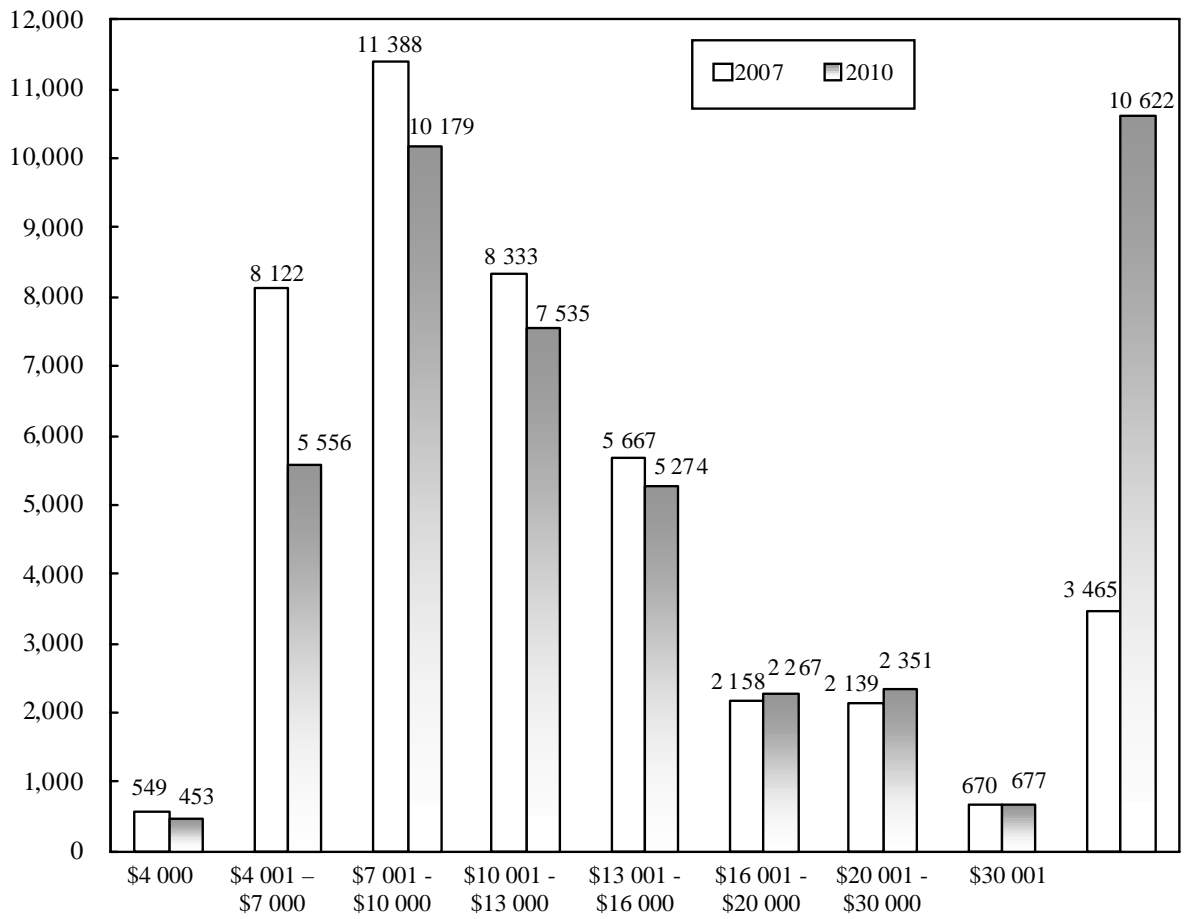
+

2.30

2007

\$7 000 \$10 000

2007 2010



()

3.1

2008 9

2009

09

3.2

2010

9.2%

8.2%

7.1%

2.6%

22.7%

(2010

4.4%)

3.3

2010

2.1%

1997

3.4

()

3.5

3.6

(

)

3.7

3.8

3.9

3.10

400

100%

3.11

()

3.12

2007

2009 11

3.13

2010 1

47 591

()

3.14

2007

+92%

(-7%)

3.15

2010

2007

46%

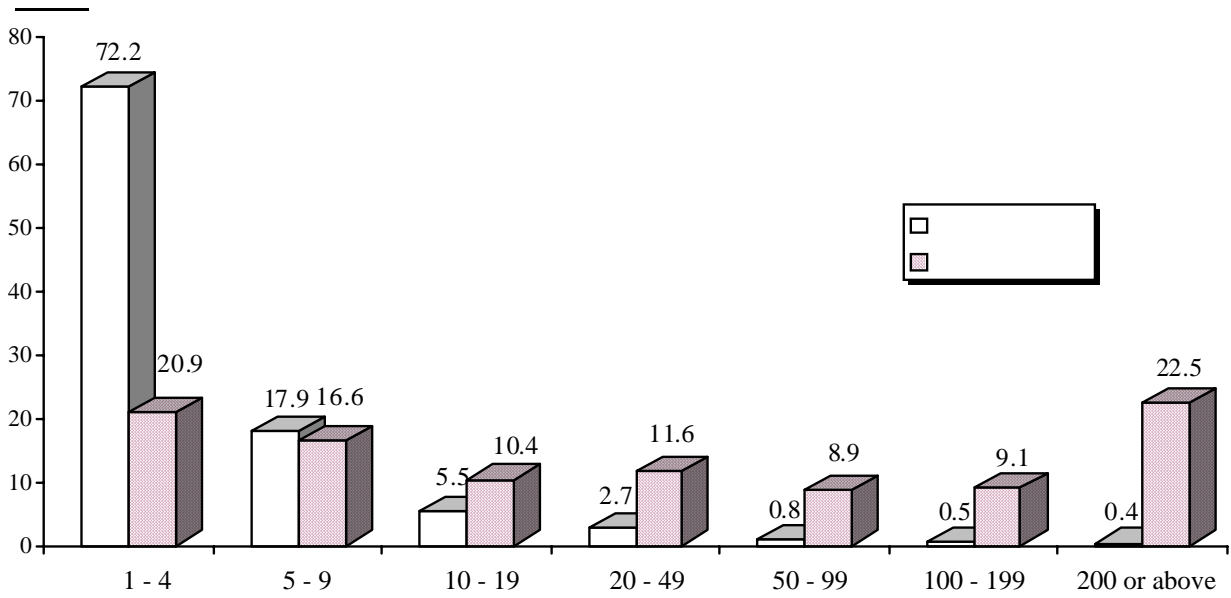
(

3.16

2007

152 (-10.6%) 27 (+2%)

3.17



3.18

10

90.1% 1-9

37.5% 1-9 100

31.6% 2007 20.5%

3.19 4% 2007

6.5%

399

332

3.20 2007 (

931 757)

50

50

3.21

2011 1

3.22 2011 1 46 763

() 0.1% 2010

(i)	+68
(ii)	+65
(iii)	+30

2010 2015

3.23 (Adaptive
 Filtering Method) 2010 2015
) (A= 0 1)

3.24

2010 2015

2010

1.	()	0%	5.2%	41
2.		4.4%	1.0%	988
3.		17.3%	-2.2%	2 246
4.		5.2%	0.7%	286
5.		4.5%	4.8%	979
6.		0.2%	13.5%	190
				4 730

3.25

(47.5%)

3.26

(20.9%)

(20.7%)

3.27

3.28

				2007
68.5%	2010	45.3%		11.3%
20.6%				
		7.9%	5.4%	
			10.3%	19.1%

3.29

	2007		65.5%	48.5%
6.4%		17.5%		

3.30

()

3.31

2007

3.32

2007

3.33

2007

(

)

3.34

3.35

(51.2%)

2 897

1 483

2007

3.36

23.4%

2007

3.37

11.8%

3.38

8 616

4 435

(17.3%)

(5.2%)

(4.5%) (4.4%)

()

()

4.1

		2010		2010	
		*	(%)	(%)	
1.	()	711	5.2%	0%	41
2.		17 776	1.0%	4.4%	988
3.		15 717	-2.2%	17.3%	2 246
4.		4 737	0.7%	5.2%	286
5.		9 448	4.8%	4.5%	979
6.		1 064	13.5%	0.2%	190
		49 453			4 730

*

4.2 4 730

4.3

4.4

,

,

(i)

(ii)

(

)

,

,

,

,

()

4.5

(a)	()		49 - 51
(b)	()	2010	52 - 54
	2007	2010	55 - 57
	()		
(a)	()		58 - 60
(b)	()		61 - 63
(a)	()		64 - 66
(b)	()		67 - 69
(a)	()		70 - 71
(b)	()		72 - 73
			74 - 77
	()		
(a)	()		78 - 79
(b)	()		80
(a)	()		81
(b)	()		82
	()		83 - 84
		()	85 - 86
	2010		87

(a)

()

	(a)	(b)	(c)	(a - c)	(d)	(a - d)	(%)
1.							
	12	0	0	12	0	12	0.0%
-	45	0	10	55	0	55	0.1%
	146	12	70	228	0	228	0.5%
	19	1	9	29	0	29	0.1%
	38	0	0	38	0	38	0.1%
	65	0	1	66	1	67	0.1%
	27	0	1	28	1	29	0.1%
	352	13	91	456	2	458	0.9%
2							
	14	0	0	14	0	14	0.0%
-	30	0	0	30	0	30	0.1%
	72	5	16	93	0	93	0.2%
	13	1	7	21	1	22	0.0%
	22	0	0	22	0	22	0.0%
	4	0	0	4	0	4	0.0%
	57	0	0	57	0	57	0.1%
	11	0	0	11	0	11	0.0%
	223	6	23	252	1	253	0.5%
3							
	119	0	0	119	14	133	0.3%
	423	0	0	423	25	448	0.9%
	64	0	0	64	0	64	0.1%
	258	0	0	258	11	269	0.5%
	1,085	32	0	1,117	23	1,140	2.3%
	23	1	0	24	0	24	0.0%
	161	0	0	161	9	170	0.3%
	9,003	183	240	9,426	332	9,758	19.7%
()	53	0	2	55	8	63	0.1%
	197	121	35	353	6	359	0.7%
	1,144	25	17	1,186	103	1,289	2.6%
()	97	1	4	102	0	102	0.2%
	88	0	0	88	0	88	0.2%
	631	0	1	632	76	708	1.4%
	586	0	0	586	14	600	1.2%
	775	0	25	800	138	938	1.9%
	112	0	0	112	0	112	0.2%
	117	0	0	117	0	117	0.2%
	355	0	25	380	2	382	0.8%
	857	0	14	871	53	924	1.9%
	75	3	2	80	8	88	0.2%
	16,223	366	365	16,954	822	17,776	35.9%

	(a)	(b)	(c)	(a - c)	(d)	(a - d)	(%)
4							
	32	0	0	32	0	32	0.1%
	66	0	0	66	5	71	0.1%
	54	0	0	54	0	54	0.1%
	12	0	0	12	0	12	0.0%
	653	148	2	803	29	832	1.7%
	7,325	585	237	8,147	190	8,337	16.9%
	312	15	0	327	6	333	0.7%
()	162	24	4	190	0	190	0.4%
	26	0	25	51	0	51	0.1%
	4,543	98	203	4,844	399	5,243	10.6%
	153	0	0	153	0	153	0.3%
	375	0	31	406	3	409	0.8%
	13,713	870	502	15,085	632	15,717	31.8%
5	-						
	173	0	0	173	0	173	0.3%
	221	0	0	221	0	221	0.4%
	194	0	0	194	0	194	0.4%
	709	0	33	742	0	742	1.5%
	45	0	0	45	0	45	0.1%
	60	0	0	60	0	60	0.1%
	1,547	0	16	1,563	1	1,564	3.2%
	240	0	0	240	0	240	0.5%
	332	0	200	532	38	570	1.2%
	856	0	0	856	0	856	1.7%
	72	0	0	72	0	72	0.1%
	4,449	0	249	4,698	39	4,737	9.6%
6	-						
	54	0	0	54	0	54	0.1%
	70	0	0	70	0	70	0.1%
	109	0	0	109	3	112	0.2%
	90	0	0	90	0	90	0.2%
	45	0	0	45	0	45	0.1%
	238	0	0	238	1	239	0.5%
	77	0	0	77	0	77	0.2%
	95	0	0	95	0	95	0.2%
	699	0	0	699	5	704	1.4%
	62	0	0	62	0	62	0.1%
()	6,417	0	71	6,488	204	6,692	13.5%
	355	0	0	355	13	368	0.7%
	72	3	0	75	0	75	0.2%
	160	0	3	163	28	191	0.4%
	139	0	91	230	2	232	0.5%
	291	0	0	291	1	292	0.6%
	50	0	0	50	0	50	0.1%
	9,023	3	165	9,191	257	9,448	19.1%

	(a)	(b)	(c)	(a - c)	(d)	(a - d)	(%)
7.							
	13	0	0	13	0	13	0.0%
	25	0	0	25	0	25	0.1%
()	83	0	0	83	20	103	0.2%
()	164	24	0	188	24	212	0.4%
()	189	0	0	189	0	189	0.4%
	265	0	0	265	41	306	0.6%
	25	0	0	25	0	25	0.1%
()	138	0	0	138	24	162	0.3%
	6	0	0	6	0	6	0.0%
	23	0	0	23	0	23	0.0%
	931	24	0	955	109	1,064	2.2%
	44,914	1,282	1,395	47,591	1,862	49,453	100.0%

(b)

2011

()

	(a)	(b)	(a - b)	(c)	2011 (d)	2011 2010 ()	2011 2010 (%)
1.							
	12	0	12	0	12	0	0.0%
-	45	0	45	0	45	0	0.0%
	146	0	146	0	146	0	0.0%
	19	0	19	0	19	0	0.0%
	38	0	38	0	38	0	0.0%
	65	1	66	0	66	0	0.0%
	27	1	28	0	28	0	0.0%
	352	2	354	0	354	0	0.0%
2							
	14	0	14	0	14	0	0.0%
-	30	0	30	0	30	0	0.0%
	72	0	72	0	72	0	0.0%
	13	1	14	0	14	0	0.0%
	22	0	22	0	22	0	0.0%
	4	0	4	0	4	0	0.0%
	57	0	57	0	57	0	0.0%
	11	0	11	0	11	0	0.0%
	223	1	224	0	224	0	0.0%
3							
	119	14	133	0	133	0	0.0%
	423	25	448	0	448	0	0.0%
	64	0	64	0	64	0	0.0%
	258	11	269	0	263	-6	-2.2%
	1,085	23	1,108	0	1,110	2	0.2%
	23	0	23	0	23	0	0.0%
	161	9	170	0	170	0	0.0%
	9,003	332	9,335	21	9,365	30	0.3%
()	53	8	61	0	61	0	0.0%
	197	6	203	0	203	0	0.0%
	1,144	103	1,247	0	1,247	0	0.0%
()	97	0	97	0	97	0	0.0%
	88	0	88	0	88	0	0.0%
	631	76	707	0	708	1	0.1%
	586	14	600	0	607	7	1.2%
	775	138	913	10	923	10	1.1%
	112	0	112	0	112	0	0.0%
	117	0	117	0	117	0	0.0%
	355	2	357	0	358	1	0.3%
	857	53	910	0	910	0	0.0%
	75	8	83	0	83	0	0.0%
	16,223	822	17,045	31	17,090	45	0.3%

	(a)	(b)	(a - b)	(c)	2011 (d)	2011 2010 ()	2011 2010 (%)
4							
	32	0	32	0	32	0	0.0%
	66	5	71	0	66	-5	-7.0%
	54	0	54	0	56	2	3.7%
	12	0	12	0	14	2	16.7%
	653	29	682	0	679	-3	-0.4%
	7,325	190	7,515	25	7,583	68	0.9%
	312	6	318	0	320	2	0.6%
()	162	0	162	0	162	0	0.0%
	26	0	26	0	26	0	0.0%
	4,543	399	4,942	0	4,872	-70	-1.4%
	153	0	153	0	151	-2	-1.3%
	375	3	378	0	369	-9	-2.4%
	13,713	632	14,345	25	14,330	-15	-0.1%
5	-						
	173	0	173	0	173	0	0.0%
	221	0	221	0	221	0	0.0%
	194	0	194	0	194	0	0.0%
	709	0	709	0	774	65	9.2%
	45	0	45	0	45	0	0.0%
	60	0	60	0	60	0	0.0%
	1,547	1	1,548	0	1,561	13	0.8%
	240	0	240	0	240	0	0.0%
	332	38	370	0	370	0	0.0%
	856	0	856	0	856	0	0.0%
	72	0	72	0	72	0	0.0%
	4,449	39	4,488	0	4,566	78	1.7%
6	-						
	54	0	54	0	51	-3	-5.6%
	70	0	70	0	70	0	0.0%
	109	3	112	0	109	-3	-2.7%
	90	0	90	0	87	-3	-3.3%
	45	0	45	0	45	0	0.0%
	238	1	239	0	239	0	0.0%
	77	0	77	0	77	0	0.0%
	95	0	95	0	95	0	0.0%
	699	5	704	0	701	-3	-0.4%
	62	0	62	0	62	0	0.0%
()	6,417	204	6,621	0	6,525	-96	-1.4%
	355	13	368	0	358	-10	-2.7%
	72	0	72	0	72	0	0.0%
	160	28	188	0	188	0	0.0%
	139	2	141	0	141	0	0.0%
	291	1	292	0	289	-3	-1.0%
	50	0	50	0	50	0	0.0%
	9,023	257	9,280	0	9,159	-121	-1.3%

	(a)	(b)	(a - b)	(c)	2011 (d)	2011 2010 ()	2011 2010 (%)
7.							
	13	0	13	0	13	0	0.0%
	25	0	25	0	25	0	0.0%
()	83	20	103	0	103	0	0.0%
()	164	24	188	0	188	0	0.0%
()	189	0	189	0	189	0	0.0%
	265	41	306	0	306	0	0.0%
	25	0	25	0	25	0	0.0%
()	138	24	162	0	162	0	0.0%
	6	0	6	0	6	0	0.0%
	23	0	23	0	23	0	0.0%
	931	109	1,040	0	1,040	0	0.0%
	44,914	1,862	46,776	56	46,763	-13	0.0%

2007 2010

()

	2007	2010	2007 2010 (%)	2007	2010	2007 2010 (%)	2007	2010	2007 2010 (%)
1.									
	25	12	-52.00%	0	0	N/A	0	0	N/A
-	49	45	-8.16%	0	0	N/A	0	10	N/A
	119	146	22.69%	11	12	9.09%	33	70	112.12%
	5	19	280.00%	8	1	-87.50%	15	9	-40.00%
	29	38	31.03%	0	0	N/A	0	0	N/A
	0	0	N/A	0	0	N/A	0	0	N/A
	50	65	30.00%	0	0	N/A	0	1	N/A
	27	27	0.00%	0	0	N/A	0	1	N/A
	304	352	15.79%	19	13	-30.83%	48	91	89.58%
2.									
	6	14	133.33%	0	0	N/A	0	0	N/A
-	4	30	650.00%	0	0	N/A	0	0	N/A
	17	72	323.53%	10	5	-50.00%	10	16	60.00%
	6	13	116.67%	12	1	-91.67%	3	7	133.33%
	3	22	633.33%	0	0	N/A	2	0	-100.00%
	3	4	33.33%	9	0	-100.00%	0	0	N/A
	12	57	375.00%	0	0	N/A	1	0	-100.00%
	15	11	-26.67%	0	0	N/A	0	0	N/A
	66	223	237.88%	31	6	-80.65%	16	23	43.75%
3.									
	83	119	43.37%	0	0	N/A	0	0	N/A
	399	423	6.02%	0	0	N/A	0	0	N/A
	34	64	88.24%	0	0	N/A	0	0	N/A
	91	258	183.52%	0	0	N/A	0	0	N/A
	963	1,085	12.67%	0	32	N/A	0	0	N/A
	22	23	4.55%	0	1	N/A	0	0	N/A
	202	161	-20.30%	0	0	N/A	0	0	N/A
	8,397	9,003	7.22%	160	183	14.38%	169	240	42.01%
()	38	53	39.47%	0	0	N/A	0	2	N/A
	203	197	-2.96%	80	121	51.25%	9	35	288.89%
	880	1,144	30.00%	52	25	-51.92%	32	17	-46.88%
()	102	97	-4.90%	7	1	-85.71%	1	4	300.00%
	116	88	-24.14%	0	0	N/A	1	0	-100.00%
	614	631	2.77%	4	0	-100.00%	0	1	N/A
	549	586	6.74%	0	0	N/A	0	0	N/A
	881	775	-12.03%	0	0	N/A	194	25	-87.11%
	43	112	160.47%	0	0	N/A	0	0	N/A
	53	117	120.75%	0	0	N/A	0	0	N/A
	283	355	25.44%	0	0	N/A	2	25	1150.00%
	723	857	18.53%	0	0	N/A	4	14	250.00%
	59	75	27.12%	0	3	N/A	3	2	-33.33%
	14,735	16,223	10.10%	303	366	20.79%	415	365	-12.05%

	2007	2010	2007 2010	2007	2010	2007 2010	2007	2010	2007 2010
			(%)			(%)			(%)
4									
	37	32	-13.51%	0	0	N/A	0	0	N/A
	89	66	-25.84%	0	0	N/A	0	0	N/A
	33	54	63.64%	0	0	N/A	0	0	N/A
	19	12	-36.84%	0	0	N/A	0	0	N/A
	400	653	63.25%	16	148	825.00%	26	2	-92.31%
	7,845	7,325	-6.63%	909	585	-35.64%	132	237	79.55%
	229	312	36.24%	10	15	50.00%	0	0	N/A
()	117	162	38.46%	36	24	-33.33%	0	4	N/A
	5	26	420.00%	25	0	-100.00%	0	25	N/A
	5,272	4,543	-13.83%	60	98	63.33%	445	203	-54.38%
	87	153	75.86%	0	0	N/A	2	0	-100.00%
	412	375	-8.98%	0	0	N/A	11	31	181.82%
	14,545	13,713	-5.72%	1,056	870	-17.61%	616	502	-18.51%
5									
	232	173	-25.43%	0	0	N/A	0	0	N/A
	306	221	-27.78%	0	0	N/A	0	0	N/A
	281	194	-30.96%	0	0	N/A	0	0	N/A
	752	709	-5.72%	0	0	N/A	0	33	N/A
	102	45	-55.88%	0	0	N/A	0	0	N/A
	24	60	150.00%	0	0	N/A	0	0	N/A
	1,816	1,547	-14.81%	0	0	N/A	98	16	-83.67%
	161	240	49.07%	0	0	N/A	0	0	N/A
	51	332	550.98%	0	0	N/A	4	200	4900.00%
	751	856	13.98%	0	0	N/A	16	0	-100.00%
	146	72	-50.68%	0	0	N/A	0	0	N/A
	4,622	4,449	-3.74%	0	0	N/A	118	249	111.02%
6									
	76	54	-28.95%	0	0	N/A	0	0	N/A
	77	70	-9.09%	0	0	N/A	0	0	N/A
	126	109	-13.49%	0	0	N/A	0	0	N/A
	80	90	12.50%	0	0	N/A	0	0	N/A
	37	45	21.62%	0	0	N/A	0	0	N/A
	314	238	-24.20%	0	0	N/A	0	0	N/A
	85	77	-9.41%	0	0	N/A	0	0	N/A
	102	95	-6.86%	0	0	N/A	0	0	N/A
	663	699	5.43%	0	0	N/A	0	0	N/A
	38	62	63.16%	0	0	N/A	0	0	N/A
()	5,015	6,417	27.96%	0	0	N/A	94	71	-24.47%
	359	355	-1.11%	0	0	N/A	19	0	-100.00%
	72	72	0.00%	0	3	N/A	14	0	-100.00%
	247	160	-35.22%	0	0	N/A	0	3	N/A
	112	139	24.11%	0	0	N/A	3	91	2933.33%
	295	291	-1.36%	0	0	N/A	0	0	N/A
	74	50	-32.43%	0	0	N/A	0	0	N/A
	7,772	9,023	16.10%	0	3	N/A	130	165	26.92%

	2007	2010	2007 2010	2007	2010	2007 2010	2007	2010	2007 2010
			(%)			(%)			(%)
7.									
	0	13	N/A	0	0	N/A	0	0	N/A
	36	25	-30.56%	0	0	N/A	0	0	N/A
()	27	0	-100.00%	0	0	N/A	0	0	N/A
()	25	83	232.00%	0	0	N/A	0	0	N/A
()	128	164	28.13%	0	24	N/A	25	0	-100.00%
()	41	189	360.98%	0	0	N/A	0	0	N/A
	112	265	136.61%	0	0	N/A	0	0	N/A
	0	25	N/A	0	0	N/A	0	0	N/A
()	50	138	176.00%	25	0	-100.00%	0	0	N/A
	5	0	-100.00%	0	0	N/A	0	0	N/A
	4	6	50.00%	0	0	N/A	0	0	N/A
	19	23	21.05%	0	0	N/A	0	0	N/A
	447	931	108.28%	25	24	-4.00%	25	0	-100.00%
	42,491	44,914	5.70%	1,434	1,282	-10.59%	1,368	1,395	1.97%

(a) = ()

1.									
	6	0	0	3	0	3	0	0	12
-	12	3	7	14	0	9	0	0	45
	14	3	23	36	1	67	0	2	146
	0	0	10	9	0	0	0	0	19
	0	2	5	17	3	11	0	0	38
	1	1	0	3	7	49	0	4	65
	0	2	0	1	6	17	0	1	27
	33	11	45	83	17	156	0	7	352
(352)	9.4%	3.1%	12.8%	23.6%	4.8%	44.3%	0.0%	2.0%	100.0%
2.									
	12	1	0	0	0	0	0	1	14
-	9	1	5	2	5	8	0	0	30
	1	4	3	13	20	26	0	5	72
	0	0	3	1	0	9	0	0	13
	0	0	2	0	0	20	0	0	22
	0	0	0	0	0	4	0	0	4
	0	0	0	0	3	50	0	4	57
	0	0	1	0	0	9	0	1	11
	22	6	14	16	28	126	0	11	223
(223)	9.9%	2.7%	6.3%	7.2%	12.6%	56.5%	0.0%	4.9%	100.0%
3.									
	31	3	13	0	9	48	4	11	119
	115	16	79	6	88	95	6	18	423
	48	0	0	4	0	10	0	2	64
	38	3	15	46	65	70	0	21	258
	3	12	117	114	188	503	59	89	1,085
	0	6	0	11	1	3	0	2	23
	50	0	21	6	2	72	3	7	161
	0	3	248	830	1,287	4,371	1,468	796	9,003
()	0	30	3	8	0	12	0	0	53
	25	0	1	30	12	109	15	5	197
	0	0	20	112	63	728	178	43	1,144
()	0	0	20	19	20	25	12	1	97
	0	0	2	8	0	78	0	0	88
	20	0	6	95	70	424	0	16	631
	20	0	16	134	114	274	2	26	586
	0	0	0	12	32	401	310	20	775
	1	11	2	17	13	68	0	0	112
	0	0	0	0	0	52	36	29	117
	17	12	56	20	52	167	3	28	355

3	()									
		0	5	0	47	163	589	8	45	857
		60	0	0	0	0	3	0	12	75
		428	101	619	1,519	2,179	8,102	2,104	1,171	16,223
	(16 223)	2.6%	0.6%	3.8%	9.4%	13.4%	49.9%	13.0%	7.2%	100.0%
4										
		11	0	3	0	2	13	1	2	32
		0	25	12	6	3	10	4	6	66
		0	0	4	4	24	15	0	7	54
		0	0	10	0	0	0	0	2	12
		0	1	0	47	86	276	189	54	653
		0	0	1	37	354	2,491	3,544	898	7,325
		0	0	0	0	28	168	99	17	312
	()	0	0	0	0	21	61	28	52	162
		0	0	0	0	0	12	10	4	26
		0	0	0	8	83	1,001	2,949	502	4,543
		9	9	0	0	10	83	33	9	153
		0	0	0	2	43	227	45	58	375
		20	35	30	104	654	4,357	6,902	1,611	13,713
	(13 713)	0%	0%	0%	1%	5%	32%	50%	12%	100%
5	-									
		169	0	1	0	0	0	0	3	173
		214	0	0	0	0	0	0	7	221
		152	0	12	20	0	0	0	10	194
		284	16	78	34	65	56	0	176	709
		22	0	16	0	0	3	0	4	45
		0	0	6	30	0	16	0	8	60
		340	18	92	91	188	524	0	294	1,547
		12	0	71	0	4	125	12	16	240
		0	0	0	0	0	307	0	25	332
		3	89	92	0	162	466	0	44	856
		0	0	0	0	8	24	0	40	72
		1,196	123	368	175	427	1,521	12	627	4,449
	(4 449)	26.9%	2.8%	8.3%	3.9%	9.6%	34.2%	0.3%	14.1%	100%
6	-									
		29	0	0	0	2	3	0	20	54
		50	0	4	4	0	0	0	12	70
		36	7	13	8	1	31	0	13	109
		44	3	0	0	0	0	0	43	90
		40	0	0	0	0	0	0	5	45
		48	8	11	15	0	77	0	79	238
		32	7	8	4	2	21	0	3	77
		20	0	2	0	4	66	0	3	95
		58	31	175	113	38	196	0	88	699
		2	0	0	0	0	58	0	2	62
	()	0	0	101	482	1,042	4,249	25	518	6,417
		0	0	0	0	0	263	92	0	355

6	-	()								
	0	0	60	0	0	12	0	0	72	
	16	0	0	3	21	120	0	0	160	
	0	0	0	0	0	91	0	48	139	
	8	5	25	5	129	78	0	41	291	
	0	0	3	1	1	44	0	1	50	
	383	61	402	635	1,240	5,309	117	876	9,023	
	(9 023)	4.2%	0.7%	4.5%	7.0%	13.7%	58.8%	1.3%	9.7%	100%
7.										
	4	0	0	0	9	0	0	0	13	
	0	0	0	0	9	16	0	0	25	
	()	0	0	0	0	83	0	0	83	
	()	0	0	0	0	164	0	0	164	
	()	0	0	0	0	189	0	0	189	
	0	0	0	0	0	183	82	0	265	
	0	0	0	0	0	25	0	0	25	
	()	0	0	0	0	105	33	0	138	
	0	0	0	0	0	6	0	0	6	
	0	0	0	0	0	20	3	0	23	
	4	0	0	0	18	791	118	0	931	
	(931)	0.4%	0.0%	0.0%	0.0%	1.9%	85.0%	12.7%	0.0%	100%
	2,086	337	1,478	2,532	4,563	20,362	9,253	4,303	44,914	
	(44 914)	4.6%	0.8%	3.3%	5.6%	10.2%	45.3%	20.6%	9.6%	100.0%

(b) = ()

1.									
	6	0	0	3	2	1	0	0	12
-	8	1	8	13	0	9	0	6	45
	14	7	24	24	2	73	0	2	146
	0	0	10	3	0	0	0	6	19
	0	2	5	12	0	19	0	0	38
	3	1	0	3	6	48	0	4	65
	1	2	0	1	6	16	0	1	27
	32	13	47	59	16	166	0	19	352
(352)	9.1%	3.7%	13.4%	16.8%	4.5%	47.2%	0.0%	5.4%	100.0%
2.									
	13	0	0	0	0	0	0	1	14
-	10	5	5	2	5	3	0	0	30
	4	4	6	3	17	33	0	5	72
	0	0	3	0	0	10	0	0	13
	0	0	2	0	0	20	0	0	22
	0	0	0	0	0	4	0	0	4
	0	0	3	0	0	50	0	4	57
	0	0	1	0	0	10	0	0	11
	27	9	20	5	22	130	0	10	223
(223)	12.1%	4.0%	9.0%	2.2%	9.9%	58.3%	0.0%	4.5%	100.0%
3.									
	23	1	16	0	9	49	0	21	119
	64	13	74	44	92	93	6	37	423
	14	0	3	31	0	10	0	6	64
	34	6	8	16	101	62	0	31	258
	3	3	156	134	107	524	68	90	1,085
	0	1	0	4	0	16	0	2	23
	50	0	3	24	2	62	13	7	161
	25	0	607	588	973	5,114	992	704	9,003
()	0	30	0	11	12	0	0	0	53
	50	0	1	22	9	110	0	5	197
	0	0	3	112	60	735	147	87	1,144
()	0	0	2	5	20	69	0	1	97
	0	0	2	8	0	78	0	0	88
	20	0	6	95	70	424	0	16	631
	20	0	0	101	112	277	2	74	586
	0	0	3	12	64	508	168	20	775
	0	12	21	1	13	65	0	0	112
	0	0	3	0	0	83	3	28	117
	17	12	60	20	69	110	3	64	355

