



2016

Beauty Care, Hairdressing and Cosmetics Industry
Manpower Survey Report

美容、美髮及化妝品業 • 人力調查報告書



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美容、美髮及化妝品業
二〇一六年人力調查報告

2016 Manpower Survey Report
Beauty Care, Hairdressing & Cosmetics Industry

職業訓練局
美容美髮業訓練委員會

Beauty Care and Hairdressing Training Board
Vocational Training Council

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2016 年美容、美髮及化妝品業人力調查

報告摘要

人力調查

1. 美容美髮訓練委員會(本會)每兩年進行一次人力調查，以評估業內人力情況，瞭解人力需求及培訓需求。
2. 問卷調查工作於 2016 年第一季進行，調查數據以 2016 年 1 月 17 日作參考日。調查採用分層隨機抽樣法，從美容、美髮及化妝品業的 12 337 間登記商號中，選出 1 020 間作調查對象。
3. 1 020 間抽樣對象分佈於以下六個類別：
 - i) 學校(美容及美髮／化妝及美甲)；
 - ii) 美容院／健康中心及水療中心；
 - iii) 髮廊；
 - iv) 化妝產品批發及出入口公司；
 - v) 化妝產品零售公司；
 - vi) 美甲中心。
4. 整體實際有效填覆率為 95.2%。

目的

5. 調查旨在收集業內最新的人力數據，評估人力需求及培訓需求，從而建議課程發展策略及業內職務訓練的方案。

限制

6. 礙於資源有限，調查只能以統計方法對業內公司進行抽樣，所衍生的統計誤差難以避免，可能影響調查結果的詮釋。

經濟前景

7. 香港經濟在 2016 年漸見溫和增長，受惠於內部需求增強，加上對外貿易亦見相對改善，環球經濟亦維持溫和增長格局。美國經濟在今年上半年表現疲弱後，第三季增長稍勝預期。歐元區經濟繼續處於溫和的增長軌道，鑑於英國「脫歐」的連鎖效應至今大致受控，而英國政府能否於明年正式啟動「脫歐」程序仍有相當多不確定性。

8. 亞洲方面，日本經濟復蘇依然脆弱，促使其央行調整貨幣政策框架，力圖擺脫通縮風險，並考慮加推寬鬆措施。內地經濟漸漸回穩，全年應能達至官方增長目標。但各種不明朗因素，包括美國可能加息、主要央行的貨幣政策走向分歧，以及多個地區地緣政局緊張，仍然持續地籠罩環球經濟前景。

9. 香港第三季貨物出口續有增長，區內貿易及貨運往來回穩，服務輸出同見改善，儘管仍受訪港旅遊業所拖累。隨着私人消費開支重拾增長動力，加上投資開支強勁反彈，內部需求亦於下半年轉強，而勞工市場繼續處於全民就業狀態，住戶入息和收入持續上升。失業率維持在 3.4% 的低水平，就業不足率亦持續於 1.4%。總就業人數按年續見溫和升幅，而大部分主要行業的就業人數都有增長，惟與貿易及消費相關行業的勞工需求依然疲軟。

10. 通脹壓力維持緩和。本地方面，先前新訂住宅及商舖租金按年下跌的影響逐步浮現，加上勞工成本的升幅平穩，都有助控制本地價格壓力。基本消費物價通脹率在第三季輕微回落至 2.1%，上一季則為

2.3%。整體消費物價通脹率從第二季的 2.6%升至第三季的 3.1%。本業較憂慮的寫字樓租金在第三季上升 1%，而商舖租金則下跌 1%，相對減低店鋪營運的壓力。展望未來，倘若國際食品和能源價格未有因環球貨幣環境不穩而顯著反彈，從而對物價重新構成上升壓力，消費物價通脹於短期內料會保持平和。

11. 服務業整體淨產值在 2016 年第二季按年實質擴張 2.6%，高於第一季 1.5%的增幅。進出口貿易業的淨產值增長步伐加快，批發及零售業的淨產值跌幅緩和。而住宿及膳食服務業則恢復溫和增長，反映季內訪港旅遊業放緩的負面影響略減。

行業前景及對人力的影響

12. 去年的旅遊、個人服務、零售及進出口業等與美容美髮相關的行業，均受外在經濟因素及香港經營環境影響，僱主於發展業務及聘用人才方面或採取較謹慎的態度，但現縱觀美容護理、美髮及化妝品業的行業前景及人力需求只有輕度調整，相信由於本業為日常民生需求，加上消費族群日趨多元化，顧客對形象及個人護理服務和產品的需求日益增多，本業的整體表現仍然樂觀。展望亦將繼續向多元化發展，如高科技美容服務、抗衰老或保健相關服務、男士美容服務等，大大擴大市場發展空間，有利本業穩定發展。

13. 此外，本會自 2012 年調查時開始關注最低工資的影響。2016 年調查結果顯示只有 17%僱主認為由於最低工資的實施增加了行業的選擇，相比其他招聘困難的原因比例為低，即使以往較受影響的髮廊亦有一致意見。同時，僱主現更樂意以較高的薪資聘用具經驗的人員，整體帶動工資上升的效應，亦有利於挽留人才。

14. 惟店舖及商廈租金仍未見調整，加上內地自由行旅客減少，而本業又屬於勞動密集型的行業，消費者對服務需求提升，投放人力資

源的培訓不可或缺，其經營成本上漲的壓力仍是本業需要不斷面對的挑戰。

15. 美容護理服務方面，近年消費者對不同服務及產品的質素及相對價格的要求相應提高，市場競爭激烈，故在服務收費當中，開始出現兩極化的現象：一方面是以高端服務項目為主，以維持一定的收費水平；而另一方面亦出現了不少以價格主導的低收費服務項目。兩者均有一定的培訓需求，而不同的營運模式及行銷策略亦有幫助行業發展。

16. 從經營的角度，以高科技美容服務¹為招徠的服務項目，意味著消費金額比傳統服務高，部份療程所需的時間亦相應減少，十分切合現時香港高經營成本的經濟環境。但僱主亦相對需要更高的投資，除引入高科技的儀器及高端產品，亦需為員工提供足夠的培訓，不單前線員工需要加強技術及安全意識培訓，提供顧客分析及諮詢服務的顧問亦需具備更全面的專業知識，方可確保服務的質素及保障顧客權益，增強消費者的信心，更加維護本業的專業形象。

17. 傳統美容服務方面，近年大眾對保健養生的需求大增，按摩及保健相關服務項目盛行，一般連鎖店鋪或獨立經營的美容院為吸引不同顧客來源，均會提供傳統美容護理、保健按摩等服務。但此類項目收費較低，耗時較長，換言之須以數量來維持收入，故需要更多勞動人口投入市場，培訓方式亦需作出配合。

18. 美甲服務方面，發展情況與本會預期相近。雖然美甲中心整體數目減少，卻見有小型美甲店大減，而中型美甲店增多的現象。此外，技術僱員人數則相若，自由職的甲藝師增多，反映市場對美甲服務需求穩定。本會相信大眾對美甲服務的需求將越趨普及化，培訓機構應

¹ 高科技美容服務：泛指透過高端科技儀器或產品進行之美容或美體程序，坊間或稱之為醫學美容、科學美容等。

加強甲藝師的專業技術及整全培訓，提供更多較高技術及美學方面的培訓，如立體彩繪、噴槍彩繪等具特色訓練。

19. 另一方面，隨著香港人口老化，大眾對指/趾甲護理的需要亦有機會增加，故從業員應加強對環境設置、安全衛生知識、指/趾甲相關的病變、甲型矯正等專業護理知識，美甲從業員有更全面的技能及專業知識，方可進一步帶動行業發展。

20. 美髮業的僱員流失率一向偏高，對行業發展也構成障礙。而政府提供更長期的免費教育，變相使基層僱員的入職年齡延後；加上現時在傳統教育系統以外，有更多的培訓機會供年青人選擇，取得更高資歷／學歷年青人對投身這個學藝年期長、工作性質相對辛苦的行業之考慮將會來得更多。

21. 就店鋪租金上漲、人手不足等問題影響，「單剪」(或稱「速剪」)形式的連鎖髮型屋成為近年迅速發展的美髮店。單剪的經營模式，解決了基層人手不足的問題，並以較小型的店鋪運作模式，減省經營開支。現大部份提供單剪的連鎖髮型屋，以特許經營模式，引入統一的服務標準及工作流程，一方面為消費者提供簡單快捷的服務，有穩定的客源，而簡單的營運模式亦有利於挽留人才。

22. 針對網上平台的發展，業界亦有不同的策略，近年多個知名品牌都主動與網上媒體合作，邀請知名博客、化妝師、網上作家等，針對不同社交網站的用戶，協助推廣產品及服務，亦有不少手機應用程式推出，提供 O2O²服務，讓服務供應商參與成為商戶，消費者可直接於應用程式選擇商戶、訂購美容、美髮、美甲等服務等。即使香港為彈丸之地，O2O 消費模式或未有普及，但相信透過互聯網平台，增加

² O2O (Online To Offline 線上到線下) 是一種新的電子商務模式，指線上行銷及線上購買帶動線下(非網路上的)經營和線下消費。O2O 通過促銷、打折、提供資訊、服務預訂等方式，把線下商店的訊息推播給網際網路用戶，從而將他們轉換為自己的線下客戶，這就特別適合必須到店消費的商品和服務，比如餐飲、健身、電影和演出、美容美髮、攝影及百貨商店等。(維基百科)

跨界合作的模式，對鼓勵消費者由網上互動帶動到實體店的消費習慣有一定助力。

23. 近年部份職能的從業員傾向以自僱或合作形式運作，大部份均非於固定工作場所提供服務，如新娘／攝影／舞台化妝師、髮型師等從業員人數均有上升趨勢，礙於統計抽樣方法或未能於統計數字上反映實際情況，但以本會觀察此類從業員的人數增長是有目共睹的，而此情況亦成為青年人創業的參考模式，本會的工會、商會可積極接觸此類從業員，探討培訓需要及增值空間，共同為他們的事業發展藍圖尋找出路。

24. 針對整體的技術人才流失的問題，本會留意到其中基層技術僱員的流失多年來未有太大改善，並非單一因工作性質辛苦或待遇問題所致，現時大部份的中小型規模的公司因資源及人手不足，人事架構簡單，未能為員工提供足夠培訓及清晰的晉升階梯，亦是基層員工流失的原因。隨著資歷架構發展，美容及美髮相關的具資歷級別的「能力標準為本」課程日漸增多，加上「過往資歷認可」評核機制為業界商會認同，相信僱主及培訓機構可有更多互動，僱主可投放資源培育人材，與培訓機構合作設計課程，鼓勵僱員按不同工作範疇，進修不同技術及知識，亦可循序漸進，由基層開始培養優質服務的專業態度，建立正面的行業形象，而中層人員則多參與督導管理、商業實務、市場推廣、業務營運等增值課程，讓僱員有向上流動的可能性。

25. 縱使政府近年對職業培訓市場投入多種資源，現時提供美容培訓服務，多為慈善團體、非牟利團體、公營部門和學術機構等，但是次調查發現培訓學校市場回暖，中小型學校及兼職美容導師有所增加，相信與業界及消費者均看重從業員專業技能有關。但比 2014 年，現時任教的全職導師較少，而以兼職形式較多，故建議增強培育導師人手，以致行業有更健康的發展。

26. 整體而言，本會相信從業員透過專業培訓及嚴格考核，長遠更可配合資歷架構，發展牌照或專業學分制度，將服務專業化，大大提升服務水平及從業員的收入。宏觀來看，更因發展前景理想和社會認受性提升而吸引更多新人入行，達致配合行業發展所需的雙贏局面。

2016 年人力情況

27. 是次人力調查結果中，行業六個類別於 2016 年 1 月共僱用 64 804 人，其中 54 519 人(84.1%)為美容、美髮及化妝品業的主要職能人員(即技術僱員)，其餘 10 285 人(15.9%)為業內的非主要職能人員(即非技術僱員)。與 2014 年的 53 862 總技術僱員人數相比，是次調查錄得增加了 657 人，兩年之間的增幅為 1.2%。下列表一列出各行業類別的僱員概況(包括自由職及兼職僱員)：

表一：行業各類別僱員情況

行業類別	直接僱員	自由職人士	兼職人士
1. 美容院／健康中心及水療中心	20 121	694	770
2. 髮廊	12 273	1 588	973
3. 零售產品公司	10 818	0	348
4. 批發及出入口產品公司	5 176	0	188
5. 美甲中心	895	210	13
6. 學校(美容及美髮／化妝及美甲)	261	8	183
合共：	49 544	2 500	2 475

28. 與 2014 年調查相比，兼職人士的數目錄得明顯下降，下跌 30.6%(-1 089 人)，自由職人士的數目亦錄得下跌 6.3%(-168 人)，而直接僱員人數則上升 4%(+1 914 人)。

人力需求預測

29. 僱主預測，2017 年 1 月時，本行業將會有 52 822 個職位(不包括自由職及兼職人士)，較 2016 年輕微增加 64 個職位。各行業類別機構均有新增職位。當中，零售產品公司增加 29 個職位；美容院／健康中心及水療中心增加 25 個職位。下列表二總結 2016 年直接僱員人數與 2017 年人力預測的比較。

表二：僱主預測 2017 年 1 月時行業各類別的僱員人數

行業類別	2016 年 1 月時			僱主預測 2017 年 1 月的 人力數目	增/減 幅度 (%)
	直接僱員 人數 (a)	空缺數目 (b)	總僱員人 數 (a + b)		
1. 美容院／健康中心及水療中心	20 121	1 275	21 396	21 421	0.12%
2. 髮廊	12 273	1 157	13 430	13 432	0.01%
3. 零售產品公司	10 818	469	11 287	11 316	0.26%
4. 批發及出入口產品公司	5 176	222	5 398	5 403	0.09%
5. 美甲中心	895	89	984	986	0.20%
6. 學校(美容及美髮／化妝及美甲)	261	2	263	264	0.38%
合共：	49 544	3 214	52 758	52 822	0.12%

離職人數及僱員流失率

30. 調查期間共有 9 372 名僱員離職，當中新聘用而具備相關行業經驗的僱員則有 4 923 人，即共流失 4 449 人，總流失率為 7.7%，比 2014 年 6%(3 431 人)高。按各行業類別劃分中，仍以髮廊流失率最高(13.2%)，比 2014 年高出 4%。其次為美容院／健康中心及水療中心

(7.5%)，相比其他行業類別的流失率較低，尤以美甲業的從業員只錄得 0.6%流失率。

31. 在考慮各種因素後，本會採用「調節過濾」人力預測方法 (Adaptive Filtering Method)，推算出 2016 至 2021 年間每年平均僱員數目的增長情況。而除人力需求預測外，本會亦必須考慮僱員流失率的狀況。根據以上綜合數據計算，美容、美髮及化妝品業的每年平均額外培訓的僱員數目如下(表三)：

表三：2016 至 2021 年間

行業各類別每年平均額外培訓的僱員數目

行業類別	2016 年 流失率	每年平均 增長	每年額外 培訓人數
1. 學校(美容及美髮／化妝及美甲)	3.3%	-3.8%	-2
2. 美容院／健康中心及水療中心	7.5%	1.3%	2 067
3. 髮廊	13.2%	-2.9%	1 533
4. 零售產品公司	3.6%	0.8%	648
5. 批發及出入口產品公司	3.8%	1.7%	261
6. 美甲中心	0.6%	-6.1%	-59
總數：			4 448

32. 以上資料顯示，未來五年所需的額外培訓人數大部份屬髮廊及美容院／健康中心及水療中心為主。美容院／健康中心及水療中心人力需求增長放慢，本業仍需留意美髮業的流失情況。

僱員宜有及現有的教育程度及職業資格要求

33. 由於學制轉變，僱員的現有及宜有的教育程度亦有所提高。調查顯示僱員現有初中以上教育程度的僱員達 73.8%，其中以高中程度

為主(67.2%)，比例與 2014 年時類近，以上的數據亦與僱主期望僱員宜有的教育程度相若。

34. 除主流教育外，僱主亦傾向聘用已接受職業培訓的僱員，現時有 79.6%的技工級／半熟練技工級的僱員已備有不同的職業資格證書，當中以其他國際性專業／認可課程證書為主(43.6%)。

35. 總結所有職級而言，僱主期望僱員宜持有國際性專業／認可課程證書(38.9%)、VTC 技能測驗證書(26.7%)或技能提升課程證書／僱員再培訓局課程證書(21.9%)，當中大部份僱主期望技工級／半熟練技工級僱員持有相關職業資格證書(58%)。可見上述證書在業內廣獲認受，同時亦反映持有上述證書對技工級／半熟練技工級僱員越來越重要。

僱員宜有及現有工作經驗

36. 除教育程度外，僱員的工作年資亦是僱主其中一項主要的考慮因素。考慮到工資成本上漲，僱主期望聘用已具備相關經驗的員工以減低在職培訓的成本，故較多僱主認為僱員應有 1 至 3 年之經驗，其次為 3 至 6 年。

37. 本會留意到現有 1 至 3 年工作經驗的從業員比 2014 年多出約 1585 人，反映即使最低工資實行，本業(尤以美容及零售服務)過去兩年的發展蓬勃，對挽留新入行人士有一定吸引力。而另一方面，最低工資亦推高各級別員工的薪金，故對於富經驗的僱員，薪金之提升亦促使他們留在業界發展。

僱員須接受的技能培訓範疇

38. 跟 2014 年情況相似，由於過去兩年旅遊業的急速發展，以及

普遍消費者對服務質素要求上升，大部份僱主認為所有員工(包括前線技術員工及管理階級)應加強在「顧客服務」、「銷售及市場推廣」、「處理投訴」、「英語會話」及「普通話」等範疇的培訓，以持續提升美容、美髮及化妝品業整體服務水準。此外，僱主亦期望中高層員工就「優質服務管理」方面接受培訓。

招聘困難

39. 調查顯示過去 12 個月共有 2 236 間機構進行招聘。當中 1 778 間(79.5%)機構表示在招聘人事方面遇上困難，相對 2014 年較少。而主要招聘困難多集中於技工級／半熟練技工級的職位，即業內最前線／新入行者的崗位。遇有招聘困難的行業以美容院／健康中心及水療中心及髮廊最為嚴重，兩成僱主反映遇有相關問題，髮廊類別中多位僱主認為現時缺乏具相關訓練／資歷的人力資源，以及工作性質相對辛苦為主要招聘困難原因。

建議

40. 總結調查報告所得之數據分析及現時行業的前景，就人才培訓方面，本會就有關各方面作出以下建議：

I. 給僱主及從業員的建議：

41. 美髮業及美容業的能力標準說明及過往資歷認可機制已推出，更獲行業商會認可支持，市面亦已廣泛推出資歷架構認可課程，僱主應按員工的職業能力及職務需要，鼓勵僱員按資歷架構的進修階梯持續進修，參與能力評估，提升專業及通用技能。

42. 僱主亦應鼓勵員工提升純職業技能以外的增值培訓，例如通用範疇的顧客服務技巧、銷售及市場推廣、處理投訴技巧及店舖營運等，

保持競爭力，擴闊事業發展空間，亦為其提供晉升的機會。

43. 而對年資較深的僱員亦可培育為公司擴展業務的基石，提供與管理技能、優質服務管理相關等課程，提升僱員對經營及管理的認識，有助其了解公司業務運作並提升營運能力。

44. 值得注意的是香港年青人參與創業及自由職的就業傾向，如開拓網上產品批發及零售市場，或自由職的化妝師、髮型師等，本會建議此類從業員應積極為自己增值，除增加行業技術及知識的掌握，亦多參加與創業及業務營運相關的課程，如掌握電子商貿、認識物聯網、共享經濟的理念及實踐等等；另外，亦應積極參與行業活動，與不同界別合作，為自己打造職業藍圖。

II. 給培訓機構的建議：

45. 職前教育方面，培訓機構宜以吸納青年僱員為前提設計行業相關之職前訓練課程，內容除涵蓋專業理論及技術，更需加強他們對行業的認識，包括行業的現況及其個人職業發展的方向，提升其就業心態。

46. 為增加年青人的國際視野，機構亦可探討與海外及內地的業界或職業教育單位合作機會，鼓勵青年人吸取更多國際經驗，透過實習及互訪機會拓展視野，亦可將交流學習的經驗及知識帶回給香港的業界參考。

47. 培訓機構可為自僱及自行創業的青青從業員提供創業／推廣銷售技巧、商品說明條例、個人管理、電子商貿(如物聯網、社交媒體應用)、特許經營、品牌建立等相關課程。

48. 培訓機構亦可按資歷架構認可的「能力標準說明」發展不同級

別的專業課程，讓從業員有清晰的進修階梯，按不同專業服務範疇及資歷級別進修。

49. 就導師培訓方面，有見 2016 年學校數量有所增加，為培育新一批導師人手，培訓機構除提供訓練及督導技巧訓練外，亦應積極引入行業新原素，將新技能／最新科技加入課程內容，讓導師能掌握最新的知識及技能，教授學生。

50. 此外，隨著消費者對服務要求提升，以及近年高端科技及產品的普及，培訓機構亦可與業界合作，設計客制化的高階技術培訓課程，亦可與儀器或產品供應商、國際認證及培訓單位合作推出認可課程，更貼近業界的需要，亦為從業員提供僱主認可的培訓。

III. 給本業的建議：

51. 業界應積極考慮與培訓機構合作提供見習訓練或參觀機會，讓有意入行人士於職前培訓時，對行業有更深入的了解，為投身行業作好準備，同時亦能配合市場需要，可更有效防止人才流失。

52. 業界工會、商會可多舉辦職業講座及研討會，讓公眾人士，包括青年人、家長、教師等，更多了解行業前景、發展及晉升階梯，鼓勵青少年入行。而此類活動，亦可透過與社福機構、青年團體、中學及大專教育機構等合辦。

53. 業界亦應鼓勵青年人參與本地或海外的技能大賽，與各地青年作技術交流、切磋，提升其專業技術。

IV. 給政府及有關部門的建議：

54. 隨著資歷架構、過往資歷認可機制的推出，有關部門可探討就從業員的學歷、資歷、工作範疇等，訂立行業認可的持續專業發展機制。

55. 為鼓勵業界舉辦行業推廣活動，如技能比賽、展示技能的影視娛樂匯演、職業博覽等，有關方面可協助提供合適的場地，或為活動提供資助，盼望透過此類活動提升公眾人士，尤其年青人對美業的認識，提升行業形象，吸納年青就業人士。

56. 就現時「生涯規劃教育及升學就業輔導」方面，繼續加強「商校合作」，聯繫業界舉辦不同類型於校內或校外的活動，為年青人的事業探索提供更多元化的體驗，並更貼近現時市場的資訊，如實務工作坊、行業講座、技能示範、職場體驗、影子工作體驗等，讓中學生增加對行業的認識及興趣，更可針對學生、學校社工、老師及家長不同的對象舉辦不同類型分享會，介紹行業發展及職業規劃。

日後調查

57. 本委員會建議日後繼續定期進行人力調查，讓有關方面更了解美容、美髮及化妝品業的人力情況，預測未來轉變，採取相應對策。

第一章

調查範圍及方法

(一) 美容美髮訓練委員會

訓練委員會

1.1 美容美髮訓練委員會(本會)隸屬職業訓練局(VTC)，於 2001 年成立，成員由特區政府委任，職責包括確定及評估業內的人力情況及訓練需求，並向業界僱主、僱主聯會、工會、專業團體、訓練及教育機構及政府部門等提供人才培訓方面的建議，以應付業內的人力需求。本會職權範圍及名單見附錄 1-2。

人力調查工作小組

1.2 由本會成立的人力調查工作小組，在政府統計處協助下，負責統籌及指導人力調查的調查設計、抽樣、資料分析及匯報。工作小組成員名單見附錄 3。

1.3 自 2003 年開始，本會已進行了六次美容、美髮及化妝品業人力調查，而第七次人力調查於 2016 年第一季度進行，調查目的包括：

- i) 評估業內主要職務的人力情況及訓練需求；
- ii) 預測業內人力增長；及
- iii) 就業內培訓需要提供建議。

(二) 調查範圍及方法

調查範圍

1.4 是次調查沿用過去三次調查的六個行業類別作為主要職務分類，包括：

- i) 學校(美容及美髮／化妝及美甲)；
- ii) 美容院／健康中心及水療中心；
- iii) 髮廊；
- iv) 化妝產品批發及出入口公司；
- v) 化妝產品零售公司；
- vi) 美甲中心。

1.5 上述六個類別的資料主要來自政府統計處於 2015 年第三季更新的業內註冊機構為依據。而根據統計處其註冊機構的資料庫內，相關行業分類如下：

- i) 類別 1：理髮服務
- ii) 類別 2：美容服務
- iii) 類別 3：化妝品及香水批發及出入口貿易；
- iv) 類別 4：化妝品零售
- v) 類別 5：體育機構
- vi) 類別 6：學校
- vii) 類別 7：結婚攝影機構
- viii) 類別 8：影視娛樂事業機構

1.6 調查採用分層隨機抽樣方法，在 12 337 間機構中，按行業分類及公司大小抽樣選出 1 020 間作為調查對象，詳情如下：

類別	選取機構數目
1. 理髮服務	278
2. 美容服務	371
3. 化妝品及香水批發及出入口貿易	101
4. 化妝品零售	111
5. 體育機構	7
6. 學校	96
7. 結婚攝影機構	49
8. 影視娛樂事業機構	7
總計	1 020

1.7 為了更清晰反映業內教學人員的人力情況，於學校類別的調查範圍亦包括私人營辦的培訓機構／學校及非牟利培訓機構。

調查方法

1.8 是次調查旨在蒐集本業人力及訓練情況資料。1 020 間獲選的調查機構須填寫一份有關本業人力及訓練需求的調查表。政府統計處其後派員到訪各選定機構，收集填妥的調查表並於有需要時協助僱主填報。

1.9 調查要求僱主根據員工實際負責的工作，而非機構所採用的職稱分類填報。收集的調查表均經過複核，必要時亦會與填覆機構核實。調查所得資料以統計方法倍大，以反映本業的整體人力情況。

調查回應分析

1.10 1 020 間抽樣機構中，只有 35 間拒絕填覆調查表，616 間提供所需資料、另外 62 間及 17 間機構分別作出部份回覆和合併回覆；其餘未有填覆的 369 間機構已結業、搬遷、無法聯絡或不再從事有關行業。實際有效填覆率為 95.2%。

調查限制

1.11 礙於資源有限，調查只能以統計方法對業內公司進行抽樣，所衍生的統計誤差難以避免，可能影響調查結果的詮釋。

第二章

調查結果

(一) 2016 年人力情況

調查對象

2.1 是次調查包括業內六個類別的美容、美髮及化妝品業從業員：

- i) 學校(美容及美髮／化妝及美甲)；
- ii) 美容院／健康中心及水療中心；
- iii) 髮廊；
- iv) 批發及出入口產品公司；
- v) 零售產品公司；
- vi) 美甲中心。

人力總數

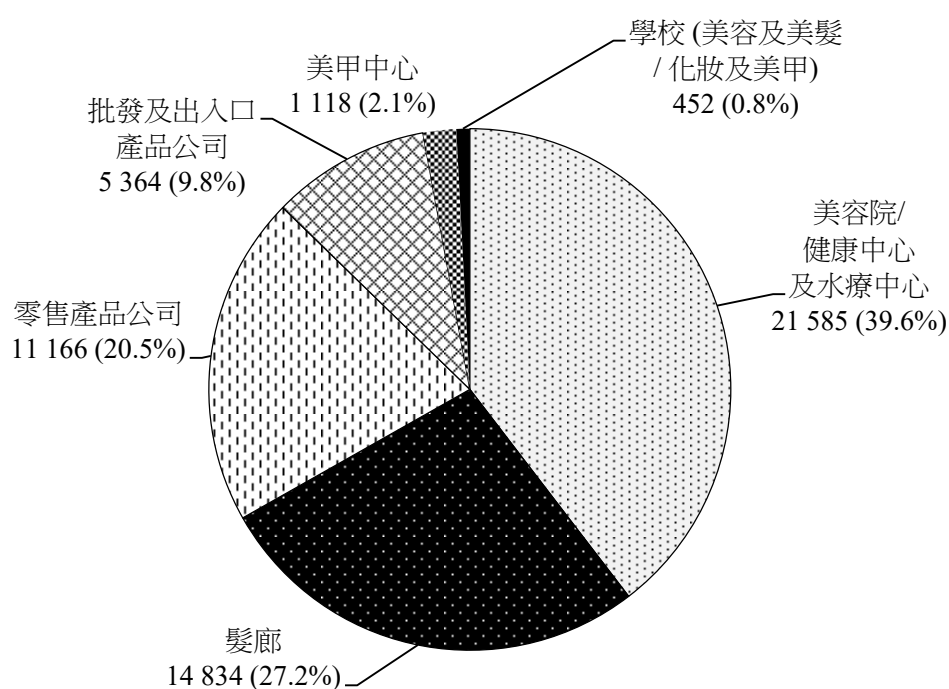
2.2 是次人力調查結果中，六個行業類別於 2016 年 1 月共僱用 **64 804** 人，其中 **54 519 人(84.1%)**為美容、美髮及化妝品業的主要職能人員(即技術僱員，包括 49 544 名直接僱員、2 500 名自由職人士及 2 475 名兼職人士)，其餘 **10 285 人(15.9%)**為業內的非主要職能人員(即非技術僱員)。與 2014 年的相關數據 92.1%及 7.9%比較，主要職能人員的人力分佈下跌。與 2014 年的總技術僱員人數為 53 862 人相比，是次調查錄得輕微增加了 657 人，兩年之間的增幅為 1.2%。

2.3 與 2014 年相同，是次調查內容的所有分析不涉及擔任一般的行政、會計及其他輔助工作的非技術僱員。此外，因行業有其獨特性，於人力調查報告中所提及的僱員人數將包括直接僱員、自由職及兼職人士的數目，此有助全面反映整個行業人力情況的全貌。

人力分佈情況

2.4 調查顯示，僱員人數最多的機構類別為美容院／健康中心及水療中心（共 21 585 人，佔總數 39.6%），其次類別依次序為髮廊（14 834 人，佔總數 27.2%）；零售產品公司（11 166 人，佔總數 20.5%）；批發及出入口產品公司（5 364 人，佔總數 9.8%）；美甲中心（1 118 人，佔總數 2.1%）；以及學校¹（美容及美髮／化妝及美甲）（452 人，佔總數 0.8%）。各類別的僱員人數的分佈情況見圖一；詳細人力統計數字見第五章表一(a)。

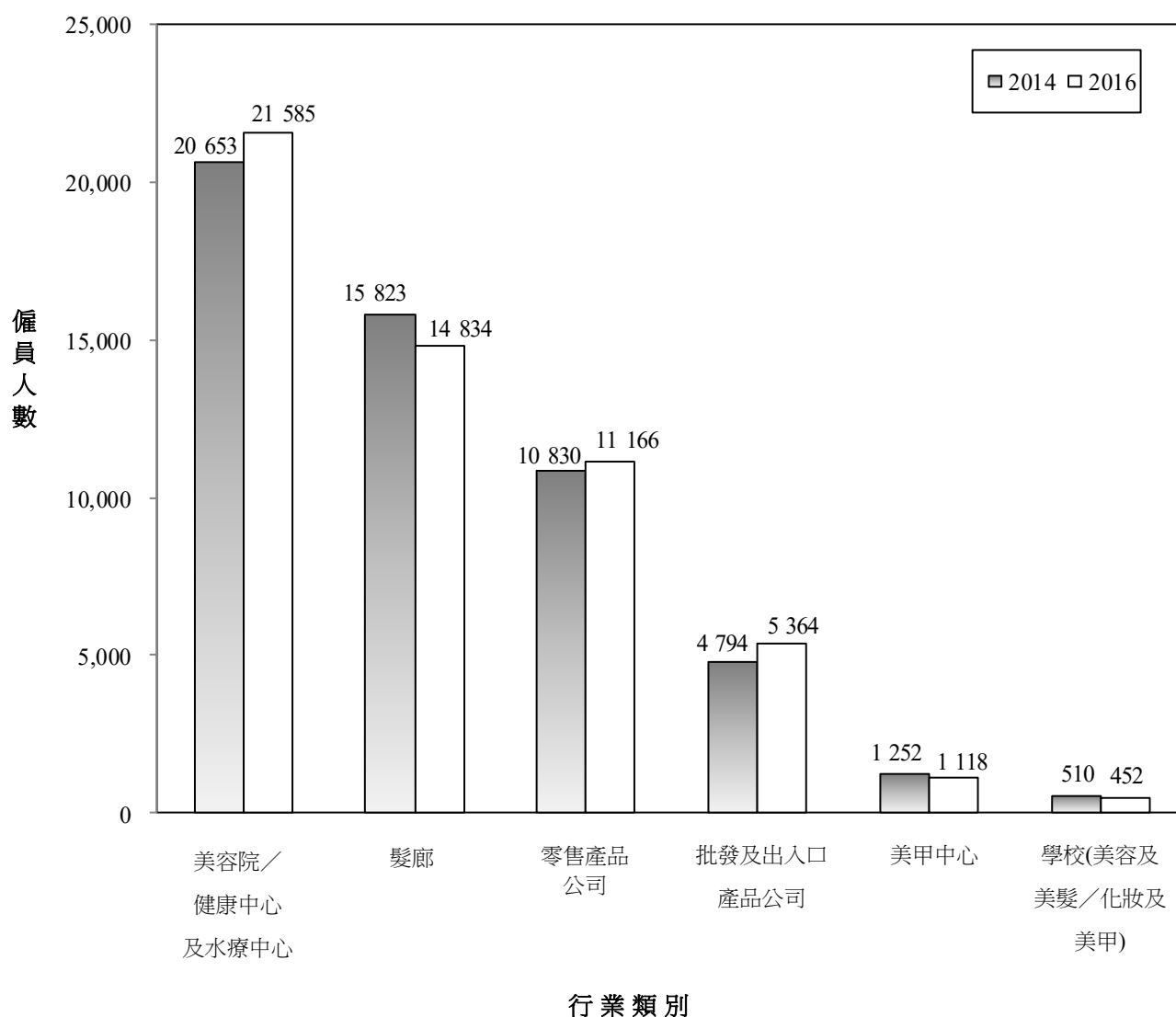
圖一：行業各類別僱員人數的分佈情況
(直接僱員、自由職及兼職人士)
總數：54 519



¹ 有關學校類別的調查涵蓋範圍，包括私人營辦培訓機構／學校及非牟利培訓機構。

2.5 與 2014 年調查相比，批發及出入口產品公司的僱員人數錄得最高增幅百份比，增加 11.9% (+570 人)；其次為美容院／健康中心及水療中心，增加 4.5% (+932 人)；而零售產品公司亦增加 3.1% (+336 人)。惟學校(美容及美髮／化妝及美甲)錄得最大的跌幅，減少了 11.4%(-58 人)，其次為美甲中心，減少 10.7% (-134 人)；而髮廊也減少了 6.3% (-989 人)。2014 年及 2016 年各類別僱員人數的分佈比較見下列圖二，詳細人力統計數字的比較見第五章表二。

圖二：2014 年及 2016 年行業各類別
僱員人數的分佈情況



2.6 行業各類別的僱員情況(包括自由職及兼職僱員)見表一。

表一：行業各類別僱員情況

行業類別	直接僱員	自由職人士	兼職人士
1. 美容院／健康中心及水療中心	20 121	694	770
2. 髮廊	12 273	1 588	973
3. 零售產品公司	10 818	0	348
4. 批發及出入口產品公司	5 176	0	188
5. 美甲中心	895	210	13
6. 學校(美容及美髮／化妝及美甲)	261	8	183
合共：	49 544	2 500	2 475

2.7 與 2014 年調查相比，兼職人士的數目錄得明顯下降，下跌 30.6%(-1 089 人)，自由職人士的數目亦錄得下跌 6.3%(-168 人)，而直接僱員人數則上升 4%(+1 914 人)。

2.8 就行業各類別的人力調查數據與 2014 年作比較，批發及出入口產品公司的直接僱員人數上升 9.2%(+436 人)；而零售產品公司及美容院／健康中心及水療中心的直接僱員人數則有 7.4%(+748 人)和 6.1%(+1 149 人)增長，反映行業溫和增長。相反，美甲中心及學校(美容及美髮／化妝及美甲)於直接僱員人數方面，均有顯著下降，減幅分別為 25.7%(-309 人)及 25%(-87 人)，反映增長明顯放緩。而髮廊下跌的幅度，只錄得 0.2%，反映該行業類別增長漸趨穩定。

2.9 調查亦顯示，2016 年有 2 500 名自由職人士。與 2014 年比較，自由職人士整體減少了 168 人，其中跌幅主要來自批發及出入口產品公司，下跌了 100%(-26 人)；其次為學校(美容及美髮／化妝及美甲)下跌 85.5%(-47 人)和髮廊下跌 21.4%(-432 人)。而於各類別中，惟有美容院／健康中心及水療中心的自由職人士數目增加了 22.4%(+127 人)。