3	()									
	0	20	2	41	140	514	33	107	857	
	56	0	0	0	0	0	0	19	75	
	376	98	970	1,269	1,853	8,903	1,435	1,319	16,223	
	(16 223)	2.3%	0.6%	6.0%	7.8%	11.4%	54.9%	8.8%	8.1%	100.0%
4										
	11	0	4	0	5	10	0	2	32	
	0	2	0	10	8	39	0	7	66	
	0	0	0	0	30	16	0	8	54	
	0	4	0	0	0	8	0	0	12	
	0	1	14	36	68	293	188	53	653	
	0	0	1	61	318	3,064	3,147	734	7,325	
	0	0	0	0	20	184	83	25	312	
	()	0	0	0	9	101	31	21	162	
	0	0	0	0	4	4	8	10	26	
	0	0	0	0	89	1,117	2,873	464	4,543	
	9	0	9	0	18	79	33	5	153	
	0	0	0	4	14	253	33	71	375	
	20	7	28	111	583	5,168	6,396	1,400	13,713	
	(13 713)	0.1%	0.1%	0.2%	0.8%	4.3%	37.7%	46.6%	10.2%	100.0%
5	-									
	111	0	0	0	17	0	0	45	173	
	202	0	0	0	0	12	0	7	221	
	135	17	12	20	0	0	0	10	194	
	300	26	80	0	39	127	0	137	709	
	22	0	0	0	0	19	0	4	45	
	0	0	6	30	8	8	0	8	60	
	328	18	126	57	192	570	8	248	1,547	
	12	0	71	0	4	137	0	16	240	
	0	0	0	0	1	306	0	25	332	
	3	89	101	0	185	434	13	31	856	
	0	0	6	0	2	24	0	40	72	
	1,113	150	402	107	448	1,637	21	571	4,449	
	(4 449)	25.0%	3.4%	9.0%	2.4%	10.1%	36.8%	0.5%	12.8%	100.0%
6	-									
	23	0	0	0	0	8	0	23	54	
	48	0	0	8	0	0	0	14	70	
	15	6	21	12	1	32	0	22	109	
	47	0	0	0	0	0	0	43	90	
	36	4	0	0	0	0	0	5	45	
	48	0	11	0	18	77	0	84	238	
	21	9	7	5	4	19	0	12	77	
	16	4	2	0	4	66	0	3	95	
	38	9	59	98	67	217	0	211	699	
	2	0	2	0	0	56	0	2	62	
	()	0	0	101	222	1,007	3,834	25	1,228	6,417
	0	0	0	0	0	343	12	0	355	

6	-	()								
	0	0	60	0	0	6	0	6	72	
	16	0	0	0	21	120	3	0	160	
	0	0	0	28	0	68	0	43	139	
	16	0	25	0	103	109	0	38	291	
	2	0	1	0	0	43	0	4	50	
	328	32	289	373	1,225	4,998	40	1,738	9,023	
	(9,023)	3.6%	0.4%	3.2%	4.1%	13.6%	55.4%	0.4%	19.3%	100.0%
7.										
	4	0	0	0	9	0	0	0	13	
	0	0	0	0	9	16	0	0	25	
()	0	0	0	0	0	83	0	0	83	
()	0	0	0	0	0	139	0	25	164	
()	0	0	0	0	0	189	0	0	189	
	0	0	0	0	0	183	82	0	265	
	0	0	0	0	0	25	0	0	25	
()	0	0	0	0	0	130	8	0	138	
	0	0	0	0	0	6	0	0	6	
	0	0	0	0	0	23	0	0	23	
	4	0	0	0	18	794	90	25	931	
(931)	0.4%	0.0%	0.0%	0.0%	1.9%	85.3%	9.7%	2.7%	100.0%	
	1,900	309	1,756	1,924	4,165	21,796	7,982	5,082	44,914	
(44,914)	4.2%	0.7%	3.9%	4.3%	9.3%	48.5%	17.8%	11.3%	100.0%	

(a) = ()

1.							
	6	2	0	0	0	4	12
-	8	23	8	1	0	5	45
	0	35	53	40	0	18	146
	0	0	19	0	0	0	19
	0	0	12	8	0	18	38
	1	0	18	13	22	11	65
	1	0	11	12	2	1	27
	16	60	121	74	24	57	352
(352)	4.5%	17.0%	34.4%	21.0%	6.8%	16.2%	100.0%
2.							
	10	1	0	2	0	1	14
-	1	15	4	10	0	0	30
	3	5	28	31	0	5	72
	0	0	3	10	0	0	13
	0	0	2	20	0	0	22
	0	0	0	4	0	0	4
	0	0	20	29	4	4	57
	0	0	4	5	1	1	11
	14	21	61	111	5	11	223
(223)	6.3%	9.4%	27.4%	49.8%	2.2%	4.9%	100.0%
3.							
	34	11	55	8	0	11	119
	86	65	211	34	6	21	423
	0	45	1	16	0	2	64
	5	63	117	42	0	31	258
	36	71	378	491	15	94	1,085
	0	5	16	0	0	2	23
	0	9	91	51	3	7	161
	102	364	2,455	4,729	403	950	9,003
()	0	0	37	16	0	0	53
	25	0	71	87	6	8	197
	20	23	378	622	58	43	1,144
()	0	0	24	72	0	1	97
	0	0	81	4	3	0	88
	0	3	374	238	0	16	631
	25	8	282	228	17	26	586
	0	0	7	319	445	4	775
	8	3	16	82	2	1	112
	0	0	4	35	77	1	117

3	()						
	0	3	60	217	47	28	355
	2	0	51	464	247	93	857
	0	16	4	23	20	12	75
	343	689	4,713	7,778	1,349	1,351	16,223
	(16,223)	2.1%	4.2%	29.1%	47.9%	8.3%	8.3%
4							
	15	2	6	9	0	0	32
	38	11	13	0	0	4	66
	20	20	11	0	0	3	54
	10	0	2	0	0	0	12
	151	165	186	91	20	40	653
	144	644	1,952	3,193	483	909	7,325
	0	3	173	71	48	17	312
	()	1	1	65	13	30	162
	0	0	6	20	0	0	26
	19	27	356	1,415	2,174	552	4,543
	1	4	42	67	34	5	153
	0	8	52	135	124	56	375
	399	885	2,864	5,014	2,913	1,638	13,713
	(13,713)	2.9%	6.5%	20.9%	36.6%	21.2%	11.9%
5	-						
	87	68	1	0	0	17	173
	20	44	111	9	0	37	221
	33	63	21	59	0	18	194
	108	43	199	161	0	198	709
	0	0	37	4	0	4	45
	0	0	22	30	0	8	60
	61	100	337	747	0	302	1,547
	0	0	117	33	14	76	240
	0	0	39	35	233	25	332
	33	86	89	555	25	68	856
	0	0	0	28	2	42	72
	342	404	973	1,661	274	795	4,449
	(4,449)	7.7%	9.1%	21.9%	37.3%	6.2%	17.9%
6	-						
	23	6	3	0	0	22	54
	34	20	0	0	0	16	70
	37	11	40	0	0	21	109
	5	31	7	0	0	47	90
	5	27	4	0	0	9	45
	16	0	59	74	0	89	238
	6	5	26	22	0	18	77

6	-	()					
	7	0	8	77	0	3	95
	0	58	437	65	13	126	699
	0	2	52	6	0	2	62
()	123	0	1,470	3,618	338	868	6,417
	0	0	20	60	275	0	355
	0	0	66	6	0	0	72
	21	0	70	45	24	0	160
	0	0	12	51	44	32	139
	10	11	10	190	35	35	291
	0	0	8	39	0	3	50
	287	171	2,292	4,253	729	1,291	9,023
(<i>9,023</i>)	<i>3.2%</i>	<i>1.9%</i>	<i>25.4%</i>	<i>47.1%</i>	<i>8.1%</i>	<i>14.3%</i>	<i>100.0%</i>
7.							
	0	4	0	9	0	0	13
	0	0	0	25	0	0	25
()	0	0	67	16	0	0	83
()	0	0	97	67	0	0	164
()	0	0	0	75	114	0	189
	0	0	25	212	28	0	265
	0	0	0	25	0	0	25
()	0	0	0	73	65	0	138
	0	0	0	0	6	0	6
	0	0	0	0	23	0	23
	0	4	189	502	236	0	931
(<i>931</i>)	<i>0.0%</i>	<i>0.4%</i>	<i>20.3%</i>	<i>53.9%</i>	<i>25.3%</i>	<i>0.0%</i>	<i>100.0%</i>
	1,401	2,234	11,213	19,393	5,530	5,143	44,914
(<i>44,914</i>)	<i>3.1%</i>	<i>5.0%</i>	<i>25.0%</i>	<i>43.2%</i>	<i>12.3%</i>	<i>11.5%</i>	<i>100.0%</i>

(b) ()

1.							
	6	2	0	0	0	4	12
-	12	20	2	0	0	11	45
	33	37	49	9	0	18	146
	0	0	13	0	0	6	19
	0	1	12	7	0	18	38
	1	0	36	17	0	11	65
	1	1	11	12	1	1	27
	53	61	123	45	1	69	352
(352)	15.1%	17.3%	34.9%	12.8%	0.3%	19.6%	100.0%
2.							
	12	1	0	0	0	1	14
-	1	21	6	2	0	0	30
	7	8	26	26	0	5	72
	1	0	3	9	0	0	13
	0	0	2	20	0	0	22
	0	0	0	4	0	0	4
	0	0	23	29	1	4	57
	0	0	5	5	1	0	11
	21	30	65	95	2	10	223
(223)	9.4%	13.5%	29.1%	42.6%	0.9%	4.5%	100.0%
3.							
	38	11	55	0	0	15	119
	116	79	167	29	0	32	423
	15	40	1	2	0	6	64
	5	63	126	38	0	26	258
	165	140	468	238	0	74	1,085
	8	6	7	0	0	2	23
	9	43	43	59	0	7	161
	1,764	855	3,175	2,429	56	724	9,003
()	0	34	0	16	3	0	53
	34	56	50	43	6	8	197
	135	90	404	426	2	87	1,144
()	0	13	44	39	0	1	97
	0	0	81	7	0	0	88
	0	10	397	208	0	16	631
	45	33	295	139	0	74	586
	0	0	25	341	405	4	775
	8	3	19	79	2	1	112
	0	2	12	54	49	0	117

3	()							
		0	10	105	192	12	36	355
		0	10	80	481	179	107	857
		15	4	4	36	0	16	75
		2,357	1,502	5,558	4,856	714	1,236	16,223
	(16 223)	14.5%	9.3%	34.3%	29.9%	4.4%	7.6%	100.0%
4								
		23	2	6	1	0	0	32
		38	9	13	0	0	6	66
		38	2	11	0	0	3	54
		10	2	0	0	0	0	12
		334	114	104	67	0	34	653
		3,306	1,414	1,289	649	139	528	7,325
		16	20	174	61	32	9	312
	()	63	16	24	24	22	13	162
		0	4	6	16	0	0	26
		476	132	775	1,491	1,271	398	4,543
		39	53	38	9	9	5	153
		18	0	86	134	75	62	375
		4,361	1,768	2,526	2,452	1,548	1,058	13,713
	(13 713)	31.8%	12.9%	18.4%	17.9%	11.3%	7.7%	100.0%
5	-							
		40	73	1	0	0	59	173
		20	56	108	0	0	37	221
		49	106	4	17	0	18	194
		264	126	127	36	0	156	709
		0	6	35	0	0	4	45
		0	8	14	30	0	8	60
		166	270	289	546	0	276	1,547
		0	12	104	48	0	76	240
		35	21	39	12	200	25	332
		156	191	73	381	0	55	856
		0	0	0	28	2	42	72
		730	869	794	1,098	202	756	4,449
	(4 449)	16.4%	19.5%	17.8%	24.7%	4.5%	17.0%	100.0%
6	-							
		21	6	3	0	0	24	54
		24	12	8	0	0	26	70
		24	37	27	0	0	21	109
		5	14	12	0	0	59	90
		5	17	4	0	0	19	45
		16	0	47	73	0	102	238
		4	6	21	25	0	21	77

6	-	()					
	3	4	17	68	0	3	95
	20	43	467	43	0	126	699
	2	2	50	6	0	2	62
()	88	60	2,094	2,838	59	1,278	6,417
	130	0	20	195	0	10	355
	0	0	66	6	0	0	72
	24	0	72	55	5	4	160
	0	30	12	65	0	32	139
	10	0	14	219	8	40	291
	2	1	6	36	0	5	50
	378	232	2,940	3,629	72	1,772	9,023
(9,023)	4.2%	2.6%	32.6%	40.2%	0.8%	19.6%	100.0%
7.							
	4	0	9	0	0	0	13
	0	0	25	0	0	0	25
()	0	0	5	78	0	0	83
()	0	0	164	0	0	0	164
()	0	0	50	75	64	0	189
	0	0	50	207	0	8	265
	0	0	0	25	0	0	25
()	25	0	0	57	56	0	138
	0	0	0	6	0	0	6
	0	0	0	23	0	0	23
	29	0	303	471	120	8	931
(931)	3.1%	0.0%	32.5%	50.6%	12.9%	0.9%	100.0%
	7,929	4,462	12,309	12,646	2,659	4,909	44,914
(44,914)	17.7%	9.9%	27.4%	28.2%	5.9%	10.9%	100.0%

(a) = ()

		(a)	(b)	(c)	(a - c)
1.					
	()	2	2	0	4
	:				
		1	1	0	2
		1	1	0	2
		0	0	0	0
		2	2	0	4
		0	0	0	0
		10	11	1	22
		18	37	5	60
		34	54	6	94
2.					
	()	0	0	0	0
	:				
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	0	0	0
		1	2	1	4
		2	2	1	5
		3	4	2	9
3.					
	()	4	3	62	69
	:				
		6	20	144	170
		0	5	9	14
		0	0	0	0
		0	0	0	0
		4	13	74	91
		1	15	194	210
		51	101	1,343	1,495
		66	157	1,826	2,049
4.					
	()	6	4	51	61
	:				
		0	0	0	0
		0	0	2	2
		0	0	0	0
		11	27	75	113
		7	12	54	73
		0	5	224	229
		10	10	78	98
		34	58	484	576

		(a)	(b)	(c)	(a - c)
5					
	()	0	0	0	0
	:				
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	46	3	49
		1	67	6	74
		1	113	9	123
6					
	()	0	2	1	3
	:				
		5	7	12	24
		1	1	2	4
		0	0	0	0
		0	0	0	0
		4	1	5	10
		0	0	0	0
		7	22	24	53
		17	33	44	94
7.					
	()	9	9	0	18
	:				
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	24	0	24
		0	27	25	52
		9	60	25	94
8	()				
	()	1	1	4	6
	:				
		0	0	0	0
		0	2	5	7
		0	1	1	2
		0	2	3	5
		0	2	6	8
		1	2	3	6
		3	4	29	36
		5	14	51	70
		169	493	2,447	3,109

(b) = ()

		(a)	(b)	(c)	(a - c)
1.					
	()	2	2	0	4
	:				
		2	3	0	5
		2	3	0	5
		0	0	0	0
		3	2	0	5
		1	2	0	3
		12	11	1	24
		19	40	4	63
		41	63	5	109
2.					
	()	0	0	0	0
	:				
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	0	0	0
		1	2	1	4
		7	8	2	17
		8	10	3	21
3.					
	()	3	9	104	116
	:				
		3	7	64	74
		0	5	9	14
		0	8	0	8
		0	0	0	0
		2	10	62	74
		1	23	582	606
		50	138	1,665	1,853
		59	200	2,486	2,745
4.					
	()	5	4	60	69
	:				
		0	2	2	4
		0	0	0	0
		0	0	0	0
		6	14	86	106
		8	5	77	90
		0	10	355	365
		8	11	263	282
		27	46	843	916

		(a)	(b)	(c)	(a - c)
5					
	()	0	0	0	0
	:				
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	15	3	18
		2	56	6	64
		2	71	9	82
6					
	()	0	3	3	6
	:				
		4	2	11	17
		0	1	2	3
		0	0	0	0
		0	0	0	0
		4	1	10	15
		0	0	0	0
		7	20	23	50
		15	27	49	91
7.					
	()	9	9	0	18
	:				
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	24	0	24
		0	34	34	68
		0	11	9	20
		9	78	43	130
8	()				
	()	1	0	3	4
	:				
		0	0	0	0
		0	2	5	7
		0	0	0	0
		0	2	2	4
		0	1	4	5
		0	2	7	9
		2	4	31	37
		3	11	52	66
		164	506	3,490	4,160

()

1.								
	()	5	10	0	3	0	0	18
		4	1	0	0	0	0	5
		4	2	0	0	0	0	6
		2	10	0	1	0	0	13
		0	0	0	0	0	0	0
	(a)	15	23	0	4	0	0	42
		0	2	0	18	5	1	26
		0	1	0	8	1	0	10
		0	2	0	6	1	0	9
		0	2	0	11	3	0	16
		0	1	0	10	0	0	11
	(b)	0	8	0	53	10	1	72
		0	1	0	4	1	0	6
		0	1	0	3	0	0	4
		0	10	0	11	0	0	21
		3	13	0	15	1	0	32
		0	0	0	0	0	0	0
	(c)	3	25	0	33	2	0	63
	(a - c)	18	56	0	90	12	1	177
2.								
	()	1	0	0	0	0	0	1
		0	0	0	0	0	0	0
		0	0	0	0	0	0	0
		0	0	0	0	0	0	0
		0	0	0	0	0	0	0
	(a)	1	0	0	0	0	0	1
		1	1	0	2	0	0	4
		0	0	0	1	0	0	1
		0	0	0	1	0	0	1
		0	0	0	1	0	0	1
		0	0	0	0	0	0	0
	(b)	1	1	0	5	0	0	7
		0	1	0	2	0	0	3
		0	0	0	0	0	0	0
		1	1	0	1	0	0	3
		0	2	0	3	0	0	5
		0	0	0	0	0	0	0
	(c)	1	4	0	6	0	0	11
	(a - c)	3	5	0	11	0	0	19

3								
()	38	0	0	10	98	0	146	
	24	0	0	0	40	0	64	
	36	0	0	0	59	0	95	
	39	0	0	10	63	0	112	
	0	0	0	0	0	0	0	
(a)	137	0	0	20	260	0	417	
	40	0	21	181	809	188	1239	
	39	0	7	90	227	10	373	
	31	0	19	67	485	41	643	
	36	0	10	26	137	133	342	
	3	0	0	2	59	25	89	
(b)	149	0	57	366	1,717	397	2,686	
	14	0	3	30	423	1	471	
	11	0	1	7	46	0	65	
	11	0	1	7	70	0	89	
	13	0	11	30	439	1	494	
	0	0	0	1	1	0	2	
(c)	49	0	16	75	979	2	1,121	
(a - c)	335	0	73	461	2,956	399	4,224	
4								
()	10	3	0	19	9	0	41	
	6	7	0	12	0	0	25	
	11	6	0	5	0	0	22	
	9	7	0	8	0	0	24	
	0	0	0	0	0	2	2	
(a)	36	23	0	44	9	2	114	
	7	10	0	25	356	133	531	
	9	10	0	21	40	4	84	
	5	6	0	6	97	28	142	
	8	7	0	28	74	33	150	
	1	1	0	2	47	2	53	
(b)	30	34	0	82	614	200	960	
	9	7	0	18	217	26	277	
	3	2	0	6	6	2	19	
	6	2	0	10	10	9	37	
	14	7	0	19	244	45	329	
	1	1	0	1	1	1	5	
(c)	33	19	0	54	478	83	667	
(a - c)	99	76	0	180	1,101	285	1,741	

5.								
()	3	0	9	0	12	0	24	
	1	0	0	0	0	0	1	
	3	0	5	0	0	0	8	
	0	0	0	0	0	0	0	
	0	0	0	0	0	0	0	
(a)	7	0	14	0	12	0	33	
	0	0	1	72	45	0	118	
	0	0	3	3	0	0	6	
	1	0	9	81	37	0	128	
	0	0	12	54	0	0	66	
	0	0	0	0	3	0	3	
(b)	1	0	25	210	85	0	321	
	2	0	1	59	70	0	132	
	0	0	1	1	0	0	2	
	1	0	1	1	0	0	3	
	1	0	1	50	66	0	118	
	0	0	0	0	0	0	0	
(c)	4	0	4	111	136	0	255	
(a - c)	12	0	43	321	233	0	609	
6.								
()	16	0	15	0	0	0	31	
	10	0	12	0	0	0	22	
	15	0	4	0	0	0	19	
	9	0	10	0	0	0	19	
	0	0	0	0	0	0	0	
(a)	50	0	41	0	0	0	91	
	12	0	35	6	71	8	132	
	10	0	30	1	59	0	100	
	8	0	19	3	76	0	106	
	13	0	13	1	36	4	67	
	0	0	2	1	28	4	35	
(b)	43	0	99	12	270	16	440	
	12	0	12	0	25	0	49	
	5	0	4	0	8	0	17	
	8	0	8	0	8	0	24	
	6	0	10	0	22	0	38	
	1	0	0	0	0	0	1	
(c)	32	0	34	0	63	0	129	
(a - c)	125	0	174	12	333	16	660	

7.								
	()	11	0	0	33	0	0	44
		9	0	0	24	0	0	33
		9	0	0	24	0	0	33
		9	0	0	24	0	0	33
		0	0	0	0	0	0	0
	(a)	38	0	0	105	0	0	143
		11	0	0	11	60	0	82
		9	0	0	9	60	0	78
		9	0	0	0	51	0	60
		9	0	0	0	51	0	60
		0	0	0	0	0	0	0
	(b)	38	0	0	20	222	0	280
		9	0	0	33	34	0	76
		9	0	0	0	0	0	9
		9	0	0	0	0	0	9
		9	0	0	35	59	0	103
		0	0	0	0	0	0	0
	(c)	36	0	0	68	93	0	197
	(a - c)	112	0	0	193	315	0	620
8	()							
	()	3	0	0	0	0	0	3
		2	0	0	0	0	0	2
		2	0	0	0	0	0	2
		2	0	0	0	0	0	2
		0	0	0	0	0	0	0
	(a)	9	0	0	0	0	0	9
		2	0	1	4	10	0	17
		3	0	1	3	5	0	12
		1	0	1	2	6	0	10
		1	0	1	2	7	0	11
		0	0	0	0	1	0	1
	(b)	7	0	4	11	29	0	51
		2	1	0	2	7	0	12
		0	0	0	0	0	0	0
		0	0	0	0	0	0	0
		0	0	0	2	7	0	9
		0	0	0	0	1	0	1
	(c)	2	1	0	4	15	0	22
	(a - c)	18	1	4	15	44	0	82
		722	138	294	1,283	4,994	701	8,132

(a)

()

		(a)	(b)	(c)	(a - c)
1.					
		9	9	1	19
		9	11	1	21
		0	1	1	2
		0	1	0	1
		0	0	0	0
		0	0	0	0
		18	22	3	43
2.					
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	0	0	0
		0	0	0	0
3.					
		3	13	195	211
		4	11	257	272
		3	5	187	195
		1	2	120	123
		0	0	23	23
		0	0	93	93
		11	31	875	917
4.					
		3	3	85	91
		6	4	216	226
		1	6	327	334
		0	0	376	376
		0	0	201	201
		0	0	116	116
		10	13	1,321	1,344
5.					
		0	34	33	67
		2	71	69	142
		2	93	34	129
		1	1	1	3
		0	66	0	66
		0	0	21	21
		5	265	158	428

		(a)	(b)	(c)	(a - c)
6					
		4	8	11	23
		8	15	20	43
		8	12	43	63
		1	1	16	18
		0	0	4	4
		0	0	0	0
		21	36	94	151
7.					
		0	0	0	0
		0	24	24	48
		0	0	2	2
		0	0	2	2
		0	0	0	0
		0	0	0	0
		0	24	28	52
8 ()					
		0	0	4	4
		0	1	5	6
		0	1	5	6
		0	1	4	5
		0	0	3	3
		0	0	0	0
		0	3	21	24
	65	394	2,500	2,959	

(b)

()

			/	/	
1.	12	12	26	1	51
2	0	10	3	1	14
3	402	651	2,193	159	3,405
4	760	578	1,666	241	3,245
5	217	72	557	39	885
6	60	71	310	32	473
7.	26	9	221	0	256
8 ()	6	11	68	7	92
	1,483	1,414	5,044	480	8,421

(a)

(31. 1. 2009 - 31. 1. 2010)

()

	(a)	(b)	(c)	(a - c)
1.	0	20	4	24
2.	0	5	22	27
3.	28	158	1,922	2,108
4.	18	68	4,004	4,090
5.	9	377	343	729
6.	14	89	1,375	1,478
7.	0	58	76	134
8 ()	0	3	23	26
	69	778	7,769	8,616

(b)

(31. 1. 2009 - 31. 1. 2010)

()

	(a)	(b)	(c)	(a-c)	(d)	(e)	(f)	(d-f)
1.	0	26	3	29	0	23	3	26
2.	0	5	22	27	0	5	22	27
3.	20	113	1,664	1,797	20	113	1,190	1,323
4.	8	39	3,672	3,719	8	39	1,317	1,364
5.	0	342	322	664	0	239	244	483
6.	13	50	1,125	1,188	5	46	1,003	1,054
7.	0	64	78	142	0	64	68	132
8. ()	0	3	29	32	0	3	23	26
	41	642	6,915	7,598	33	532	3,870	4,435

()

1.		
	1 -- 4	4
	5 -- 9	27
	10 -- 19	14
	20 -- 49	1
	50 -- 99	3
	100 -- 199	0
	200	2
		51
2.		
	1 -- 4	2
	5 -- 9	4
	10 -- 19	6
	20 -- 49	2
	50 -- 99	0
	100 -- 199	0
	200	0
		14
3.		
	1 -- 4	2,839
	5 -- 9	276
	10 -- 19	150
	20 -- 49	95
	50 -- 99	25
	100 -- 199	9
	200	11
		3,405
4.		
	1 -- 4	2,138
	5 -- 9	842
	10 -- 19	202
	20 -- 49	34
	50 -- 99	21
	100 -- 199	7
	200	1
		3,245

5		
	1 -- 4	571
	5 -- 9	218
	10 -- 19	28
	20 -- 49	50
	50 -- 99	9
	100 -- 199	7
	200	2
		885
6		
	1 -- 4	296
	5 -- 9	67
	10 -- 19	40
	20 -- 49	35
	50 -- 99	9
	100 -- 199	14
	200	12
		473
7.		
	1 -- 4	183
	5 -- 9	58
	10 -- 19	12
	20 -- 49	0
	50 -- 99	3
	100 -- 199	0
	200	0
		256
8	()	
	1 -- 4	49
	5 -- 9	15
	10 -- 19	10
	20 -- 49	7
	50 -- 99	0
	100 -- 199	4
	200	7
		92
		8,421

()

		(a)	(b)	(a) + (b)
1.				
	1 -- 4	0	12	12
	5 -- 9	10	146	156
	10 -- 19	6	124	130
	20 -- 49	2	30	32
	50 -- 99	82	124	206
	100 -- 199	0	0	0
	200	0	14	14
		100	450	550
2.				
	1 -- 4	0	8	8
	5 -- 9	1	30	31
	10 -- 19	1	81	82
	20 -- 49	5	45	50
	50 -- 99	0	0	0
	100 -- 199	0	0	0
	200	0	0	0
		7	164	171
3.				
	1 -- 4	38	5,007	5,045
	5 -- 9	44	1,632	1,676
	10 -- 19	75	1,687	1,762
	20 -- 49	248	2,285	2,533
	50 -- 99	111	1,661	1,772
	100 -- 199	278	869	1,147
	200	340	2,536	2,876
		1,134	15,677	16,811
4.				
	1 -- 4	0	3,877	3,877
	5 -- 9	20	4,731	4,751
	10 -- 19	8	2,410	2,418
	20 -- 49	26	765	791
	50 -- 99	64	1,184	1,248
	100 -- 199	57	661	718
	200	0	255	255
		175	13,883	14,058

		(a)	(b)	(a) + (b)
5				
	1 -- 4	26	1,086	1,112
	5 -- 9	184	1,135	1,319
	10 -- 19	40	352	392
	20 -- 49	388	999	1,387
	50 -- 99	280	335	615
	100 -- 199	394	570	964
	200	136	384	520
		1,448	4,861	6,309
6				
	1 -- 4	0	522	522
	5 -- 9	6	419	425
	10 -- 19	4	452	456
	20 -- 49	33	1,205	1,238
	50 -- 99	44	538	582
	100 -- 199	351	1,432	1,783
	200	3,995	4,037	8,032
		4,433	8,605	13,038
7.				
	1 -- 4	0	309	309
	5 -- 9	0	290	290
	10 -- 19	4	116	120
	20 -- 49	0	0	0
	50 -- 99	0	216	216
	100 -- 199	0	0	0
	200	0	0	0
		4	931	935
8 ()				
	1 -- 4	0	74	74
	5 -- 9	16	27	43
	10 -- 19	11	50	61
	20 -- 49	0	48	48
	50 -- 99	0	0	0
	100 -- 199	79	70	149
	200	0	74	74
		106	343	449
		7,407	44,914	52,321

2010

*	1.	2	3	4	5	6	7.	8	
	8	9	6	1	0	0	2	0	26
	0	1	1	0	0	0	0	0	2
	0	0	0	0	0	0	0	1	1
	1	4	0	0	0	1	0	0	6
	3	16	5	5	0	4	4	0	37
	0	0	0	2	0	9	14	2	27
	10	23	6	11	2	3	0	1	56
	0	2	7	10	0	5	2	0	26
	0	1	2	2	0	1	0	0	6
	24	13	3	6	0	2	2	0	50
	3	9	8	4	0	1	0	0	25
	0	2	2	0	0	0	0	0	4
	256	259	45	48	8	59	22	4	701
	5	4	3	3	0	5	0	0	20
	3	3	1	0	1	2	0	0	10
	313	346	89	92	11	92	46	8	997

*

2010 Manpower Survey Report of the Beauty Care, Hairdressing and Cosmetics Industry

Executive Summary

Introduction

1. The Beauty Care and Hairdressing Training Board (*the Training Board*) of the Vocational Training Council conducts a manpower survey biennially to assess the manpower situation of the industry and identify its manpower demand and training needs.
2. The fieldwork took place in February 2010, taking 31 January 2010 as the reference date for the survey data. Out of the 10 408 registered companies in the industry, 997 were selected using stratified random sampling method.
3. The 997 samples fell into the following six sectors:
 - i) School (Beauty & Hairdressing/Make-up/Nail) [abbreviated as “*School*”]
 - ii) Beauty Centre/Health Centre & Spa [abbreviated as “Beauty Centre”];
 - iii) Hairdressing Salon;
 - iv) Cosmetic Product Company – Wholesale, Import & Export [abbreviated as “Cosmetic Product Company - WIE”];
 - v) Cosmetic Product Company – Retail;
 - vi) Nail Salon.
4. The overall effective response rate was 96.8%, similar to that of 2007.

Objective

5. This survey aimed to collect the latest manpower statistics from the industry, identify the manpower demand and training needs, and hence recommend strategies for

curriculum development and training programmes for various jobs in the industry.

Limitations

6. Owing to limited resources, statistical sampling of companies was adopted for the survey. Inherent errors were inevitable and might affect the interpretation of the findings.

Economic Outlook

7. The global financial tsunami triggered by the bankruptcy of Lehman Brothers in September 2008 led to a significant slowdown of the rising local economy in 2009. Negative gross domestic product (GDP) growth was recorded in the first three quarters of 2009 and only slight improvement was seen in the fourth quarter.

8. The subprime mortgage crisis and financial turmoil weakened the performance of US and European markets, and thereby adversely affected the export and re-export income of Hong Kong. However, the overall local economy remained substantially stable as the subprime crisis did not brought about direct impacts; and also owing to an estimate of over \$100 billion “hot money” staying in Hong Kong. The GDP of the first quarter of 2010 even registered a 9.2% increase, representing a growth of 8.2% year-on-year. In the aspect of domestic demand, a respective growth of 7.1% and 2.6% was recorded in private consumption expenditure and government consumption expenditure, and domestic fixed capital increased as much as 22.7%. Benefited from domestic growth, the labour market was stable with a low unemployment rate (4.4% in the first quarter of 2010).

9. However, inflation in Hong Kong was heated up by the depreciation of US dollar and the continuous appreciation of Renminbi (RMB). The Composite Consumer Price Index recorded a year-on-year increase of 2.1% in the first quarter of 2010. The property market even hit record highs with the persistently low loan rates and hot money inflows. Rentals for shop and office space did not fall despite the repercussions of the financial tsunami, while property prices drew near the summit of 1997. Various business sectors, in particular personal and related services, were under mounted pressure as rents escalated.

10. To cope with rental hikes, small- and medium-sized enterprises (*SME*) with narrow profit margins had to cut back on other expenses to survive at times of shrinking revenue. Their growth in particular is significantly limited amidst the unfavourable business conditions, whose overall operating costs were fuelled by the relatively high wages of local workers than their counterparts elsewhere. Also, the intense competition among business operators would further weaken the business advantages of Hong Kong. As the introduction of statutory minimum wage was being legislated, the highly labour-intensive Beauty Care and Hairdressing sectors would have to brace for another challenge.

Business Outlook and Manpower Implications

11. Although it took less time than anticipated to absorb the impact of financial tsunami, the industry saw changes and adjustments in operating cost, business development and manpower demand owing to the absence of signs of rent reduction coupled with weaker consumption.

12. A rapid expansion of medical cosmetic services was witnessed in the Beauty Centre sector. Those beauty equipments and treatments using optical, acoustic, physio, micro-current and injection technologies became dominant. An increasing number of professionals from other fields (e.g. medical doctors, health care personnel and therapists) have been joining this sector. Numerous beauty care providers have sprung up in recent years, predominantly medium-sized and self-acclaimed as medical beauty centres or groups, etc. and managed by medical professionals. With their emergence, the manpower structure of the Beauty Centre sector has become more complex.

13. The Cosmetic Product Company – Retail sector benefited from the growing number of Mainland visitors encouraged by the ongoing policy of the Individual Visit Scheme (IVS) by the Central Government. As beauty care and cosmetic products were among the major items on the shopping lists of these visitors, retail sales saw sustained business growth and a marked increase in employee population. In response to these developments, employers were of the view that staff should receive more training on customer services and language skills.

14. Moreover, as retail shops have diversified their product sales in recent years, some

local shoppers have begun to buy skin care products from the retail shops instead of beauty centres. In the long run, such changes will bear on the business of Beauty Centre as well as the Cosmetic Product Company – WIE, which in turn would feel the pressure of little manpower growth caused by narrowing room for business development.

15. Besides product sales, some major brands have substantially expanded the share of beauty care services in their business portfolios in recent years. These brands are generally perceived as being more professional and assured in quality. Their business expansion will bring rising pressure on SME beauty centres. To stay competitive, these beauty centres must provide staff with more professional and quality training as well as pathways for accreditation so as to enhance consumer confidence.

16. Nail Salon was still an emerging sector yet to reach full potential for sustainable growth. This sector has seen a rise of both service providers and consumers, while nail, hand and foot care has been being considered essential to personal grooming and hygiene. The sector was characterised by modest requirements of shop size in general, which made it relatively easy for business start-ups. Also, in-service personnel and new entrants were predominantly female and generally fairly young. Hence, the sector had quite a lot of room for development. This was also evident in the findings of this survey. With a relatively small base for comparison, the sector registered only a growth of some 400 employees and yet had a nearly 100% increase in the total workforce.

17. Hairdressing Salon sector had a slightly different concern from that of the Beauty Centre and Cosmetic Product Company sectors. In recent years, local hairdressing salons, whether big chain-store enterprises or SME shops, have suffered manpower shortages. The main reason was that young people were mostly unwilling to join or take hairdressing as a long-term career. When compared with other careers, hairdressing required them to undergo a prolonged apprenticeship, and was more demanding while wages were not particularly attractive. With the natural wastage of experienced personnel and few new entrants, manpower shortages in the salons will worsen. This sector has seen a shrinking manpower even though it did not bear the brunt of the financial turmoil.

Manpower Situation in 2010

18. In consideration of the experiences of the past manpower surveys and the uniqueness of the industry, the Census and Statistics Department (*C&SD*) further improved the sampling framework of this survey to increase the accuracy of the data collected. After reviewing the findings, the Training Board was of the view that the data on the whole reflected the overall manpower situation of the industry during the survey period.

19. A total of 54 998 workers were employed in the six sectors of the industry in January 2010. 47 591 (86.5%) were technical employees engaged in principal jobs (including 44 914 Direct Employees, 1 282 Freelancers and 1 395 Part-time Employees), and the remaining 7 407 (13.5%) were non-technical employees engaged in non-principal jobs, more or less in line with the situation in 2007 with percentages of 87.3% and 12.7% respectively. Compared with the 45 293 technical employees in 2007, the 2009 survey recorded an increase of 2 298 employees, with a growth rate of 5.1% within 2 years.

20. Distribution of employees (including Freelancers and Part-time Employees), number of vacancies and employers' forecast of manpower growth for various sectors of the industry are shown in Table 1 and Table 2 respectively.

Table 1: Distribution of Employees by Sector

Sector	Direct Employees	Freelancers	Part-time Employees
1. School (Beauty & Hairdressing / Make-up & Nail)	575	19	114
2. Beauty Centre / Health Centre & Spa	16 223	366	365
3. Hairdressing Salon	13 713	870	502
4. Cosmetic Product Company - Retail	9 023	3	165
5. Cosmetic Product Company - Wholesale, Import & Export)	4 449	0	249
6. Nail Salon	931	24	0
	44 914	1 282	1 395

21. Compared with the survey in 2007, the number of Direct Employees saw a slight increase of 5.7% (+2 423). A decrease of 152 Freelancers (-10.5%) was recorded. The number of Part-time Employees was more or less the same, with a slight increase of 2% (+27).

Manpower Projection

22. Employers forecast that there would be 46 763 posts (excluding posts for Freelancers and Part-time Employees) by January 2011, representing a slight decrease of 13 compared with 2010. By sector, Cosmetic Product Company – Retail and Hairdressing Salon would cut 121 and 15 posts respectively; while on the other hand, there would be 78 and 45 new posts offered by Cosmetic Product Company – WIE and Beauty Centre. A comparison of the manpower forecast between 2010 and 2011 is summarised in **Table 2**.

Table 2: Employers' Forecast of Manpower by Sector (by January 2011)

Sector	No. of Employees by Jan 2010 (a)	No. of Vacancies by Jan 2010 (b)	No. of Direct Employees by Jan 2010 (a + b)	Employers' Forecast by Jan 2011	Change (%)
1. School (Beauty & Hairdressing / Make-up& Nail)	575	3	578	578	0%
2. Beauty Centre / Health Centre & Spa	16 223	822	17 045	17 090	0.3%
3. Hairdressing Salon	13 713	632	14 345	14 330	-0.1%
4. Cosmetic Product Company - Wholesale, Import & Export	4 449	39	4 488	4 566	1.7%
5. Cosmetic Product Company - Retail	9 023	257	9 280	9 159	-1.3%
6. Nail Salon	931	109	1 040	1 040	0%
	44 914	1 862	46 776	46 763	0%

23. Considering various factors, the Training Board adopted the “Adaptive Filtering

Method” to extrapolate the average annual growth in manpower between 2010 and 2015. Besides manpower projections, the Training Board had to take into account the staff wastage rate. According to the above data, the industry will need to train in average per year the following numbers of additional workers:

Table 3: Average Additional Training Requirement Annually by Sector in 2010-2015

Sector	Wastage Rate in 2010	Average Annual Growth	Annual Additional Training Requirement
1. School (Beauty & Hairdressing / Make-up & Nail)	0%	5.2%	41
2. Beauty Centre / Health Centre & Spa	4.4%	1.0%	988
3. Hairdressing Salon	17.3%	-2.2%	2 246
4. Cosmetic Product Company - Retail	5.2%	0.7%	286
5. Cosmetic Product Company - Wholesale, Import & Export	4.5%	4.8%	979
6. Nail Salon	0.2%	13.5%	190
Total:			4 730

24. As shown in Table 4, the additional workers to be trained in the next five years would be mostly from Hairdressing Salon (47.5% of the total), followed by Beauty Centre (20.9%) and Cosmetic Product Company - WIE (20.7%), etc., close to the forecast of business development for the industry.

25. However, the allocation of training resources would need to take into account the changes in education policies. The implementation of the “3+3+4 academic system”, for example, would not only push back the age at which young people join the industry but also possibly bear on their career choices, thus impacting the industry on its attraction for young recruits.

Preferred and Actual Education of Employees

26. Direct comparison of the findings of the 2010 and 2007 surveys was not possible due to the reclassification of the preferred education of employees. However, as the industry overall was having a surge in manpower demand and difficulties in recruitment, some employers were relaxing their demand on the education level of Direct Employees. For instance, the proportion of employees preferred to have secondary 4 to 5 level was down to 45.3%, whereas those preferably with secondary 3 education or below up to 20.6%.

Preferred and Actual Working Experience of Employees

27. The findings of this survey closely matched those of the 2007 survey, and the distributions of employees by working experiences were basically similar. Direct employees with over ten years of relevant experience, however, saw a decrease in number from 23.9% to 17.7%. Such staff wastage was particularly notable among Beauticians and Hair Stylists. Employers were of the view that skills and relevant working experience were more important than education level.

Preferred and Actual Vocational Qualifications of Employees

28. As for vocational qualifications, like the findings of the 2007 survey, most employers believed that employees should hold relevant internationally recognised certificates. This shows they were more assured of the credibility of international qualifications.

Training Needs

29. Most employers found it necessary for their staff to receive training in management, generic skills and languages in the next 12 months. Among these three training areas, Customer Services topped the list, followed in order of priority by Spoken English, Sales and Marketing, Putonghua and Stores Operations, etc.

Recruitment Difficulties

30. 2 897 companies were conducting recruitment exercise during the survey period. Among them, 1 483 (51.2%) came across difficulties in filling the posts. Situation was most acute for Hairdressing Salon, followed by Beauty Centre. Unduly high expectations on working conditions/remuneration packages from recruits, and even a lack of candidates with relevant experience were the major factors.

Employees Leaving and Wastage Rate

31. A total of 8 616 workers were reported to have left the industry during the survey period. By sectors, the situation was most acute in Hairdressing Salon, where 4 090 employees had left (47.5%), followed by Beauty Centre and Cosmetic Product Company – Retail, where 2 108 employees (24.5 %) and 1 478 employees (17.2 %) had left respectively. At the same time, there were 7 598 recruits, of whom 4 435 were new recruits with relevant experience. In other words, 4 181 experienced staff left, amounting to 8.5% of the total technical employees (49 453 posts including vacancies) in 2010.

Recommendations

32. The Training Board projected that 4 730 additional workers would need to be trained, and most would be those from Hairdressing Salon, while the rest would be employees of Beauty Centre, and Cosmetic Product Company - WIE. In the long run, the industry would need to train new blood and retain talents, hence the need for training additional manpower would step up. However, the training recommendation above is for reference only and the actual manpower situation should be considered when planning for training resources.

33. Notwithstanding the fact that the Hong Kong economy is gradually picking up, the Beauty Care, Hairdressing and Cosmetics industry as a whole would undergo consolidation, as a result of high rents, rising inflation and external factors. This would call for prudence in business expansion.

34. The Training Board has the following recommendations for the industry during the period of consolidation

- ' The industry should encourage employees and SME operators to better equip themselves through various training so as to enhance productivity and competitiveness and prepare themselves for new challenges and opportunities;
- ' The industry should consider providing training for frontline staff in the following areas: (i) customer services and sales & marketing, for upgrading service quality and maximising customer satisfaction, (ii) languages (such as Putonghua and spoken English), which will improve communication skills with customers. Senior technical staff should be offered management-related courses, which will help enhance business administration and operation, as well as preparing staff for promotion to management positions;
- ' Training organisations should provide pre-employment training that deepens trainees' understanding of the industry and enhances their professionalism. They should also arrange job attachment with industry operators so that trainees would have a full knowledge of the job nature and characteristics of the industry prior to employment. This would help reduce staff wastage;
- ' Employees should attach greater importance to lifelong learning. With the development of the Qualifications Framework and the Specification of Competency Standards for the industry, employers should encourage staff to pursue continuing education suited to their vocational competency and job requirements to help them stay competitive and better contribute to the industry;
- ' The government should consider allocating more resources for manpower training, particularly for SMEs which generally lack the resources for training;
- ' Industry operators should consider restructuring business and reallocating manpower resources in response to changes in the macro environment. For

example, more extensive and advanced training to be provided by large companies for their staff to prepare for business expansion that was previously held back by manpower shortages, as well as to maintain service quality; medium-sized companies should consider seeking more business opportunities and expanding business through partnerships with other operators; small companies should contemplate restructuring manpower resources, merging with larger companies or joining them as affiliates to reduce costs and boost revenue.

Section I

Survey Scope and Methodology

A. Beauty Care and Hairdressing Training Board

The Training Board

1.1 The Beauty Care and Hairdressing Training Board (*the Training Board*), formerly known as the “Beauty Care Training Board” under the Vocational Training Council (VTC) was set up in 2001 to be responsible for determining and assessing the manpower situation and training needs of the industry and to recommend measures to VTC, employers and educational/training institutions for the development of training facilities to meet the industry’s demand for trained manpower. Terms of reference and membership list of the Training Board are given in Appendices 1 and 2.

Working Group on Manpower Survey

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

1.3 Previous manpower surveys of the Beauty Care, Hairdressing and Cosmetics Industry were conducted in 2003, 2005 and 2007. With the assistance of the C&SD, the fourth manpower survey was conducted at February 2010, aiming to:

- i) identify the manpower and training needs of principal jobs of the Beauty Care, Hairdressing and Cosmetics Industry;
- ii) forecast the manpower growth of the industry; and
- iii) recommend on how to meet the training needs of the industry.

B. Scope and Methodology of Survey

Scope of the Survey

1.4 There have been no significant changes in the manpower structure in recent years. In this regard the classification in the 2007 survey was adopted, covering principal jobs in six sectors of the industry as follows:

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

1.5 The above six sectors were then grouped with reference to the list of companies registered with C&SD, updated as at November, 2009. The classification is as follows:

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

1.6 By stratified random sampling method, 997 out of the 10 408 companies were selected under the sampling plan as follows:

Branch		Sampled Companies
1.	Beauty Service	313
2.	Hairdressing Service	346
3.	Cosmetic Products and Perfumes - Wholesale, Import & Export	89
4.	Cosmetic Products - Retail	92
5.	Athletic Institute	11
6.	School	92
7.	Bridal Salon	46
8.	Television & Entertainment Company	8
Total		997

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

Methodology of the Survey

1.8 The survey aimed at collecting information on manpower and training situation of the Beauty Care, Hairdressing and Cosmetics Industry. Each of these 997 sampled companies was required to complete a questionnaire on manpower and training needs (Appendix 4). Interviewing officers of the C&SD then visited the companies to collect the completed questionnaires and assisted in completing the questionnaires when necessary.

1.9 Employers were requested to classify their employees by the actual duties the latter performed rather than the job titles they held in the organisation. A briefing on the nature of the various jobs was arranged for interviewing officers. Questionnaires collected were checked, coded and if necessary, verified with the respondents. The survey data obtained were statistically grossed up to project the overall manpower situation of the industry.

Analysis of the Responses

1.10 Of the 997 sampled companies, only 25 declined to respond. 757 were successfully enumerated with the required information collected. As for the rest of the companies, 215 had ceased operation, moved, were untraceable or no longer engaged in the related trade. The overall effective response rate was 96.8%.

Limitations

1.11 Owing to limited resources, companies were drawn by statistical sampling for this survey. Hence, inherent statistical errors were inevitable and the interpretation of survey findings might be affected.

Section II

Survey Findings

(1) Manpower Situation in 2010

Coverage of the Survey

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

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

Total Workforce

2.2 A total of **54 998** workers were employed in the six sectors of the industry in January 2010. **47 591 (86.5%)** were technical employees engaged in principal jobs (including 44 914 Direct Employees, 1 282 Freelancers and 1 395 Part-time Employees), and the remaining **7 407 (13.5%)** were non-technical employees engaged in non-principal jobs, more or less in line with the situation in 2007 with percentages of 87.3% and 12.7% respectively. Compared with the 45 293 technical employees in 2007 of, the 2009 survey recorded an increase of 2 298 employees, with a growth rate of 5.1% within 2 years.

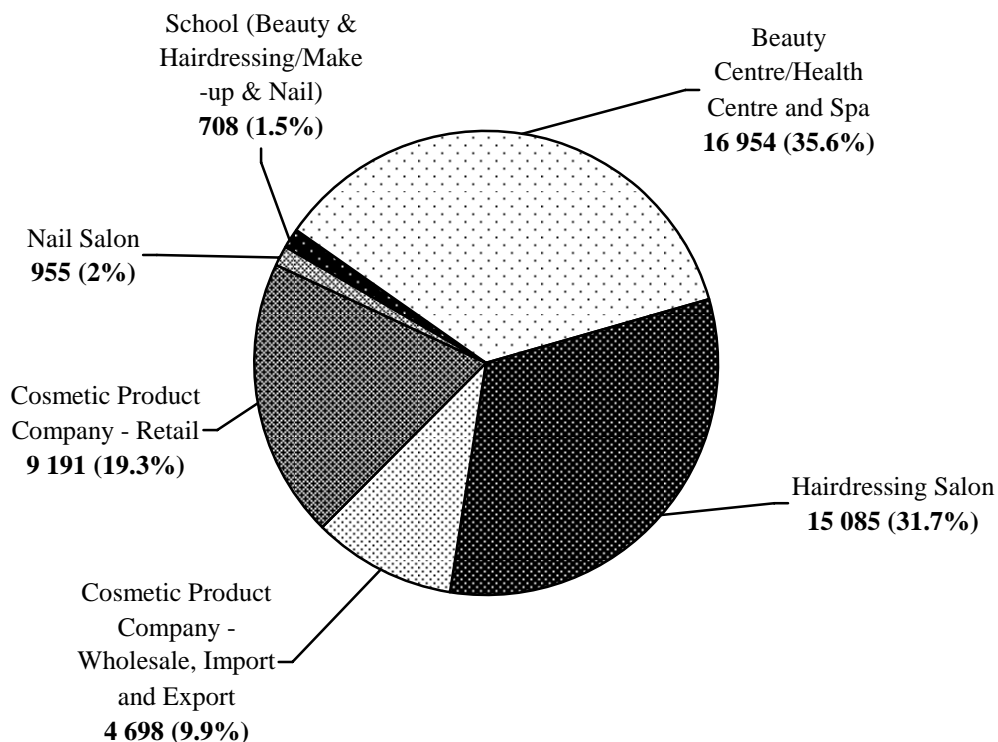
2.3 Same as the last survey, non-technical employees in administration, accounting and other supporting jobs have been excluded from all analysis in this report. With due consideration to the uniqueness of the industry, Direct Employees, Freelancers and Part-time

Employees were included in this survey, so as to reflect the manpower situation of the whole industry.

Distribution of Employees

2.4 The majority of employees (16 954, or 35.6% of the total workforce) were working in Beauty Centre, followed by Hairdressing Salon (15 085, 31.7%), Cosmetic Product Company – Retail (9 191, 19.3%), Cosmetic Product Company – WIE (4 698, 9.9%); Nail Salon (955, 2%), and School¹ (708, 1.5%). Distribution of employees by sector is shown below in **Figure 1**. Detailed manpower statistics are shown in **Table 1, Section 5**.

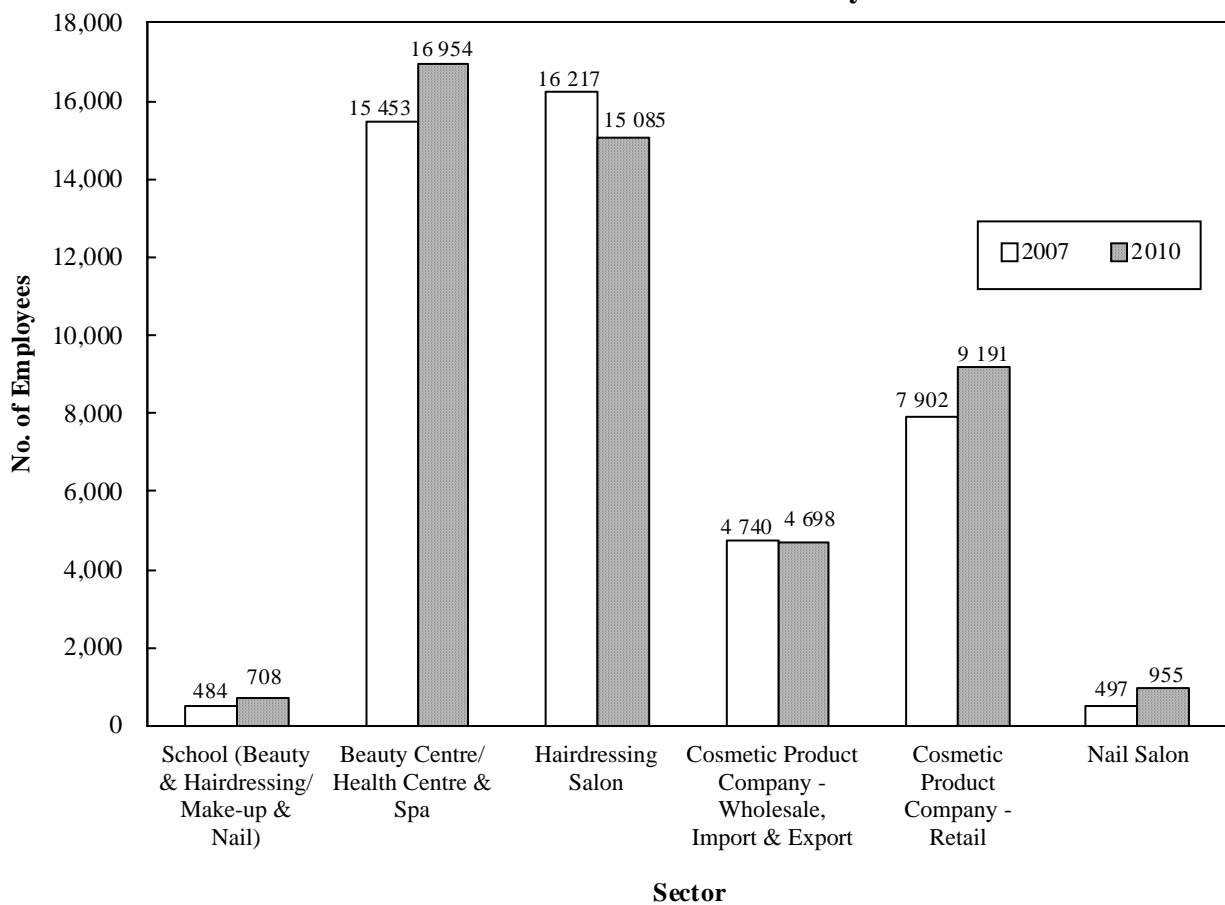
**Figure 1: Distribution of Employees by Sector
(Including Direct Employees, Freelancers and Part-time Employees)
Total 47 591**



¹Private training institutes, schools and non-profit making training institutes were covered in the survey under the School sector.

2.5 Compared with the survey in 2007, Nail Salon recorded the highest manpower growth (458, +92.2%), followed by School (224, +46.2%), Cosmetic Product Company - Retail (1 289, +16.3%), and Beauty Centre (1 501, +9.7%). On the other hand, Hairdressing Salon recorded the highest manpower decline (1 132, -7%), followed by Cosmetic Product Company – WIE (42, -0.9%). Manpower growth by sector is shown in **Figure 2**. Detailed comparison of the manpower statistics between 2007 and 2010 is shown in **Table 2, Section 5**.

Figure 2 Distribution of Employees between 2007 and 2010 by Sector



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

Table 1: Distribution of Employees by Sector

Sector	Direct Employees	Freelancers	Part-time Employees
1. School (Beauty & Hairdressing/Make-up & Nail)	575	19	114
2. Beauty Centre/Health Centre & Spa	16 223	366	365
3. Hairdressing Salon	13 713	870	502
4. Cosmetic Product Company – Retail	9 023	3	165
5. Cosmetic Product Company – Wholesale, Import & Export)	4 449	0	249
6. Nail Salon	931	24	0
	44 914	1 282	1 395

2.7 Compared with the survey in 2007, the number of Direct Employees saw a slight increase of 5.7% (+2 423). A decrease of 152 Freelancers (-10.5%) was recorded. The number of Part-time Employees was more or less the same, with a slight increase of 2% (+27).

2.8 By sector, when compared with the 2007 survey, School and Beauty Centre saw a marked increase in the number of Direct Employees, with a difference of 205(+55.4%) and 1 488(+10.1%) respectively. Besides, Cosmetic Product Company - Retail recorded a remarkable growth in the number of Direct Employees. However, Hairdressing Salon recorded a significant decrease in the number of Direct Employees, Freelancers and Part-time Employees, with a drop by 832 (-5.7%), 186 (-17.6%) and 114 (-18.5%) respectively.

2.9 The survey also revealed that in 2010 there were 1 282 Freelancers, representing a decrease of 152 compared with the survey in 2007. By sector, the manpower drop was most obvious in Hairdressing Salon, followed by School. The highest growth was seen in Beauty Centre.

2.10 In 2010, there were 1 395 Part-time Employees, representing an increase of 27 compared with the survey in 2007. The growth was most obvious in Cosmetic Product Company – WIE, followed by School. By sector, Hairdressing Salon, though with the majority of Part-time Employees, also recorded the biggest drop of these employees, followed by Beauty Centre.

2.11 The distribution of principal jobs with most employees by sector is summarised as follows:

Job Title	Number of Employees*			
	2007		2010	
1. Senior Beautician and Beautician	9 689	(21.4%) [#]	10 543	(22.2%) [#]
2. Senior Hair Stylist and Hair Stylist	9 328	(20.6%) [#]	8 950	(18.8%) [#]
3. Beauty Adviser (Counter) and Hair Care Adviser	5 487	(12.1%) [#]	6 843	(14.4%) [#]
4. Hairdressing Assistant	5 777	(12.8%) [#]	4 844	(10.2%) [#]
5. Sales Representative	1 914	(4.2%) [#]	1 563	(3.2%) [#]
6. Body Therapist	964	(2.1%) [#]	1 186	(2.5%) [#]
	33 159	(73.2%)[#]	33 929	(71.3%)[#]
(Total No. of Employees)	(45 293)	(100%)	(47 591)	(100%)

* Including Direct Employees, Part-time Employees and Freelancers

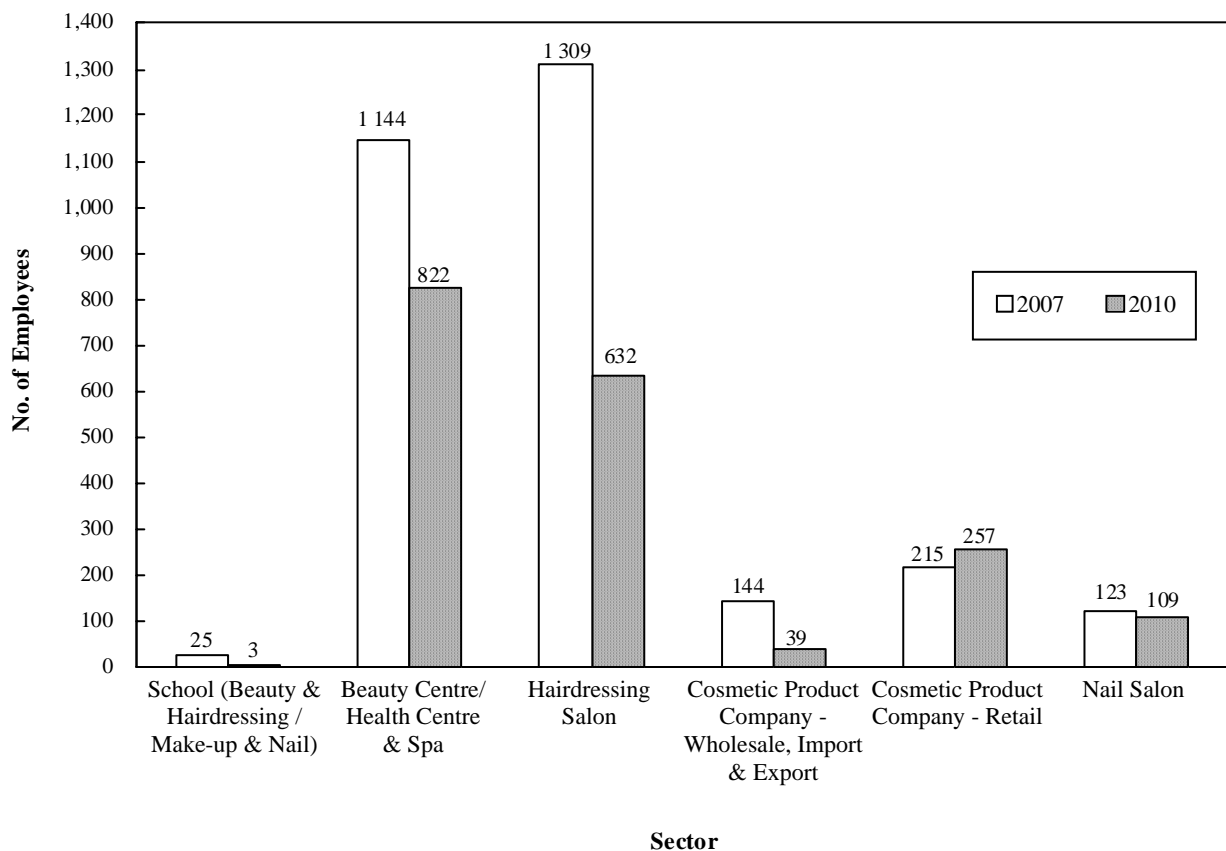
[#] Percentage over the total number of employees.

2.12 The percentage of the abovementioned employees in principal jobs over the total workforce was similar to that of 2007, with varying degree of growth/decrease among different sectors. The highest growth (up 1 356, +24.7%) was recorded in the posts of Beauty Adviser (Counter) and Hair Care Adviser, followed by Body Therapist (up 222, +23%). The highest decrease was recorded in the post of Sales Representative (down 351, -18.3%), followed by Hairdressing Assistant (down 933, -16.1%). Indeed Hairdressing Assistant was one of those posts most difficult to fill, according to the majority of Hairdressing Salon owners.

Existing Number of Vacancies

2.13 At the time of the survey, employers reported that there were 1 862 vacancies, 4% of the existing 46 776 employees (including Direct Employees and vacancies). Compared with 2007, there were 1 098 less vacancies. Beauty Centre had the largest number of 822 vacancies, followed by the Hairdressing Salon with 632 vacancies. Comparison of the number of vacancies by sector between 2007 and 2010 is shown in **Figure 3**.

Figure 3: Comparison of Number of Vacancies between 2007 and 2010 by Sector



* As Percentage of the total 46 776 employees (including Direct Employees and vacancies) in the same sector.

2.14 Vacancies of principal jobs are summarised below:

Job Titles	Number of Vacancies	Percentage over Total Vacancies
1. Hairdressing Assistant	399	21.4%
2. Beautician	332	17.8%
3. Beauty Adviser (Counter)	204	11.0%
4. Hair Stylist	190	10.2%
5. Beauty Assistant	138	7.4%
6. Body Therapist	103	5.6%
Sub-total	1 366	73.4%
Total Number of Vacancies	(1 862)	(100%)

Number of Existing Trainees

2.15 A total of 56 trainees were employed in the six sectors. Beauty Centre had the largest number of trainees (31), followed by Hairdressing Salon (25). Compared with 2007, the number of trainees dropped by 83.

(2) Forecast of Manpower Demand

Employers' Forecast of Manpower Demand by January 2011

2.16 Employers forecast that there would be 46 763 posts (excluding posts for Freelancers and Part-time Employees) by January 2011, representing a slight decrease of 13 compared with 2010. By sector, Cosmetic Product Company – Retail and Hairdressing Salon would cut 121 and 15 posts respectively; while on the other hand, there would be 78 and 45 new posts offered by Cosmetic Product Company – WIE and Beauty Centre. A comparison of the manpower forecast between 2010 and 2011 is summarised in **Table 2**.