2.10 而在兼職人士方面，2016 年有 2 475 人。與 2014 年調查相比，整體錄得大幅減少了 1 089 人，其中最大跌幅來自美甲中心下跌 72.9%(-35 人)，零售產品公司下跌 54.2%(-412 人)，其次則為髮廊、美容院／健康中心及水療中心，分別下跌 35.4%(-534 人)及 30.9%(-344 人)。在眾類別中，批發及出入口產品公司之兼職人士數目明顯上升 5 倍(+160 人)，其次為學校(美容及美髮／化妝及美甲)，上升 71%(+76 人)。

2.11 在行業各類別的主要職務中，下列表二以較多的僱員人數作出摘要比較：

表二：2014 年及 2016 年主要職務僱員人數

職 稱	僱 員 人 數 (包括直接僱員、兼職及自由身人士)			
	2014 年		2016 年	
1. 高級美容師及美容師	12 341	(22.9%) [#]	12 670	(23.2%) [#]
2. 高級髮型師及髮型師	9 708	(18.0%) [#]	9 843	(18.1%) [#]
3. 美容顧問(櫃位)及頭髮護理顧問	6 933	(12.9%) [#]	7 544	(13.8%) [#]
4. 髮型助理	4 894	(9.1%) [#]	3 825	(7.0%) [#]
5. 營業代表	1 318	(2.4%) [#]	1 730	(3.2%) [#]
6. 按摩及身體護理師	1 700	(3.2%) [#]	1 796	(3.3%) [#]
合 共：	36 894	(68.5%) [#]	37 408	(68.6%) [#]
總僱員人數：	53 862	(100.0%)	54 519	(100.0%) [#]

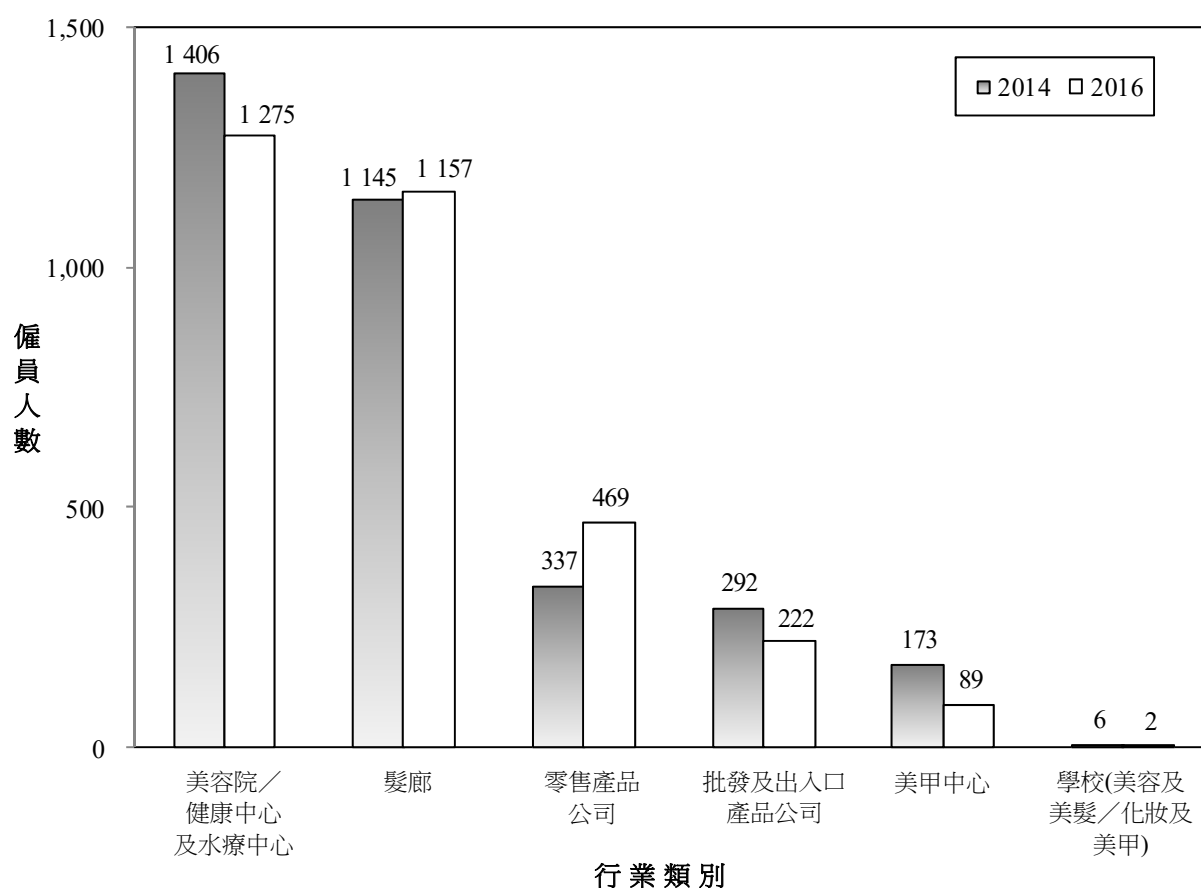
(#：佔僱員總數的百份比)

2.12 上述主要職務佔僱員總數百份比分佈與 2014 年調查相若，各主要職務的人力情況分別出現不同程度的增減。最大升幅為營業代表，與上一次的調查比較，增幅為 31.3%(+412 人)；其次為美容顧問(櫃位)及頭髮護理顧問，增幅為 8.8%(+611 人)。而按摩及身體護理師增加 5.6%(+96 人)，高級美容師及美容師增加 2.7%(+329 人)，高級髮型師及髮型師增加 1.4%(+135 人)。相反，減幅最大的為髮型助理，下跌 21.8%(-1 069 人)。

現有職位空缺數目

2.13 調查期間，僱主報稱本業有 3 214 個空缺，佔 52 758 個現有職位數目(包括直接僱員及空缺數目) 的 6.1%。與 2014 年調查相比，空缺數目由 3 359 個空缺，減少了 145 個。在行業各類別中，美容院／健康中心及水療中心佔最多空缺，有 1 275 個。其次是髮廊，有 1 157 個。2014 年及 2016 年各類別的現有空缺數目則載於圖三。

圖三：2014 年及 2016 年行業各類別現有空缺數目



2.14 主要職務的空缺數目亦表列如下：

職 稱	空 缺 數 目	佔總空缺百份率
1. 美 容 師	791	24.6%
2. 髮型助理	652	20.3%
3. 髮型師	437	13.6%
4. 美容顧問(櫃位)	365	11.4%
5. 營業代表	129	4.0%
6. 甲藝師	89	2.8%
合 共：	2 463	76.6%
總空缺數目：	(3 214)	(100%)

現有受訓者人數

2.15 行業六個分類的機構共有 382 名受訓者，主要分佈於兩個類別：零售產品公司(222 人)、美容院／健康中心及水療中心(76 人)及髮廊(69 人)。與 2014 年相比，受訓者數目減少了 57 人。

(二) 預測人力需求

僱主預測 2017 年 1 月時的人力需求

2.16 僱主預測，2017 年 1 月時，本行業將會有 52 822 個職位(不包括自由職及兼職人士)，較 2016 年輕微增加 64 個職位。行業各類別機構均有新增職位。當中，零售產品公司增加 29 個職位；美容院／健康中心及水療中心增加 25 個職位。下列表三總結 2016 年直接僱員人數與 2017 年人力預測的比較。

表三：僱主預測 2017 年 1 月時行業各類別的僱員人數

行業類別	2016 年 1 月時			僱主預測 2017 年 1 月的 人力數目	增/減 幅度 (%)
	直接僱員 人數 (a)	空缺數目 (b)	總僱員 人數 (a + b)		
1. 美容院／健康中心及水療中心	20 121	1 275	21 396	21 421	0.12%
2. 髮廊	12 273	1 157	13 430	13 432	0.01%
3. 零售產品公司	10 818	469	11 287	11 316	0.26%
4. 批發及出入口產品公司	5 176	222	5 398	5 403	0.09%
5. 美甲中心	895	89	984	986	0.2%
6. 學校(美容及美髮／化妝及美甲)	261	2	263	264	0.38%
合共：	49 544	3 214	52 758	52 822	0.12%

2.17 職位數目變化較大的職務分佈情況摘要如下：

職稱	職位增／減數目
美容師	27
高級髮型師	20
美容顧問(櫃位)	17
髮型助理	-13

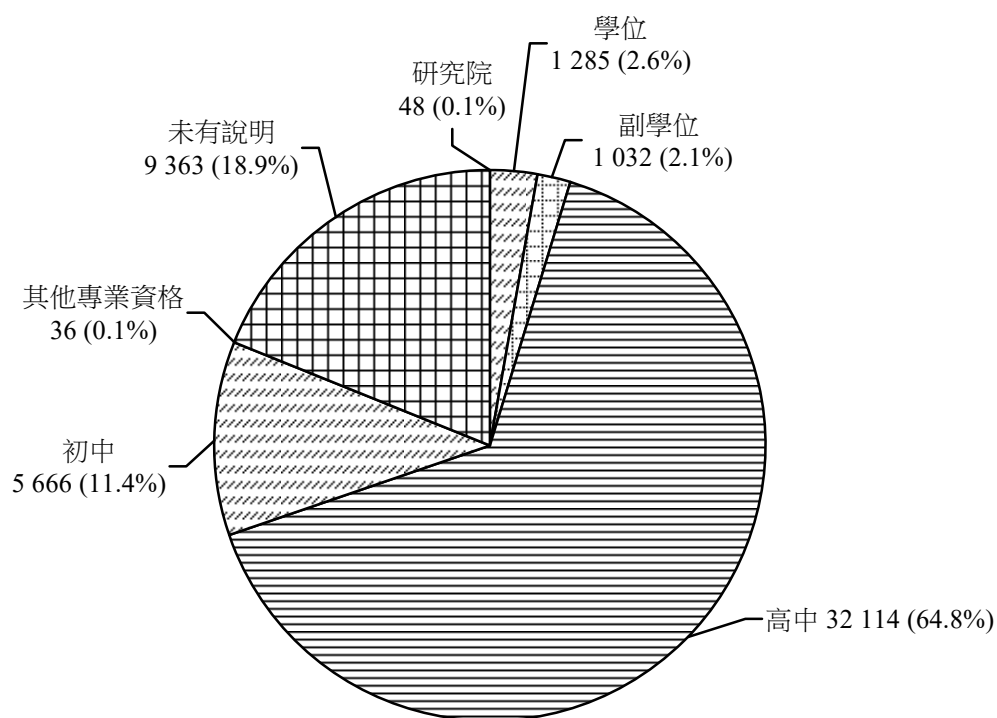
(三) 招聘要求

直接僱員宜有教育程度

2.18 調查顯示，僱主期望 64.8%直接僱員應能擁有高中教育程度，11.4%需有初中程度。因新高中學制已正式實行，2016 年度人力調查的學歷分類有所調整。僱主對直接僱員的宜有教育程度分佈情況見圖四(a)；詳細人力統計數字見第五章表三(a)。

2.19 對比 2014 年僱主對直接僱員宜有的教育程度之調查所得，可見僱主的要求與往年相若。於 2014 年僱主認為，46.2%的直接僱員宜有教育程度需有中四至中五程度，中學文憑程度及中六至中七程度的分別有 12.1%及 4.8%，合計有 63.1%。而於 2016 年，僱主認為，64.8%的直接僱員宜有高中教育程度，即中四至中六程度。

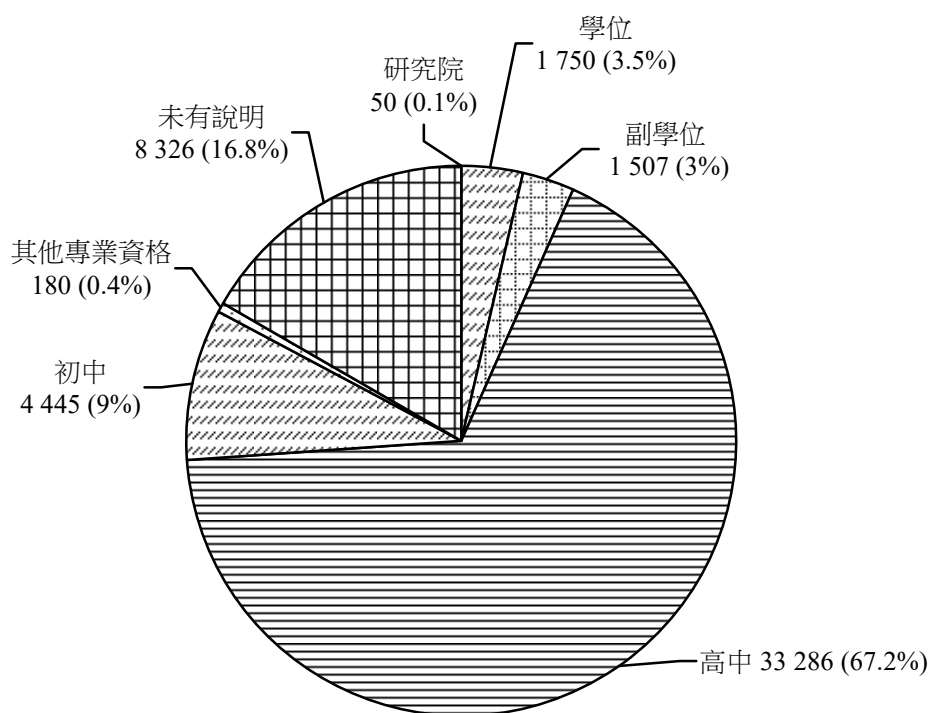
圖四 (a)：2016 年直接僱員宜有教育程度的分佈情況



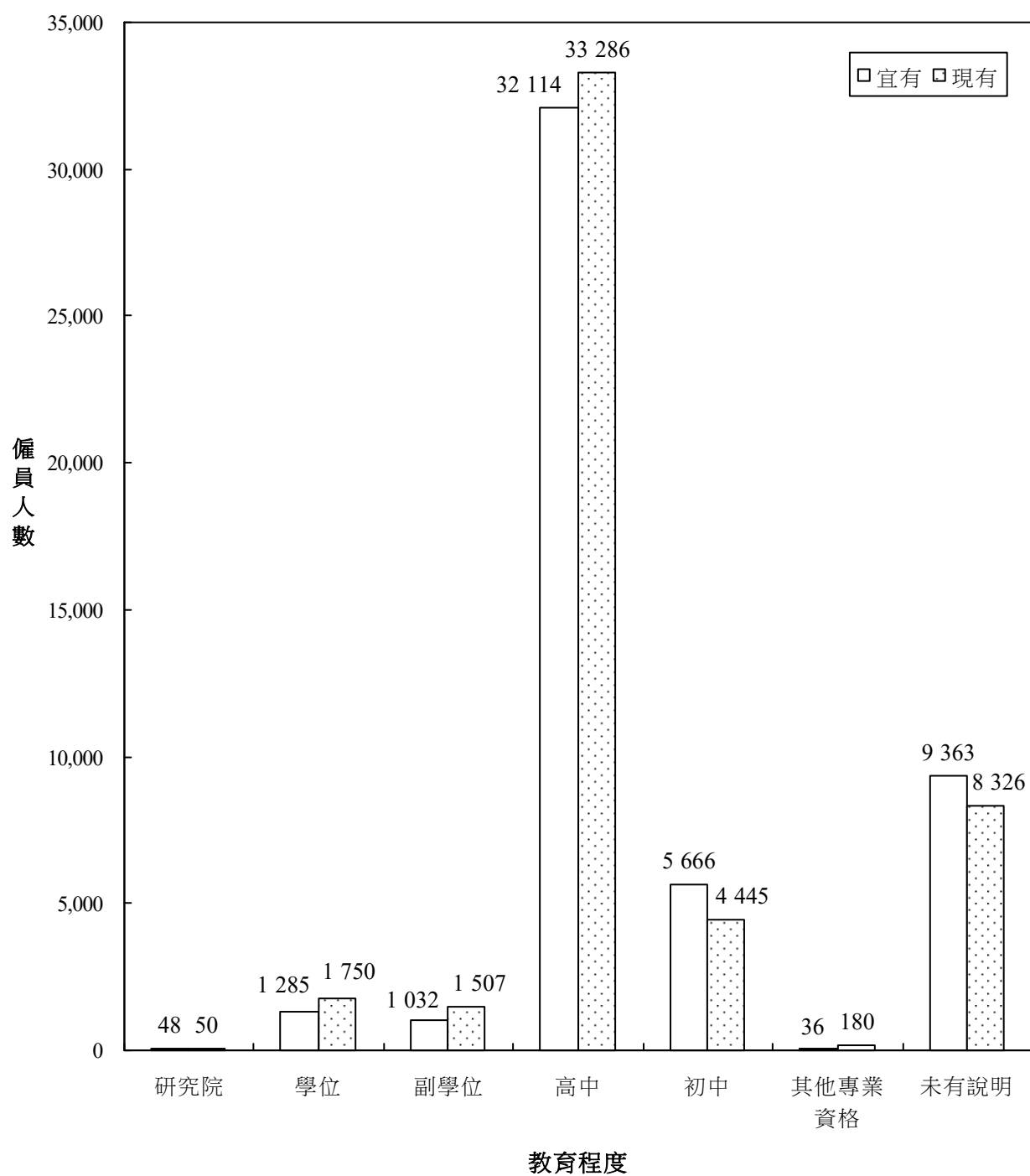
直接僱員現有教育程度

2.20 從調查所得，現時直接僱員的教育程度大多達到高中程度(67.2%)，其次為初中程度(9%)，情況與 2014 年相若。鑑於新高中學制的推出，僱員的現有教育程度均有相應的提高。圖四(b)列出 2016 年直接僱員現有教育程度的分佈情況，而圖五列出 2016 行業各類別直接僱員的宜有及現有教育程度。詳細人力統計數字見第五章表三(b)。