Table 2 Employers' Forecast of Manpower by Sector by January 2010

Sector	No. of Employees in Jan 2010 (a)	No. of Vacancies in Jan 2010 (b)	Total No of Posts in Jan 2010 (a + b)	Employers' Forecast in Jan 2011	Increase/Decrease (%)
1. School	575	3	578	578	0%
2. Beauty Centre/Health Centre & Spa	16 223	822	17 045	17 090	0.3%
3. Hairdressing Salon	13 713	632	14 345	14 330	-0.1%
4. Cosmetic Product Company - Wholesale, Import & Export	4 449	39	4 488	4 566	1.7%
5. Cosmetic Product Company – Retail	9 023	257	9 280	9 159	-1.3%
6. Nail Salon	931	109	1 040	1 040	0%
	44 914	1 862	46 776	46 763	0%

2.17 Principal jobs with significant change in the number of posts are as follows:

Job Titles	Increase/Decrease in Number of Posts
(i) Hair Stylist	+68
(ii) Hairdressing Assistant	-70
(iii) Sales/Marketing Officer	+65
(iv) Beauty Adviser (Counter)	-96

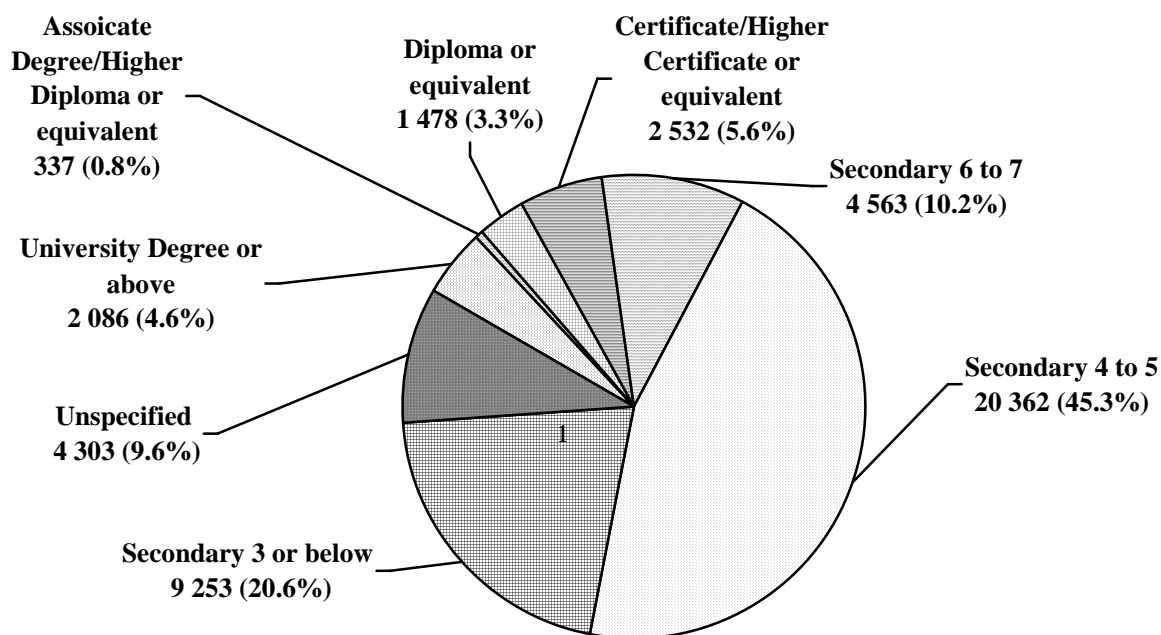
(3) Recruitment Requirement

Preferred Level of Education

2.18 The survey revealed that employers preferred 45.3% of Direct Employees to have attained education level at secondary 4 to 5, 20.6% at secondary 3 or below, and 10.2% at secondary 6 to 7. Detailed statistics are shown in **Table 3(a), Section 5**.

2.19 Since reclassification was made on the “Preferred Education of Employees” in the 2010 Survey, which was different from that of 2007, direct comparison between 2007 and 2010 was not recommended. Putting the whole industry in perspective, with rising manpower demand and employment difficulties, some employers tended to be less demanding on the education required of Direct Employees. In 2007, employers preferred 68.5% of their Direct Employees to have attained education level of secondary 4 to 5, and only would accept 11.3% of those employees to be at secondary 3 or below. But in 2010, they would accept a lower percentage of employees with secondary 4 to 5, a drop to 45.3%, and a higher percentage of employees at secondary 3 or below, a rise to 20.6%.

Figure 4a Preferred Education of Employees in 2010



Actual Level of Education

2.20 As in the case of “Preferred Education of Employees”, reclassification was also made to the “Actual Education of Employees” in the 2010 survey and direct comparison between 2007 and 2010 was thus inappropriate. But as a whole, the percentages of the two main categories, namely “Secondary 3 or below” and “Associate Degree/Higher Diploma or equivalent” were more or less the same as those in the 2007 survey. An obvious change was found in the “Secondary 4 to 5” category, which dropped from 65.5% to 48.5%; and on the other hand, the total number of employees with Secondary 6 to 7, Certificate/Higher Certificate or equivalent, and Diploma or equivalent rose from 6.4% to 17.5%. Detailed statistics are given in **Table 3(b), Section 5**.

Figure 4b Actual Education of Employees in 2010

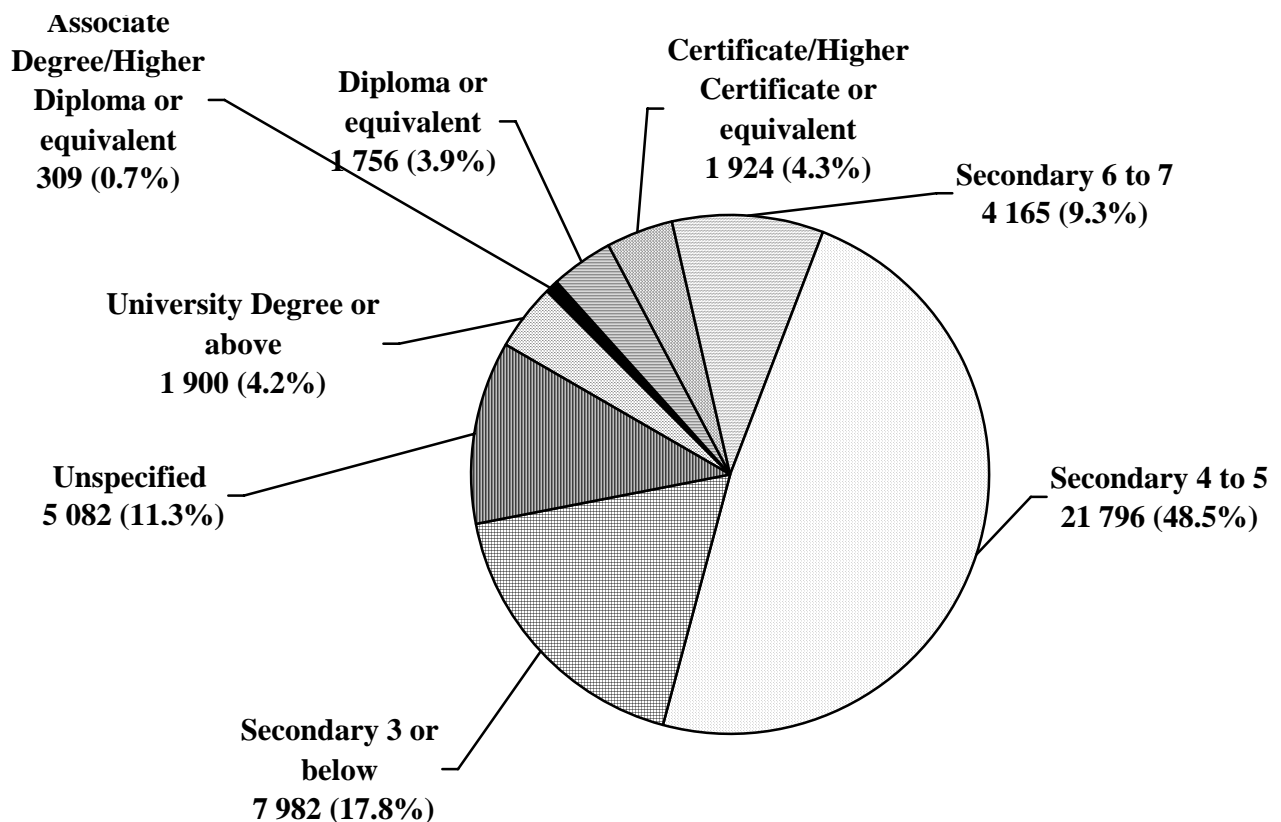
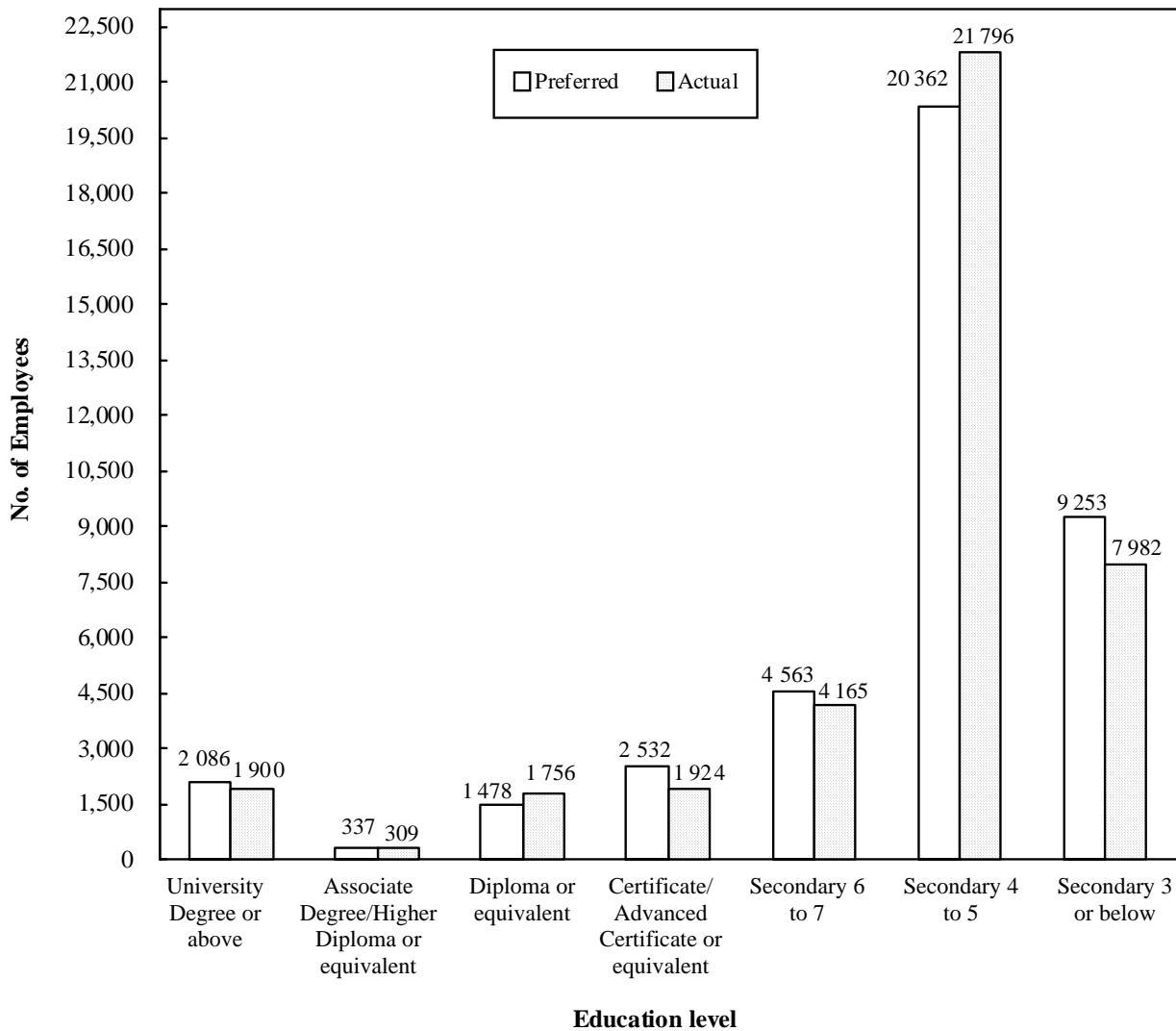


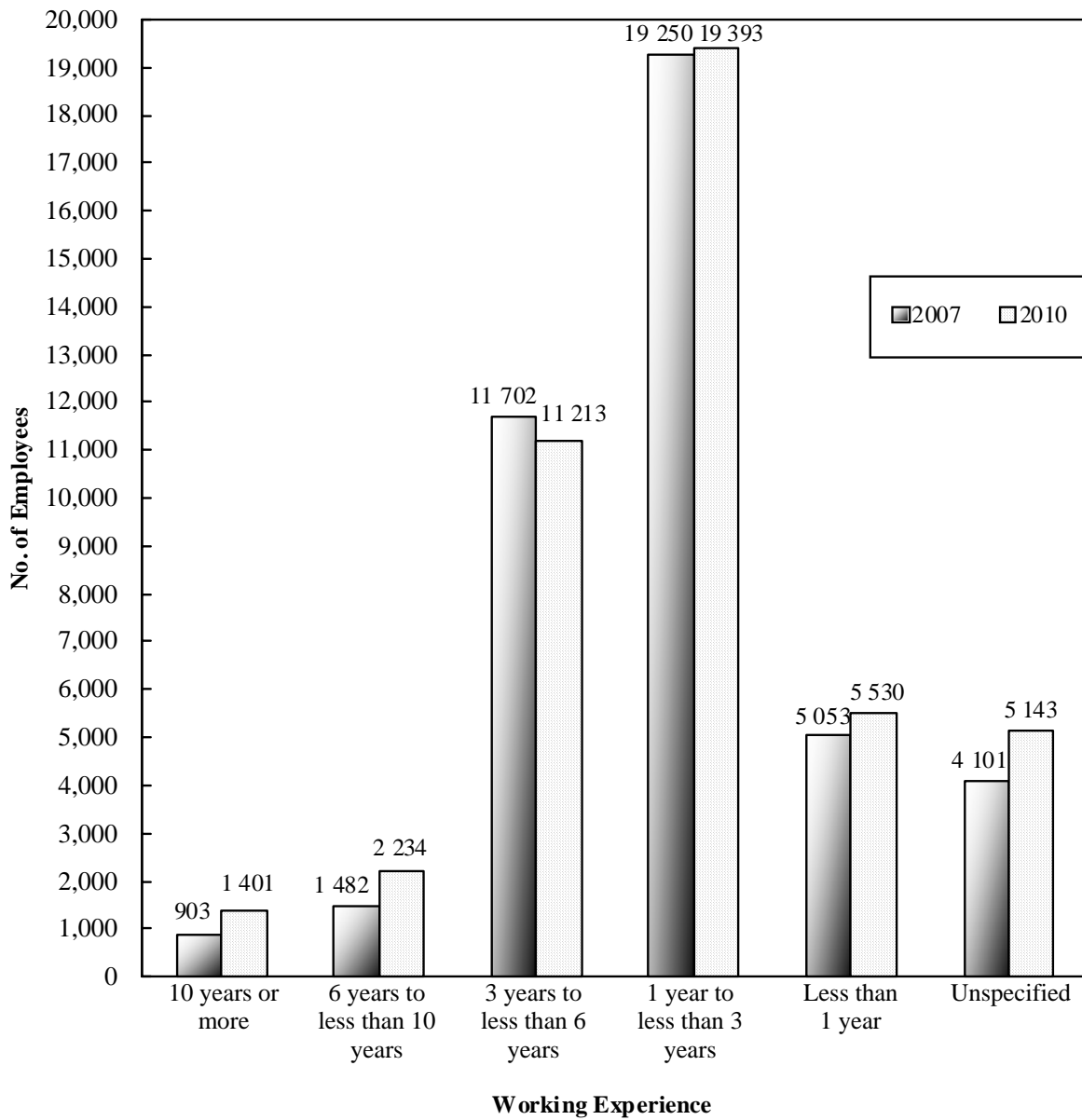
Figure 5 Preferred and Actual Education of Employees in 2010 by Sector



Preferred Working Experiences

2.21 The survey found that 43% of Direct Employees in various sectors were required to possess 1 to 3 years of relevant working experience, and 25% to possess 3 to 6 years of experience. Compared with the percentages of 45.3% and 27.5% in 2007, the situation was grossly the same. Detailed statistics are given in **Table 4(a), Section 5**.

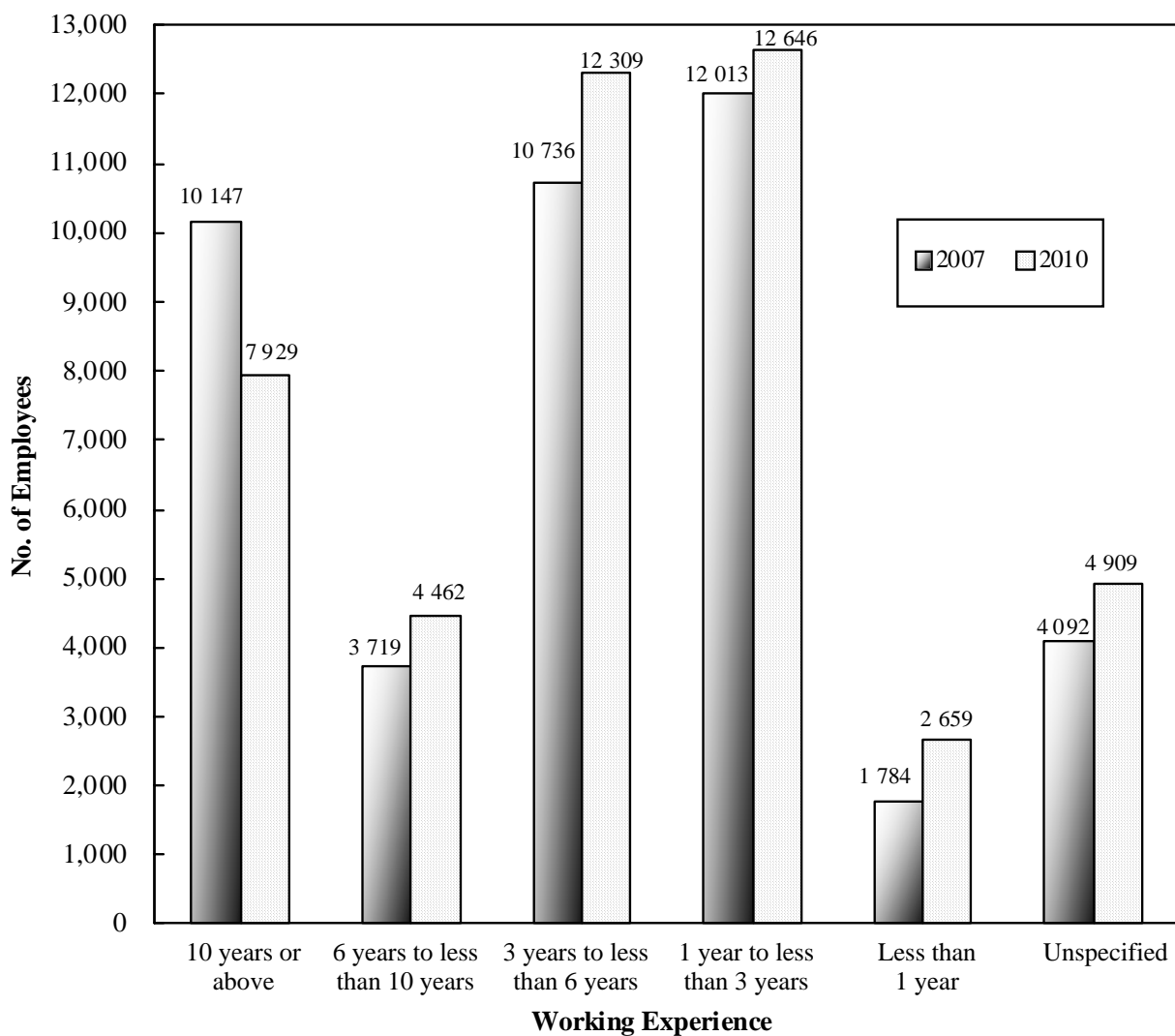
Figure 6: Preferred Years of Working Experience of Employees in 2007 and 2010



Actual Working Experience

2.22 Among all sectors, only 28.2% of Direct Employees possessed 1 to 3 years of relevant working experience, which was very close to the result of 28.3% obtained in the 2007 survey. Findings in the other categories of experience were also similar to those of the last survey. However, the number of employees with over 10 years of relevant experience dropped from 23.9% to 17.7%. The wastage was most obvious in the principal jobs of Beautician and Hair Stylist. Detailed statistics are given in **Table 4(b), Section 5**.

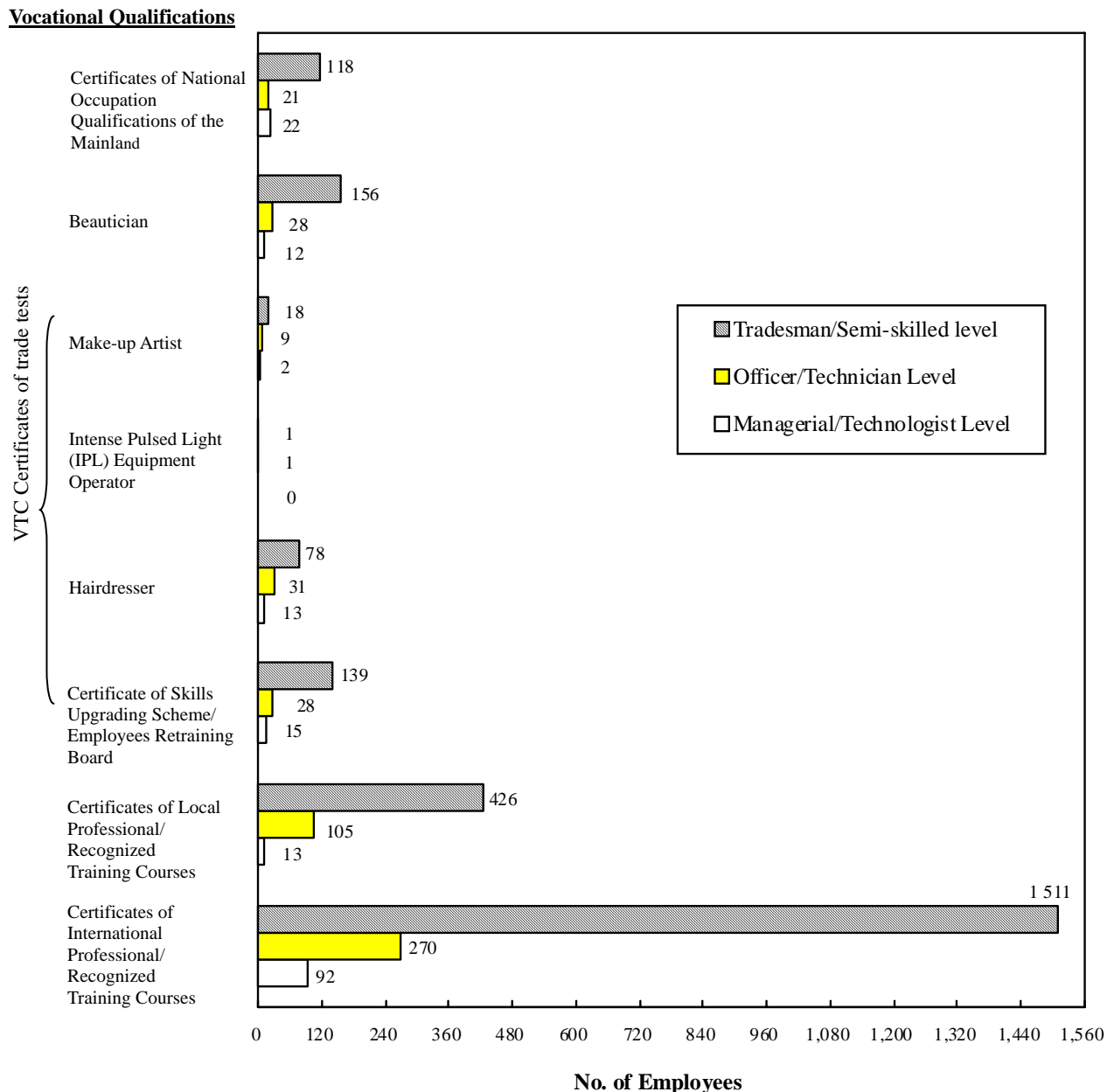
Figure 7: Actual Years of Working Experience of Employees in 2007 and 2010



Preferred Vocational Qualifications

2.23 The majority of employers preferred their employees to possess certificates of international professional/recognised training courses (60.3%), followed by certificates of local professional/recognised training courses (17.4%). Professional qualifications recognised by the industry were mainly awards of international certificate courses, indicating that employers had greater confidence in the quality of international courses. Types of preferred vocational qualifications of employees were shown in **Figure 8**; detailed statistical findings are given in **Table 5(a)**, **Section 5**.

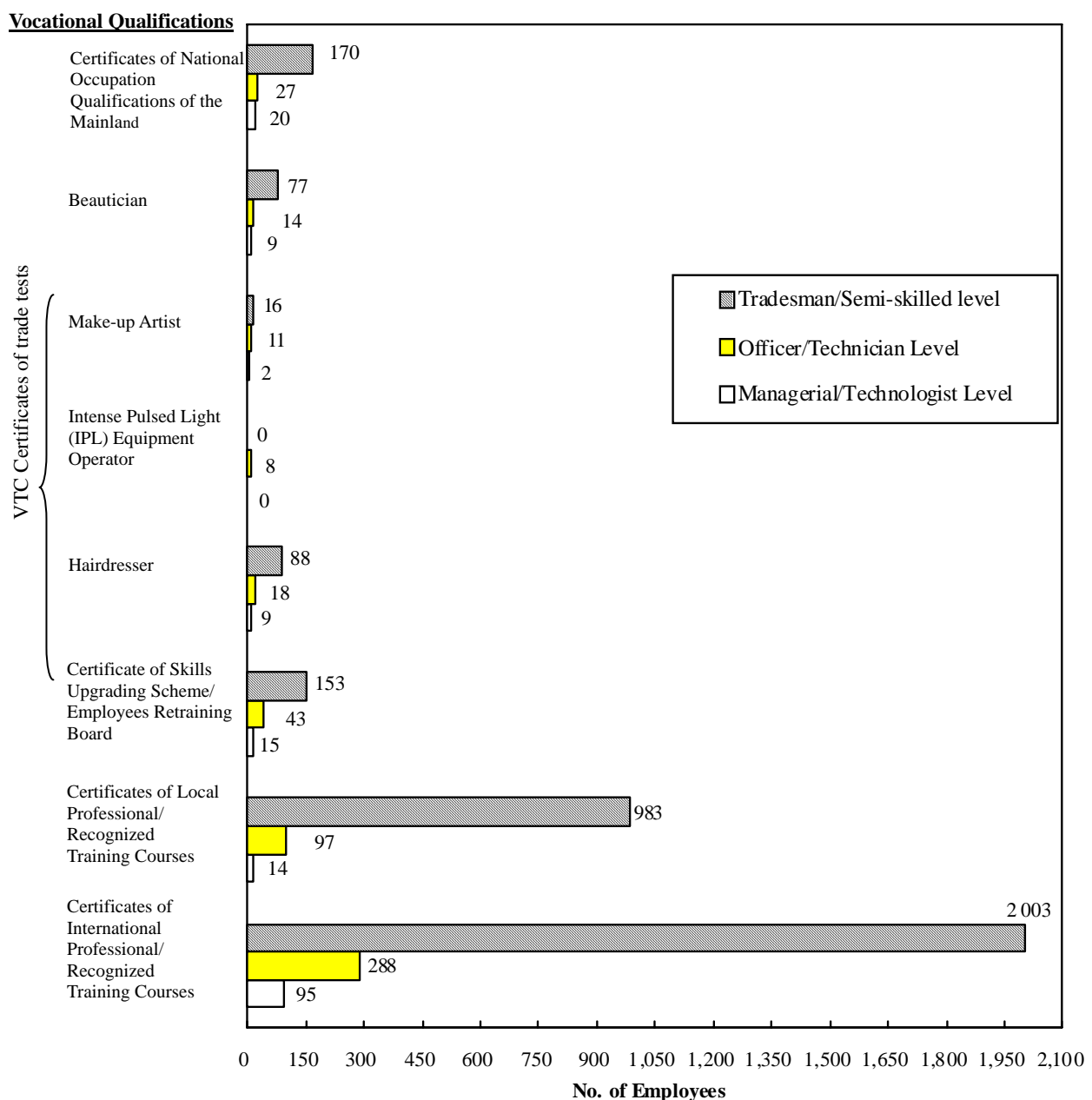
Figure 8 Preferred Vocational Qualifications of Employee



Actual Vocational Qualifications

2.24 57.4% of the Direct Employees currently possessed certificates of international professional/recognised training courses, followed by certificates of local professional/recognised training courses (26.3%). 85.6% employees at Tradesmen and Semi-skilled level already possessed these certificates, which indicated the importance of such qualification to these employees. Actual vocational qualifications of employees are given in **Figure 9**, while detailed statistics are given in **Table 5(b), Section 5**.

Figure 9: Actual Vocational Qualifications of Employees



(4) Manpower Training and Development

Training Needs

2.25 On top of the vocational skills, the majority of employers considered that employees should receive various types of training, including Management Skills, Generic Skills and Language Skills in the next 12 months. Among these three training areas, Customer Services Skill was in greatest demand, followed by Spoken English, Sales & Marketing Skill, Putonghua and Store Operation Skill. In terms of job level, Technician and Tradesman were considered the target group for training. Detailed statistics are given in **Table 6, Section 5**.

Recruitment Difficulties

2.26 Out of the 2 897 companies conducting recruitment exercise during the survey period, 1 483 (51.2%) reported that they met recruitment difficulties. The situation was most acute in the Hairdressing Salon, followed by Beauty Centre. The main reasons were “High expectation on working conditions/remuneration package from recruits”, and “Lack of candidates with relevant experiences”. Detailed statistics are given in **Table 7(a) and (b), Section 5**.

Staff Turnover

2.27 Employers reported that 8 616 employees had left in the past 12 months, representing 18.1% of the total workforce. In terms of job level, the highest turnover was reported in Tradesman/Semi-skilled workers (7 769 or 90.2%). In terms of sector, the highest turnover was recorded in Hairdressing Salon (4 090 or 47.5%), followed by Beauty Centre (2 108 or 24.5%), and Cosmetic product Company – Retail (1 478 or 17.2%).

Wastage of Employees

2.28 8 616 employees left their posts in the past 12 months, and 7 598 were recruited during the same period, of whom 4 435 were with related experience. In other words, 4 181 experienced employees had left the industries, representing 8.5% of the total technical employees (49 453, vacancies included) in 2010. Detailed statistics are given in **Table 8(a) and (b), Section 5.**

2.29 The survey also invited employers to provide information about the number of employees leaving their posts and new recruits with relevant experience. Findings from the information provided and the annual wastage rate are given in **Table 3.** “Wastage Rate” is defined as employees leaving their current jobs and taking up positions in a different industry, or establishing a different type of business, or leaving by reason of emigration, repatriation or retirement.

Table 3: Wastage in the past 12 months by Sector

Sector	No. of leaving employees (a)	No. of new recruits with relevant experiences (b)	No. of wastage (c=a-b)	Total number of employees [@] (d)	Wastage rate* (%) (c/d)
1. School	51	53	-2	711	-0.3*
2. Beauty Centre/Health Centre & Spa	2 108	1 323	785	17 776	4.4*
3. Hairdressing Salon	4 090	1 364	2 726	15 717	17.3*
4. Cosmetic Product Company – Retail	1 478	1 054	424	9 448	4.5*
5. Cosmetic Product Company – Wholesale, Import & Export	729	483	246	4 737	5.2*
6. Nail Salon	134	132	2	1 064	0.2*
Total⁺ :	8 616	4 435	4 181	49 453	8.5[#]

@ Include number of Direct Employees, Freelancers, Part-time Employees and vacancies

* percentage over the total number of employees in the sector

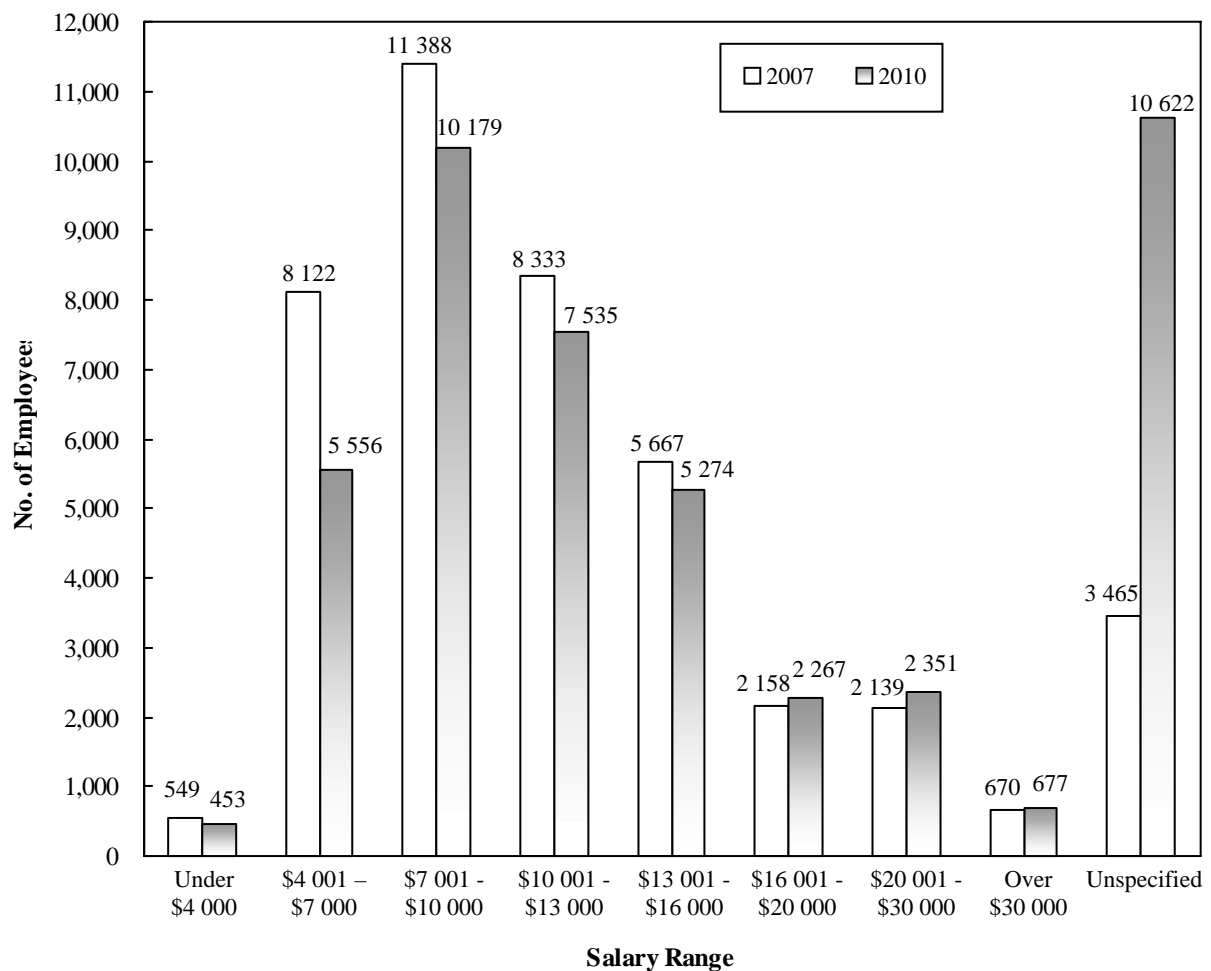
percentage over the total number of employees in the industry

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

Income Distribution

2.30 “Total monthly income” includes basic salary, overtime pay, other allowances, commission and bonus. **Figure 5** lists out the income distribution of the whole industry. Similar to 2007, the majority of employees earned an average monthly income of \$7 000 to \$10 000, which was close to the income median released by C&SD. Since this is a survey on manpower needs of the industry rather than salaries, the information obtained is for reference purpose only.

Figure 10: Salary Range of Direct Employees between 2007 and 2010 by Sector



Section III

Conclusions

(1) Economic Outlook

3.1 The global financial tsunami triggered by the bankruptcy of Lehman Brothers in September 2008 led to a significant slowdown of the rising local economy in 2009. Negative gross domestic product (GDP) growth was recorded in the first three quarters of 2009 and only slight improvement was seen in the fourth quarter.

3.2 The subprime mortgage crisis and financial turmoil weakened the performance of US and European markets, and thereby adversely affected the export and re-export income of Hong Kong. However, the overall local economy remained substantially stable as the subprime crisis did not brought about direct impacts; and also owing to an estimate of over \$100 billion “hot money” staying in Hong Kong. The GDP of the first quarter of 2010 even registered a 9.2% increase, representing a growth of 8.2% year-on-year. In the aspect of domestic demand, a respective growth of 7.1% and 2.6% was recorded in private consumption expenditure and government consumption expenditure, and domestic fixed capital increased as much as 22.7%. Benefited from domestic growth, the labour market was stable with a low unemployment rate (4.4% in the first quarter of 2010).

3.3 However, inflation in Hong Kong was heated up by the depreciation of US dollar and the continuous appreciation of Renminbi (RMB). The Composite Consumer Price Index recorded a year-on-year increase of 2.1% in the first quarter of 2010. The property market even hit record highs with the persistently low loan rates and hot money inflows. Rentals for shop and office space did not fall despite the repercussions of the financial tsunami, while property prices drew near the summit of 1997. Various business sectors, in particular personal and related services, were under mounted pressure as rents escalated.

3.4 To cope with rental hikes, small- and medium-sized enterprises (*SME*) with narrow profit margins had to cut back on other expenses to survive at times of shrinking revenue. Their growth in particular is significantly limited amidst the unfavourable business conditions, whose overall operating costs were fuelled by the relatively high wages of local workers than

their counterparts elsewhere. Also, the intense competition among business operators would further weaken the business advantages of Hong Kong. As the introduction of statutory minimum wage was being legislated, the highly labour-intensive Beauty Care and Hairdressing sectors would have to brace for another challenge.

(2) Business Outlook and Manpower Implications

3.5 Although it took less time than anticipated to absorb the impact of financial tsunami, the industry saw changes and adjustments in operating cost, business development and manpower demand owing to the absence of signs of rent reduction coupled with weaker consumption.

3.6 A rapid expansion of medical cosmetic services was witnessed in the Beauty Centre sector. Those beauty equipments and treatments using optical, acoustic, physio, micro-current and injection technologies became dominant. An increasing number of professionals from other fields (e.g. medical doctors, health care personnel and therapists) have been joining this sector. Numerous beauty care providers have sprung up in recent years, predominantly medium-sized and self-acclaimed as medical beauty centres or groups, etc. and managed by medical professionals. With their emergence, the manpower structure of the Beauty Centre sector has become more complex.

3.7 The Cosmetic Product Company – Retail sector benefited from the growing number of Mainland visitors encouraged by the ongoing policy of the Individual Visit Scheme (IVS) by the Central Government. As beauty care and cosmetic products were among the major items on the shopping lists of these visitors, retail sales saw sustained business growth and a marked increase in employee population. In response to these developments, employers were of the view that staff should receive more training on customer services and language skills.

3.8 Moreover, as retail shops have diversified their product sales in recent years, some local shoppers have begun to buy skin care products from the retail shops instead of beauty centres. In the long run, such changes will bear on the business of Beauty Centre as well as

the Cosmetic Product Company – WIE, which in turn would feel the pressure of little manpower growth caused by narrowing room for business development.

3.9 Besides product sales, some major brands have substantially expanded the share of beauty care services in their business portfolios in recent years. These brands are generally perceived as being more professional and assured in quality. Their business expansion will bring rising pressure on SME beauty centres. To stay competitive, these beauty centres must provide staff with more professional and quality training as well as pathways for accreditation so as to enhance consumer confidence.

3.10 Nail Salon was still an emerging sector yet to reach full potential for sustainable growth. This sector has seen a rise of both service providers and consumers, while nail, hand and foot care has been being considered essential to personal grooming and hygiene. The sector was characterised by modest requirements of shop size in general, which made it relatively easy for business start-ups. Also, in-service personnel and new entrants were predominantly female and generally fairly young. Hence, the sector had quite a lot of room for development. This was also evident in the findings of this survey. With a relatively small base for comparison, the sector registered only a growth of some 400 employees and yet had a nearly 100% increase in the total workforce.

3.11 Hairdressing Salon sector had a slightly different concern from that of the Beauty Centre and Cosmetic Product Company sectors. In recent years, whether big chain-store enterprises or SME shops, local hairdressing salons have suffered manpower shortages. The main reason was that young people were mostly unwilling to join or take hairdressing as a long-term career. When compared with other careers, hairdressing required them to undergo a prolonged apprenticeship, and was more demanding while wages were not particularly attractive. With the natural wastage of experienced personnel and few new entrants, manpower shortages in the salons will worsen. This sector has seen a shrinking manpower even though it did not bear the brunt of the financial turmoil.

(3) Survey Findings

3.12 In order to accumulate data for a more accurate analysis of the long term manpower statistics of the industry, C&SD basically adopted the sampling framework of the 2007 survey and improved it with reference to the updated list of companies registered in November 2009. After reviewing the survey findings, the Training Board was of the view that the data on the whole reflected the overall manpower situation of the industry during the survey period.

Manpower Structure and Growth

3.13 As at January 2010, a total of 47 591 technical employees (including Direct Employees, Freelancers and Part-time Employees) were engaged in the industry. Among the six sectors, Beauty Centre had the greatest number of employees, followed by Hairdressing Salon.

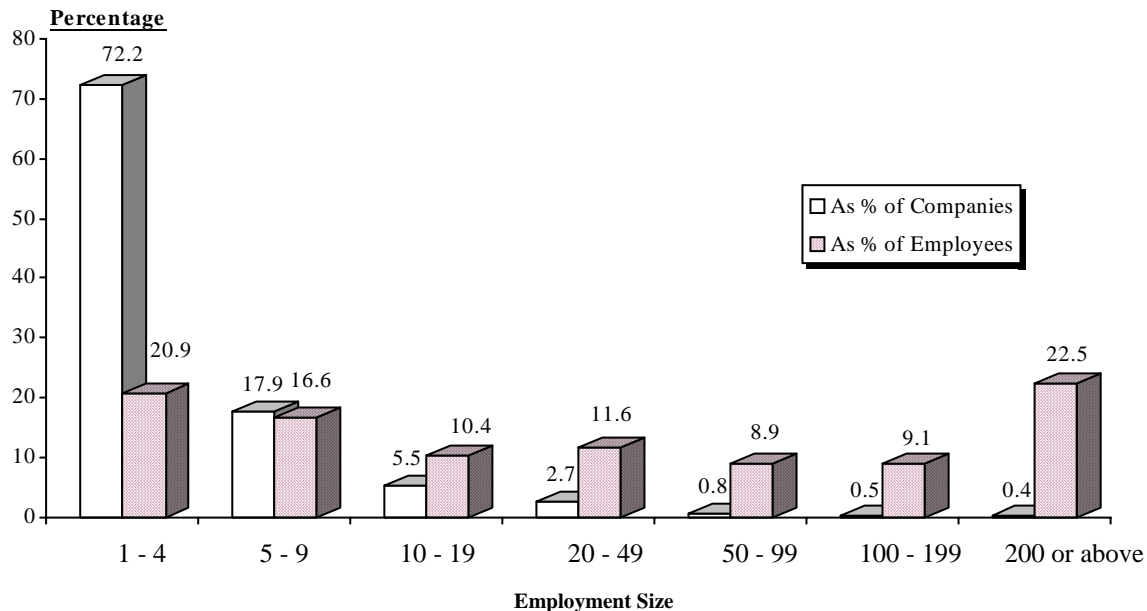
3.14 It is noteworthy that, compared with the 2007 survey, Nail Salon had a remarkable increase in technical employees (+92%), whereas Hairdressing Salon saw a significant decrease (-7%).

3.15 As for the School sector, technical manpower recorded a 46% growth over 2007 since more samples, not only private training institutes/schools but also non-profit-making training institutes, were taken for this sector in the 2010 survey. However, the gradual decline of private training organisations/schools in recent years could not be reflected in the survey findings. On the contrary a general rising trend in this category of employees was shown since Tutors/Instructors were also hired in the other five sectors.

3.16 The number of Freelancers and Part-time Employees was comparable to that in 2007, with a drop of 152 (-10.6%) and 27 (+2%) respectively.

3.17 For assessing the manpower structure of the industry, Figure 3.1 shows the distribution of Direct Employees by company and employment size.

Figure 3.1: Distribution of Direct Employees by Company and Employment Size



3.18 The survey revealed that the majority of operators in the industry were small companies with less than 10 employees. In fact, 90.1% of the operators employed 1- 9 workers. 37.5% of the employees worked in these companies. It should be noted that companies with 100 or more staff took up 31.6% of the employees within the trade. Such employee proportion for the large companies represented a significant growth from 20.5% in 2007, particularly in the two sectors of Beauty Centre, and Cosmetic Product Company - Retail.

3.19 A vacancy rate of about 4% was recorded for the technical manpower of the industry, down from 6.5% in 2007. Manpower shortage was most acute in Hairdressing Salon with 399 vacancies of Hairdressing Assistants, followed by 332 vacancies of Beauticians in Beauty Centres. The manpower shortage was due to similar reasons as those given in the previous survey. With the implementation of a series of education policies and a variety of training courses on offer in the market, young people and other prospective entrants have become less keen to join the industry.

3.20 The above two sectors also had much fewer vacancies than in 2007 (with 931 and 757 posts unfilled respectively) but for different reasons. According to this survey, competition among Hairdressing Salon operators intensified. Salons with less than 50 employees saw a significant cut in technical manpower, while those with over 50 staff had a soaring number of technical personnel. The trend has become apparent for the fittest to survive in the market and the number of vacancies fell amidst manpower reduction.

3.21 In contrast, in the Beauty Centre sector, especially the giant brand companies, expanded rapidly in the past two years. As employees could expect better career prospects in the industry and a lot of professionals from other fields were drawn to the Beauty Centre sector, vacancies dropped sharply.

Employers' Forecast of Manpower Demand by January 2011

3.22 Employers forecast that the industry would have a total of 46 763 posts (excluding Freelancers and Part-time Employees) in January 2011, representing a very slight decrease by less than 0.1% from 2010, indicating that the industry should maintain employment at the present level. Moreover, with persistently high operating costs and manpower shortages, the industry as a whole has been cautious about hiring more employees. Jobs with more new vacancies are as follows:

Job Titles	Change in Number of Posts
(i) Hair Stylist	+68
(ii) Sales/Marketing Officer	+65
(iii) Beautician	+30

Manpower Projections for 2010-2015 by Adaptive Filtering Method

3.23 Considering various factors, the Training Board adopted the “Adaptive Filtering Method” to extrapolate the average annual growth in manpower between 2010 and 2015. By this method, past survey data were weighted through computer analysis and heavier weighting was given to the more recent data. By adjusting the weighting factor (A = 0 to 1),

appropriate values were selected to generate the projections. The Training Board also considered factors that might affect the manpower demand of the industry, e.g. market trends, technological developments and the economic situation, in order to give appropriate projections. The projections by sector for the next five years based on this method are illustrated in Table 4.

3.24 Besides manpower projections, the Training Board had to take into account the staff wastage rate. As noted in the preceding section, the wastage rate for each sector was calculated based on the difference in number of leavers and experienced new recruits. According to the above data, the Beauty Care, Hairdressing and Cosmetics industry would need to train annually an average of the following number of additional workers:

Table 4: Average Additional Training Demand Annually by Sector in 2010-2015

Sector	Wastage Rate in 2010	Average Annual Growth	Annual Additional Training Requirement
1. School (Beauty & Hairdressing / Make-up & Nail)	0%	5.2%	41
2. Beauty Centre / Health Centre & Spa	4.4%	1.0%	988
3. Hairdressing Salon	17.3%	-2.2%	2 246
4. Cosmetic Product Company – Retail	5.2%	0.7%	286
5. Cosmetic Product Company – Wholesale, Import & Export	4.5%	4.8%	979
6. Nail Salon	0.2%	13.5%	190
Total:			4 730

3.25 As shown in Table 4, the additional workers to be trained in the next five years would be mostly from Hairdressing Salon (47.5% of the total). As young people today generally perceive hairdressing as a trade that requires a lengthy apprenticeship and is more demanding than other jobs, this sector has had relatively high staff wastage and persistent shortages in new recruits, and the headcount has even begun to fall. The manpower shortages may not be fully resolved even with an increase in training resources. To address the overall problem of manpower shortages and wastage, a well-defined training system and

career pathway should be in place so that well-equipped new entrants would be willing to join and stay on to develop their long-term career.

3.26 Additional training would also be required in Beauty Centre (20.9%) and Cosmetic Product Company – WIE (20.7%), etc. Such projections also match the current developments of the industry.

3.27 However, the allocation of training resources would need to take into account the changes in education policies. The implementation of the “3+3+4 academic system”, for example, would not only push back the age at which young people join the industry but also possibly bear on their career choices, thus impacting the industry on its attraction for young recruits.

Preferred and Actual Education of Employees

3.28 As the industry as a whole saw a sharp increase in manpower demand, employers tended to relax their requirements as regards the education level of Direct Employees. By education level, it was found that for the stratum of secondary 5 or below, employers preferred 45.3% of Direct Employees to have attained secondary 4 to 5, down from 68.5% in 2007, while the proportion of those preferably with secondary 3 or below rose from 11.3% to 20.6%. At the secondary 6 or above stratum, employees preferred to have an Associate Degree, Higher Diploma or even University Degree also dropped from 7.9% to 5.4%, but the proportion of employees preferably with only secondary 6 to 7, Diploma, Advanced Certificate or Certificate went up from 10.3% to 19.1%

3.29 Regarding their actual education, the percentages of Direct Employees with University Degree, Associate Degree / Higher Diploma or equivalent qualifications and those with Secondary 3 level or below were comparable to the figures in 2007. However, the proportion of those with Secondary 4 to 5 level declined from 65.5% to 48.5%, whereas those with Secondary 6 to 7 level, Certificate or equivalent qualifications, or Diploma or equivalent qualifications rose drastically from 6.4% to 17.5%.

3.30 The above situation was attributable to the rapid development of the Beauty Centre sector in the past two years, which attracted numerous candidates with Secondary 5 or above

level to join the industry as Beauticians, Sales Representatives or Beauty Advisers (Counter), thus leading to changes in employee distribution by actual education. However, due to concerns over uncertainties in industry outlook and manpower demands, employers were becoming less demanding on the education level of employees.

Preferred and Actual Working Experience of Employees

3.31 On top of education, employers considered skills and working experience a prerequisite. As shown in this survey, the actual working experience of employees on the whole matched employers' expectations. Employee distribution by years of working experience was also similar to the findings in 2007. However, a marked decrease was recorded for Direct Employees with over ten years of relevant experience, particularly those at the Tradesman level such as Beauticians and Hair Stylists. To alleviate staff wastage, some employers encouraged the senior staff to take management courses or advance training, for example, in-service training on the latest know-how/technology. For the other employees of various working experiences and job types, some relevant on-job training were provided.

Preferred and Actual Vocational Qualifications of Employees

3.32 Regarding vocational qualifications, most employers preferred employees to have internationally recognised certificates, and more than half of the employees possessed such qualifications. Compared with 2007, these certificates were more widely recognised in the industry and became increasingly important for employees at Tradesman/Semi-skill levels.

Training Needs

3.33 As in 2007, most employers attached great importance to providing frontline staff (including those at Technician and Tradesman levels) with training in Customer Services, Sales and Marketing, as well as Language Skills, indicating their wish to upgrade the overall service standard of the industry.

3.34 As many industry operators were SME companies which could not arrange in-house training in the above areas, most of them could only expect their employees to

attend relevant external courses during non-business hours. However, instead of training in Customer Service and Language Skills, employees studying at their own cost were more inclined to take technical subjects in order to enhance their competitiveness in the labour market. The training they received might not meet the specific training needs of the companies.

Recruitment Difficulties

3.35 As noted in the previous section, 2 897 companies were conducting recruitment exercise during the survey period. Among them, 1 483 (51.2%) came across difficulties in filling the posts. As in 2007, it was most difficult to recruit for vacancies at Tradesman/Semi-skilled levels, i.e. frontline or entry-level posts.

3.36 Recruitment was most difficult for Hairdressing Salon, of which 23.4% of the operators found it hard to hire employees. There were several reasons for the difficulties: a general perception that the working hours were excessively long; unduly high expectations of working conditions/remuneration packages from recruits; and even a lack of candidates with relevant experiences. A similar situation was reported in the 2007 survey. It was evident that local young people generally saw hairdressing as a demanding job with unattractive remuneration and therefore would not have a high commitment to career choices in the industry, resulting in the persistent shortage of new recruits in this sector.

3.37 Beauty Centre was faced with a similar situation. 11.8% of the companies in this sector had recruitment difficulties. According to the employers, they lacked candidates with relevant experience and there was insufficient trained/qualified manpower in related disciplines.

Staff Wastage Rate

3.38 According to the findings in the preceding section, a total of 8 616 workers left the industry during the survey period, and there were 4 435 new recruits with relevant experience. By sectors, Hairdressing Salon recorded the greatest loss (17.3%), followed by Cosmetic Product Company – WIE (5.2%). Cosmetic Product Company – Retail and Beauty Centre had similar rates of wastage, 4.5% and 4.4% respectively. In fact, the Hairdressing industry

has had great difficulties in recruitment in recent years. It was equally difficult to attract new/young recruits (working as Hairdressing Assistants, etc.), especially so for Hairdressing Salon to have new recruits with relevant experience.

Section IV

Recommendations

(1) Training Requirements

4.1 In projecting the additional annual training demand, employees wastage is an integral factor to consider, in addition to the forecast of manpower growth. The Training Board recommended that in the next five years, the Beauty Care, Hairdressing and Cosmetics industry should train up additional manpower as follows:

	Total Manpower Requirement in 2010*	Average Manpower Growth Per Year (%)	Wastage in 2010 (%)	Annual Additional Training Requirement
1. School (Beauty & Hairdressing/Make-up & Nail)	711	5.2%	0%	41
2. Beauty Centre/Health Centre & Spa	17 776	1.0%	4.4%	988
3. Hairdressing Salon	15 717	-2.2%	17.3%	2 246
4. Cosmetic Product Company – Retail	4 737	0.7%	5.2%	286
5. Cosmetic Product Company - Wholesale, Import & Export)	9 448	4.8%	4.5%	979
6. Nail Salon	1 064	13.5%	0.2%	190
Total	49 453			4 730

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

4.2 Of the 4 730 additional workers to be trained, most would be those from Hairdressing Salon, while the rest will be employees of Beauty Centre, and Cosmetic Product Company - WIE. In the long run, the industry would need to train new blood and retain talents, hence the need for training additional manpower would step up. However, the training recommendation above is for reference only and the actual manpower situation should be considered when planning for training resources.

4.3 Notwithstanding the fact that the Hong Kong economy is gradually picking up, the Beauty Care, Hairdressing and Cosmetics industry as a whole would undergo consolidation, as a result of high rents, rising inflation and external factors. This would call for prudence in business expansion.

4.4 The Training Board has the following recommendations for the industry during the period of consolidation

- ' The industry should encourage employees and SME operators to better equip themselves through various training so as to enhance productivity and competitiveness and prepare themselves for new challenges and opportunities;
- ' The industry should consider providing training for frontline staff in the following areas: (i) customer services and sales & marketing, for upgrading service quality and maximising customer satisfaction, (ii) languages (such as Putonghua and spoken English), which will improve communication skills with customers. Senior technical staff should be offered management-related courses, which will help enhance business administration and operation, as well as preparing staff for promotion to management positions;
- ' Training organisations should provide pre-employment training that deepens trainees' understanding of the industry and enhances their professionalism. They should also arrange job attachment with industry operators so that trainees would have a full knowledge of the job nature and characteristics of the industry prior to employment. This would help reduce staff wastage;
- ' Employees should attach greater importance to lifelong learning. With the development of the Qualifications Framework and the Specification of Competency Standards for the industry, employers should encourage staff to pursue continuing education suited to their vocational competency and job requirements to help them stay competitive and better contribute to the industry;

- ' The government should consider allocating more resources for manpower training, particularly for SMEs which generally lack the resources for training;
- ' Industry operators should consider restructuring business and reallocating manpower resources in response to changes in the macro environment. For example, more extensive and advanced training to be provided by large companies for their staff to prepare for business expansion that was previously held back by manpower shortages, as well as to maintain service quality; medium-sized companies should consider seeking more business opportunities and expanding business through partnerships with other operators; small companies should contemplate restructuring manpower resources, merging with larger companies or joining them as affiliates to reduce costs and boost revenue.

(2) Future Surveys

4.5 The Training Board recommends that biennial surveys should continue to be conducted to collect manpower information of the industry for projecting future development and formulating of relevant policies.

Section V

Statistical Tables

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

Principal Jobs in the Industry	Direct Employees (a)	Freelancers (b)	Part-time Employees (c)	Total (a - c)	Vacancies (d)	Total Manpower Demand (a - d)	Percentage (%)
1. Beauty & Hairdressing School							
Director / Principal (School)	12	0	0	12	0	12	0.0%
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	45	0	10	55	0	55	0.1%
Tutor / Instructor - Beauty Care	146	12	70	228	0	228	0.5%
Tutor / Instructor - Hairdressing	19	1	9	29	0	29	0.1%
Assistant Tutor / Instructor - Beauty Care	38	0	0	38	0	38	0.1%
Administrative Staff	65	0	1	66	1	67	0.1%
Receptionist	27	0	1	28	1	29	0.1%
Sub-total	352	13	91	456	2	458	0.9%
2. Make-up & Nail School							
Director / Principal (School)	14	0	0	14	0	14	0.0%
Senior Tutor / Senior Instructor - Make-up and Nail	30	0	0	30	0	30	0.1%
Tutor / Instructor - Make-up	72	5	16	93	0	93	0.2%
Tutor / Instructor - Nail	13	1	7	21	1	22	0.0%
Assistant Tutor / Instructor - Make-up	22	0	0	22	0	22	0.0%
Assistant Tutor / Instructor - Nail	4	0	0	4	0	4	0.0%
Administrative Staff	57	0	0	57	0	57	0.1%
Receptionist	11	0	0	11	0	11	0.0%
Sub-total	223	6	23	252	1	253	0.5%
3. Beauty Centre / Health Centre & Spa							
Director / General Manager	119	0	0	119	14	133	0.3%
Chief Shop Manager / Operation Manager	423	0	0	423	25	448	0.9%
Brand / Sales / Marketing Director / Manager	64	0	0	64	0	64	0.1%
Sales / Marketing Officer	258	0	0	258	11	269	0.5%
Senior Beautician	1,085	32	0	1,117	23	1,140	2.3%
Senior Make-up Artist	23	1	0	24	0	24	0.0%
Slimming Consultant	161	0	0	161	9	170	0.3%
Beautician	9,003	183	240	9,426	332	9,758	19.7%
Assistant to Medical Practitioner (Beauty Care)	53	0	2	55	8	63	0.1%
Make-up Artist	197	121	35	353	6	359	0.7%
Body Therapist	1,144	25	17	1,186	103	1,289	2.6%
Manicurist / Pedicurist	97	1	4	102	0	102	0.2%
Nail Artist	88	0	0	88	0	88	0.2%
Slimming Therapist	631	0	1	632	76	708	1.4%
Beauty Consultant	586	0	0	586	14	600	1.2%
Beauty Assistant	775	0	25	800	138	938	1.9%
Marketing Assistant	112	0	0	112	0	112	0.2%
Promoter	117	0	0	117	0	117	0.2%
Administrative Staff	355	0	25	380	2	382	0.8%
Receptionist	857	0	14	871	53	924	1.9%
Medical Personnel	75	3	2	80	8	88	0.2%
Sub-total	16,223	366	365	16,954	822	17,776	35.9%

Principal Jobs in the Industry	Direct Employees (a)	Freelancers (b)	Part-time Employees (c)	Total (a - c)	Vacancies (d)	Total Manpower Demand (a - d)	Percentage (%)
4. Hairdressing Salon							
Director / General Manager	32	0	0	32	0	32	0.1%
Chief Shop Manager / Operation Manager	66	0	0	66	5	71	0.1%
Art Director	54	0	0	54	0	54	0.1%
Technical Director	12	0	0	12	0	12	0.0%
Senior Hair Stylist	653	148	2	803	29	832	1.7%
Hair Stylist	7,325	585	237	8,147	190	8,337	16.9%
Technician (perm and color)	312	15	0	327	6	333	0.7%
Manicurist / Pedicurist	162	24	4	190	0	190	0.4%
Nail Artist	26	0	25	51	0	51	0.1%
Hairdressing Assistant	4,543	98	203	4,844	399	5,243	10.6%
Administrative Staff	153	0	0	153	0	153	0.3%
Receptionist	375	0	31	406	3	409	0.8%
Sub-total	13,713	870	502	15,085	632	15,717	31.8%
5. Cosmetic Product Company - Wholesale, Import & Export							
Director / General Manager	173	0	0	173	0	173	0.3%
Brand / Sales / Marketing Director / Manager	221	0	0	221	0	221	0.4%
Product / Technical Manager	194	0	0	194	0	194	0.4%
Sales / Marketing Officer	709	0	33	742	0	742	1.5%
Trainer	45	0	0	45	0	45	0.1%
Technical Adviser	60	0	0	60	0	60	0.1%
Sales Representative	1,547	0	16	1,563	1	1,564	3.2%
Marketing Assistant	240	0	0	240	0	240	0.5%
Promoter	332	0	200	532	38	570	1.2%
Administrative Staff	856	0	0	856	0	856	1.7%
Receptionist	72	0	0	72	0	72	0.1%
Sub-total	4,449	0	249	4,698	39	4,737	9.6%
6. Cosmetic Product Company - Retail							
Director / General Manager	54	0	0	54	0	54	0.1%
Corporate & Brand Image Sales Director / Manager	70	0	0	70	0	70	0.1%
Chief Shop Manager / Operation Manager	109	0	0	109	3	112	0.2%
Marketing Manager	90	0	0	90	0	90	0.2%
Product / Technical Manager	45	0	0	45	0	45	0.1%
Sales / Marketing Officer	238	0	0	238	1	239	0.5%
Trainer	77	0	0	77	0	77	0.2%
Buying Officer	95	0	0	95	0	95	0.2%
Shop Manager / Supervisor	699	0	0	699	5	704	1.4%
Technical Adviser	62	0	0	62	0	62	0.1%
Beauty Adviser (Counter)	6,417	0	71	6,488	204	6,692	13.5%
Hair Care Adviser	355	0	0	355	13	368	0.7%
Make-up Artist	72	3	0	75	0	75	0.2%
Marketing Assistant	160	0	3	163	28	191	0.4%
Promoter	139	0	91	230	2	232	0.5%
Administrative Staff	291	0	0	291	1	292	0.6%
Receptionist	50	0	0	50	0	50	0.1%
Sub-total	9,023	3	165	9,191	257	9,448	19.1%

Principal Jobs in the Industry	Direct Employees (a)	Freelancers (b)	Part-time Employees (c)	Total (a - c)	Vacancies (d)	Total Manpower Demand (a - d)	Percentage (%)
7. Nail Salon							
Director / General Manager	13	0	0	13	0	13	0.0%
Chief Shop Manager / Operation Manager	25	0	0	25	0	25	0.1%
Senior Nail Technician (Fingernail / Toenail)	83	0	0	83	20	103	0.2%
Nail Technician (Fingernail / Toenail)	164	24	0	188	24	212	0.4%
Manicurist / Pedicurist	189	0	0	189	0	189	0.4%
Nail Artist	265	0	0	265	41	306	0.6%
Hand and Foot Care Therapist	25	0	0	25	0	25	0.1%
Junior Nail Technician (Fingernail / Toenail)	138	0	0	138	24	162	0.3%
Administrative Staff	6	0	0	6	0	6	0.0%
Receptionist	23	0	0	23	0	23	0.0%
Sub-total	931	24	0	955	109	1,064	2.2%
Total	44,914	1,282	1,395	47,591	1,862	49,453	100.0%

Table 1(b): Direct Employees, Vacancies, Trainees and Employers' Forecast for 2011 by Sector

Principal Jobs in the Industry	Direct Employees (a)	Vacancies (b)	Total Manpower Demand (a - b)	Trainees (c)	Employers' Forecast for 2011 (d)	Comparison of 2011 and 2010	Comparison of 2011 and 2010 (%)
1. Beauty & Hairdressing School							
Director / Principal (School)	12	0	12	0	12	0	0.0%
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	45	0	45	0	45	0	0.0%
Tutor / Instructor - Beauty Care	146	0	146	0	146	0	0.0%
Tutor / Instructor - Hairdressing	19	0	19	0	19	0	0.0%
Assistant Tutor / Instructor - Beauty Care	38	0	38	0	38	0	0.0%
Administrative Staff	65	1	66	0	66	0	0.0%
Receptionist	27	1	28	0	28	0	0.0%
Sub-total	352	2	354	0	354	0	0.0%
2. Make-up & Nail School							
Director / Principal (School)	14	0	14	0	14	0	0.0%
Senior Tutor / Senior Instructor - Make-up and Nail	30	0	30	0	30	0	0.0%
Tutor / Instructor - Make-up	72	0	72	0	72	0	0.0%
Tutor / Instructor - Nail	13	1	14	0	14	0	0.0%
Assistant Tutor / Instructor - Make-up	22	0	22	0	22	0	0.0%
Assistant Tutor / Instructor - Nail	4	0	4	0	4	0	0.0%
Administrative Staff	57	0	57	0	57	0	0.0%
Receptionist	11	0	11	0	11	0	0.0%
Sub-total	223	1	224	0	224	0	0.0%
3. Beauty Centre / Health Centre & Spa							
Director / General Manager	119	14	133	0	133	0	0.0%
Chief Shop Manager / Operation Manager	423	25	448	0	448	0	0.0%
Brand / Sales / Marketing Director / Manager	64	0	64	0	64	0	0.0%
Sales / Marketing Officer	258	11	269	0	263	-6	-2.2%
Senior Beautician	1,085	23	1,108	0	1,110	2	0.2%
Senior Make-up Artist	23	0	23	0	23	0	0.0%
Slimming Consultant	161	9	170	0	170	0	0.0%
Beautician	9,003	332	9,335	21	9,365	30	0.3%
Assistant to Medical Practitioner (Beauty Care)	53	8	61	0	61	0	0.0%
Make-up Artist	197	6	203	0	203	0	0.0%
Body Therapist	1,144	103	1,247	0	1,247	0	0.0%
Manicurist / Pedicurist	97	0	97	0	97	0	0.0%
Nail Artist	88	0	88	0	88	0	0.0%
Slimming Therapist	631	76	707	0	708	1	0.1%
Beauty Consultant	586	14	600	0	607	7	1.2%
Beauty Assistant	775	138	913	10	923	10	1.1%
Marketing Assistant	112	0	112	0	112	0	0.0%
Promoter	117	0	117	0	117	0	0.0%
Administrative Staff	355	2	357	0	358	1	0.3%
Receptionist	857	53	910	0	910	0	0.0%
Medical Personnel	75	8	83	0	83	0	0.0%
Sub-total	16,223	822	17,045	31	17,090	45	0.3%