圖四 (b)：2016 年直接僱員現有教育程度的分佈情況



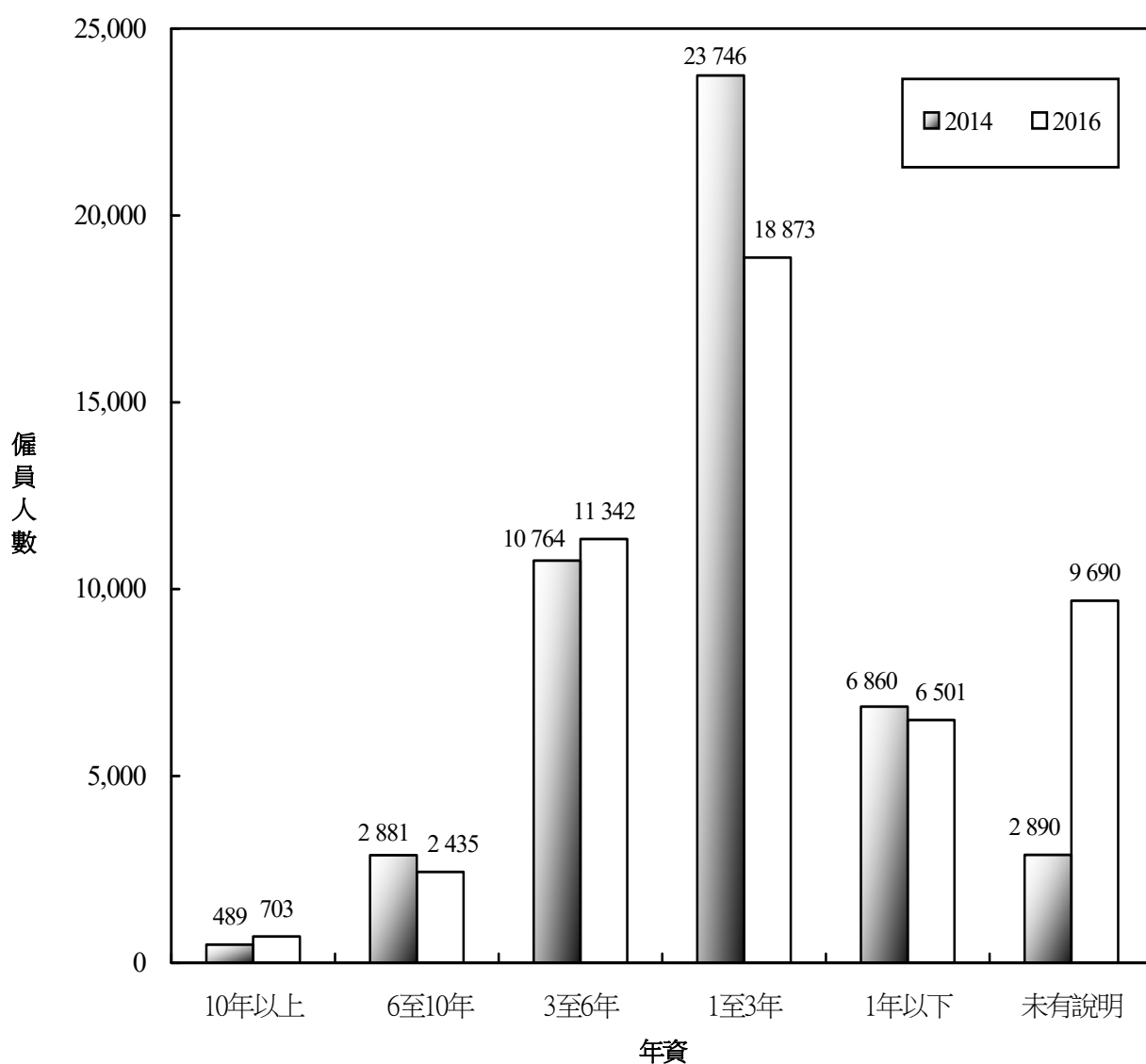
圖五： 2016 年行業各類別直接僱員的宜有及現有教育程度



直接僱員宜有的相關工作經驗

2.21 調查表示，38.1%的直接僱員在不同行業類別需要擁有 1 年至 3 年的相關工作經驗；而 22.9%的直接僱員亦擁有 3 年至 6 年的相關工作經驗；跟 2014 年分別 49.9%及 22.6%比較，較多僱主認為直接僱員宜有 1 年至 3 年的相關工作經驗，下降 11.8%。圖六列出 2014 年及 2016 年直接僱員宜有的相關工作經驗。詳細人力統計數字見第五章表四(a)。

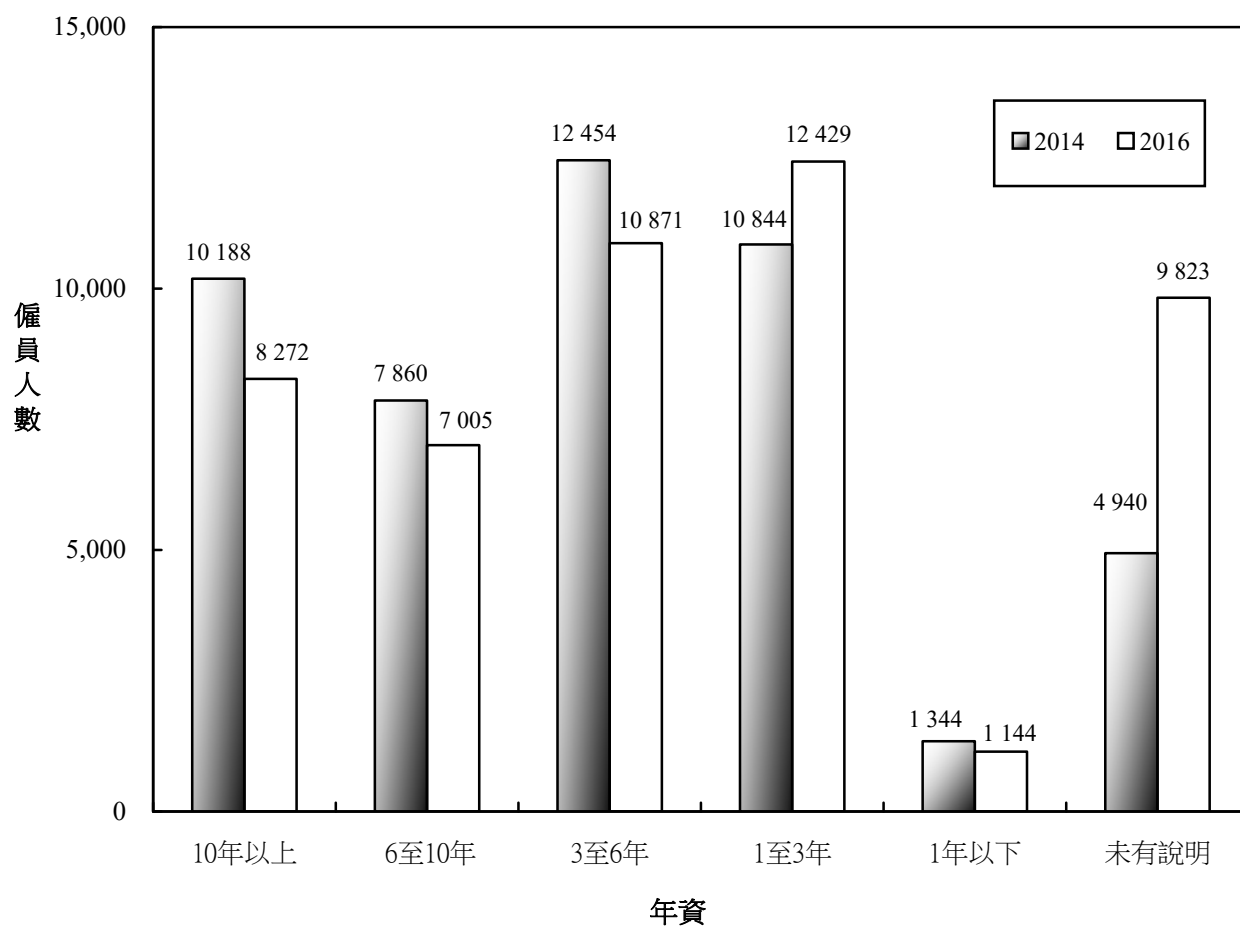
圖六：2014 年及 2016 年直接僱員宜有的相關工作經驗



直接僱員現有的相關工作經驗

2.22 25.1%的直接僱員在行業不同類別需要擁有 1 年至 3 年的相關工作經驗，與 2014 年調查結果 22.8%比較，上升了 2.3%。除此以外，直接僱員擁有 6 年至 10 年以下相關工作經驗的人數達 14.1%，與 2014 年調查結果 16.5%比較，下跌 2.4%，而擁有 10 年或以上相關工作經驗的人數，從 2014 年的 21.4%下跌到 2016 年的 16.7%，跌幅 4.7%。這些數字反映了更多富經驗的從業員離開相關行業。圖七列出 2014 年及 2016 年直接僱員現有的相關工作經驗。詳細人力統計數字見第五章表四(b)。

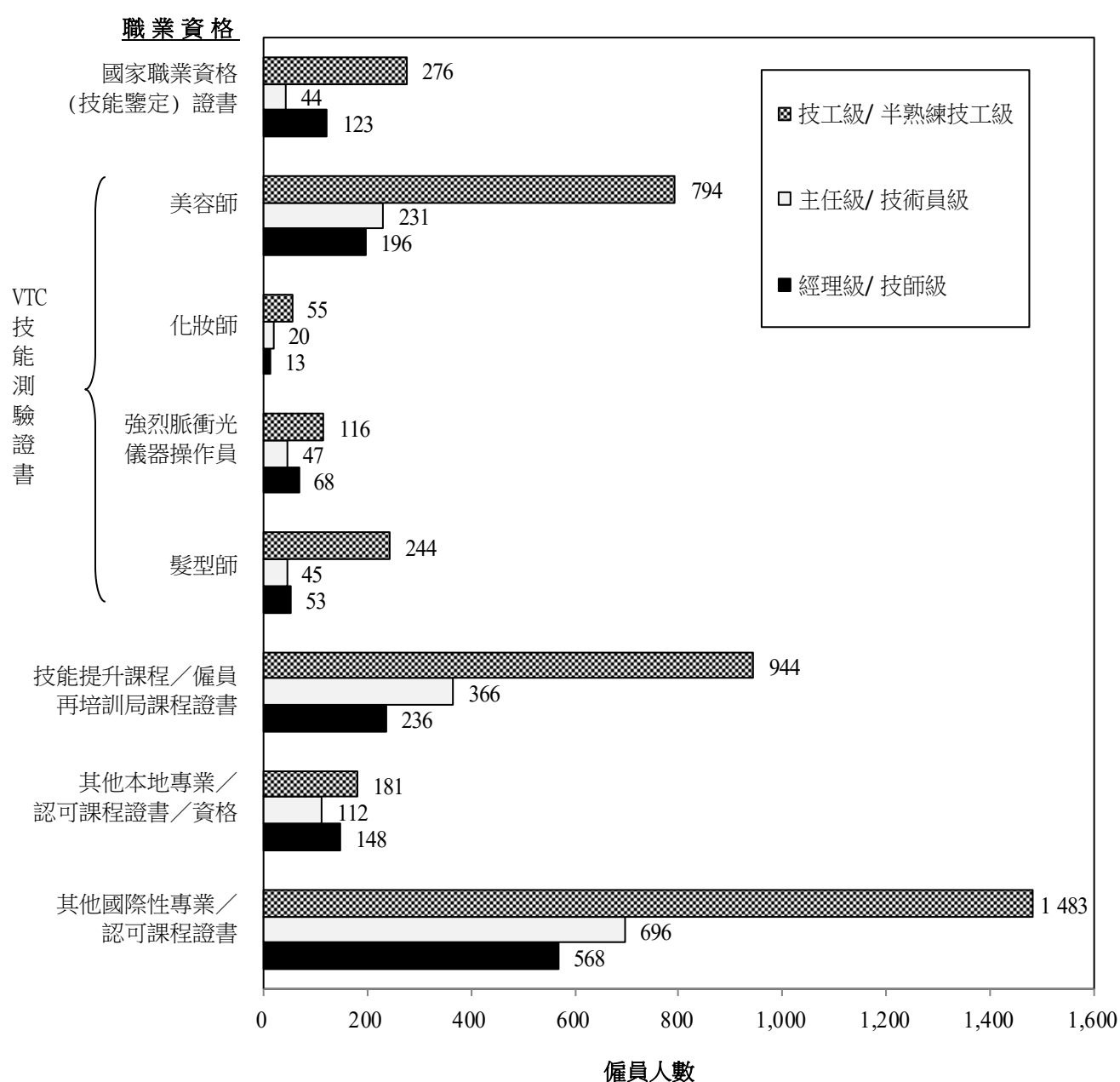
圖七：2014 年及 2016 年直接僱員現有的相關工作經驗



直接僱員宜有的職業資格

2.23 調查結果表示，較多僱主認為直接僱員宜持有其他國際性專業／認可課程證書（38.9%）；其次為職業訓練局技能測驗證書（26.7%）及技能提升課程證書／僱員再培訓局課程證書（21.9%）。圖八列出僱主對直接僱員宜持有不同的職業資格的期望。詳細人力統計數字見第五章表五（a）。

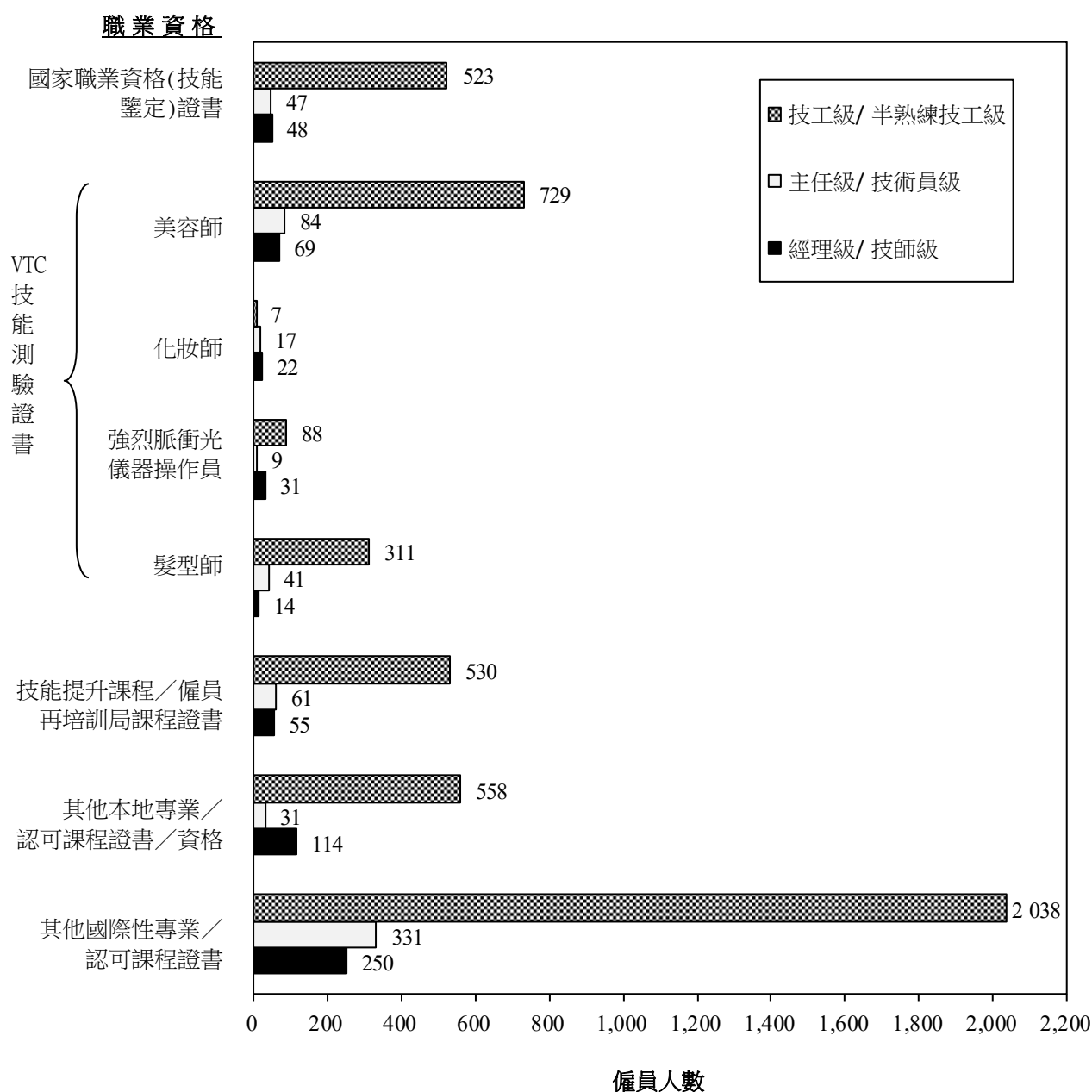
圖八：直接僱員宜有的職業資格



直接僱員現有的職業資格

2.24 調查顯示現時已有 43.6%直接僱員持有「國際性專業／認可課程證書」；其次為「職業訓練局技能測驗證書」，佔 23.7%。而持有上述兩類證書的「技工級／半熟練技工級僱員」共 3 173 人，佔該職級整體人數 66.3%，此結果反映有關證書對此類工種人員十分重要。圖九列出現時直接僱員現有的職業資格。詳細人力統計數字見第五章表五(b)。

圖九：直接僱員現有的職業資格



(四) 人力培訓及發展

僱員須接受的技能培訓範疇

2.25 除以上行業技能相關之訓練外，大部份僱主認為僱員應在未來 12 個月內接受不同的管理技巧、通用技能及語文培訓。於這三類培訓範疇中，僱主比較著重僱員的通用技能(51.3%)，其中 28.1%選擇顧客服務技巧，其次依次序為銷售及市場推廣(24.4%)、處理投訴技巧(22.4%)及店鋪營運技巧(22.4%)等；管理技能中，則以優質服務管理為主要的培訓範疇，而語文方面，仍以英語會話(30.0%)及普通話(26.5%)等口語為主要。而以工種分類中，較多僱主認為經理級、技師級、主任級及技工級僱員應接受上述各項的培訓。詳細人力統計數字見第五章表六。

招聘困難

2.26 調查結果顯示，共有 2 236 間機構正進行招聘。當中 1 778 間(79.5%)機構表示在招聘人事方面遇上困難，而其中美容院／健康中心及水療中心的情況較為嚴重，其次為髮廊。以下表四為 2014 年及 2016 年招聘困難的原因之百份比摘要，詳細的統計數字見第五章表七(a)及(b)。

表四：2014 年及 2016 年招聘困難的原因之百份比

	招聘困難之原因	2014 年	2016 年
1.	求職者對服務條件／薪酬要求過高	15.0%	23.7%
2.	缺乏具相關經驗求職者	19.8%	17.6%
3.	缺乏具相關訓練／資歷的人力資源	12.4%	14.1%
4.	工作性質相對辛苦	16.8%	12.2%
5.	最低工資的實施增加了行業的選擇	17.2%	10.6%
6.	工作時間過長	6.7%	6.9%
7.	擁有較高學歷的年青人有很多就業的選擇	3.1%	4.8%
8.	地位低微	3.3%	2.2%
9.	職業發展前景的局限	1.8%	1.9%
10.	更長期的免費教育延後了基層員工的入職年齡	0.4%	1.3%

	招聘困難之原因	2014 年	2016 年
11.	學藝／在職培訓時期過長	0.8%	0.2%
12.	其他	2.7%	4.6%

離職人數

2.27 按技能等級劃分，僱主報稱在過去 12 個月離職的僱員有 9 372 人(相當於職位總數的 17.2%)。在各技能級別中，佔最多離職人數為技工級／半熟練技工級等，有 8 486 人(90.5%)。而按行業各類別劃分中，則以美容院／健康中心及水療中心的離職人數最多，共有 3 919 人(41.8%)，其次為髮廊，有 3 777 人(40.3%)及零售產品公司則有 1 083 人(11.6%)。

僱員流失率

2.28 是次人力調查亦向僱主了解在過去 12 個月內，其僱員離職人數及具相關經驗的新聘僱員人數的狀況，並以此計算每年的流失率，流失率的定義是指僱員因轉投非美容、美髮及化妝品業的工作或開辦其他業內以外的業務，又或移民、返國及退休而離職。按此定義，可計算出以下表五的行業各類別流失率：

表五：過去 12 個月行業各類別流失率

行業類別	離職人數 (a)	具相關經驗的新聘僱員人數 (b)	流失人數 (c=a-b)	整體僱員人數 [@] (d)	流失率* (c/d)
1. 學校	16	5	11	329	3.3%
2. 美容院／健康中心及水療中心	3 919	2 245	1 674	22 357	7.5%
3. 髮廊	3 777	1 655	2 122	16 090	13.2%
4. 零售產品公司	1 083	678	405	11 386	3.6%
5. 批發及出入口產品公司	534	304	230	6 067	3.8%
6. 美甲中心	39	31	8	1 244	0.6%
7. 其他(結婚攝影、影視娛樂事業)	4	5	-1	260	-0.4%
總計⁺：	9 372	4 923	4 449	57 733	7.7%[#]

[@] 包括直接僱員人數、自由職人士人數、兼職人士人數及空缺額

* 佔該行業類別的僱員總數百分率

[#] 佔整體美容、美髮及化妝品業僱員總數的百分率

⁺ 總人數包括婚紗攝影及與美容業有關的影視娛樂行業

2.29 於過去 12 個月內，離職僱員共 9 372 人，亦同時新聘用了 7 186 人，當中具備與美容及美髮相關經驗的有 4 923 人。換言之，具經驗的僱員流失數目為 4 449 人，佔 2016 年的技術僱員總數(連同職位空缺共 57 733 人) 的 7.7%。詳細人力統計數字見第五章表八(a) 及(b)。

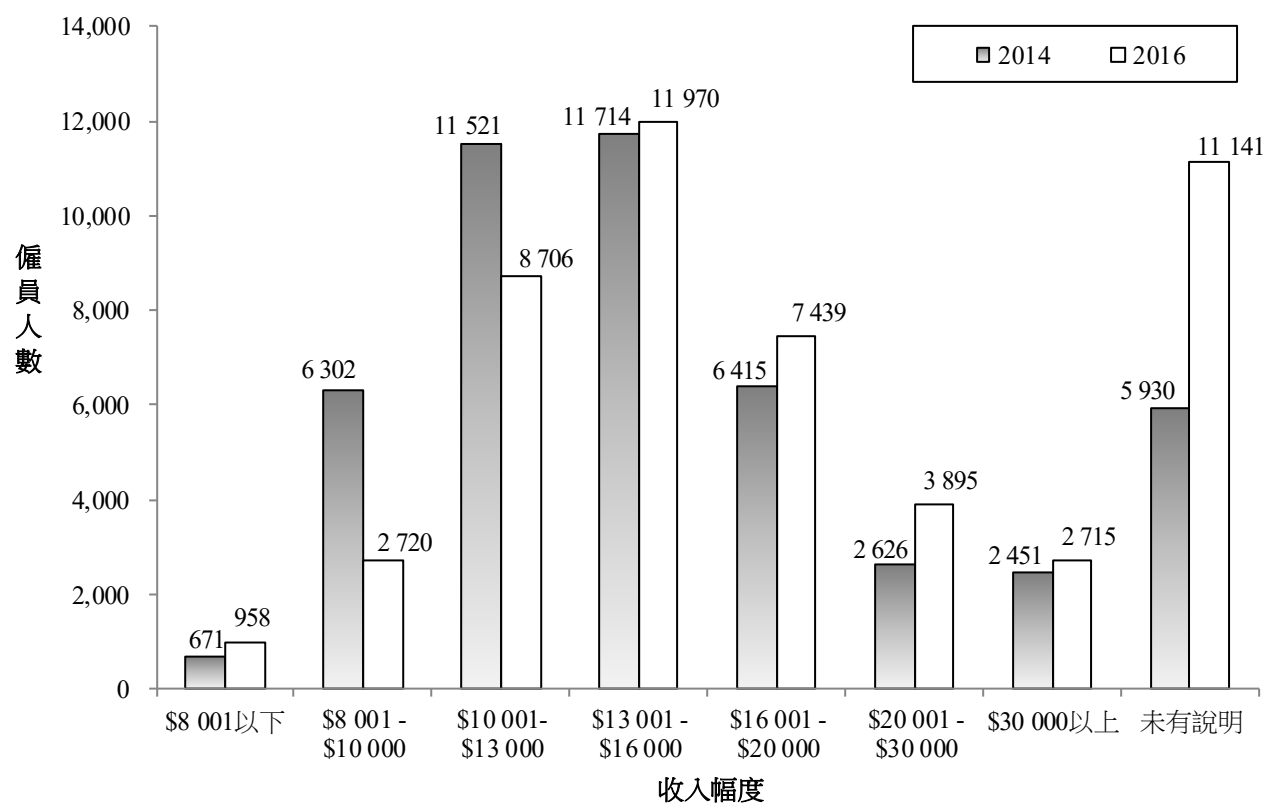
收入分佈

2.30 「每月總收入」包括底薪、逾時工作津貼、其他津貼、佣金及花紅。圖十列出整個行業的收入分佈情況。與 2014 年調查相比，在最低工資實施及調整² 後，僱員的收入均有上升的趨勢。大部份直接僱員的平均每月收入為\$13 001 至\$16 000，有關行業的收入水平接近統計處公佈的收

² 由 2015 年 5 月 1 日起，法定最低工資水平由每小時 30 元提高至每小時 32.5 元，故 2016 年問卷調查期間，平均每月收入幅度設定調整為\$8 001 以下及\$8 001 – \$10 000。

入中位數。是次調查只針對業內人力需求的情況，有關薪酬情況的調查僅作參考之用。

圖十：2014 與 2016 年各類別直接僱員的收入幅度的比較



第三章

結論

(一) 經濟概況

3.1 香港經濟在 2016 年漸見溫和增長，受惠於內部需求增強，加上對外貿易亦見相對改善，環球經濟亦維持溫和增長格局。美國經濟在今年上半年表現疲弱後，第三季增長稍勝預期。歐元區經濟繼續處於溫和的增長軌道，鑑於英國「脫歐」的連鎖效應至今大致受控，而英國政府能否於明年正式啟動「脫歐」程序仍有相當多不確定性。

3.2 亞洲方面，日本經濟復蘇依然脆弱，促使其央行調整貨幣政策框架，力圖擺脫通縮風險，並考慮加推寬鬆措施。內地經濟漸漸回穩，全年應能達至官方增長目標。但各種不明朗因素，包括美國可能加息、主要央行的貨幣政策走向分歧，以及多個地區地緣政局緊張，仍然持續地籠罩環球經濟前景。

3.3 香港第三季貨物出口續有增長，區內貿易及貨運往來回穩，服務輸出同見改善，儘管仍受訪港旅遊業所拖累。隨着私人消費開支重拾增長動力，加上投資開支強勁反彈，內部需求亦於下半年轉強，而勞工市場繼續處於全民就業狀態，住戶入息和收入持續上升。失業率維持在 3.4% 的低水平，就業不足率亦持續於 1.4% 持平。總就業人數按年續見溫和升幅，而大部分主要行業的就業人數都有增長，惟與貿易及消費相關行業的勞工需求依然疲軟。

3.4 通脹壓力維持緩和。本地方面，先前新訂住宅及商舖租金按年下跌的影響逐步浮現，加上勞工成本的升幅平穩，都有助控制本地價格壓力。基本消費物價通脹率在第三季輕微回落至 2.1%，上一季則為

2.3%。整體消費物價通脹率從第二季的 2.6%升至第三季的 3.1%。本業較憂慮的寫字樓租金在第三季上升 1%，而商舖租金則下跌 1%，相對減低店鋪營運的壓力。展望未來，倘若國際食品和能源價格未有因環球貨幣環境不穩而顯著反彈，從而對物價重新構成上升壓力，消費物價通脹於短期內料會保持平和。

3.5 服務業整體淨產值在 2016 年第二季按年實質擴張 2.6%，高於第一季 1.5%的增幅。進出口貿易業的淨產值增長步伐加快，批發及零售業的淨產值跌幅緩和。而住宿及膳食服務業則恢復溫和增長，反映季內訪港旅遊業放緩的負面影響略減。

(二) 行業前景及對人力需求的影響

3.6 去年的旅遊、個人服務、零售及進出口業等與美容美髮相關的行業，均受外在經濟因素及香港經營環境影響，僱主於發展業務及聘用人才方面或採取較謹慎的態度，但現縱觀美容護理、美髮及化妝品業的行業前景及人力需求只有輕度調整，相信由於本業為日常民生需求，加上消費族群日趨多元化，顧客對形象及個人護理服務和產品的需求日益增多，本業的整體表現仍然樂觀。展望亦將繼續向多元化發展，如高科技美容服務、抗衰老或保健相關服務、男士美容服務等，大大擴大市場發展空間，有利本業穩定發展。

3.7 此外，本會自 2012 年調查時開始關注最低工資的影響。2016 年調查結果顯示只有 17%僱主認為由於最低工資的實施增加了行業的選擇，相比其他招聘困難的原因比例為低，即使以往較受影響的髮廊亦有一致意見。同時，僱主現更樂意以較高的薪資聘用具經驗的人員，整體帶動工資上升的效應，亦有利於挽留人才。

3.8 惟店舖及商廈租金仍未見調整，加上內地自由行旅客減少，而本業又屬於勞動密集型的行業，消費者對服務需求提升，投放人力資

源的培訓不可或缺，其經營成本上漲的壓力仍是本業需要不斷面對的挑戰。

3.9 美容護理服務方面，近年消費者對不同服務及產品的質素及相對價格的要求相應提高，市場競爭激烈，故在服務收費當中，開始出現兩極化的現象：一方面是以高端服務項目為主，以維持一定的收費水平；而另一方面亦出現了不少以價格主導的低收費服務項目。兩者均有一定的培訓需求，而不同的營運模式及行銷策略亦有幫助行業發展。

3.10 從經營的角度，以高科技美容服務¹為招徠的服務項目，意味著消費金額比傳統服務高，部份療程所需的時間亦相應減少，十分切合現時香港高經營成本的經濟環境。但僱主亦相對需要更高的投資，除引入高科技的儀器及高端產品，亦需為員工提供足夠的培訓，不單前線員工需要加強技術及安全意識培訓，提供顧客分析及諮詢服務的顧問亦需具備更全面的專業知識，方可確保服務的質素及保障顧客權益，增強消費者的信心，更加維護本業的專業形象。

3.11 傳統美容服務方面，近年大眾對保健養生的需求大增，按摩及保健相關服務項目盛行，一般連鎖店鋪或獨立經營的美容院為吸引不同顧客來源，均會提供傳統美容護理、保健按摩等服務。但此類項目收費較低，耗時較長，換言之須以數量來維持收入，故需要更多勞動人口投入市場，培訓方式亦需作出配合。

3.12 美甲服務方面，發展情況與本會預期相近。雖然美甲中心整體數目減少，卻見有小型美甲店大減，而中型美甲店增多現象。此外，技術僱員人數則相若，自由職的甲藝師增多，反映市場對美甲服務需求穩定。本會相信大眾對美甲服務的需求將越趨普及化，培訓機構應

¹ 高科技美容服務：泛指透過高端科技儀器或產品進行之美容或美體程序，坊間或稱之為醫學美容、科學美容等。

加強甲藝師的專業技術及整全培訓，提供更多較高技術及美學方面的培訓，如立體彩繪、噴槍彩繪等具特色訓練。

3.13 另一方面，隨著香港人口老化，大眾對指/趾甲護理的需要亦有機會增加，故從業員應加強對環境設置、安全衛生知識、指/趾甲相關的病變、甲型矯正等專業護理知識，美甲從業員有更全面的技能及專業知識，方可進一步帶動行業發展。

3.14 美髮業的僱員流失率一向偏高，對行業發展也構成障礙。而政府提供更長期的免費教育，變相使基層僱員的入職年齡延後；加上現時在傳統教育系統以外，有更多的培訓機會供年青人選擇，取得更高資歷／學歷年青人對投身這個學藝年期長、工作性質相對辛苦的行業之考慮將會來得更多。

3.15 就店鋪租金上漲、人手不足等問題影響，「單剪」(或稱「速剪」)形式的連鎖髮型屋成為近年迅速發展的美髮店。單剪的經營模式，解決了基層人手不足的問題，並以較小型的店鋪運作模式，減省經營開支。現大部份提供單剪的連鎖髮型屋，以特許經營模式，引入統一的服務標準及工作流程，一方面為消費者提供簡單快捷的服務，有穩定的客源，而簡單的營運模式亦有利於挽留人才。

3.16 針對網上平台的發展，業界亦有不同的策略，近年多個知名品牌都主動與網上媒體合作，邀請知名博客、化妝師、網上作家等，針對不同社交網站的用戶，協助推廣產品及服務，亦有不少手機應用程式推出，提供 O2O²服務，讓服務供應商參與成為商戶，消費者可直接於應用程式選擇商戶、訂購美容、美髮、美甲等服務等。即使香港為彈丸之地，O2O 消費模式或未有普及，但相信透過互聯網平台，增加

² O2O (Online To Offline 線上到線下) 是一種新的電子商務模式，指線上行銷及線上購買帶動線下(非網路上的)經營和線下消費。O2O 通過促銷、打折、提供資訊、服務預訂等方式，把線下商店的訊息推播給網際網路用戶，從而將他們轉換為自己的線下客戶，這就特別適合必須到店消費的商品和服務，比如餐飲、健身、電影和演出、美容美髮、攝影及百貨商店等。(維基百科)

跨界合作的模式，對鼓勵消費者由網上互動帶動到實體店的消費習慣有一定助力。

3.17 近年部份職能的從業員傾向以自僱或合作形式運作，大部份均非於固定工作場所提供服務，如新娘／攝影／舞台化妝師、髮型師等從業員人數均有上升趨勢，礙於統計抽樣方法或未能於統計數字上反映實際情況，但以本會觀察此類從業員的人數增長是有目共睹的，而此情況亦成為青年人創業的參考模式，本會的工會、商會可積極接觸此類從業員，探討培訓需要及增值空間，共同為他們的事業發展藍圖尋找出路。

3.18 針對整體的技術人才流失的問題，本會留意到其中基層技術僱員的流失多年來未有太大改善，並非單一因工作性質辛苦或待遇問題所致，現時大部份的中小型規模的公司因資源及人手不足，人事架構簡單，未能為員工提供足夠培訓及清晰的晉升階梯，亦是基層員工流失的原因。隨著資歷架構發展，美容及美髮相關的具資歷級別的「能力標準為本」課程日漸增多，加上「過往資歷認可」評核機制為業界商會認同，相信僱主及培訓機構可有更多互動，僱主可投放資源培育人材，與培訓機構合作設計課程，鼓勵僱員按不同工作範疇，進修不同技術及知識，亦可循序漸進，由基層開始培養優質服務的專業態度，建立正面的行業形象，而中層人員則多參與督導管理、商業實務、市場推廣、業務營運等增值課程，讓僱員有向上流動的可能性。

3.19 縱使政府近年對職業培訓市場投入多種資源，現時提供美容培訓服務，多為慈善團體、非牟利團體、公營部門和學術機構等，但是次調查發現培訓學校市場回暖，中小型學校及兼職美容導師有所增加，相信與業界及消費者均看重從業員專業技能有關。但比 2014 年，現時任教的全職導師較少，而以兼職形式較多，故建議增強培育導師人手，以致行業有更健康的發展。

3.20 整體而言，本會相信從業員透過專業培訓及嚴格考核，長遠更可配合資歷架構，發展牌照或專業學分制度，將服務專業化，大大提升服務水平及從業員的收入。宏觀來看，更因發展前景理想和社會認受性提升而吸引更多新人入行，達致配合行業發展所需的雙贏局面。

(三) 調查結果

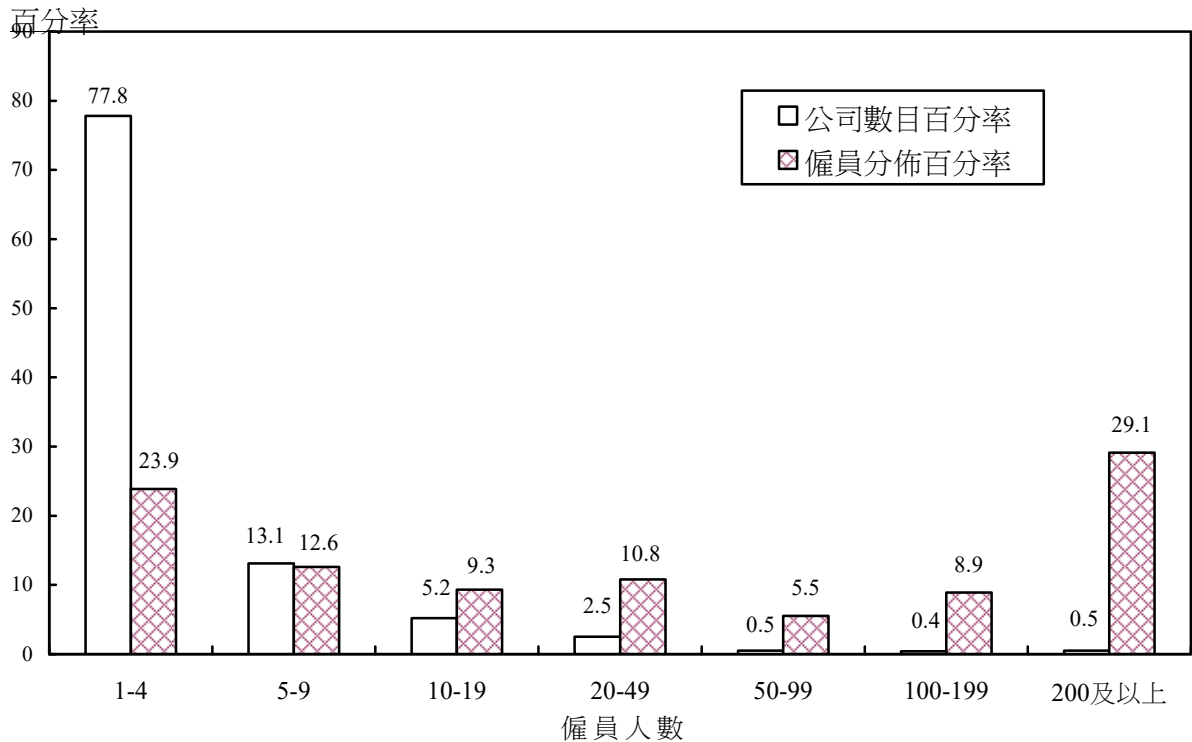
3.21 為了累積數據以提升業內長線人力調查分析的準確性，統計處是次主要沿用 2014 年調查的抽樣方案，並參考其業內註冊機構名單加以改善。訓練委員會審閱過調查結果後，認為數據所得大致能反映調查期間整個美容、美髮及化妝品業的人力情況。