Principal Jobs in the Industry	Direct Employees (a)	Vacancies (b)	Total Manpower Demand (a - b)	Trainees (c)	Employers' Forecast for 2011 (d)	Comparison of 2011 and 2010	Comparison of 2011 and 2010 (%)
4. Hairdressing Salon							
Director / General Manager	32	0	32	0	32	0	0.0%
Chief Shop Manager / Operation Manager	66	5	71	0	66	-5	-7.0%
Art Director	54	0	54	0	56	2	3.7%
Technical Director	12	0	12	0	14	2	16.7%
Senior Hair Stylist	653	29	682	0	679	-3	-0.4%
Hair Stylist	7,325	190	7,515	25	7,583	68	0.9%
Technician (perm and color)	312	6	318	0	320	2	0.6%
Manicurist / Pedicurist	162	0	162	0	162	0	0.0%
Nail Artist	26	0	26	0	26	0	0.0%
Hairdressing Assistant	4,543	399	4,942	0	4,872	-70	-1.4%
Administrative Staff	153	0	153	0	151	-2	-1.3%
Receptionist	375	3	378	0	369	-9	-2.4%
Sub-total	13,713	632	14,345	25	14,330	-15	-0.1%
5. Cosmetic Product Company - Wholesale, Import & Export							
Director / General Manager	173	0	173	0	173	0	0.0%
Brand / Sales / Marketing Director / Manager	221	0	221	0	221	0	0.0%
Product / Technical Manager	194	0	194	0	194	0	0.0%
Sales / Marketing Officer	709	0	709	0	774	65	9.2%
Trainer	45	0	45	0	45	0	0.0%
Technical Adviser	60	0	60	0	60	0	0.0%
Sales Representative	1,547	1	1,548	0	1,561	13	0.8%
Marketing Assistant	240	0	240	0	240	0	0.0%
Promoter	332	38	370	0	370	0	0.0%
Administrative Staff	856	0	856	0	856	0	0.0%
Receptionist	72	0	72	0	72	0	0.0%
Sub-total	4,449	39	4,488	0	4,566	78	1.7%
6. Cosmetic Product Company - Retail							
Director / General Manager	54	0	54	0	51	-3	-5.6%
Corporate & Brand Image Sales Director / Manager	70	0	70	0	70	0	0.0%
Chief Shop Manager / Operation Manager	109	3	112	0	109	-3	-2.7%
Marketing Manager	90	0	90	0	87	-3	-3.3%
Product / Technical Manager	45	0	45	0	45	0	0.0%
Sales / Marketing Officer	238	1	239	0	239	0	0.0%
Trainer	77	0	77	0	77	0	0.0%
Buying Officer	95	0	95	0	95	0	0.0%
Shop Manager / Supervisor	699	5	704	0	701	-3	-0.4%
Technical Adviser	62	0	62	0	62	0	0.0%
Beauty Adviser (Counter)	6,417	204	6,621	0	6,525	-96	-1.4%
Hair Care Adviser	355	13	368	0	358	-10	-2.7%
Make-up Artist	72	0	72	0	72	0	0.0%
Marketing Assistant	160	28	188	0	188	0	0.0%
Promoter	139	2	141	0	141	0	0.0%
Administrative Staff	291	1	292	0	289	-3	-1.0%
Receptionist	50	0	50	0	50	0	0.0%
Sub-total	9,023	257	9,280	0	9,159	-121	-1.3%

Principal Jobs in the Industry	Direct Employees (a)	Vacancies (b)	Total Manpower Demand (a - b)	Trainees (c)	Employers' Forecast for 2011 (d)	Comparison of 2011 and 2010	Comparison of 2011 and 2010 (%)
7. Nail Salon							
Director / General Manager	13	0	13	0	13	0	0.0%
Chief Shop Manager / Operation Manager	25	0	25	0	25	0	0.0%
Senior Nail Technician (Fingernail / Toenail)	83	20	103	0	103	0	0.0%
Nail Technician (Fingernail / Toenail)	164	24	188	0	188	0	0.0%
Manicurist / Pedicurist	189	0	189	0	189	0	0.0%
Nail Artist	265	41	306	0	306	0	0.0%
Hand and Foot Care Therapist	25	0	25	0	25	0	0.0%
Junior Nail Technician (Fingernail / Toenail)	138	24	162	0	162	0	0.0%
Administrative Staff	6	0	6	0	6	0	0.0%
Receptionist	23	0	23	0	23	0	0.0%
Sub-total	931	109	1,040	0	1,040	0	0.0%
Total	44,914	1,862	46,776	56	46,763	-13	0.0%

Table 2: Comparison of Direct Employees, Freelancers and Part-time Employees in 2007 and 2010 by Sector

Principal Jobs in the Industry	2007	2010	Comparison of 2007 and 2010 (%)	2007	2010	Comparison of 2007 and 2010 (%)	2007	2010	Comparison of 2007 and 2010 (%)
	Direct Employees			Freelancers			Part-time Employees		
1. Beauty & Hairdressing School									
Director / Principal (School)	25	12	-52.00%	0	0	N/A	0	0	N/A
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	49	45	-8.16%	0	0	N/A	0	10	N/A
Tutor / Instructor - Beauty Care	119	146	22.69%	11	12	9.09%	33	70	112.12%
Tutor / Instructor - Hairdressing	5	19	280.00%	8	1	-87.50%	15	9	-40.00%
Assistant Tutor / Instructor - Beauty Care	29	38	31.03%	0	0	N/A	0	0	N/A
Assistant Tutor / Instructor - Hairdressing	0	0	N/A	0	0	N/A	0	0	N/A
Administrative Staff	50	65	30.00%	0	0	N/A	0	1	N/A
Receptionist	27	27	0.00%	0	0	N/A	0	1	N/A
Sub-total	304	352	15.79%	19	13	-30.83%	48	91	89.58%
2. Make-up & Nail School									
Director / Principal (School)	6	14	133.33%	0	0	N/A	0	0	N/A
Senior Tutor / Senior Instructor - Make-up and Nail	4	30	650.00%	0	0	N/A	0	0	N/A
Tutor / Instructor - Make-up	17	72	323.53%	10	5	-50.00%	10	16	60.00%
Tutor / Instructor - Nail	6	13	116.67%	12	1	-91.67%	3	7	133.33%
Assistant Tutor / Instructor - Make-up	3	22	633.33%	0	0	N/A	2	0	-100.00%
Assistant Tutor / Instructor - Nail	3	4	33.33%	9	0	-100.00%	0	0	N/A
Administrative Staff	12	57	375.00%	0	0	N/A	1	0	-100.00%
Receptionist	15	11	-26.67%	0	0	N/A	0	0	N/A
Sub-total	66	223	237.88%	31	6	-80.65%	16	23	43.75%
3. Beauty Centre / Health Centre & Spa									
Director / General Manager	83	119	43.37%	0	0	N/A	0	0	N/A
Chief Shop Manager / Operation Manager	399	423	6.02%	0	0	N/A	0	0	N/A
Brand / Sales / Marketing Director / Manager	34	64	88.24%	0	0	N/A	0	0	N/A
Sales / Marketing Officer	91	258	183.52%	0	0	N/A	0	0	N/A
Senior Beautician	963	1,085	12.67%	0	32	N/A	0	0	N/A
Senior Make-up Artist	22	23	4.55%	0	1	N/A	0	0	N/A
Slimming Consultant	202	161	-20.30%	0	0	N/A	0	0	N/A
Beautician	8,397	9,003	7.22%	160	183	14.38%	169	240	42.01%
Assistant to Medical Practitioner (Beauty Care)	38	53	39.47%	0	0	N/A	0	2	N/A
Make-up Artist	203	197	-2.96%	80	121	51.25%	9	35	288.89%
Body Therapist	880	1,144	30.00%	52	25	-51.92%	32	17	-46.88%
Manicurist / Pedicurist	102	97	-4.90%	7	1	-85.71%	1	4	300.00%
Nail Artist	116	88	-24.14%	0	0	N/A	1	0	-100.00%
Slimming Therapist	614	631	2.77%	4	0	-100.00%	0	1	N/A
Beauty Consultant	549	586	6.74%	0	0	N/A	0	0	N/A
Beauty Assistant	881	775	-12.03%	0	0	N/A	194	25	-87.11%
Marketing Assistant	43	112	160.47%	0	0	N/A	0	0	N/A
Promoter	53	117	120.75%	0	0	N/A	0	0	N/A
Administrative Staff	283	355	25.44%	0	0	N/A	2	25	1150.00%
Receptionist	723	857	18.53%	0	0	N/A	4	14	250.00%
Medical Personnel	59	75	27.12%	0	3	N/A	3	2	-33.33%
Sub-total	14,735	16,223	10.10%	303	366	20.79%	415	365	-12.05%

Principal Jobs in the Industry	2007	2010	Comparison of 2007 and 2010 (%)	2007	2010	Comparison of 2007 and 2010 (%)	2007	2010	Comparison of 2007 and 2010 (%)
	Direct Employees			Freelancers			Part-time Employees		
4. Hairdressing Salon									
Director / General Manager	37	32	-13.51%	0	0	N/A	0	0	N/A
Chief Shop Manager / Operation Manager	89	66	-25.84%	0	0	N/A	0	0	N/A
Art Director	33	54	63.64%	0	0	N/A	0	0	N/A
Technical Director	19	12	-36.84%	0	0	N/A	0	0	N/A
Senior Hair Stylist	400	653	63.25%	16	148	825.00%	26	2	-92.31%
Hair Stylist	7,845	7,325	-6.63%	909	585	-35.64%	132	237	79.55%
Technician (perm and color)	229	312	36.24%	10	15	50.00%	0	0	N/A
Manicurist / Pedicurist	117	162	38.46%	36	24	-33.33%	0	4	N/A
Nail Artist	5	26	420.00%	25	0	-100.00%	0	25	N/A
Hairdressing Assistant	5,272	4,543	-13.83%	60	98	63.33%	445	203	-54.38%
Administrative Staff	87	153	75.86%	0	0	N/A	2	0	-100.00%
Receptionist	412	375	-8.98%	0	0	N/A	11	31	181.82%
Sub-total	14,545	13,713	-5.72%	1,056	870	-17.61%	616	502	-18.51%
5. Cosmetic Product Company - Wholesale, Import & Export									
Director / General Manager	232	173	-25.43%	0	0	N/A	0	0	N/A
Brand / Sales / Marketing Director / Manager	306	221	-27.78%	0	0	N/A	0	0	N/A
Product / Technical Manager	281	194	-30.96%	0	0	N/A	0	0	N/A
Sales / Marketing Officer	752	709	-5.72%	0	0	N/A	0	33	N/A
Trainer	102	45	-55.88%	0	0	N/A	0	0	N/A
Technical Adviser	24	60	150.00%	0	0	N/A	0	0	N/A
Sales Representative	1,816	1,547	-14.81%	0	0	N/A	98	16	-83.67%
Marketing Assistant	161	240	49.07%	0	0	N/A	0	0	N/A
Promoter	51	332	550.98%	0	0	N/A	4	200	4900.00%
Administrative Staff	751	856	13.98%	0	0	N/A	16	0	-100.00%
Receptionist	146	72	-50.68%	0	0	N/A	0	0	N/A
Sub-total	4,622	4,449	-3.74%	0	0	N/A	118	249	111.02%
6. Cosmetic Product Company - Retail									
Director / General Manager	76	54	-28.95%	0	0	N/A	0	0	N/A
Corporate & Brand Image Sales Director / Manager	77	70	-9.09%	0	0	N/A	0	0	N/A
Chief Shop Manager / Operation Manager	126	109	-13.49%	0	0	N/A	0	0	N/A
Marketing Manager	80	90	12.50%	0	0	N/A	0	0	N/A
Product / Technical Manager	37	45	21.62%	0	0	N/A	0	0	N/A
Sales / Marketing Officer	314	238	-24.20%	0	0	N/A	0	0	N/A
Trainer	85	77	-9.41%	0	0	N/A	0	0	N/A
Buying Officer	102	95	-6.86%	0	0	N/A	0	0	N/A
Shop Manager / Supervisor	663	699	5.43%	0	0	N/A	0	0	N/A
Technical Adviser	38	62	63.16%	0	0	N/A	0	0	N/A
Beauty Adviser (Counter)	5,015	6,417	27.96%	0	0	N/A	94	71	-24.47%
Hair Care Adviser	359	355	-1.11%	0	0	N/A	19	0	-100.00%
Make-up Artist	72	72	0.00%	0	3	N/A	14	0	-100.00%
Marketing Assistant	247	160	-35.22%	0	0	N/A	0	3	N/A
Promoter	112	139	24.11%	0	0	N/A	3	91	2933.33%
Administrative Staff	295	291	-1.36%	0	0	N/A	0	0	N/A
Receptionist	74	50	-32.43%	0	0	N/A	0	0	N/A
Sub-total	7,772	9,023	16.10%	0	3	N/A	130	165	26.92%

Principal Jobs in the Industry	2007	2010	Comparison of 2007 and 2010 (%)	2007	2010	Comparison of 2007 and 2010 (%)	2007	2010	Comparison of 2007 and 2010 (%)
	Direct Employees			Freelancers			Part-time Employees		
7. Nail Salon									
Director / General Manager	0	13	N/A	0	0	N/A	0	0	N/A
Chief Shop Manager / Operation Manager	36	25	-30.56%	0	0	N/A	0	0	N/A
Nail Consultant (Fingernail / Toenail)	27	0	-100.00%	0	0	N/A	0	0	N/A
Senior Nail Technician (Fingernail / Toenail)	25	83	232.00%	0	0	N/A	0	0	N/A
Nail Technician (Fingernail / Toenail)	128	164	28.13%	0	24	N/A	25	0	-100.00%
Manicurist / Pedicurist	41	189	360.98%	0	0	N/A	0	0	N/A
Nail Artist	112	265	136.61%	0	0	N/A	0	0	N/A
Hand and Foot Care Therapist	0	25	N/A	0	0	N/A	0	0	N/A
Junior Nail Technician (Fingernail / Toenail)	50	138	176.00%	25	0	-100.00%	0	0	N/A
Foot Reflexologist	5	0	-100.00%	0	0	N/A	0	0	N/A
Administrative Staff	4	6	50.00%	0	0	N/A	0	0	N/A
Receptionist	19	23	21.05%	0	0	N/A	0	0	N/A
Sub-total	447	931	108.28%	25	24	-4.00%	25	0	-100.00%
Total	42,491	44,914	5.70%	1,434	1,282	-10.59%	1,368	1,395	1.97%

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

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
1. Beauty & Hairdressing School									
Director / Principal (School)	6	0	0	3	0	3	0	0	12
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	12	3	7	14	0	9	0	0	45
Tutor / Instructor - Beauty Care	14	3	23	36	1	67	0	2	146
Tutor / Instructor - Hairdressing	0	0	10	9	0	0	0	0	19
Assistant Tutor / Instructor - Beauty Care	0	2	5	17	3	11	0	0	38
Administrative Staff	1	1	0	3	7	49	0	4	65
Receptionist	0	2	0	1	6	17	0	1	27
Sub-total	33	11	45	83	17	156	0	7	352
<i>Percentage by Educational Level (Total: 352)</i>	<i>9.4%</i>	<i>3.1%</i>	<i>12.8%</i>	<i>23.6%</i>	<i>4.8%</i>	<i>44.3%</i>	<i>0.0%</i>	<i>2.0%</i>	<i>100.0%</i>
2. Make-up & Nail School									
Director / Principal (School)	12	1	0	0	0	0	0	1	14
Senior Tutor / Senior Instructor - Make-up and Nail	9	1	5	2	5	8	0	0	30
Tutor / Instructor - Make-up	1	4	3	13	20	26	0	5	72
Tutor / Instructor - Nail	0	0	3	1	0	9	0	0	13
Assistant Tutor / Instructor - Make-up	0	0	2	0	0	20	0	0	22
Assistant Tutor / Instructor - Nail	0	0	0	0	0	4	0	0	4
Administrative Staff	0	0	0	0	3	50	0	4	57
Receptionist	0	0	1	0	0	9	0	1	11
Sub-total	22	6	14	16	28	126	0	11	223
<i>Percentage by Educational Level (Total: 223)</i>	<i>9.9%</i>	<i>2.7%</i>	<i>6.3%</i>	<i>7.2%</i>	<i>12.6%</i>	<i>56.5%</i>	<i>0.0%</i>	<i>4.9%</i>	<i>100.0%</i>
3. Beauty Centre / Health Centre & Spa									
Director / General Manager	31	3	13	0	9	48	4	11	119
Chief Shop Manager / Operation Manager	115	16	79	6	88	95	6	18	423
Brand / Sales / Marketing Director / Manager	48	0	0	4	0	10	0	2	64
Sales / Marketing Officer	38	3	15	46	65	70	0	21	258
Senior Beautician	3	12	117	114	188	503	59	89	1,085
Senior Make-up Artist	0	6	0	11	1	3	0	2	23
Slimming Consultant	50	0	21	6	2	72	3	7	161
Beautician	0	3	248	830	1,287	4,371	1,468	796	9,003
Assistant to Medical Practitioner (Beauty Care)	0	30	3	8	0	12	0	0	53
Make-up Artist	25	0	1	30	12	109	15	5	197
Body Therapist	0	0	20	112	63	728	178	43	1,144
Manicurist / Pedicurist	0	0	20	19	20	25	12	1	97
Nail Artist	0	0	2	8	0	78	0	0	88
Slimming Therapist	20	0	6	95	70	424	0	16	631
Beauty Consultant	20	0	16	134	114	274	2	26	586
Beauty Assistant	0	0	0	12	32	401	310	20	775
Marketing Assistant	1	11	2	17	13	68	0	0	112
Promoter	0	0	0	0	0	52	36	29	117
Administrative Staff	17	12	56	20	52	167	3	28	355

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
3. Beauty Centre, Health Centre & Spa (Cont')									
Receptionist	0	5	0	47	163	589	8	45	857
Medical Personnel	60	0	0	0	0	3	0	12	75
Sub-total	428	101	619	1,519	2,179	8,102	2,104	1,171	16,223
<i>Percentage by Educational Level (Total: 16,223)</i>	<i>2.6%</i>	<i>0.6%</i>	<i>3.8%</i>	<i>9.4%</i>	<i>13.4%</i>	<i>49.9%</i>	<i>13.0%</i>	<i>7.2%</i>	<i>100.0%</i>
4. Hairdressing Salon									
Director / General Manager	11	0	3	0	2	13	1	2	32
Chief Shop Manager / Operation Manager	0	25	12	6	3	10	4	6	66
Art Director	0	0	4	4	24	15	0	7	54
Technical Director	0	0	10	0	0	0	0	2	12
Senior Hair Stylist	0	1	0	47	86	276	189	54	653
Hair Stylist	0	0	1	37	354	2,491	3,544	898	7,325
Technician (perm and color)	0	0	0	0	28	168	99	17	312
Manicurist / Pedicurist	0	0	0	0	21	61	28	52	162
Nail Artist	0	0	0	0	0	12	10	4	26
Hairdressing Assistant	0	0	0	8	83	1,001	2,949	502	4,543
Administrative Staff	9	9	0	0	10	83	33	9	153
Receptionist	0	0	0	2	43	227	45	58	375
Sub-total	20	35	30	104	654	4,357	6,902	1,611	13,713
<i>Percentage by Educational Level (Total: 13,713)</i>	<i>0%</i>	<i>0%</i>	<i>0%</i>	<i>1%</i>	<i>5%</i>	<i>32%</i>	<i>50%</i>	<i>12%</i>	<i>100%</i>
5. Cosmetic Product Company - Wholesale, Import & Export									
Director / General Manager	169	0	1	0	0	0	0	3	173
Brand / Sales / Marketing Director / Manager	214	0	0	0	0	0	0	7	221
Product / Technical Manager	152	0	12	20	0	0	0	10	194
Sales / Marketing Officer	284	16	78	34	65	56	0	176	709
Trainer	22	0	16	0	0	3	0	4	45
Technical Adviser	0	0	6	30	0	16	0	8	60
Sales Representative	340	18	92	91	188	524	0	294	1,547
Marketing Assistant	12	0	71	0	4	125	12	16	240
Promoter	0	0	0	0	0	307	0	25	332
Administrative Staff	3	89	92	0	162	466	0	44	856
Receptionist	0	0	0	0	8	24	0	40	72
Sub-total	1,196	123	368	175	427	1,521	12	627	4,449
<i>Percentage by Educational Level (Total: 4,449)</i>	<i>26.9%</i>	<i>2.8%</i>	<i>8.3%</i>	<i>3.9%</i>	<i>9.6%</i>	<i>34.2%</i>	<i>0.3%</i>	<i>14.1%</i>	<i>100.0%</i>
6. Cosmetic Product Company - Retail									
Director / General Manager	29	0	0	0	2	3	0	20	54
Corporate & Brand Image Sales Director / Manager	50	0	4	4	0	0	0	12	70
Chief Shop Manager / Operation Manager	36	7	13	8	1	31	0	13	109
Marketing Manager	44	3	0	0	0	0	0	43	90
Product / Technical Manager	40	0	0	0	0	0	0	5	45
Sales / Marketing Officer	48	8	11	15	0	77	0	79	238
Trainer	32	7	8	4	2	21	0	3	77
Buying Officer	20	0	2	0	4	66	0	3	95
Shop Manager / Supervisor	58	31	175	113	38	196	0	88	699
Technical Adviser	2	0	0	0	0	58	0	2	62
Beauty Adviser (Counter)	0	0	101	482	1,042	4,249	25	518	6,417
Hair Care Adviser	0	0	0	0	0	263	92	0	355

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
6. Cosmetic Product Company - Retail (Cont')									
Make-up Artist	0	0	60	0	0	12	0	0	72
Marketing Assistant	16	0	0	3	21	120	0	0	160
Promoter	0	0	0	0	0	91	0	48	139
Administrative Staff	8	5	25	5	129	78	0	41	291
Receptionist	0	0	3	1	1	44	0	1	50
Sub-total	383	61	402	635	1,240	5,309	117	876	9,023
<i>Percentage by Educational Level (Total: 9,023)</i>	<i>4.2%</i>	<i>0.7%</i>	<i>4.5%</i>	<i>7.0%</i>	<i>13.7%</i>	<i>58.8%</i>	<i>1.3%</i>	<i>9.7%</i>	<i>100.0%</i>
7. Nail Salon									
Director / General Manager	4	0	0	0	9	0	0	0	13
Chief Shop Manager / Operation Manager	0	0	0	0	9	16	0	0	25
Senior Nail Technician (Fingernail / Toenail)	0	0	0	0	0	83	0	0	83
Nail Technician (Fingernail / Toenail)	0	0	0	0	0	164	0	0	164
Manicurist / Pedicurist	0	0	0	0	0	189	0	0	189
Nail Artist	0	0	0	0	0	183	82	0	265
Hand and Foot Care Therapist	0	0	0	0	0	25	0	0	25
Junior Nail Technician (Fingernail / Toenail)	0	0	0	0	0	105	33	0	138
Administrative Staff	0	0	0	0	0	6	0	0	6
Receptionist	0	0	0	0	0	20	3	0	23
ALL	4	0	0	0	18	791	118	0	931
<i>Percentage by Educational Level (Total: 931)</i>	<i>0.4%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>1.9%</i>	<i>85.0%</i>	<i>12.7%</i>	<i>0.0%</i>	<i>100.0%</i>
Total	2,086	337	1,478	2,532	4,563	20,362	9,253	4,303	44,914
<i>Percentage by Educational Level (Total: 44,914)</i>	<i>4.6%</i>	<i>0.8%</i>	<i>3.3%</i>	<i>5.6%</i>	<i>10.2%</i>	<i>45.3%</i>	<i>20.6%</i>	<i>9.6%</i>	<i>100.0%</i>

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

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
1. Beauty & Hairdressing School									
Director / Principal (School)	6	0	0	3	2	1	0	0	12
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	8	1	8	13	0	9	0	6	45
Tutor / Instructor - Beauty Care	14	7	24	24	2	73	0	2	146
Tutor / Instructor - Hairdressing	0	0	10	3	0	0	0	6	19
Assistant Tutor / Instructor - Beauty Care	0	2	5	12	0	19	0	0	38
Administrative Staff	3	1	0	3	6	48	0	4	65
Receptionist	1	2	0	1	6	16	0	1	27
Sub-total	32	13	47	59	16	166	0	19	352
<i>Percentage by Educational Level (Total: 352)</i>	<i>9.1%</i>	<i>3.7%</i>	<i>13.4%</i>	<i>16.8%</i>	<i>4.5%</i>	<i>47.2%</i>	<i>0.0%</i>	<i>5.4%</i>	<i>100.0%</i>
2. Make-up & Nail School									
Director / Principal (School)	13	0	0	0	0	0	0	1	14
Senior Tutor / Senior Instructor - Make-up and Nail	10	5	5	2	5	3	0	0	30
Tutor / Instructor - Make-up	4	4	6	3	17	33	0	5	72
Tutor / Instructor - Nail	0	0	3	0	0	10	0	0	13
Assistant Tutor / Instructor - Make-up	0	0	2	0	0	20	0	0	22
Assistant Tutor / Instructor - Nail	0	0	0	0	0	4	0	0	4
Administrative Staff	0	0	3	0	0	50	0	4	57
Receptionist	0	0	1	0	0	10	0	0	11
Sub-total	27	9	20	5	22	130	0	10	223
<i>Percentage by Educational Level (Total: 223)</i>	<i>12.1%</i>	<i>4.0%</i>	<i>9.0%</i>	<i>2.2%</i>	<i>9.9%</i>	<i>58.3%</i>	<i>0.0%</i>	<i>4.5%</i>	<i>100.0%</i>
3. Beauty Centre / Health Centre & Spa									
Director / General Manager	23	1	16	0	9	49	0	21	119
Chief Shop Manager / Operation Manager	64	13	74	44	92	93	6	37	423
Brand / Sales / Marketing Director / Manager	14	0	3	31	0	10	0	6	64
Sales / Marketing Officer	34	6	8	16	101	62	0	31	258
Senior Beautician	3	3	156	134	107	524	68	90	1,085
Senior Make-up Artist	0	1	0	4	0	16	0	2	23
Slimming Consultant	50	0	3	24	2	62	13	7	161
Beautician	25	0	607	588	973	5,114	992	704	9,003
Assistant to Medical Practitioner (Beauty Care)	0	30	0	11	12	0	0	0	53
Make-up Artist	50	0	1	22	9	110	0	5	197
Body Therapist	0	0	3	112	60	735	147	87	1,144
Manicurist / Pedicurist	0	0	2	5	20	69	0	1	97
Nail Artist	0	0	2	8	0	78	0	0	88
Slimming Therapist	20	0	6	95	70	424	0	16	631
Beauty Consultant	20	0	0	101	112	277	2	74	586
Beauty Assistant	0	0	3	12	64	508	168	20	775
Marketing Assistant	0	12	21	1	13	65	0	0	112
Promoter	0	0	3	0	0	83	3	28	117
Administrative Staff	17	12	60	20	69	110	3	64	355

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
3. Beauty Centre, Health Centre & Spa (Cont')									
Receptionist	0	20	2	41	140	514	33	107	857
Medical Personnel	56	0	0	0	0	0	0	19	75
Sub-total	376	98	970	1,269	1,853	8,903	1,435	1,319	16,223
<i>Percentage by Educational Level (Total: 16,223)</i>	<i>2.3%</i>	<i>0.6%</i>	<i>6.0%</i>	<i>7.8%</i>	<i>11.4%</i>	<i>54.9%</i>	<i>8.8%</i>	<i>8.1%</i>	<i>100.0%</i>
4. Hairdressing Salon									
Director / General Manager	11	0	4	0	5	10	0	2	32
Chief Shop Manager / Operation Manager	0	2	0	10	8	39	0	7	66
Art Director	0	0	0	0	30	16	0	8	54
Technical Director	0	4	0	0	0	8	0	0	12
Senior Hair Stylist	0	1	14	36	68	293	188	53	653
Hair Stylist	0	0	1	61	318	3,064	3,147	734	7,325
Technician (perm and color)	0	0	0	0	20	184	83	25	312
Manicurist / Pedicurist	0	0	0	0	9	101	31	21	162
Nail Artist	0	0	0	0	4	4	8	10	26
Hairdressing Assistant	0	0	0	0	89	1,117	2,873	464	4,543
Administrative Staff	9	0	9	0	18	79	33	5	153
Receptionist	0	0	0	4	14	253	33	71	375
Sub-total	20	7	28	111	583	5,168	6,396	1,400	13,713
<i>Percentage by Educational Level (Total: 13,713)</i>	<i>0.1%</i>	<i>0.1%</i>	<i>0.2%</i>	<i>0.8%</i>	<i>4.3%</i>	<i>37.7%</i>	<i>46.6%</i>	<i>10.2%</i>	<i>100.0%</i>
5. Cosmetic Product Company - Wholesale, Import & Export									
Director / General Manager	111	0	0	0	17	0	0	45	173
Brand / Sales / Marketing Director / Manager	202	0	0	0	0	12	0	7	221
Product / Technical Manager	135	17	12	20	0	0	0	10	194
Sales / Marketing Officer	300	26	80	0	39	127	0	137	709
Trainer	22	0	0	0	0	19	0	4	45
Technical Adviser	0	0	6	30	8	8	0	8	60
Sales Representative	328	18	126	57	192	570	8	248	1,547
Marketing Assistant	12	0	71	0	4	137	0	16	240
Promoter	0	0	0	0	1	306	0	25	332
Administrative Staff	3	89	101	0	185	434	13	31	856
Receptionist	0	0	6	0	2	24	0	40	72
Sub-total	1,113	150	402	107	448	1,637	21	571	4,449
<i>Percentage by Educational Level (Total: 4,449)</i>	<i>25.0%</i>	<i>3.4%</i>	<i>9.0%</i>	<i>2.4%</i>	<i>10.1%</i>	<i>36.8%</i>	<i>0.5%</i>	<i>12.8%</i>	<i>100.0%</i>
6. Cosmetic Product Company - Retail									
Director / General Manager	23	0	0	0	0	8	0	23	54
Corporate & Brand Image Sales Director / Manager	48	0	0	8	0	0	0	14	70
Chief Shop Manager / Operation Manager	15	6	21	12	1	32	0	22	109
Marketing Manager	47	0	0	0	0	0	0	43	90
Product / Technical Manager	36	4	0	0	0	0	0	5	45
Sales / Marketing Officer	48	0	11	0	18	77	0	84	238
Trainer	21	9	7	5	4	19	0	12	77
Buying Officer	16	4	2	0	4	66	0	3	95
Shop Manager / Supervisor	38	9	59	98	67	217	0	211	699
Technical Adviser	2	0	2	0	0	56	0	2	62
Beauty Adviser (Counter)	0	0	101	222	1,007	3,834	25	1,228	6,417
Hair Care Adviser	0	0	0	0	0	343	12	0	355

Principal Jobs in the Industry	University Degree or above	Associate Degree, Higher Diploma or equivalent	Diploma or equivalent	Certificate, Advanced Certificate or equivalent	Secondary 6-7	Secondary 4-5	Secondary 3 or below	Unspecified	Total
6. Cosmetic Product Company - Retail (Cont')									
Make-up Artist	0	0	60	0	0	6	0	6	72
Marketing Assistant	16	0	0	0	21	120	3	0	160
Promoter	0	0	0	28	0	68	0	43	139
Administrative Staff	16	0	25	0	103	109	0	38	291
Receptionist	2	0	1	0	0	43	0	4	50
Sub-total	328	32	289	373	1,225	4,998	40	1,738	9,023
<i>Percentage by Educational Level (Total: 9,023)</i>	<i>3.6%</i>	<i>0.4%</i>	<i>3.2%</i>	<i>4.1%</i>	<i>13.6%</i>	<i>55.4%</i>	<i>0.4%</i>	<i>19.3%</i>	<i>100.0%</i>
7. Nail Salon									
Director / General Manager	4	0	0	0	9	0	0	0	13
Chief Shop Manager / Operation Manager	0	0	0	0	9	16	0	0	25
Senior Nail Technician (Fingernail / Toenail)	0	0	0	0	0	83	0	0	83
Nail Technician (Fingernail / Toenail)	0	0	0	0	0	139	0	25	164
Manicurist / Pedicurist	0	0	0	0	0	189	0	0	189
Nail Artist	0	0	0	0	0	183	82	0	265
Hand and Foot Care Therapist	0	0	0	0	0	25	0	0	25
Junior Nail Technician (Fingernail / Toenail)	0	0	0	0	0	130	8	0	138
Administrative Staff	0	0	0	0	0	6	0	0	6
Receptionist	0	0	0	0	0	23	0	0	23
Sub-total	4	0	0	0	18	794	90	25	931
<i>Percentage by Educational Level (Total: 931)</i>	<i>0.4%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>0.0%</i>	<i>1.9%</i>	<i>85.3%</i>	<i>9.7%</i>	<i>2.7%</i>	<i>100.0%</i>
Total	1,900	309	1,756	1,924	4,165	21,796	7,982	5,082	44,914
<i>Percentage by Educational Level (Total: 44,914)</i>	<i>4.2%</i>	<i>0.7%</i>	<i>3.9%</i>	<i>4.3%</i>	<i>9.3%</i>	<i>48.5%</i>	<i>17.8%</i>	<i>11.3%</i>	<i>100.0%</i>

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

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
1. Beauty & Hairdressing School							
Director / Principal (School)	6	2	0	0	0	4	12
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	8	23	8	1	0	5	45
Tutor / Instructor - Beauty Care	0	35	53	40	0	18	146
Tutor / Instructor - Hairdressing	0	0	19	0	0	0	19
Assistant Tutor / Instructor - Beauty Care	0	0	12	8	0	18	38
Administrative Staff	1	0	18	13	22	11	65
Receptionist	1	0	11	12	2	1	27
Sub-total	16	60	121	74	24	57	352
<i>Percentage by Relevant Years of Experience (Total: 352)</i>	<i>4.5%</i>	<i>17.0%</i>	<i>34.4%</i>	<i>21.0%</i>	<i>6.8%</i>	<i>16.2%</i>	<i>100.0%</i>
2. Make-up & Nail School							
Director / Principal (School)	10	1	0	2	0	1	14
Senior Tutor / Senior Instructor - Make-up and Nail	1	15	4	10	0	0	30
Tutor / Instructor - Make-up	3	5	28	31	0	5	72
Tutor / Instructor - Nail	0	0	3	10	0	0	13
Assistant Tutor / Instructor - Make-up	0	0	2	20	0	0	22
Assistant Tutor / Instructor - Nail	0	0	0	4	0	0	4
Administrative Staff	0	0	20	29	4	4	57
Receptionist	0	0	4	5	1	1	11
Sub-total	14	21	61	111	5	11	223
<i>Percentage by Relevant Years of Experience (Total: 223)</i>	<i>6.3%</i>	<i>9.4%</i>	<i>27.4%</i>	<i>49.8%</i>	<i>2.2%</i>	<i>4.9%</i>	<i>100.0%</i>
3. Beauty Centre / Health Centre & Spa							
Director / General Manager	34	11	55	8	0	11	119
Chief Shop Manager / Operation Manager	86	65	211	34	6	21	423
Brand / Sales / Marketing Director / Manager	0	45	1	16	0	2	64
Sales / Marketing Officer	5	63	117	42	0	31	258
Senior Beautician	36	71	378	491	15	94	1,085
Senior Make-up Artist	0	5	16	0	0	2	23
Slimming Consultant	0	9	91	51	3	7	161
Beautician	102	364	2,455	4,729	403	950	9,003
Assistant to Medical Practitioner (Beauty Care)	0	0	37	16	0	0	53
Make-up Artist	25	0	71	87	6	8	197
Body Therapist	20	23	378	622	58	43	1,144
Manicurist / Pedicurist	0	0	24	72	0	1	97
Nail Artist	0	0	81	4	3	0	88
Slimming Therapist	0	3	374	238	0	16	631
Beauty Consultant	25	8	282	228	17	26	586
Beauty Assistant	0	0	7	319	445	4	775
Marketing Assistant	8	3	16	82	2	1	112
Promoter	0	0	4	35	77	1	117

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
3. Beauty Centre, Health Centre & Spa (Cont')							
Administrative Staff	0	3	60	217	47	28	355
Receptionist	2	0	51	464	247	93	857
Medical Personnel	0	16	4	23	20	12	75
Sub-total	343	689	4,713	7,778	1,349	1,351	16,223
<i>Percentage by Relevant Years of Experience (Total: 16,223)</i>	<i>2.1%</i>	<i>4.2%</i>	<i>29.1%</i>	<i>47.9%</i>	<i>8.3%</i>	<i>8.3%</i>	<i>100.0%</i>
4. Hairdressing Salon							
Director / General Manager	15	2	6	9	0	0	32
Chief Shop Manager / Operation Manager	38	11	13	0	0	4	66
Art Director	20	20	11	0	0	3	54
Technical Director	10	0	2	0	0	0	12
Senior Hair Stylist	151	165	186	91	20	40	653
Hair Stylist	144	644	1,952	3,193	483	909	7,325
Technician (perm and color)	0	3	173	71	48	17	312
Manicurist / Pedicurist	1	1	65	13	30	52	162
Nail Artist	0	0	6	20	0	0	26
Hairdressing Assistant	19	27	356	1,415	2,174	552	4,543
Administrative Staff	1	4	42	67	34	5	153
Receptionist	0	8	52	135	124	56	375
Sub-total	399	885	2,864	5,014	2,913	1,638	13,713
<i>Percentage by Relevant Years of Experience (Total: 13,713)</i>	<i>2.9%</i>	<i>6.5%</i>	<i>20.9%</i>	<i>36.6%</i>	<i>21.2%</i>	<i>11.9%</i>	<i>100.0%</i>
5. Cosmetic Product Company - Wholesale, Import & Export							
Director / General Manager	87	68	1	0	0	17	173
Brand / Sales / Marketing Director / Manager	20	44	111	9	0	37	221
Product / Technical Manager	33	63	21	59	0	18	194
Sales / Marketing Officer	108	43	199	161	0	198	709
Trainer	0	0	37	4	0	4	45
Technical Adviser	0	0	22	30	0	8	60
Sales Representative	61	100	337	747	0	302	1,547
Marketing Assistant	0	0	117	33	14	76	240
Promoter	0	0	39	35	233	25	332
Administrative Staff	33	86	89	555	25	68	856
Receptionist	0	0	0	28	2	42	72
Sub-total	342	404	973	1,661	274	795	4,449
<i>Percentage by Relevant Years of Experience (Total: 4,449)</i>	<i>7.7%</i>	<i>9.1%</i>	<i>21.9%</i>	<i>37.3%</i>	<i>6.2%</i>	<i>17.9%</i>	<i>100.0%</i>
6. Cosmetic Product Company - Retail							
Director / General Manager	23	6	3	0	0	22	54
Corporate & Brand Image Sales Director / Manager	34	20	0	0	0	16	70
Chief Shop Manager / Operation Manager	37	11	40	0	0	21	109
Marketing Manager	5	31	7	0	0	47	90
Product / Technical Manager	5	27	4	0	0	9	45
Sales / Marketing Officer	16	0	59	74	0	89	238
Trainer	6	5	26	22	0	18	77

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
6. Cosmetic Product Company - Retail (Cont')							
Buying Officer	7	0	8	77	0	3	95
Shop Manager / Supervisor	0	58	437	65	13	126	699
Technical Adviser	0	2	52	6	0	2	62
Beauty Adviser (Counter)	123	0	1,470	3,618	338	868	6,417
Hair Care Adviser	0	0	20	60	275	0	355
Make-up Artist	0	0	66	6	0	0	72
Marketing Assistant	21	0	70	45	24	0	160
Promoter	0	0	12	51	44	32	139
Administrative Staff	10	11	10	190	35	35	291
Receptionist	0	0	8	39	0	3	50
Sub-total	287	171	2,292	4,253	729	1,291	9,023
<i>Percentage by Relevant Years of Experience (Total: 9,023)</i>	<i>3.2%</i>	<i>1.9%</i>	<i>25.4%</i>	<i>47.1%</i>	<i>8.1%</i>	<i>14.3%</i>	<i>100.0%</i>
7. Nail Salon							
Director / General Manager	0	4	0	9	0	0	13
Chief Shop Manager / Operation Manager	0	0	0	25	0	0	25
Senior Nail Technician (Fingernail / Toenail)	0	0	67	16	0	0	83
Nail Technician (Fingernail / Toenail)	0	0	97	67	0	0	164
Manicurist / Pedicurist	0	0	0	75	114	0	189
Nail Artist	0	0	25	212	28	0	265
Hand and Foot Care Therapist	0	0	0	25	0	0	25
Junior Nail Technician (Fingernail / Toenail)	0	0	0	73	65	0	138
Administrative Staff	0	0	0	0	6	0	6
Receptionist	0	0	0	0	23	0	23
Sub-total	0	4	189	502	236	0	931
<i>Percentage by Relevant Years of Experience (Total: 931)</i>	<i>0.0%</i>	<i>0.4%</i>	<i>20.3%</i>	<i>53.9%</i>	<i>25.3%</i>	<i>0.0%</i>	<i>100.0%</i>
Total	1,401	2,234	11,213	19,393	5,530	5,143	44,914
<i>Percentage by Relevant Years of Experience (Total: 44,914)</i>	<i>3.1%</i>	<i>5.0%</i>	<i>25.0%</i>	<i>43.2%</i>	<i>12.3%</i>	<i>11.5%</i>	<i>100.0%</i>

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

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
1. Beauty & Hairdressing School							
Director / Principal (School)	6	2	0	0	0	4	12
Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	12	20	2	0	0	11	45
Tutor / Instructor - Beauty Care	33	37	49	9	0	18	146
Tutor / Instructor - Hairdressing	0	0	13	0	0	6	19
Assistant Tutor / Instructor - Beauty Care	0	1	12	7	0	18	38
Administrative Staff	1	0	36	17	0	11	65
Receptionist	1	1	11	12	1	1	27
Sub-total	53	61	123	45	1	69	352
<i>Percentage by Relevant Years of Experience (Total: 352)</i>	<i>15.1%</i>	<i>17.3%</i>	<i>34.9%</i>	<i>12.8%</i>	<i>0.3%</i>	<i>19.6%</i>	<i>100.0%</i>
2. Make-up & Nail School							
Director / Principal (School)	12	1	0	0	0	1	14
Senior Tutor / Senior Instructor - Make-up and Nail	1	21	6	2	0	0	30
Tutor / Instructor - Make-up	7	8	26	26	0	5	72
Tutor / Instructor - Nail	1	0	3	9	0	0	13
Assistant Tutor / Instructor - Make-up	0	0	2	20	0	0	22
Assistant Tutor / Instructor - Nail	0	0	0	4	0	0	4
Administrative Staff	0	0	23	29	1	4	57
Receptionist	0	0	5	5	1	0	11
Sub-total	21	30	65	95	2	10	223
<i>Percentage by Relevant Years of Experience (Total: 223)</i>	<i>9.4%</i>	<i>13.5%</i>	<i>29.1%</i>	<i>42.6%</i>	<i>0.9%</i>	<i>4.5%</i>	<i>100.0%</i>
3. Beauty Centre / Health Centre & Spa							
Director / General Manager	38	11	55	0	0	15	119
Chief Shop Manager / Operation Manager	116	79	167	29	0	32	423
Brand / Sales / Marketing Director / Manager	15	40	1	2	0	6	64
Sales / Marketing Officer	5	63	126	38	0	26	258
Senior Beautician	165	140	468	238	0	74	1,085
Senior Make-up Artist	8	6	7	0	0	2	23
Slimming Consultant	9	43	43	59	0	7	161
Beautician	1,764	855	3,175	2,429	56	724	9,003
Assistant to Medical Practitioner (Beauty Care)	0	34	0	16	3	0	53
Make-up Artist	34	56	50	43	6	8	197
Body Therapist	135	90	404	426	2	87	1,144
Manicurist / Pedicurist	0	13	44	39	0	1	97
Nail Artist	0	0	81	7	0	0	88
Slimming Therapist	0	10	397	208	0	16	631
Beauty Consultant	45	33	295	139	0	74	586
Beauty Assistant	0	0	25	341	405	4	775
Marketing Assistant	8	3	19	79	2	1	112
Promoter	0	2	12	54	49	0	117

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
3. Beauty Centre, Health Centre & Spa (Cont')							
Administrative Staff	0	10	105	192	12	36	355
Receptionist	0	10	80	481	179	107	857
Medical Personnel	15	4	4	36	0	16	75
Sub-total	2,357	1,502	5,558	4,856	714	1,236	16,223
<i>Percentage by Relevant Years of Experience (Total: 16,223)</i>	<i>14.5%</i>	<i>9.3%</i>	<i>34.3%</i>	<i>29.9%</i>	<i>4.4%</i>	<i>7.6%</i>	<i>100.0%</i>
4. Hairdressing Salon							
Director / General Manager	23	2	6	1	0	0	32
Chief Shop Manager / Operation Manager	38	9	13	0	0	6	66
Art Director	38	2	11	0	0	3	54
Technical Director	10	2	0	0	0	0	12
Senior Hair Stylist	334	114	104	67	0	34	653
Hair Stylist	3,306	1,414	1,289	649	139	528	7,325
Technician (perm and color)	16	20	174	61	32	9	312
Manicurist / Pedicurist	63	16	24	24	22	13	162
Nail Artist	0	4	6	16	0	0	26
Hairdressing Assistant	476	132	775	1,491	1,271	398	4,543
Administrative Staff	39	53	38	9	9	5	153
Receptionist	18	0	86	134	75	62	375
Sub-total	4,361	1,768	2,526	2,452	1,548	1,058	13,713
<i>Percentage by Relevant Years of Experience (Total: 13,713)</i>	<i>31.8%</i>	<i>12.9%</i>	<i>18.4%</i>	<i>17.9%</i>	<i>11.3%</i>	<i>7.7%</i>	<i>100.0%</i>
5. Cosmetic Product Company - Wholesale, Import & Export							
Director / General Manager	40	73	1	0	0	59	173
Brand / Sales / Marketing Director / Manager	20	56	108	0	0	37	221
Product / Technical Manager	49	106	4	17	0	18	194
Sales / Marketing Officer	264	126	127	36	0	156	709
Trainer	0	6	35	0	0	4	45
Technical Adviser	0	8	14	30	0	8	60
Sales Representative	166	270	289	546	0	276	1,547
Marketing Assistant	0	12	104	48	0	76	240
Promoter	35	21	39	12	200	25	332
Administrative Staff	156	191	73	381	0	55	856
Receptionist	0	0	0	28	2	42	72
Sub-total	730	869	794	1,098	202	756	4,449
<i>Percentage by Relevant Years of Experience (Total: 4,449)</i>	<i>16.4%</i>	<i>19.5%</i>	<i>17.8%</i>	<i>24.7%</i>	<i>4.5%</i>	<i>17.0%</i>	<i>100.0%</i>
6. Cosmetic Product Company - Retail							
Director / General Manager	21	6	3	0	0	24	54
Corporate & Brand Image Sales Director / Manager	24	12	8	0	0	26	70
Chief Shop Manager / Operation Manager	24	37	27	0	0	21	109
Marketing Manager	5	14	12	0	0	59	90
Product / Technical Manager	5	17	4	0	0	19	45
Sales / Marketing Officer	16	0	47	73	0	102	238
Trainer	4	6	21	25	0	21	77

Principal Jobs in the Industry	10 years or above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	Unspecified	Total
6. Cosmetic Product Company - Retail (Cont')							
Buying Officer	3	4	17	68	0	3	95
Shop Manager / Supervisor	20	43	467	43	0	126	699
Technical Adviser	2	2	50	6	0	2	62
Beauty Adviser (Counter)	88	60	2,094	2,838	59	1,278	6,417
Hair Care Adviser	130	0	20	195	0	10	355
Make-up Artist	0	0	66	6	0	0	72
Marketing Assistant	24	0	72	55	5	4	160
Promoter	0	30	12	65	0	32	139
Administrative Staff	10	0	14	219	8	40	291
Receptionist	2	1	6	36	0	5	50
Sub-total	378	232	2,940	3,629	72	1,772	9,023
Percentage by Relevant Years of Experience (Total: 9,023)	4.2%	2.6%	32.6%	40.2%	0.8%	19.6%	100.0%
7. Nail Salon							
Director / General Manager	4	0	9	0	0	0	13
Chief Shop Manager / Operation Manager	0	0	25	0	0	0	25
Senior Nail Technician (Fingernail / Toenail)	0	0	5	78	0	0	83
Nail Technician (Fingernail / Toenail)	0	0	164	0	0	0	164
Manicurist / Pedicurist	0	0	50	75	64	0	189
Nail Artist	0	0	50	207	0	8	265
Hand and Foot Care Therapist	0	0	0	25	0	0	25
Junior Nail Technician (Fingernail / Toenail)	25	0	0	57	56	0	138
Administrative Staff	0	0	0	6	0	0	6
Receptionist	0	0	0	23	0	0	23
Sub-total	29	0	303	471	120	8	931
Percentage by Relevant Years of Experience (Total: 931)	3.1%	0.0%	32.5%	50.6%	12.9%	0.9%	100.0%
Total	7,929	4,462	12,309	12,646	2,659	4,909	44,914
Percentage by Relevant Years of Experience (Total: 44,914)	17.7%	9.9%	27.4%	28.2%	5.9%	10.9%	100.0%

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

Sector	Preferred Vocational Qualification of Employees	Managerial / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
1. Beauty & Hairdressing School					
	Certificates of National Occupation Qualifications of the Mainland	2	2	0	4
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	1	1	0	2
	• Make-up Artist	1	1	0	2
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	2	2	0	4
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	10	11	1	22
	Certificates of international professional / recognized training courses	18	37	5	60
	Sub-total	34	54	6	94
2. Make-up & Nail School					
	Certificates of National Occupation Qualifications of the Mainland	0	0	0	0
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	1	2	1	4
	Certificates of international professional / recognized training courses	2	2	1	5
	Sub-total	3	4	2	9
3. Beauty Centre, Health Centre & Spa					
	Certificates of National Occupation Qualifications of the Mainland	4	3	62	69
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	6	20	144	170
	• Make-up Artist	0	5	9	14
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	4	13	74	91
	Certificates of local professional / recognized training courses / qualifications	1	15	194	210
	Certificates of international professional / recognized training courses	51	101	1,343	1,495
	Sub-total	66	157	1,826	2,049
4. Hairdressing Salon					
	Certificates of National Occupation Qualifications of the Mainland	6	4	51	61
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	2	2
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	11	27	75	113
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	7	12	54	73
	Certificates of local professional / recognized training courses / qualifications	0	5	224	229
	Certificates of international professional / recognized training courses	10	10	78	98
	Sub-total	34	58	484	576

Sector	Preferred Vocational Qualification of Employees	Managerial / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
5. Product Company - Wholesale, Import & Export					
	Certificates of National Occupation Qualifications of the Mainland	0	0	0	0
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	0	46	3	49
	Certificates of international professional / recognized training courses	1	67	6	74
	Sub-total	1	113	9	123
6. Product Company - Retail					
	Certificates of National Occupation Qualifications of the Mainland	0	2	1	3
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	5	7	12	24
	• Make-up Artist	1	1	2	4
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	4	1	5	10
	Certificates of local professional / recognized training courses / qualifications	0	0	0	0
	Certificates of international professional / recognized training courses	7	22	24	53
	Sub-total	17	33	44	94
7. Nail Salon					
	Certificates of National Occupation Qualifications of the Mainland	9	9	0	18
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	0	24	0	24
	Certificates of international professional / recognized training courses	0	27	25	52
	Sub-total	9	60	25	94
8. Others (Including Bridal Salon and Television & Entertainment Company)					
	Certificates of National Occupation Qualifications of the Mainland	1	1	4	6
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	2	5	7
	• Intense Pulsed Light (IPL) Equipment Operator	0	1	1	2
	• Hairdresser	0	2	3	5
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	2	6	8
	Certificates of local professional / recognized training courses / qualifications	1	2	3	6
	Certificates of international professional / recognized training courses	3	4	29	36
	Sub-total	5	14	51	70
	Total	169	493	2,447	3,109

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

Sector	Present Vocational Qualification of Employees	Managerial/ Technologist (a)	Officer/ Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
1. Beauty & Hairdressing School					
	Certificates of National Occupation Qualifications of the Mainland	2	2	0	4
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	2	3	0	5
	• Make-up Artist	2	3	0	5
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	3	2	0	5
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	1	2	0	3
	Certificates of local professional / recognized training courses / qualifications	12	11	1	24
	Certificates of international professional / recognized training courses	19	40	4	63
	Sub-total	41	63	5	109
2. Make-up & Nail School					
	Certificates of National Occupation Qualifications of the Mainland	0	0	0	0
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	1	2	1	4
	Certificates of international professional / recognized training courses	7	8	2	17
	Sub-total	8	10	3	21
3. Beauty Centre, Health Centre & Spa					
	Certificates of National Occupation Qualifications of the Mainland	3	9	104	116
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	3	7	64	74
	• Make-up Artist	0	5	9	14
	• Intense Pulsed Light (IPL) Equipment Operator	0	8	0	8
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	2	10	62	74
	Certificates of local professional / recognized training courses / qualifications	1	23	582	606
	Certificates of international professional / recognized training courses	50	138	1,665	1,853
	Sub-total	59	200	2,486	2,745
4. Hairdressing Salon					
	Certificates of National Occupation Qualifications of the Mainland	5	4	60	69
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	2	2	4
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	6	14	86	106
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	8	5	77	90
	Certificates of local professional / recognized training courses / qualifications	0	10	355	365
	Certificates of international professional / recognized training courses	8	11	263	282
	Sub-total	27	46	843	916

Sector	Present Vocational Qualification of Employees	Managerial/ Technologist (a)	Officer/ Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
5. Product Company - Wholesale, Import & Export					
	Certificates of National Occupation Qualifications of the Mainland	0	0	0	0
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	0	15	3	18
	Certificates of international professional / recognized training courses	2	56	6	64
	Sub-total	2	71	9	82
6. Product Company - Retail					
	Certificates of National Occupation Qualifications of the Mainland	0	3	3	6
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	4	2	11	17
	• Make-up Artist	0	1	2	3
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	4	1	10	15
	Certificates of local professional / recognized training courses / qualifications	0	0	0	0
	Certificates of international professional / recognized training courses	7	20	23	50
	Sub-total	15	27	49	91
7. Nail Salon					
	Certificates of National Occupation Qualifications of the Mainland	9	9	0	18
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	24	0	24
	Certificates of local professional / recognized training courses / qualifications	0	34	34	68
	Certificates of international professional / recognized training courses	0	11	9	20
	Sub-total	9	78	43	130
8. Others (Including Bridal Salon and Television & Entertainment Company)					
	Certificates of National Occupation Qualifications of the Mainland	1	0	3	4
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	0	0
	• Make-up Artist	0	2	5	7
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	2	2	4
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	1	4	5
	Certificates of local professional / recognized training courses / qualifications	0	2	7	9
	Certificates of international professional / recognized training courses	2	4	31	37
	Sub-total	3	11	52	66
	Total	164	506	3,490	4,160

Table 6: Types of Training Needs for Employees in the Next 12 Months by Sector

Sector	Areas of Training	Managerial	Technologist	Officer	Technician	Tradesman	Semi-skilled	Total
1. Beauty & Hairdressing School								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	5	10	0	3	0	0	18
	Human Resource Management	4	1	0	0	0	0	5
	Marketing Management	4	2	0	0	0	0	6
	Quality Management	2	10	0	1	0	0	13
	Others	0	0	0	0	0	0	0
	Sub-total (a)	15	23	0	4	0	0	42
	Generic Skills							
	Customer Services	0	2	0	18	5	1	26
	Complaints Handling	0	1	0	8	1	0	10
	Sales & Marketing	0	2	0	6	1	0	9
	Stores Operations	0	2	0	11	3	0	16
	Others	0	1	0	10	0	0	11
	Sub-total (b)	0	8	0	53	10	1	72
	Language Skills							
	Putonghua	0	1	0	4	1	0	6
	Written Chinese	0	1	0	3	0	0	4
	Written English	0	10	0	11	0	0	21
	Spoken English	3	13	0	15	1	0	32
	Others	0	0	0	0	0	0	0
	Sub-total (c)	3	25	0	33	2	0	63
	Total (a - c)	18	56	0	90	12	1	177
2. Make-up & Nail School								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	1	0	0	0	0	0	1
	Human Resource Management	0	0	0	0	0	0	0
	Marketing Management	0	0	0	0	0	0	0
	Quality Management	0	0	0	0	0	0	0
	Others	0	0	0	0	0	0	0
	Sub-total (a)	1	0	0	0	0	0	1
	Generic Skills							
	Customer Services	1	1	0	2	0	0	4
	Complaints Handling	0	0	0	1	0	0	1
	Sales & Marketing	0	0	0	1	0	0	1
	Stores Operations	0	0	0	1	0	0	1
	Others	0	0	0	0	0	0	0
	Sub-total (b)	1	1	0	5	0	0	7
	Language Skills							
	Putonghua	0	1	0	2	0	0	3
	Written Chinese	0	0	0	0	0	0	0
	Written English	1	1	0	1	0	0	3
	Spoken English	0	2	0	3	0	0	5
	Others	0	0	0	0	0	0	0
	Sub-total (c)	1	4	0	6	0	0	11
	Total (a - c)	3	5	0	11	0	0	19

Sector	Areas of Training	Managerial	Technologist	Officer	Technician	Tradesman	Semi-skilled	Total
3. Beauty Centre, Health Centre & Spa								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	38	0	0	10	98	0	146
	Human Resource Management	24	0	0	0	40	0	64
	Marketing Management	36	0	0	0	59	0	95
	Quality Management	39	0	0	10	63	0	112
	Others	0	0	0	0	0	0	0
	Sub-total (a)	137	0	0	20	260	0	417
	Generic Skills							
	Customer Services	40	0	21	181	809	188	1,239
	Complaints Handling	39	0	7	90	227	10	373
	Sales & Marketing	31	0	19	67	485	41	643
	Stores Operations	36	0	10	26	137	133	342
	Others	3	0	0	2	59	25	89
	Sub-total (b)	149	0	57	366	1,717	397	2,686
	Language Skills							
	Putonghua	14	0	3	30	423	1	471
	Written Chinese	11	0	1	7	46	0	65
	Written English	11	0	1	7	70	0	89
	Spoken English	13	0	11	30	439	1	494
	Others	0	0	0	1	1	0	2
	Sub-total (c)	49	0	16	75	979	2	1,121
	Total (a - c)	335	0	73	461	2,956	399	4,224
4. Hairdressing Salon								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	10	3	0	19	9	0	41
	Human Resource Management	6	7	0	12	0	0	25
	Marketing Management	11	6	0	5	0	0	22
	Quality Management	9	7	0	8	0	0	24
	Others	0	0	0	0	0	2	2
	Sub-total (a)	36	23	0	44	9	2	114
	Generic Skills							
	Customer Services	7	10	0	25	356	133	531
	Complaints Handling	9	10	0	21	40	4	84
	Sales & Marketing	5	6	0	6	97	28	142
	Stores Operations	8	7	0	28	74	33	150
	Others	1	1	0	2	47	2	53
	Sub-total (b)	30	34	0	82	614	200	960
	Language Skills							
	Putonghua	9	7	0	18	217	26	277
	Written Chinese	3	2	0	6	6	2	19
	Written English	6	2	0	10	10	9	37
	Spoken English	14	7	0	19	244	45	329
	Others	1	1	0	1	1	1	5
	Sub-total (c)	33	19	0	54	478	83	667
	Total (a - c)	99	76	0	180	1,101	285	1,741

Sector	Areas of Training	Managerial	Technologist	Officer	Technician	Tradesman	Semi-skilled	Total
5. Product Company - Wholesale, Import & Export								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	3	0	9	0	12	0	24
	Human Resource Management	1	0	0	0	0	0	1
	Marketing Management	3	0	5	0	0	0	8
	Quality Management	0	0	0	0	0	0	0
	Others	0	0	0	0	0	0	0
	Sub-total (a)	7	0	14	0	12	0	33
	Generic Skills							
	Customer Services	0	0	1	72	45	0	118
	Complaints Handling	0	0	3	3	0	0	6
	Sales & Marketing	1	0	9	81	37	0	128
	Stores Operations	0	0	12	54	0	0	66
	Others	0	0	0	0	3	0	3
	Sub-total (b)	1	0	25	210	85	0	321
	Language Skills							
	Putonghua	2	0	1	59	70	0	132
	Written Chinese	0	0	1	1	0	0	2
	Written English	1	0	1	1	0	0	3
	Spoken English	1	0	1	50	66	0	118
	Others	0	0	0	0	0	0	0
	Sub-total (c)	4	0	4	111	136	0	255
	Total (a - c)	12	0	43	321	233	0	609
6. Product Company - Retail								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	16	0	15	0	0	0	31
	Human Resource Management	10	0	12	0	0	0	22
	Marketing Management	15	0	4	0	0	0	19
	Quality Management	9	0	10	0	0	0	19
	Others	0	0	0	0	0	0	0
	Sub-total (a)	50	0	41	0	0	0	91
	Generic Skills							
	Customer Services	12	0	35	6	71	8	132
	Complaints Handling	10	0	30	1	59	0	100
	Sales & Marketing	8	0	19	3	76	0	106
	Stores Operations	13	0	13	1	36	4	67
	Others	0	0	2	1	28	4	35
	Sub-total (b)	43	0	99	12	270	16	440
	Language Skills							
	Putonghua	12	0	12	0	25	0	49
	Written Chinese	5	0	4	0	8	0	17
	Written English	8	0	8	0	8	0	24
	Spoken English	6	0	10	0	22	0	38
	Others	1	0	0	0	0	0	1
	Sub-total (c)	32	0	34	0	63	0	129
	Total (a - c)	125	0	174	12	333	16	660

Sector	Areas of Training	Managerial	Technologist	Officer	Technician	Tradesman	Semi-skilled	Total
7. Nail Salon								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	11	0	0	33	0	0	44
	Human Resource Management	9	0	0	24	0	0	33
	Marketing Management	9	0	0	24	0	0	33
	Quality Management	9	0	0	24	0	0	33
	Others	0	0	0	0	0	0	0
	Sub-total (a)	38	0	0	105	0	0	143
	Generic Skills							
	Customer Services	11	0	0	11	60	0	82
	Complaints Handling	9	0	0	9	60	0	78
	Sales & Marketing	9	0	0	0	51	0	60
	Stores Operations	9	0	0	0	51	0	60
	Others	0	0	0	0	0	0	0
	Sub-total (b)	38	0	0	20	222	0	280
	Language Skills							
	Putonghua	9	0	0	33	34	0	76
	Written Chinese	9	0	0	0	0	0	9
	Written English	9	0	0	0	0	0	9
	Spoken English	9	0	0	35	59	0	103
	Others	0	0	0	0	0	0	0
	Sub-total (c)	36	0	0	68	93	0	197
	Total (a - c)	112	0	0	193	315	0	620
8. Others (Including Bridal Salon and Television & Entertainment Company)								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	3	0	0	0	0	0	3
	Human Resource Management	2	0	0	0	0	0	2
	Marketing Management	2	0	0	0	0	0	2
	Quality Management	2	0	0	0	0	0	2
	Others	0	0	0	0	0	0	0
	Sub-total (a)	9	0	0	0	0	0	9
	Generic Skills							
	Customer Services	2	0	1	4	10	0	17
	Complaints Handling	3	0	1	3	5	0	12
	Sales & Marketing	1	0	1	2	6	0	10
	Stores Operations	1	0	1	2	7	0	11
	Others	0	0	0	0	1	0	1
	Sub-total (b)	7	0	4	11	29	0	51
	Language Skills							
	Putonghua	2	1	0	2	7	0	12
	Written Chinese	0	0	0	0	0	0	0
	Written English	0	0	0	0	0	0	0
	Spoken English	0	0	0	2	7	0	9
	Others	0	0	0	0	1	0	1
	Sub-total (c)	2	1	0	4	15	0	22
	Total (a - c)	18	1	4	15	44	0	82
	Total	722	138	294	1,283	4,994	701	8,132