人力結構及增長

3.22 調查顯示，2016 年 1 月時，美容、美髮及化妝品業共僱用 54 519 位技術僱員(包括直接僱員、自由職人士及兼職人士)。在六個行業類別中，佔最多僱員人數於美容院／健康中心及水療中心，其次類別依次序為髮廊、零售產品公司、批發及出入口產品公司、美甲中心以及學校(美容及美髮／化妝及美甲)。

3.23 與 2014 年相比，自由職人士及兼職人士的人數分別減少了 168 人(-6.3%)及 1 089 人(-30.6%)。圖一顯示直接僱員人數的公司數目及僱員分佈百分率，以便評估出業內的結構。詳細人力統計數字見第五章表九和表十。

圖一：按直接僱員人數的公司數目及僱員分佈百分率



3.24 調查結果反映美容、美髮及化妝品業以僱員數目少於 10 人的小型公司為主，整體僱員分佈比例與 2014 年相若。事實上，90.9% 的公司集中在 1-9 人範圍，其僱員人數佔整體數字 36.5%，均與 2014 年接近。值得注意的是，從僱員總人數而言，50-99 人的公司由 2014 年的 8.5% 下降至 5.5%，而 100 人以上的公司則由 34.6% 上升至 38%，可見僱員由中型企業流向大型企業的傾向。而大型公司亦集中於美容院／健康中心及水療中心及零售產品公司之兩個行業範疇。

僱員空缺率

3.25 美容、美髮及化妝品業的技術僱員整體空缺率約 6.1%，較 2014 年 6.6% 略低。人手不足的情況以美容院／健康中心及水療中心內美容師的職務最為嚴重，空缺有 791 個；其次為髮廊內髮型助理的職務，

空缺有 652 個。受惠於經濟增長及最低工資政策之實施，估計部份青年就業者或會考慮其他行業發展。與此同時，政府推出的多項教育政策及市場上提供不同類型的培訓課程以供選擇，均延緩青少年的入行年齡，以致近年各服務行業均有人手不足的情況。

離職人數及僱員流失

3.26 按上一章調查結果顯示，調查期間共有 9 372 名僱員離職，當中新聘用而具備相關行業經驗的僱員則有 4 923 人，即共流失 4 449 人，即總流失率為 7.7%，比 2014 年 6%(3 431 人)高。按各行業類別劃分中，仍以髮廊流失率最高(2 122 人, 13.2%)，其次為美容院／健康中心及水療中心(1 674 人, 7.5%)，而其餘行業類別總共流失 653 人。

僱主預測 2017 年 1 月時的人力需求

3.27 僱主預測，2017 年 1 月時在美容、美髮及化妝品業共有 52 822 個職位(不包括自由職及兼職人士)，與 2016 年比較，增幅約 0.1%。主要原因是由於本港營商成本持續增加，加上服務行業人手短缺等考慮，業界一向對人力需求抱審慎的態度。預測 2017 年增減數目變化較大的主要職務如下：

	<u>職位增／減數目</u>
(i) 美容師	+27
(ii) 高級髮型師	+20
(iii) 美容顧問(櫃位)	+17
(iv) 髮型助理	-13

未來五年的人力需求

3.28 考慮各種因素，本會沿用 2014 年使用的「調節過濾」人力預測方法(Adaptive Filtering Method)，推算出 2016 至 2021 年間每年平均僱員數目的增長情況。此方法是利用電腦分析，將過去的調查數據資料權重(數據愈新，所得的權重愈大)，加入調整的加權因數(A=0 至 1)，選取合適的推算數字進行出推算。本會亦考慮影響行業人力需求的各種因素，例如市場趨勢、科技發展、經濟狀況等，從而作出適當的預測。按此方法推算，整體考慮僱員流失率及以上述條件所計算的每年平均增長資料，美容、美髮及化妝品業的每年平均額外培訓的僱員數目如下(表一)：

**表一：2016 至 2021 年間
主要行業類別每年平均額外培訓的僱員數目**

行業類別	2016 年 流失率	每年平均 增長	每年額外 培訓人數
1. 學校(美容及美髮／化妝及美甲)	3.3%	-3.8%	-2
2. 美容院／健康中心及水療中心	7.5%	1.3%	2 067
3. 髮廊	13.2%	-2.9%	1 533
4. 批發及出入口產品公司	3.8%	1.7%	261
5. 零售產品公司	3.6%	0.8%	648
6. 美甲中心	0.6%	-6.1%	-59
總數：			4 448

3.29 表一的資料顯示，未來五年所需的額外培訓人數大部份屬髮廊及美容院／健康中心及水療中心為主，美容院／健康中心及水療中心以及零售產品公司的人力需求增長放慢，美甲業亦出現負增長情況。本業仍需留意美髮業的流失率為 13.2%，業內長期新血不足，流失率

偏高，即使增加培訓資源，亦未必能夠徹底解決人手短缺問題。

3.30 為鼓勵青少年入行並願意留於業內作長遠發展，業界需要研究清晰的培訓制度、晉升階梯，改變經營或培訓方式，提升行業專業形象，吸引更多青年人入行，建立長遠的事業發展方向，方可更全面處理業界的人力需求問題，填補流失率。

僱員現有及宜有的教育程度及職業資格要求

3.31 由於學制轉變，僱員的現有及宜有的教育程度亦有所提高。調查顯示僱員現有初中以上教育程度的僱員達 73.8%，其中以高中程度為主(67.2%)，比例與 2014 年時類近，以上的數據亦與僱主期望僱員宜有的教育程度相若。

3.32 除主流教育外，僱主亦傾向聘用已接受職業培訓的僱員，以及考取職業資格的從業員，共有 79.6%僱主期望僱員具有相關的職業資格。大部份僱主都認為僱員應持有職業訓練局美容美髮訓練委員會技能測驗證書或技能提升課程／僱員再培訓局課程證書的職業資格，而逾半數僱員現時已持有國際性專業／認可課程證書、上述兩項職業資格及其他本地專業／認可課程證書。可見上述證書在業內的獲廣泛認受，同時亦反映持有上述證書對技工級／半熟練技工級僱員越來越重要。

3.33 綜觀而言，現時普遍教育程度較以往高，加上業內人力需求持續增長，僱主對直接僱員的職業技能較為重視，甚至以此為聘用條件，有意入行的人士宜參加行業認可的職前培訓，考取職業資格，以增加

競爭力。

宜有及現有工作經驗

3.34 除教育程度外，僱員的工作年資亦是僱主其中一項主要的考慮因素。考慮到工資成本上漲，僱主期望聘用已具備相關經驗的員工以減低在職培訓的成本，故較多僱主認為僱員應有 1 至 3 年之經驗，其次為 3 至 6 年。

3.35 本會留意到的是現有 1 至 3 年工作經驗的從業員比 2014 年多出約 1 500 人，反映本業(尤以美容及零售服務)能挽留新入行人士，而另一方面，最低工資亦推高各級別員工的薪金，故對於富經驗的僱員，薪金之提升亦促使他們留在業界發展。

僱員須接受的通用培訓範疇

3.36 跟 2014 年情況相似，由於過去旅遊業的急速發展，以及普遍消費者對服務質素要求上升，大部份僱主認為所有員工(包括前線技術員工及管理階級)應加強在「顧客服務」、「銷售及市場推廣」、「處理投訴」、「英語會話」及「普通話」等範疇的培訓，以持續提升美容、美髮及化妝品業整體服務水準。此外，僱主亦期望中高層員工就「優質服務管理」方面接受培訓。

招聘困難

3.37 按上一章的調查指出，共有 2 236 間機構進行招聘。當中 1 778 間(79.5%)機構表示在招聘人事方面遇上困難，相對 2014 年較少。而主要招聘困難多集中於技工級／半熟練技工級的職位，即業內最前線／新入行者的崗位。

3.38 按不同行業類別比較，遇有招聘困難的行業以美容院／健康中心及水療中心及髮廊最為嚴重，兩成僱主反映遇有相關問題，髮廊類別中多位僱主認為現時缺乏具相關訓練／資歷的人力資源，以及工作性質相對辛苦為主要原因。相比其他類別，僱主認為最低工資的實施的影響於美髮業仍然看重。

3.39 而美容院／健康中心及水療中心的範疇中，僱主認為求職者亦對服務條件／薪酬要求過高為主要原因，而業內缺乏具相關經驗求職者亦是主因。相信因為一般美容護理相關的培訓期較長，工種本身亦對僱員的專業技術及知識、顧客服務及銷售技巧方面均需要一定的要求，故具資歷或工作經驗的求職者對服務條件／薪酬要求亦有一定期望有關。

3.40 就以上的結論，下一章將總結各種因素提出培訓需要建議，以及向不同界別提出建議。

第四章

建議

(一) 培訓需要

4.1 在計算每年需額外培訓的人數，除預測人力增長外，必須考慮員工流失的因素。本會建議美容、美髮及化妝品業未來五年平均每年增加訓練人數如下：

行業類別	2016 年 整體 僱員人數 *	平均每年 人力增長 (%)	每年 額外訓練 人數
1. 學校(美容及美髮／化妝及美甲)	329	-3.8%	-2
2. 美容院／健康中心及水療中心	22 357	1.3%	2 067
3. 髮廊	16 090	-2.9%	1 533
4. 批發及出入口產品公司	6 067	1.7%	261
5. 零售產品公司	11 386	0.8%	648
6. 美甲中心	1 244	-6.1%	-59
合共：			4 448

*總人力需求包括直接僱員人數、自由職人士人數、兼職人士人數及空缺額

4.2 在 4 447 名預計額外培訓人手中，大部份仍屬於美容院／健康中心及水療中心，其次為髮廊及零售產品公司，分佈比例與 2014 年相約。長遠來說，行業需留意部份工種人數下降的情況，需為新入行的人士提供優質的培訓課程，以吸引新入職人士並挽留人才。唯以上額外訓練人數為參考數據，業界在考慮培訓資源分配時，亦需同時考慮實際人力情況以及行業最新發展。

(二) 給各界別的建議

4.3 總結調查報告所得之數據分析及現時行業的前景，就人才培訓方面，本會就有關各方面作出以下建議：

I. 給僱主及從業員的建議：

4.4 美髮業及美容業的能力標準說明及過往資歷認可機制已推出，更獲行業商會認可支持，市面亦已廣泛推出資歷架構認可課程，僱主應按員工的職業能力及職務需要，鼓勵僱員按資歷架構的進修階梯持續進修，參與能力評估，提升專業及通用技能。

4.5 僱主亦應鼓勵員工提升純職業技能以外的增值培訓，例如通用範疇的顧客服務技巧、銷售及市場推廣、處理投訴技巧及店舖營運等，保持競爭力，擴闊事業發展空間，亦為其提供晉升的機會。

4.6 而對年資較深的僱員亦可培育為公司擴展業務的基石，提供與管理技能、優質服務管理相關等課程，提升僱員對經營及管理的認識，有助其了解公司業務運作並提升營運能力。

4.7 值得注意的是香港年青人參與創業及自由職的就業傾向，如開拓網上產品批發及零售市場，或自由職的化妝師、髮型師等，本會建議此類從業員應積極為自己增值，除增加行業技術及知識的掌握，亦多參加與創業及業務營運相關的課程，如掌握電子商貿、認識物聯網、共享經濟的理念及實踐等等；另外，亦應積極參與行業活動，與不同界別合作，為自己打造職業藍圖。

II. 給培訓機構的建議：

4.8 職前教育方面，培訓機構宜以吸納青年僱員為前提設計行業相關之職前訓練課程，內容除涵蓋專業理論及技術，更需加強他們對行業的認識，包括行業的現況及其個人職業發展的方向，提升其就業心態。

4.9 為增加年青人的國際視野，機構亦可探討與海外及內地的業界或職業教育單位合作機會，鼓勵青年人吸取更多國際經驗，透過實習及互訪機會拓展視野，亦可將交流學習的經驗及知識帶回給香港的業界參考。

4.10 培訓機構可為自僱及自行創業的年青從業員提供創業／推廣銷售技巧、商品說明條例、個人管理、電子商貿(如物聯網、社交媒體應用)、特許經營、品牌建立等相關課程。

4.11 培訓機構亦可按資歷架構認可的「能力標準說明」發展不同級別的專業課程，讓從業員有清晰的進修階梯，按不同專業服務範疇及資歷級別進修。

4.12 就導師培訓方面，有見 2016 年學校數量有所增加，為培育新一批導師人手，培訓機構除提供訓練及督導技巧訓練外，亦應積極引入行業新原素，將新技能／最新科技加入課程內容，讓導師能掌握最新的知識及技能，教授學生。

4.13 此外，隨著消費者對服務要求提升，以及近年高端科技及產品的普及，培訓機構亦可與業界合作，設計客制化的高階技術培訓課程，

亦可與儀器或產品供應商、國際認證及培訓單位合作推出認可課程，更貼近業界的需要，亦為從業員提供僱主認可的培訓。

III. 給本業的建議：

4.14 業界應積極考慮與培訓機構合作提供見習訓練或參觀機會，讓有意入行人士於職前培訓時，對行業有更深入的了解，為投身行業作好準備，同時亦能配合市場需要，可更有效防止人才流失。

4.15 業界工會、商會可多舉辦職業講座及研討會，讓公眾人士，包括青年人、家長、教師等，更多了解行業前景、發展及晉升階梯，鼓勵青少年入行。而此類活動，亦可透過與社福機構、青年團體、中學及大專教育機構等合辦。

4.16 業界亦應鼓勵青年人參與本地或海外的技能大賽，與各地青年作技術交流、切磋，提升其專業技術。

IV. 給政府及有關部門的建議：

4.17 隨著資歷架構、過往資歷認可機制的推出，有關部門可探討就從業員的學歷、資歷、工作範疇等，訂立行業認可的持續專業發展機制。

4.18 為鼓勵業界舉辦行業推廣活動，如技能比賽、展示技能的影視娛樂匯演、職業博覽等，有關方面可協助提供合適的場地，或為活動提供資助，盼望透過此類活動提升公眾人士，尤其年青人對美業的認

識，提升行業形象，吸納年青就業人士。

4.19 就現時「生涯規劃教育及升學就業輔導」方面，繼續加強「商校合作」，聯繫業界舉辦不同類型於校內或校外的活動，為年青人的事業探索提供更多元化的體驗，並更貼近現時市場的資訊，如實務工作坊、行業講座、技能示範、職場體驗、影子工作體驗等，讓中學生增加對行業的認識及興趣，更可針對學生、學校社工、老師及家長不同的對象舉辦不同類型分享會，介紹行業發展及職業規劃。

(三) 日後調查

4.20 本委員會建議日後繼續定期進行人力調查，讓有關方面更了解美容、美髮及化妝品業的人力情況，預測未來轉變，採取相應對策。

第五章

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行業類別的主要職務	直接僱員 (a)	自由職人士 (b)	兼職人士 (c)	合共 (a - c)	空缺 (d)	總人力需求 (a - d)	百分率 (%)
1. 美容及美髮學校							
111 總監／校長（學校）	14	0	0	14	0	14	0.0%
211 高級導師 - 美容及美髮	25	1	3	29	0	29	0.1%
411 美容導師	86	1	120	207	2	209	0.4%
412 美髮導師	17	0	17	34	0	34	0.1%
414 助理美髮導師	1	0	0	1	0	1	0.0%
711 行政僱員	35	0	0	35	0	35	0.1%
712 接待員	10	0	0	10	0	10	0.0%
小計	188	2	140	330	2	332	0.6%
2. 化妝、美甲學校							
121 總監／校長（學校）	4	0	0	4	0	4	0.0%
221 高級導師 - 化妝及美甲	10	2	5	17	0	17	0.0%
421 化妝導師	35	3	29	67	0	67	0.1%
422 美甲導師	7	1	6	14	0	14	0.0%
423 助理化妝導師	7	0	0	7	0	7	0.0%
721 行政僱員	5	0	3	8	0	8	0.0%
722 接待員	5	0	0	5	0	5	0.0%
小計	73	6	43	122	0	122	0.2%
3. 美容院／健康中心及水療中心							
131 總監／總經理	200	0	0	200	0	200	0.3%
132 分區店長／營運經理	968	0	6	974	7	981	1.7%
133 品牌／營業／市場總監／經理	187	0	0	187	4	191	0.3%
331 營業／市場主任	274	0	0	274	0	274	0.5%
431 高級美容師	1,016	0	0	1,016	39	1 055	1.8%
432 高級化妝師	69	0	0	69	37	106	0.2%
433 纖體顧問	187	0	0	187	41	228	0.4%
531 美容師	10,760	571	323	11,654	791	12,445	21.6%
532 醫護人員助理(美容)	81	0	0	81	0	81	0.1%
533 化妝師	325	31	22	378	50	428	0.7%
534 按摩及身體護理師	1,609	87	100	1,796	45	1,841	3.2%
535 修甲師（指甲／趾甲）	131	1	24	156	7	163	0.3%
536 甲藝師	97	0	0	97	0	97	0.2%
537 纖體師	628	0	25	653	111	764	1.3%
538 美容顧問	1,154	0	0	1,154	70	1,224	2.1%
631 美容師助理	206	0	11	217	0	217	0.4%
731 市場推廣助理	28	0	38	66	4	70	0.1%
732 推廣員	119	0	7	126	13	139	0.2%
733 行政僱員	797	0	120	917	4	921	1.6%
734 接待員	1,101	0	94	1,195	52	1,247	2.2%
831 醫護人員	184	4	0	188	0	188	0.3%
小計	20,121	694	770	21,585	1,275	22,860	39.6%

行業類別的主要職務	直接僱員 (a)	自由職人士 (b)	兼職人士 (c)	合共 (a - c)	空缺 (d)	總人力需求 (a - d)	百分率 (%)
4. 髮廊							
141 總監／總經理	24	0	0	24	0	24	0.0%
142 分區店長／營運經理	99	0	4	103	0	103	0.2%
241 髮型設計總監	62	0	0	62	0	62	0.1%
242 技術總監	7	0	0	7	0	7	0.0%
441 高級髮型師	402	33	8	443	10	453	0.8%
541 髮型師	7,795	1,386	219	9,400	437	9,837	17.0%
542 電染技術員	188	39	25	252	20	272	0.5%
543 修甲師 (指甲／趾甲)	89	46	0	135	18	153	0.3%
544 甲藝師	18	1	0	19	0	19	0.0%
641 髮型助理	3,052	83	690	3,825	652	4,477	7.8%
741 行政僱員	108	0	1	109	0	109	0.2%
742 接待員	429	0	26	455	20	475	0.8%
小計	12,273	1,588	973	14,834	1,157	15,991	27.7%
5. 化妝產品公司 - 批發及出入口							
151 總監／總經理	237	0	0	237	0	237	0.4%
152 品牌／營業／市場總監／經理	519	0	0	519	0	519	0.9%
351 產品／技術經理	119	0	40	159	0	159	0.3%
352 營業／市場主任	1,157	0	0	1,157	52	1,209	2.1%
353 訓練主任	44	0	0	44	22	66	0.1%
451 技術顧問	85	0	15	100	15	115	0.2%
452 營業代表	1,623	0	107	1,730	129	1,859	3.2%
751 市場推廣助理	110	0	16	126	0	126	0.2%
752 推廣員	560	0	0	560	0	560	1.0%
753 行政僱員	650	0	10	660	4	664	1.2%
754 接待員	72	0	0	72	0	72	0.1%
小計	5,176	0	188	5,364	222	5,586	9.7%
6. 化妝產品公司 - 零售							
161 總監／總經理	60	0	0	60	0	60	0.1%
162 企業／品牌形象營業總監／經理	38	0	0	38	0	38	0.1%
163 分區店長／營運經理	117	0	0	117	1	118	0.2%
361 市場經理	150	0	0	150	0	150	0.3%
362 產品／技術經理	62	0	0	62	1	63	0.1%
363 營業／市場主任	498	0	0	498	0	498	0.9%
364 訓練主任	77	0	0	77	1	78	0.1%
365 買手	98	0	0	98	1	99	0.2%
366 店長	1,308	0	0	1,308	25	1,333	2.3%
461 技術顧問	39	0	0	39	2	41	0.1%
561 美容顧問 (櫃位)	6,990	0	224	7,214	365	7,579	13.1%
562 頭髮護理顧問	326	0	4	330	40	370	0.6%
563 化妝師	37	0	0	37	0	37	0.1%
761 市場推廣助理	37	0	0	37	9	46	0.1%
762 推廣員	466	0	118	584	24	608	1.1%
763 行政僱員	408	0	0	408	0	408	0.7%
764 接待員	107	0	2	109	0	109	0.2%
小計	10,818	0	348	11,166	469	11,635	20.2%

行業類別的主要職務	直接僱員 (a)	自由職人士 (b)	兼職人士 (c)	合共 (a - c)	空缺 (d)	總人力需求 (a - d)	百分率 (%)
7. 美甲中心							
171 總監／總經理	6	0	0	6	0	6	0.0%
172 分區店長／營運經理	27	0	0	27	0	27	0.0%
471 指甲顧問 (指甲／趾甲)	22	0	0	22	0	22	0.0%
571 修甲師 (指甲／趾甲)	185	0	0	185	0	185	0.3%
572 甲藝師	621	208	13	842	89	931	1.6%
574 初級指甲技師 (指甲／趾甲)	22	0	0	22	0	22	0.0%
771 行政僱員	8	0	0	8	0	8	0.0%
772 接待員	4	2	0	6	0	6	0.0%
小計	895	210	13	1,118	89	1,207	2.1%
總計	49,544	2,500	2,475	54,519	3,214	57,733	100.0%

表一(b)：直接僱員、空缺、受訓者及僱主對2017年的人力需求預測 (按行業類別劃分)

行業類別的主要職務	直接僱員 (a)	空缺 (b)	總人力需求 (a - b)	受訓者 (c)	僱主對2017年 的人力需求預測 (d)	2017與2016年 的比較(人數)	2017與2016年 的比較 (%)
1. 美容及美髮學校							
111 總監／校長（學校）	14	0	14	0	14	0	0.0%
211 高級導師 - 美容及美髮	25	0	25	0	26	1	4.0%
411 美容導師	86	2	88	0	88	0	0.0%
412 美髮導師	17	0	17	0	17	0	0.0%
414 助理美髮導師	1	0	1	0	1	0	0.0%
711 行政僱員	35	0	35	0	35	0	0.0%
712 接待員	10	0	10	0	10	0	0.0%
小計	188	2	190	0	191	1	0.5%
2. 化妝、美甲學校							
121 總監／校長（學校）	4	0	4	0	4	0	0.0%
221 高級導師 - 化妝及美甲	10	0	10	0	10	0	0.0%
421 化妝導師	35	0	35	0	35	0	0.0%
422 美甲導師	7	0	7	0	7	0	0.0%
423 助理化妝導師	7	0	7	0	7	0	0.0%
721 行政僱員	5	0	5	0	5	0	0.0%
722 接待員	5	0	5	0	5	0	0.0%
小計	73	0	73	0	73	0	0.0%
3. 美容院／健康中心及水療中心							
131 總監／總經理	200	0	200	0	200	0	0.0%
132 分區店長／營運經理	968	7	975	0	975	0	0.0%
133 品牌／營業／市場總監／經理	187	4	191	0	191	0	0.0%
331 營業／市場主任	274	0	274	0	274	0	0.0%
431 高級美容師	1,016	39	1,055	0	1,055	0	0.0%
432 高級化妝師	69	37	106	0	106	0	0.0%
433 纖體顧問	187	41	228	0	224	-4	-1.8%
531 美容師	10,760	791	11,551	68	11,578	27	0.2%
532 醫護人員助理(美容)	81	0	81	0	86	5	6.2%
533 化妝師	325	50	375	0	375	0	0.0%
534 按摩及身體護理師	1,609	45	1,654	2	1,651	-3	-0.2%
535 修甲師（指甲／趾甲）	131	7	138	0	138	0	0.0%
536 甲藝師	97	0	97	0	97	0	0.0%
537 纖體師	628	111	739	0	739	0	0.0%
538 美容顧問	1,154	70	1,224	1	1,224	0	0.0%
631 美容師助理	206	0	206	0	206	0	0.0%
731 市場推廣助理	28	4	32	0	32	0	0.0%
732 推廣員	119	13	132	0	132	0	0.0%
733 行政僱員	797	4	801	0	801	0	0.0%
734 接待員	1,101	52	1,153	5	1,153	0	0.0%
831 醫護人員	184	0	184	0	184	0	0.0%
小計	20,121	1,275	21,396	76	21,421	25	0.1%

表一(b) (續)

行業類別的主要職務	直接僱員 (a)	空缺 (b)	總人力需求 (a - b)	受訓者 (c)	僱主對2017年 的人力需求預測 (d)	2017與2016年 的比較(人數)	2017與2016年 的比較 (%)
4. 髮廊							
141 總監／總經理	24	0	24	0	24	0	0.0%
142 分區店長／營運經理	99	0	99	0	99	0	0.0%
241 髮型設計總監	62	0	62	0	62	0	0.0%
242 技術總監	7	0	7	0	7	0	N/A
441 高級髮型師	402	10	412	0	432	20	4.9%
541 髮型師	7,795	437	8,232	69	8,228	-4	0.0%
542 電染技術員	188	20	208	0	207	-1	-0.5%
543 修甲師 (指甲／趾甲)	89	18	107	0	107	0	0.0%
544 甲藝師	18	0	18	0	18	0	0.0%
641 髮型助理	3,052	652	3,704	0	3,691	-13	-0.4%
741 行政僱員	108	0	108	0	108	0	0.0%
742 接待員	429	20	449	0	449	0	0.0%
小計	12,273	1,157	13,430	69	13,432	2	0.0%
5. 化妝產品公司 - 批發及出入口							
151 總監／總經理	237	0	237	0	233	-4	-1.7%
152 品牌／營業／市場總監／經理	519	0	519	0	519	0	0.0%
351 產品／技術經理	119	0	119	0	121	2	1.7%
352 營業／市場主任	1,157	52	1,209	0	1,211	2	0.2%
353 訓練主任	44	22	66	0	66	0	0.0%
451 技術顧問	85	15	100	0	100	0	0.0%
452 營業代表	1,623	129	1,752	5	1,757	5	0.3%
751 市場推廣助理	110	0	110	0	110	0	0.0%
752 推廣員	560	0	560	0	560	0	0.0%
753 行政僱員	650	4	654	0	654	0	0.0%
754 接待員	72	0	72	0	72	0	0.0%
小計	5,176	222	5,398	5	5,403	5	0.1%
6. 化妝產品公司 - 零售							
161 總監／總經理	60	0	60	0	60	0	0.0%
162 企業／品牌形象營業總監／經理	38	0	38	0	38	0	0.0%
163 分區店長／營運經理	117	1	118	0	118	0	0.0%
361 市場經理	150	0	150	0	150	0	0.0%
362 產品／技術經理	62	1	63	0	63	0	0.0%
363 營業／市場主任	498	0	498	0	498	0	0.0%
364 訓練主任	77	1	78	0	78	0	0.0%
365 買手	98	1	99	0	99	0	0.0%
366 店長	1,308	25	1,333	6	1,339	6	0.5%
461 技術顧問	39	2	41	0	41	0	0.0%
561 美容顧問 (櫃位)	6,990	365	7,355	216	7,372	17	0.2%
562 頭髮護理顧問	326	40	366	0	366	0	0.0%
563 化妝師	37	0	37	0	37	0	0.0%
761 市場推廣助理	37	9	46	0	46	0	0.0%
762 推廣員	466	24	490	0	491	1	0.2%
763 行政僱員	408	0	408	0	413	5	1.2%
764 接待員	107	0	107	0	107	0	0.0%
小計	10,818	469	11,287	222	11,316	29	0.3%

表一(b) (續)

行業類別的主要職務	直接僱員 (a)	空缺 (b)	總人力需求 (a - b)	受訓者 (c)	僱主對2017年 的人力需求預測 (d)	2017與2016年 的比較(人數)	2017與2016年 的比較 (%)
7. 美甲中心							
171 總監／總經理	6	0	6	0	6	0	0.0%
172 分區店長／營運經理	27	0	27	0	27	0	0.0%
471 指甲顧問 (指甲／趾甲)	22	0	22	0	22	0	0.0%
571 修甲師 (指甲／趾甲)	185	0	185	0	185	0	0.0%
572 甲藝師	621	89	710	10	712	2	0.3%
574 初級指甲技師 (指甲／趾甲)	22	0	22	0	22	0	0.0%
771 行政僱員	8	0	8	0	8	0	0.0%
772 接待員	4	0	4	0	4	0	0.0%
小計	895	89	984	10	986	2	0.2%
總計	49,544	3,214	52,758	382	52,822	64	0.1%

表二：2014年與2016年直接僱員、自由職人士及兼職人士數目的比較 (按行業類別劃分)

行業類別的主要職務	2014	2016	2014與2016年 的比較	2014	2016	2014與2016年 的比較	2014	2016	2014與2016年 的比較
	直接僱員			自由職人士			兼職人士		
1. 美容及美髮學校									
111 總監／校長（學校）	21	14	- 7	0	0	0	0	0	0
211 高級導師 - 美容及美髮	20	25	5	0	1	1	6	3	- 3
411 美容導師	130	86	- 44	10	1	- 9	41	120	79
412 美髮導師	25	17	- 8	13	0	- 13	31	17	- 14
413 助理美容導師	2	0	- 2	0	0	0	0	0	0
414 助理美髮導師	0	1	1	0	0	0	0	0	0
711 行政僱員	32	35	3	0	0	0	0	0	0
712 接待員	19	10	- 9	0	0	0	0	0	0
小計	249	188	-61	23	2	-21	78	140	62
2. 化妝、美甲學校									
121 總監／校長（學校）	5	4	- 1	0	0	0	0	0	0
221 高級導師 - 化妝及美甲	10	10	0	0	2	2	4	5	1
421 化妝導師	32	35	3	27	3	- 24	14	29	15
422 美甲導師	22	7	- 15	5	1	- 4	11	6	- 5
423 助理化妝導師	5	7	2	0	0	0	0	0	0
424 助理美甲導師	10	0	- 10	0	0	0	0	0	0
721 行政僱員	11	5	- 6	0	0	0	0	3	3
722 接待員	4	5	1	0	0	0	0	0	0
小計	99	73	-26	32	6	-26	29	43	14
3. 美容院／健康中心及水療中心									
131 總監／總經理	149	200	51	0	0	0	0	0	0
132 分區店長／營運經理	733	968	235	0	0	0	2	6	4
133 品牌／營業／市場總監／經理	155	187	32	0	0	0	0	0	0
331 營業／市場主任	219	274	55	0	0	0	0	0	0
431 高級美容師	1,211	1,016	- 195	0	0	0	0	0	0
432 高級化妝師	57	69	12	0	0	0	0	0	0
433 纖體顧問	122	187	65	0	0	0	0	0	0
531 美容師	10,122	10,760	638	281	571	290	727	323	- 404
532 醫護人員助理(美容)	68	81	13	0	0	0	4	0	- 4
533 化妝師	391	325	- 66	74	31	- 43	13	22	9
534 按摩及身體護理師	1,432	1,609	177	145	87	- 58	123	100	- 23
535 修甲師（指甲／趾甲）	117	131	14	0	1	1	8	24	16
536 甲藝師	117	97	- 20	0	0	0	0	0	0
537 纖體師	610	628	18	10	0	- 10	55	25	- 30
538 美容顧問	930	1,154	224	0	0	0	38	0	- 38
631 美容師助理	535	206	- 329	37	0	- 37	39	11	- 28
731 市場推廣助理	31	28	- 3	0	0	0	1	38	37
732 推廣員	137	119	- 18	0	0	0	32	7	- 25
733 行政僱員	652	797	145	0	0	0	0	120	120
734 接待員	1,008	1,101	93	0	0	0	69	94	25
831 醫護人員	176	184	8	20	4	- 16	3	0	- 3
小計	18,972	20,121	1,149	567	694	127	1,114	770	-344

表二 (續)

行業類別的主要職務	2014	2016	2014與2016年 的比較	2014	2016	2014與2016年 的比較	2014	2016	2014與2016年 的比較
	直接僱員			自由職人士			兼職人士		
4. 髮廊									
141 總監／總經理	28	24	- 4	0	0	0	0	0	0
142 分區店長／營運經理	58	99	41	0	0	0	0	4	4
241 髮型設計總監	58	62	4	0	0	0	0	0	0
242 技術總監	0	7	7	0	0	0	0	0	0
441 高級髮型師	524	402	- 122	2	33	31	0	8	8
541 髮型師	7,017	7,795	778	1,870	1,386	- 484	295	219	- 76
542 電染技術員	204	188	- 16	12	39	27	9	25	16
543 修甲師（指甲／趾甲）	116	89	- 27	26	46	20	11	0	- 11
544 甲藝師	21	18	- 3	0	1	1	2	0	- 2
641 髮型助理	3,648	3,052	- 596	110	83	- 27	1,136	690	- 446
741 行政僱員	90	108	18	0	0	0	0	1	1
742 接待員	532	429	- 103	0	0	0	54	26	- 28
小計	12,296	12,273	-23	2,020	1,588	-432	1,507	973	-534
5. 化妝產品公司 - 批發及出入口									
151 總監／總經理	197	237	40	0	0	0	0	0	0
152 品牌／營業／市場總監／經理	457	519	62	0	0	0	0	0	0
351 產品／技術經理	100	119	19	0	0	0	0	40	40
352 營業／市場主任	1,025	1,157	132	0	0	0	4	0	- 4
353 訓練主任	49	44	- 5	0	0	0	0	0	0
451 技術顧問	91	85	- 6	0	0	0	0	15	15
452 營業代表	1,280	1,623	343	26	0	- 26	12	107	95
751 市場推廣助理	131	110	- 21	0	0	0	0	16	16
752 推廣員	694	560	- 134	0	0	0	0	0	0
753 行政僱員	633	650	17	0	0	0	12	10	- 2
754 接待員	83	72	- 11	0	0	0	0	0	0
小計	4,740	5,176	436	26	0	-26	28	188	160
6. 化妝產品公司 - 零售									
161 總監／總經理	49	60	11	0	0	0	0	0	0
162 企業／品牌形象營業總監／經理	50	38	- 12	0	0	0	0	0	0
163 分區店長／營運經理	134	117	- 17	0	0	0	0	0	0
361 市場經理	180	150	- 30	0	0	0	0	0	0
362 產品／技術經理	42	62	20	0	0	0	0	0	0
363 營業／市場主任	383	498	115	0	0	0	78	0	- 78
364 訓練主任	102	77	- 25	0	0	0	0	0	0
365 買手	119	98	- 21	0	0	0	0	0	0
366 店長	1,356	1,308	- 48	0	0	0	0	0	0
461 技術顧問	8	39	31	0	0	0	0	0	0
561 美容顧問（櫃位）	6,224	6,990	766	0	0	0	393	224	- 169
562 頭髮護理顧問	316	326	10	0	0	0	0	4	4
563 化妝師	46	37	- 9	0	0	0	0	0	0
761 市場推廣助理	35	37	2	0	0	0	3	0	- 3
762 推廣員	600	466	- 134	0	0	0	260	118	- 142
763 行政僱員	289	408	119	0	0	0	26	0	- 26
764 接待員	137	107	- 30	0	0	0	0	2	2
小計	10,070	10,818	748	0	0	0	760	348	-412

表二 (續)