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

Sector	Reasons	Managerial / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
1. Beauty & Hairdressing School					
	Insufficient Trained / Qualified Manpower in Related Disciplines	9	9	1	19
	Lack of Candidates with Relevant Experiences	9	11	1	21
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	1	1	2
	Long Working Hours	0	1	0	1
	Low Status	0	0	0	0
	Others	0	0	0	0
	Sub-total	18	22	3	43
2. Make-up & Nail School					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	0	0	0
	Lack of Candidates with Relevant Experiences	0	0	0	0
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	0	0	0
	Long Working Hours	0	0	0	0
	Low Status	0	0	0	0
	Others	0	0	0	0
	Sub-total	0	0	0	0
3. Beauty Centre, Health Centre & Spa					
	Insufficient Trained / Qualified Manpower in Related Disciplines	3	13	195	211
	Lack of Candidates with Relevant Experiences	4	11	257	272
	High Expectation on Working Conditions / Remuneration Package from Recruits	3	5	187	195
	Long Working Hours	1	2	120	123
	Low Status	0	0	23	23
	Others	0	0	93	93
	Sub-total	11	31	875	917
4. Hairdressing Salon					
	Insufficient Trained / Qualified Manpower in Related Disciplines	3	3	85	91
	Lack of Candidates with Relevant Experiences	6	4	216	226
	High Expectation on Working Conditions / Remuneration Package from Recruits	1	6	327	334
	Long Working Hours	0	0	376	376
	Low Status	0	0	201	201
	Others	0	0	116	116
	Sub-total	10	13	1,321	1,344
5. Product Company - Wholesale, Import & Export					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	34	33	67
	Lack of Candidates with Relevant Experiences	2	71	69	142
	High Expectation on Working Conditions / Remuneration Package from Recruits	2	93	34	129
	Long Working Hours	1	1	1	3
	Low Status	0	66	0	66
	Others	0	0	21	21
	Sub-total	5	265	158	428

Sector	Reasons	Managerial / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
6. Product Company - Retail					
	Insufficient Trained / Qualified Manpower in Related Disciplines	4	8	11	23
	Lack of Candidates with Relevant Experiences	8	15	20	43
	High Expectation on Working Conditions / Remuneration Package from Recruits	8	12	43	63
	Long Working Hours	1	1	16	18
	Low Status	0	0	4	4
	Others	0	0	0	0
	Sub-total	21	36	94	151
7. Nail Salon					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	0	0	0
	Lack of Candidates with Relevant Experiences	0	24	24	48
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	0	2	2
	Long Working Hours	0	0	2	2
	Low Status	0	0	0	0
	Others	0	0	0	0
	Sub-total	0	24	28	52
8. Others (Including Bridal Salon and Television & Entertainment Company)					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	0	4	4
	Lack of Candidates with Relevant Experiences	0	1	5	6
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	1	5	6
	Long Working Hours	0	1	4	5
	Low Status	0	0	3	3
	Others	0	0	0	0
	Sub-total	0	3	21	24
	Total	65	394	2,500	2,959

Table 7(b): Difficulties encountered in recruitment in the Past 12 Months by Sector

Sector	Yes	No	No Recruitment Nor Tried to Recruit	Unspecified/Refusal	Total
1. Beauty & Hairdressing School	12	12	26	1	51
2. Make-up & Nail School	0	10	3	1	14
3. Beauty Centre, Health Centre & Spa	402	651	2,193	159	3,405
4. Hairdressing Salon	760	578	1,666	241	3,245
5. Product Company - Wholesale, Import & Export	217	72	557	39	885
6. Product Company - Retail	60	71	310	32	473
7. Nail Salon	26	9	221	0	256
8. Others (Including Bridal Salon and Television & Entertainment Company)	6	11	68	7	92
Total	1,483	1,414	5,044	480	8,421

Table 8(a): Number of Employees left in the Past 12 Months (31.1.2009 - 31.1.2010)

Sector	Number of Employees left in the Past 12 Months			
	Managerial / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
1. Beauty & Hairdressing School	0	20	4	24
2. Make-up & Nail School	0	5	22	27
3. Beauty Centre, Health Centre & Spa	28	158	1,922	2,108
4. Hairdressing Salon	18	68	4,004	4,090
5. Product Company - Wholesale, Import & Export	9	377	343	729
6. Product Company - Retail	14	89	1,375	1,478
7. Nail Salon	0	58	76	134
8. Others (Including Bridal Salon and Television & Entertainment Company)	0	3	23	26
Total	69	778	7,769	8,616

Table 8(b): Number of Recruits In the Past 12 Months (31.1.2009 - 31.1.2010)

Sector	Total number of recruits				Total number of recruits have performed services related duties in their last jobs			
	Manager/ Technologist (a)	Officer/ Technician (b)	Tradesman/ Semi-skilled (c)	Subtotal (a - c)	Manager/ Technologist (d)	Officer/ Technician (e)	Tradesman/ Semi-skilled (f)	Subtotal (d - f)
1. Beauty & Hairdressing School	0	26	3	29	0	23	3	26
2. Make-up & Nail School	0	5	22	27	0	5	22	27
3. Beauty Centre, Health Centre & Spa	20	113	1,664	1,797	20	113	1,190	1,323
4. Hairdressing Salon	8	39	3,672	3,719	8	39	1,317	1,364
5. Product Company - Wholesale, Import & Export	0	342	322	664	0	239	244	483
6. Product Company - Retail	13	50	1,125	1,188	5	46	1,003	1,054
7. Nail Salon	0	64	78	142	0	64	68	132
8. Others (Including Bridal Salon and Television & Entertainment Company)	0	3	29	32	0	3	23	26
Total	41	642	6,915	7,598	33	532	3,870	4,435

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

Sector	Number of Employees	Number of Companies
1. Beauty & Hairdressing School		
	1 -- 4	4
	5 -- 9	27
	10 -- 19	14
	20 -- 49	1
	50 -- 99	3
	100 -- 199	0
	200 or above	2
	Sub-total	51
2. Make-up & Nail School		
	1 -- 4	2
	5 -- 9	4
	10 -- 19	6
	20 -- 49	2
	50 -- 99	0
	100 -- 199	0
	200 or above	0
	Sub-total	14
3. Beauty Centre, Health Centre & Spa		
	1 -- 4	2,839
	5 -- 9	276
	10 -- 19	150
	20 -- 49	95
	50 -- 99	25
	100 -- 199	9
	200 or above	11
	Sub-total	3,405
4. Hairdressing Salon		
	1 -- 4	2,138
	5 -- 9	842
	10 -- 19	202
	20 -- 49	34
	50 -- 99	21
	100 -- 199	7
	200 or above	1
	Sub-total	3,245

Sector	Number of Employees	Number of Companies
5. Product Company - Wholesale, Import & Export		
	1 -- 4	571
	5 -- 9	218
	10 -- 19	28
	20 -- 49	50
	50 -- 99	9
	100 -- 199	7
	200 or above	2
	Sub-total	885
6. Product Company - Retail		
	1 -- 4	296
	5 -- 9	67
	10 -- 19	40
	20 -- 49	35
	50 -- 99	9
	100 -- 199	14
	200 or above	12
	Sub-total	473
7. Nail Salon		
	1 -- 4	183
	5 -- 9	58
	10 -- 19	12
	20 -- 49	0
	50 -- 99	3
	100 -- 199	0
	200 or above	0
	Sub-total	256
8. Others (Including Bridal Salon and Television & Entertainment Company)		
	1 -- 4	49
	5 -- 9	15
	10 -- 19	10
	20 -- 49	7
	50 -- 99	0
	100 -- 199	4
	200 or above	7
	Sub-total	92
Total		8,421

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

Sector	Number of Employees	Non-technical Manpower (a)	Technical Manpower (b)	Total (a) + (b)
1. Beauty & Hairdressing School				
	1 -- 4	0	12	12
	5 -- 9	10	146	156
	10 -- 19	6	124	130
	20 -- 49	2	30	32
	50 -- 99	82	124	206
	100 -- 199	0	0	0
	200 or above	0	14	14
	Sub-total	100	450	550
2. Make-up & Nail School				
	1 -- 4	0	8	8
	5 -- 9	1	30	31
	10 -- 19	1	81	82
	20 -- 49	5	45	50
	50 -- 99	0	0	0
	100 -- 199	0	0	0
	200 or above	0	0	0
	Sub-total	7	164	171
3. Beauty Centre, Health Centre & Spa				
	1 -- 4	38	5,007	5,045
	5 -- 9	44	1,632	1,676
	10 -- 19	75	1,687	1,762
	20 -- 49	248	2,285	2,533
	50 -- 99	111	1,661	1,772
	100 -- 199	278	869	1,147
	200 or above	340	2,536	2,876
	Sub-total	1,134	15,677	16,811
4. Hairdressing Salon				
	1 -- 4	0	3,877	3,877
	5 -- 9	20	4,731	4,751
	10 -- 19	8	2,410	2,418
	20 -- 49	26	765	791
	50 -- 99	64	1,184	1,248
	100 -- 199	57	661	718
	200 or above	0	255	255
	Sub-total	175	13,883	14,058

Sector	Number of Employees	Non-technical Manpower (a)	Technical Manpower (b)	Total (a) + (b)
5. Product Company - Wholesale, Import & Export				
	1 -- 4	26	1,086	1,112
	5 -- 9	184	1,135	1,319
	10 -- 19	40	352	392
	20 -- 49	388	999	1,387
	50 -- 99	280	335	615
	100 -- 199	394	570	964
	200 or above	136	384	520
	Sub-total	1,448	4,861	6,309
6. Product Company - Retail				
	1 -- 4	0	522	522
	5 -- 9	6	419	425
	10 -- 19	4	452	456
	20 -- 49	33	1,205	1,238
	50 -- 99	44	538	582
	100 -- 199	351	1,432	1,783
	200 or above	3,995	4,037	8,032
	Sub-total	4,433	8,605	13,038
7. Nail Salon				
	1 -- 4	0	309	309
	5 -- 9	0	290	290
	10 -- 19	4	116	120
	20 -- 49	0	0	0
	50 -- 99	0	216	216
	100 -- 199	0	0	0
	200 or above	0	0	0
	Sub-total	4	931	935
8. Others (Including Bridal Salon and Television & Entertainment Company)				
	1 -- 4	0	74	74
	5 -- 9	16	27	43
	10 -- 19	11	50	61
	20 -- 49	0	48	48
	50 -- 99	0	0	0
	100 -- 199	79	70	149
	200 or above	0	74	74
	Sub-total	106	343	449
Total		7,407	44,914	52,321

Table 11: Response Analysis of the 2010 Manpower Survey

All Branch* Result	1. Beauty Shop	2. Hairdressing Salon	3. Wholesales and Import / Export of Cosmetics and perfumes	4. Retail of Cosmetics stores	5. Athletic Institute	6. School	7. Wedding Photographic Service	8. Television & Entertainmen t Company	Total
Closed	8	9	6	1	0	0	2	0	26
Door Locked	0	1	1	0	0	0	0	0	2
Duplication	0	0	0	0	0	0	0	1	1
Merged	1	4	0	0	0	1	0	0	6
Moved, address cannot be located/untraceable	3	16	5	5	0	4	4	0	37
No Technical Manpower	0	0	0	2	0	9	14	2	27
Non-contact	10	23	6	11	2	3	0	1	56
Not engaged in specific trade	0	2	7	10	0	5	2	0	26
Not yet start operation	0	1	2	2	0	1	0	0	6
Partial Response	24	13	3	6	0	2	2	0	50
Refusal	3	9	8	4	0	1	0	0	25
Registered office/ Corresponding address	0	2	2	0	0	0	0	0	4
Response	256	259	45	48	8	59	22	4	701
Temporary Ceased	5	4	3	3	0	5	0	0	20
Vacant	3	3	1	0	1	2	0	0	10
Total	313	346	89	92	11	92	46	8	997

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

美容美髮業訓練委員會職權範圍

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

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

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

美容美髮訓練委員會
委員名單

主席：

蔡浩生先生 (香港化粧品同業協會提名)

副主席：

彭錦釗先生 (香港髮型設計師聯盟提名)

委員：

陳婉儀女士 (國際專業化粧品師協會(香港)提名)

陳沅盈女士 (香港國際專業美容師協會提名)

陳玉冰女士 (香港美髮美容業商會提名)

趙小玲女士 (香港美容業總會提名)

蔡明峰先生 (國際專業護甲師協會提名)

傅嘉賢女士 (國際專業美容師協會提名)

何紹忠先生 (香港化粧品同業協會提名)

何淑娟女士 (L'Oreal Hong Kong Ltd 提名)

洪德泳女士 (國際斯佳美容協會提名)

江樹林先生 (亞洲美髮美容協會提名)

鞠玲真女士 (香港美容業總會提名)

郭莉女士 (聖迪斯哥國際美容協會(中國)分會提名)

羅小華女士 (國際斯佳美容協會提名)

彭玉玲女士 (香港美髮美容業商會提名)

石志芬女士 (IBCA 國際美容文化協會提名)

蔡麗霞女士 (香港美容美髮職工會提名)

黃智美博士 (香港工會聯合會提名)

張淑敏小姐 (勞工處處長代表)

梁協雄博士 (職業訓練局執行幹事代表)

譚秀娥女士 (消費者委員會代表)

顧問：

鄭明明教授

馮譚佩玲女士

葉世雄先生

楊慧君女士

列席者：

張正嫻女士 (職業訓練局青年學院(蘇屋)代表)

秘書：

何仲之小姐 (職業訓練局)

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

<u>Name</u>	<u>Nominated by</u>
<u>Chairman</u>	
Mr CHOI Ho-sang, Jacky	(The Cosmetic & Perfumery Association of Hong Kong Ltd.)
<u>Vice-chairman</u>	
Mr PANG Kam-chiu	(Hong Kong Hairdesigners Associations)
<u>Members</u>	
Ms CHAN Yuen-yee, Angel	(International Professional Make Up Artists Federation (Hong Kong))
Ms CHAN Yuen-ying, Jessica	(Hong Kong Association of Professional Aestheticians International)
Ms CHAN Yuk-bing, Josephine	(Hong Kong Hair and Beauty Merchants Association)
Ms CHIU Siu-ling, Frances	(Federation of Beauty Industry (H.K.))
Mr CHOY Orpheus	(International Professional Nail Therapists' Association)
Ms FU Ka-yin, Doris	(International Professional Cosmetology Association)
Mr HO Shiu-chung, Joseph	(The Cosmetic & Perfumery Association of Hong Kong Ltd.)
Ms HO Shuk Kuen, Gloria	(L' Oreal Hong Kong Ltd.)
Ms HUNG Ellen	(The International CICA Association of Esthetics)
Mr KONG Shu-lam	(Asian Hair and Beauty Association)
Ms KUK Ling-chun, Cecilia	(Federation of Beauty Industry (H.K.))

<u>Name</u>	<u>Nominated by</u>
Ms KWOK Lee, Cally	(CIDESCO Section China)
Ms LAW Siu-wa, Sara	(The International CICA Association of Esthetics)
Ms PANG Yuk-ling, Carmen	(Hong Kong Hair and Beauty Merchants Association)
Ms SHEK Chi-fun, Shirley	(International Beauty Culture Association)
Ms TSOI Lai-ha, Sandra	(Hong Kong Beauty and Hair Care Employees' Union)
Dr WONG Chi-mei	(The Hong Kong Federation of Trade Unions)
Miss CHEUNG Shuk-man, Candy	(The Commissioner for Labour)
Dr LEUNG Hip-hung	(The Executive Director of Vocational Training Council)
Ms TAM Sau-ngor, Vera	(The Consumer Council)

Advisor

Prof CHENG Ming-ming
Mrs FUNG TAM Pui-ling, Christine
Mr IP Sai-hung, Nelson
Ms YANG Hui-chun, Juliana

In Attendance

Ms CHEUNG Ching-fai, Nancy (VTC Youth College (So Uk))

Secretary

Miss HO Chung-chi, Gigi (The Vocational Training Council)

工作小組之委員名單

召集人

蔡明峰先生

委員

張淑敏小姐

趙小玲女士

何紹忠先生

何淑娟女士

葉世雄先生

江樹林先生

郭莉女士

黃智美博士

列席者

林瑋廉先生

(統計處代表)

秘書

何仲之小姐

**Working Party on Manpower Survey
Membership List**

Convenor

Mr CHOY Orpheus

Members

Miss CHEUNG Shuk-man, Candy

Ms CHIU Siu-ling, Frances

Mr HO Shiu-chung, Joseph

Ms HO Shuk Kuen, Gloria

Mr IP Sai-hung, Nelson

Mr KONG Shu-lam

Ms KWOK Lee, Cally

Dr WONG Chi-mei

In Attendance

Mr LAM Wai-lim, William

(Representative of the Census and Statistics
Department)

Secretary

Miss HO Chung-chi, Gigi

Vocational Training Council 職業訓練局

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

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號

Your Reference 來函檔號



各位僱主：

美容、美髮及化妝品業 2010 年人力調查

謹代表職業訓練局屬下美容美髮訓練委員會致函，懇請 貴機構提供協助，以便本會進行 2010 年美容、美髮及化妝品業人力調查。

美容美髮訓練委員會由香港特別行政區行政長官委任，負責業內的訓練事宜。本會每兩年進行一次人力調查，以評估業內人力情況，以及制訂訓練計劃。2010 年人力調查將於 2 月 24 日至 3 月 24 日期間進行。

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

---- 現隨函附上調查表、附註及主要職務工作說明表，以供參閱填寫。調查期間，政府統計處職員將造訪貴機構負責人或其授權代表，解答有關問題，同時收回填妥的調查表，作資料處理。

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

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

多謝貴機構積極參與及對美容、美髮及化妝品業作出貢獻。如對調查有任何疑問，可致電 2116 8301 與政府統計處人力統計組聯絡。

美容美髮業訓練委員會主席
 蔡浩生

2010 年 2 月 10 日

Vocational Training Council 職業訓練局

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

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號

Your Reference 來函檔號



10 February 2010

Dear Sir/Madam,

The 2010 Manpower Survey of the
 Beauty Care, Hairdressing and Cosmetics Sector

I am writing to solicit your cooperation in the 2010 Manpower Survey, conducted by the Beauty Care and Hairdressing Training Board (BHTB) of the Vocational Training Council.

The Beauty Care and Hairdressing Training Board is appointed by the Chief Executive of the Hong Kong Special Administrative Region (HKSAR) to be responsible for training matters in the beauty care and hairdressing field. To enable it to assess the manpower situation of the sector and formulate training plans, the Training Board has been conducting manpower surveys on a biennial basis. The 2010 Manpower Survey will be conducted from 24 February to 24 March 2010.

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

--- I enclose one copy each of the Survey Questionnaire, Explanatory Notes and Job Descriptions of Principal Jobs for your reference and completion. During the survey period, an officer from Census and Statistics Department (C&SD) will call and visit you or your authorized representative to answer any queries and collect the completed questionnaire for data processing.

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

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

Thank you for your kind participation and contribution to the Beauty Care, Hairdressing and Cosmetics Sector. Should you have any queries in connection with the survey, please contact the Manpower Statistics Section of the C&SD by telephoning 2116 8301.

Yours faithfully,

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

(Choi Ho Sang, Jacky)
 Chairman

Beauty Care and Hairdressing Training Board

CONFIDENTIAL

WHEN ENTERED WITH DATA

填入數據後即成
機密文件

VOCATIONAL TRAINING COUNCIL

職業訓練局

THE 2010 MANPOWER SURVEY OF THE BEAUTY CARE, HAIRDRESSING AND COSMETICS INDUSTRY

美容、美髮及化妝品業二零一零年人力調查

QUESTIONNAIRE

調查表

(PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE)

(請於填表前詳閱附註)

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 7						
	2	3	4	5	6	7	8
		9	10	11	12	13	14
		15	16	17	18	19	20
						21	22
						23	24
						25	26
						27	

Name of Company:

公司名稱

Address:

地址

NATURE OF BUSINESS (行業性質)

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

You may choose more than one type.

* 請在適當的 () 內加上 "✓" 號。
可選擇多於一項。

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

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

在貴機構工作之美容、美髮及化妝品業僱員總數

Name of Person to Contact:

聯絡人姓名

Tel. No.:

電話

E-mail:

電郵

Position:

職位

Fax. No.:

傳真

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VTC-BH-01

Questionnaire (Part I)
調查表 (第一部份)

(A) Job 職務		(B) Direct Employees (excluding trainees) 直接僱員 (受訓者除外)		(C) Number of Part-time Employees	(D) Number of Freelancers	(E) Forecast of Number Employed 12 Months from Now (excluding trainees) 預計 十二個月後 僱員人數 (受訓者除外)	(F) Number of Vacancies (excluding trainees)	(G) No. of Trainees	(H) Actual Level of Education	(I) Preferred Level of Education	(J) Actual Years of Experience	(K) Preferred Years of Experience	(L) Average Monthly Income 平均每月收入	(M) Code 編號
Title 職稱	Rec. Type	No. 編號	Total Monthly Income Code 每月 總收入 編號	Number 人數	兼職人士 人數	自由職 人士人數	24-27	28-30	31-33	34	35	36	37	
			8-10											
1	2													
2	2													
3	2													
4	2													
5	2													
6	2													
7	2													
8	2													
9	2													
10	2													
11	2													
12	2													
13	2													
14	2													
15	2													
16	2													
17	2													
18	2													
19	2													
20	2													
21	2													
22	2													
23	2													
24	2													
25	2													
26	2													
27	2													
28	2													
29	2													
30	2													
31	2													
32	2													
33	2													
34	2													
35	2													

(f) Column (B) : Please base on the following appropriate code numbers, enter the average monthly income range of the employee(s) after probation period. The monthly income should include basic salary, overtime pay, other allowances, commission and bonus.

(B) 欄：請按下列編號，填上僱員試用期後平均每月收入的幅度。每月收入包括底薪、逾時工作津貼、其他津貼、佣金及花紅。

Average Monthly Income 平均每月收入	Code 編號
under \$4,001 以下	1
\$4,001 - \$7,000	2
\$7,001 - \$10,000	3
\$10,001 - \$13,000	4
\$13,001 - \$16,000	5
\$16,001 - \$20,000	6
\$20,001 - \$30,000	7
over \$30,000 以上	8

(ii) Column (H) & (I) : Please base on the following appropriate code number, enter the actual highest education level of the employees and the highest education level which an employer prefers his employees to have respectively.

(H) 及 (I) 欄：請按下列編號，分別填入僱員現有的最高教育程度及僱主期望僱員具有的最高教育程度。

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

(iii) Column (J) & (K) : Please base on the following appropriate code numbers, enter the actual and preferred years of experience respectively.

(J) 及 (K) 欄：請按下列編號，分別填入僱員現有及直有的相關年資。

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

2010 Manpower Survey of the Beauty Care, Hairdressing and Cosmetics Industry 2010 年美容、美髮及化妝品業人力調查

Questionnaire (Part II) 調查表 (第二部份)

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

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

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

Please tick the vocation qualification which **employees have acquired** in a particular job level in your company.
(You may wish to tick more than 1 box for each job level.)

請選擇貴機構內各職級類別**現有**的相關職業資格。(每職級可選擇一項或以上。)

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

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2. Preferred Vocational Qualification

僱員宜有職業資格

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

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

<u>Vocational Qualifications</u> 職業資格	Manager / Technologist 經理／技師	Officer / Technician 主任／技術員	Tradesman/ Semi-skilled 技工／半熟練技工
i. Certificates of National Occupation Qualifications of the Mainland 國家職業資格 (技能鑒定) 證書	<input type="checkbox"/> 35	<input type="checkbox"/> 36	<input type="checkbox"/> 37
ii. Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, Vocational Training Council 職業訓練局美容美髮訓練委員會技能測驗證書			
● Beautician 美容師	<input type="checkbox"/> 38	<input type="checkbox"/> 39	<input type="checkbox"/> 40
● Make-up Artist 化妝師	<input type="checkbox"/> 41	<input type="checkbox"/> 42	<input type="checkbox"/> 43
● Intense Pulsed Light (IPL) Equipment Operator 強烈脈衝光儀器操作員	<input type="checkbox"/> 44	<input type="checkbox"/> 45	<input type="checkbox"/> 46
● Hairdresser 髮型師	<input type="checkbox"/> 47	<input type="checkbox"/> 48	<input type="checkbox"/> 49
iii. Certificates of Skills Upgrading Scheme / Employees Retraining Board 技能提升課程證書／僱員再培訓局課程證書	<input type="checkbox"/> 50	<input type="checkbox"/> 51	<input type="checkbox"/> 52
iv. Certificates of local professional / recognized training courses / qualifications (e.g. Recognition of Prior Learning under Qualifications Framework, please specify): 其他本地專業／認可課程證書／資格 (例如於資歷架構下的過往資歷認可，請列明)：	<input type="checkbox"/> 53	<input type="checkbox"/> 54	<input type="checkbox"/> 55

v. Certificates of international professional / recognized training courses (please specify): 其他國際性專業／認可課程證書 (請列明)：	<input type="checkbox"/> 56	<input type="checkbox"/> 57	<input type="checkbox"/> 58

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

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

	<u>Manager</u> 經理	<u>Technologist</u> 技師	<u>Officer</u> 主任	<u>Technician</u> 技術員	<u>Tradesman</u> 技工	<u>Semi-skilled</u> 半熟練技工
<u>General Management skills</u> 一般管理技能						
i. Principal of management (e.g. problem solving, decision making, leadership, crisis management) 管理技能 (如解決問題、決策、領導才能及危機管理)	<input type="checkbox"/> 62	<input type="checkbox"/> 63	<input type="checkbox"/> 64	<input type="checkbox"/> 65	<input type="checkbox"/> 66	<input type="checkbox"/> 67
ii. Human resource management 人力資源	<input type="checkbox"/> 68	<input type="checkbox"/> 69	<input type="checkbox"/> 70	<input type="checkbox"/> 71	<input type="checkbox"/> 72	<input type="checkbox"/> 73
iii. Marketing management 市場管理	<input type="checkbox"/> 74	<input type="checkbox"/> 75	<input type="checkbox"/> 76	<input type="checkbox"/> 77	<input type="checkbox"/> 78	<input type="checkbox"/> 79
iv. Quality management 優質服務管理	<input type="checkbox"/> 80	<input type="checkbox"/> 81	<input type="checkbox"/> 82	<input type="checkbox"/> 83	<input type="checkbox"/> 84	<input type="checkbox"/> 85
v. Others (please specify): 其他 (請說明) :	<input type="checkbox"/> 86	<input type="checkbox"/> 87	<input type="checkbox"/> 88	<input type="checkbox"/> 89	<input type="checkbox"/> 90	<input type="checkbox"/> 91

Generic skills

通用技能

i. Customer services 顧客服務技巧	<input type="checkbox"/> 92	<input type="checkbox"/> 93	<input type="checkbox"/> 94	<input type="checkbox"/> 95	<input type="checkbox"/> 96	<input type="checkbox"/> 97
ii. Complaints handling 處理投訴技巧	<input type="checkbox"/> 98	<input type="checkbox"/> 99	<input type="checkbox"/> 100	<input type="checkbox"/> 101	<input type="checkbox"/> 102	<input type="checkbox"/> 103
iii. Sales & marketing 銷售及市場推廣技巧	<input type="checkbox"/> 104	<input type="checkbox"/> 105	<input type="checkbox"/> 106	<input type="checkbox"/> 107	<input type="checkbox"/> 108	<input type="checkbox"/> 109
iv. Stores operations 店鋪營運技巧	<input type="checkbox"/> 110	<input type="checkbox"/> 111	<input type="checkbox"/> 112	<input type="checkbox"/> 113	<input type="checkbox"/> 114	<input type="checkbox"/> 115
v. Others (please specify): 其他 (請說明) :	<input type="checkbox"/> 116	<input type="checkbox"/> 117	<input type="checkbox"/> 118	<input type="checkbox"/> 119	<input type="checkbox"/> 120	<input type="checkbox"/> 121

Language skills

語文技能

i. Putonghua 普通話	<input type="checkbox"/> 122	<input type="checkbox"/> 123	<input type="checkbox"/> 124	<input type="checkbox"/> 125	<input type="checkbox"/> 126	<input type="checkbox"/> 127
ii. Written Chinese 中文書寫能力	<input type="checkbox"/> 128	<input type="checkbox"/> 129	<input type="checkbox"/> 130	<input type="checkbox"/> 131	<input type="checkbox"/> 132	<input type="checkbox"/> 133
iii. Written English 英文書寫能力	<input type="checkbox"/> 134	<input type="checkbox"/> 135	<input type="checkbox"/> 136	<input type="checkbox"/> 137	<input type="checkbox"/> 138	<input type="checkbox"/> 139
iv. Spoken English 英語會話	<input type="checkbox"/> 140	<input type="checkbox"/> 141	<input type="checkbox"/> 142	<input type="checkbox"/> 143	<input type="checkbox"/> 144	<input type="checkbox"/> 145
v. Others (please specify): 其他 (請說明) :	<input type="checkbox"/> 146	<input type="checkbox"/> 147	<input type="checkbox"/> 148	<input type="checkbox"/> 149	<input type="checkbox"/> 150	<input type="checkbox"/> 151

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此欄無需填寫

152

153

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III. Employee Leaving the Company

離職人數

4. The total number of employees left the company in the past 12 months.
過去十二個月內(31.1.2009 - 31.1. 2010)離職的僱員人數。

Manager / Technologist
經理／技師

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158

Officer / Technician
主任／技術員

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161

Tradesman / Semi-skilled
技工／半熟練技工

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164

IV. Recruitment

招聘

5. Please state the number of recruits of your company in the past 12 months. (31.1.2009 - 31.1.2010)
請列出貴機構在過去十二個月內(31.1.2009 - 31.1. 2010)招聘的僱員。

Manager /
Technologist
經理／技師

Officer /
Technician
主任／技術員

Tradesman /
Semi-skilled
技工／半熟練技工

- i. Total number of recruits
總招聘人數

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167

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170

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173

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

上列(i)項中，入職前是從事美容美髮業相關職務的人數

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176

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179

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182

V. Recruitment Problems

招聘問題

6. Did your company encounter any difficulties in recruitment of beauty care, hairdressing and cosmetics
personnel at various job levels in the past year?

貴機構在過去十二個月內在招聘美容或美髮從業員有沒有困難？

Yes
(please go to Q.7)
有 (請答第7題)

--

185

No
否

--

186

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

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187

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此欄無需填寫

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188

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192

7. Please choose the possible reasons for encountering recruitment difficulties.
(You may tick more than 1 box for each job level).

請選擇遇到招聘困難的原因。(每職級可選擇一項或以上。)

	Manager / Technologist 經理／技師	Officer / Technician 主任／技術員	Tradesman / Semi-skilled 技工／半熟練技工
i. Insufficient trained / qualified manpower in related disciplines 缺乏具相關訓練／資歷的人力資源	<input type="checkbox"/> 193	<input type="checkbox"/> 194	<input type="checkbox"/> 195
ii. Lack of candidates with relevant experiences 缺乏具相關經驗求職者	<input type="checkbox"/> 196	<input type="checkbox"/> 197	<input type="checkbox"/> 198
iii. High expectation on working conditions / remuneration package from recruits 求職者對服務條件／薪酬要求過高	<input type="checkbox"/> 199	<input type="checkbox"/> 200	<input type="checkbox"/> 201
iv. Long working hours 工作時間過長	<input type="checkbox"/> 202	<input type="checkbox"/> 203	<input type="checkbox"/> 204
v. Low status 地位低微	<input type="checkbox"/> 205	<input type="checkbox"/> 206	<input type="checkbox"/> 207
vi. Others (please specify): 其他 (請說明) :	<input type="checkbox"/> 208	<input type="checkbox"/> 209	<input type="checkbox"/> 210

For Official Use Only
此欄無需填寫

211

212

213

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End of questionnaire. Thank you for your cooperation.
問卷完，多謝合作

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

二〇一〇年美容、美髮及化妝品業人力調查

Explanatory Notes

附註

Questionnaire (Part I)
調查表 (第一部份)

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

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

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

(A) 欄 — 美容、美髮及化妝品業主要職務名稱

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

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

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

(B) 欄 — 直接僱員每月總收入 (受訓者除外)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

8. Column 'F' - Number of Vacancies

(F) 欄 — 空缺額

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

「空缺額」指該職位仍懸空，須立刻填補而現正積極招聘人員填補。

9. Column 'G' - Number of Trainees

(G) 欄 — 受訓者人數

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

請填寫正在接受訓練的僱員總數。

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

(H) 及 (I) 欄 — 僱員現有及僱主期望僱員宜有教育程度

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

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

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

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

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

請將僱員現有及宜有的相關年資，按下列編號分別填入 (J) 及 (K)欄內。

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

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

註：調查所得資料絕對保密，只以統計摘要方式發表，並不提及個別機構。

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

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

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

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

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

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

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

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

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

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

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

Job Descriptions for the Principal Jobs
in the Hairdressing Salon

髮廊主要職務的工作說明

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

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

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

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

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

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

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

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

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

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

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

美甲中心主要職務的工作說明

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

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

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