行業類別的主要職務	2014	2016	2014與2016年 的比較	2014	2016	2014與2016年 的比較	2014	2016	2014與2016年 的比較
	直接僱員			自由職人士			兼職人士		
7. 美甲中心									
171 總監／總經理	6	6	0	0	0	0	0	0	0
172 分區店長／營運經理	12	27	15	0	0	0	0	0	0
471 指甲顧問（指甲／趾甲）	28	22	- 6	0	0	0	0	0	0
472 高級指甲技師（指甲／趾甲）	10	0	- 10	0	0	0	0	0	0
571 修甲師（指甲／趾甲）	311	185	- 126	0	0	0	0	0	0
572 甲藝師	725	621	- 104	0	208	208	30	13	- 17
574 初級指甲技師（指甲／趾甲）	63	22	- 41	0	0	0	0	0	0
575 足底按摩師	0	0	0	0	0	0	0	0	0
771 行政僱員	31	8	- 23	0	0	0	0	0	0
772 接待員	18	4	- 14	0	2	2	18	0	- 18
小計	1,204	895	-309	0	210	210	48	13	-35
總計	47,630	49,544	1,914	2,668	2,500	-168	3,564	2,475	-1,089
總計(2014及2016年比較百份比)			4.0%			-6.3%			-30.6%

表三(a)：直接僱員宜有的教育程度（按行業類別劃分）

行業類別的主要職務	研究院	學位	副學位	高中	初中	其他 專業資格	未有 說明	總數
1. 美容及美髮學校								
111 總監／校長（學校）	1	3	0	0	0	0	10	14
211 高級導師 - 美容及美髮	8	0	3	4	0	0	10	25
411 美容導師	15	4	24	22	1	0	20	86
412 美髮導師	10	0	0	6	0	0	1	17
414 助理美髮導師	0	0	0	1	0	0	0	1
711 行政僱員	0	1	11	19	0	0	4	35
712 接待員	0	0	1	5	0	0	4	10
小計	34	8	39	57	1	0	49	188
佔該教育程度的百分比（總數：188）	18.1%	4.3%	20.7%	30.3%	0.5%	0.0%	26.1%	100.0%
2. 化妝、美甲學校								
121 總監／校長（學校）	0	0	0	0	0	0	4	4
221 高級導師 - 化妝及美甲	0	2	0	8	0	0	0	10
421 化妝導師	0	1	0	32	1	0	1	35
422 美甲導師	0	0	1	6	0	0	0	7
423 助理化妝導師	0	0	0	7	0	0	0	7
721 行政僱員	0	1	0	3	0	0	1	5
722 接待員	0	0	0	5	0	0	0	5
小計	0	4	1	61	1	0	6	73
佔該教育程度的百分比（總數：73）	0.0%	5.5%	1.4%	83.6%	1.4%	0.0%	8.2%	100.0%
3. 美容院／健康中心及水療中心								
131 總監／總經理	6	34	52	83	0	0	25	200
132 分區店長／營運經理	0	146	115	418	0	8	281	968
133 品牌／營業／市場總監／經理	0	21	16	108	0	0	42	187
331 營業／市場主任	0	6	12	212	0	0	44	274
431 高級美容師	0	0	8	635	49	8	316	1,016
432 高級化妝師	0	0	0	44	0	0	25	69
433 纖體顧問	0	46	0	45	0	0	96	187
531 美容師	0	0	63	8,479	897	8	1,313	10,760
532 醫護人員助理(美容)	0	15	0	66	0	0	0	81
533 化妝師	0	0	2	229	0	0	94	325
534 按摩及身體護理師	0	0	26	940	93	12	538	1,609
535 修甲師（指甲／趾甲）	0	0	0	63	4	0	64	131
536 甲藝師	0	0	0	76	13	0	8	97
537 纖體師	0	0	0	378	24	0	226	628
538 美容顧問	0	0	13	848	18	0	275	1,154
631 美容師助理	0	0	0	170	17	0	19	206
731 市場推廣助理	0	0	0	17	0	0	11	28
732 推廣員	0	0	0	114	0	0	5	119
733 行政僱員	0	4	24	599	0	0	170	797

表三(a) (續)

行業類別的主要職務	研究院	學位	副學位	高中	初中	其他 專業資格	未有 說明	總數
3. 美容院／健康中心及水療中心 (續)								
734 接待員	0	0	12	810	12	0	267	1,101
831 醫護人員	0	168	0	16	0	0	0	184
小計	6	440	343	14,350	1,127	36	3,819	20,121
佔該教育程度的百分比 (總數：20,121)	0.0%	2.2%	1.7%	71.3%	5.6%	0.2%	19.0%	100.0%
4. 髮廊								
141 總監／總經理	0	3	0	6	0	0	15	24
142 分區店長／營運經理	0	4	0	50	16	0	29	99
241 髮型設計總監	0	2	0	34	14	0	12	62
242 技術總監	0	3	0	0	0	0	4	7
441 高級髮型師	0	0	0	297	19	0	86	402
541 髮型師	0	0	0	4,401	2,394	0	1,000	7,795
542 電染技術員	0	0	0	68	39	0	81	188
543 修甲師 (指甲／趾甲)	0	0	0	86	0	0	3	89
544 甲藝師	0	0	0	16	2	0	0	18
641 髮型助理	0	0	0	1,273	1,312	0	467	3,052
741 行政僱員	0	2	0	98	2	0	6	108
742 接待員	0	9	0	336	30	0	54	429
小計	0	23	0	6,665	3,828	0	1,757	12,273
佔該教育程度的百分比 (總數：12,273)	0.0%	0.2%	0.0%	54.3%	31.2%	0.0%	14.3%	100%
5. 化妝產品公司 - 批發及出入口								
151 總監／總經理	0	147	12	56	0	0	22	237
152 品牌／營業／市場總監／經理	0	129	69	263	0	0	58	519
351 產品／技術經理	0	86	14	0	0	0	19	119
352 營業／市場主任	0	89	43	556	0	0	469	1,157
353 訓練主任	0	6	13	25	0	0	0	44
451 技術顧問	0	0	1	76	0	0	8	85
452 營業代表	0	108	121	1,104	130	0	160	1,623
751 市場推廣助理	0	4	5	101	0	0	0	110
752 推廣員	0	0	0	380	0	0	180	560
753 行政僱員	0	12	129	383	0	0	126	650
754 接待員	0	0	0	72	0	0	0	72
小計	0	581	407	3,016	130	0	1,042	5,176
佔該教育程度的百分比 (總數：5,176)	0.0%	11.2%	7.9%	58.3%	2.5%	0.0%	20.1%	100.0%
6. 化妝產品公司 - 零售								
161 總監／總經理	1	6	8	36	0	0	9	60
162 企業／品牌形象營業總監／經理	0	6	1	3	0	0	28	38
163 分區店長／營運經理	1	43	2	42	0	0	29	117
361 市場經理	2	9	0	95	0	0	44	150
362 產品／技術經理	0	4	0	52	0	0	6	62
363 營業／市場主任	1	66	2	276	50	0	103	498

表三(a) (續)

行業類別的主要職務	研究院	學位	副學位	高中	初中	其他 專業資格	未有 說明	總數
6. 化妝產品公司 - 零售 (續)								
364 訓練主任	0	0	17	33	0	0	27	77
365 買手	3	17	12	41	0	0	25	98
366 店長	0	59	27	933	1	0	288	1,308
461 技術顧問	0	2	3	34	0	0	0	39
561 美容顧問 (櫃位)	0	0	95	4,896	20	0	1,979	6,990
562 頭髮護理顧問	0	0	0	35	291	0	0	326
563 化妝師	0	0	0	9	0	0	28	37
761 市場推廣助理	0	0	1	24	0	0	12	37
762 推廣員	0	0	0	297	160	0	9	466
763 行政僱員	0	0	58	314	20	0	16	408
764 接待員	0	0	14	47	0	0	46	107
小計	8	212	240	7,167	542	0	2,649	10,818
佔該教育程度的百分比 (總數：10,818)	0.1%	2.0%	2.2%	66.3%	5.0%	0.0%	24.5%	100.0%
7. 美甲中心								
171 總監／總經理	0	2	0	4	0	0	0	6
172 分區店長／營運經理	0	15	0	12	0	0	0	27
471 指甲顧問 (指甲／趾甲)	0	0	0	22	0	0	0	22
571 修甲師 (指甲／趾甲)	0	0	0	185	0	0	0	185
572 甲藝師	0	0	2	545	37	0	37	621
574 初級指甲技師 (指甲／趾甲)	0	0	0	22	0	0	0	22
771 行政僱員	0	0	0	4	0	0	4	8
772 接待員	0	0	0	4	0	0	0	4
小計	0	17	2	798	37	0	41	895
佔該教育程度的百分比 (總數：895)	0.0%	1.9%	0.2%	89.2%	4.1%	0.0%	4.6%	100.0%
總計	48	1,285	1,032	32,114	5,666	36	9,363	49,544
佔該教育程度的百分比 (總數：49,544)	0.1%	2.6%	2.1%	64.8%	11.4%	0.1%	18.9%	100.0%

表三(b)：直接僱員現有的教育程度 (按行業類別劃分)

行業類別的主要職務	研究院	學位	副學位	高中	初中	其他 專業資格	未有 說明	總數
1. 美容及美髮學校								
111 總監／校長（學校）	3	1	1	5	0	0	4	14
211 高級導師 - 美容及美髮	8	4	1	3	0	0	9	25
411 美容導師	15	5	26	21	1	0	18	86
412 美髮導師	10	2	0	4	0	0	1	17
414 助理美髮導師	0	0	0	1	0	0	0	1
711 行政僱員	0	4	11	17	0	0	3	35
712 接待員	0	0	1	6	0	0	3	10
小計	36	16	40	57	1	0	38	188
佔該教育程度的百分比（總數：188）	19.1%	8.5%	21.3%	30.3%	0.5%	0.0%	20.2%	100.0%
2. 化妝、美甲學校								
121 總監／校長（學校）	0	1	1	1	0	0	1	4
221 高級導師 - 化妝及美甲	0	6	0	3	0	0	1	10
421 化妝導師	0	1	0	27	1	0	6	35
422 美甲導師	0	0	1	6	0	0	0	7
423 助理化妝導師	0	0	0	7	0	0	0	7
721 行政僱員	0	3	0	1	0	0	1	5
722 接待員	0	0	0	4	0	0	1	5
小計	0	11	2	49	1	0	10	73
佔該教育程度的百分比（總數：73）	0.0%	15.1%	2.7%	67.1%	1.4%	0.0%	13.7%	100.0%
3. 美容院／健康中心及水療中心								
131 總監／總經理	6	46	36	87	0	0	25	200
132 分區店長／營運經理	5	141	92	397	4	0	329	968
133 品牌／營業／市場總監／經理	0	24	28	92	0	0	43	187
331 營業／市場主任	0	6	9	206	0	0	53	274
431 高級美容師	0	0	8	638	39	0	331	1,016
432 高級化妝師	0	0	0	44	12	0	13	69
433 纖體顧問	0	46	0	45	0	0	96	187
531 美容師	0	0	372	8,343	662	0	1,383	10,760
532 醫護人員助理(美容)	0	0	15	66	0	0	0	81
533 化妝師	0	0	2	184	64	0	75	325
534 按摩及身體護理師	0	0	26	900	127	0	556	1,609
535 修甲師（指甲／趾甲）	0	0	0	63	4	0	64	131
536 甲藝師	0	0	0	85	0	0	12	97
537 纖體師	0	0	20	358	24	0	226	628
538 美容顧問	0	0	13	685	0	0	456	1,154
631 美容師助理	0	0	0	126	61	0	19	206
731 市場推廣助理	0	0	0	17	0	0	11	28
732 推廣員	0	0	0	114	0	0	5	119
733 行政僱員	0	42	29	508	0	0	218	797

表三(b) (續)

行業類別的主要職務	研究院	學位	副學位	高中	初中	其他 專業資格	未有 說明	總數
3. 美容院／健康中心及水療中心 (續)								
734 接待員	0	24	12	728	12	0	325	1,101
831 醫護人員	0	168	0	16	0	0	0	184
小計	11	497	662	13,702	1,009	0	4,240	20,121
佔該教育程度的百分比 (總數：20,121)	0.1%	2.5%	3.3%	68.1%	5.0%	0.0%	21.1%	100.0%
4. 髮廊								
141 總監／總經理	0	3	0	8	0	0	13	24
142 分區店長／營運經理	0	3	0	79	14	0	3	99
241 髮型設計總監	0	0	0	48	2	0	12	62
242 技術總監	0	0	0	0	0	0	7	7
441 高級髮型師	0	0	0	311	15	0	76	402
541 髮型師	0	25	0	4,942	1,878	150	800	7,795
542 電染技術員	0	0	0	68	31	0	89	188
543 修甲師 (指甲／趾甲)	0	0	0	84	0	0	5	89
544 甲藝師	0	0	0	16	0	0	2	18
641 髮型助理	0	1	0	1,627	923	30	471	3,052
741 行政僱員	0	2	2	96	0	0	8	108
742 接待員	0	9	0	329	28	0	63	429
小計	0	43	2	7,608	2,891	180	1,549	12,273
佔該教育程度的百分比 (總數：12,273)	0.0%	0.4%	0.0%	62.0%	23.6%	1.5%	12.6%	100.0%
5. 化妝產品公司 - 批發及出入口								
151 總監／總經理	0	142	10	63	0	0	22	237
152 品牌／營業／市場總監／經理	0	238	60	163	0	0	58	519
351 產品／技術經理	0	86	0	14	0	0	19	119
352 營業／市場主任	0	154	65	469	0	0	469	1,157
353 訓練主任	0	6	13	25	0	0	0	44
451 技術顧問	0	0	1	76	0	0	8	85
452 營業代表	0	143	246	924	110	0	200	1,623
751 市場推廣助理	0	4	5	101	0	0	0	110
752 推廣員	0	0	0	380	0	0	180	560
753 行政僱員	0	12	164	388	0	0	86	650
754 接待員	0	0	0	72	0	0	0	72
小計	0	785	564	2,675	110	0	1,042	5,176
佔該教育程度的百分比 (總數：5,176)	0.0%	15.2%	10.9%	51.7%	2.1%	0.0%	20.1%	100.0%
6. 化妝產品公司 - 零售								
161 總監／總經理	1	7	1	44	0	0	7	60
162 企業／品牌形象營業總監／經理	0	23	1	3	0	0	11	38
163 分區店長／營運經理	1	57	3	41	0	0	15	117
361 市場經理	0	36	1	96	0	0	17	150
362 產品／技術經理	0	5	25	27	0	0	5	62
363 營業／市場主任	0	35	1	278	85	0	99	498
364 訓練主任	1	0	5	61	0	0	10	77
365 買手	0	17	12	44	0	0	25	98

表三(b) (續)

行業類別的主要職務	研究院	學位	副學位	高中	初中	其他 專業資格	未有 說明	總數
6. 化妝產品公司 - 零售 (續)								
366 店長	0	199	15	879	0	0	215	1,308
461 技術顧問	0	2	3	34	0	0	0	39
561 美容顧問 (櫃位)	0	0	95	6,096	0	0	799	6,990
562 頭髮護理顧問	0	0	0	35	291	0	0	326
563 化妝師	0	0	0	17	0	0	20	37
761 市場推廣助理	0	0	1	24	0	0	12	37
762 推廣員	0	0	0	272	57	0	137	466
763 行政僱員	0	0	58	324	0	0	26	408
764 接待員	0	0	14	89	0	0	4	107
小計	3	381	235	8,364	433	0	1,402	10,818
佔該教育程度的百分比 (總數：10,818)	0.0%	3.5%	2.2%	77.3%	4.0%	0.0%	13.0%	100.0%
7. 美甲中心								
171 總監／總經理	0	2	0	4	0	0	0	6
172 分區店長／營運經理	0	15	0	8	0	0	4	27
471 指甲顧問 (指甲／趾甲)	0	0	0	22	0	0	0	22
571 修甲師 (指甲／趾甲)	0	0	0	185	0	0	0	185
572 甲藝師	0	0	2	582	0	0	37	621
574 初級指甲技師 (指甲／趾甲)	0	0	0	22	0	0	0	22
771 行政僱員	0	0	0	4	0	0	4	8
772 接待員	0	0	0	4	0	0	0	4
小計	0	17	2	831	0	0	45	895
佔該教育程度的百分比 (總數：895)	0.0%	1.9%	0.2%	92.8%	0.0%	0.0%	5.0%	100.0%
總計	50	1,750	1,507	33,286	4,445	180	8,326	49,544
佔該教育程度的百分比 (總數：49,544)	0.1%	3.5%	3.0%	67.2%	9.0%	0.4%	16.8%	100.0%

表四(a)：直接僱員宜有的相關年資 (按行業類別劃分)

行業類別的主要職務	十年以上	六年至十年以下	三年至六年以下	一年至三年以下	一年以下	未有說明	總數
1. 美容及美髮學校							
111 總監／校長（學校）	2	3	2	0	0	7	14
211 高級導師 - 美容及美髮	1	3	11	0	0	10	25
411 美容導師	1	10	52	3	0	20	86
412 美髮導師	0	1	15	0	0	1	17
414 助理美髮導師	0	0	1	0	0	0	1
711 行政僱員	1	0	2	24	1	7	35
712 接待員	0	0	1	4	1	4	10
小計	5	17	84	31	2	49	188
佔該年資的百分比 (總數：188)	2.7%	9.0%	44.7%	16.5%	1.1%	26.1%	100.0%
2. 化妝、美甲學校							
121 總監／校長（學校）	0	0	2	0	0	2	4
221 高級導師 - 化妝及美甲	1	7	2	0	0	0	10
421 化妝導師	0	8	22	4	0	1	35
422 美甲導師	0	0	6	1	0	0	7
423 助理化妝導師	0	0	0	7	0	0	7
721 行政僱員	0	0	0	4	0	1	5
722 接待員	0	0	0	5	0	0	5
小計	1	15	32	21	0	4	73
佔該年資的百分比 (總數：73)	1.4%	20.5%	43.8%	28.8%	0.0%	5.5%	100.0%
3. 美容院／健康中心及水療中心							
131 總監／總經理	48	114	16	0	0	22	200
132 分區店長／營運經理	66	280	285	8	0	329	968
133 品牌／營業／市場總監／經理	16	100	29	0	0	42	187
331 營業／市場主任	0	0	124	101	5	44	274
431 高級美容師	10	194	352	140	4	316	1,016
432 高級化妝師	0	37	4	3	0	25	69
433 纖體顧問	0	37	12	2	0	136	187
531 美容師	151	174	3,393	4,689	973	1,380	10,760
532 醫護人員助理(美容)	0	0	44	37	0	0	81
533 化妝師	2	57	18	108	46	94	325
534 按摩及身體護理師	0	54	283	656	84	532	1,609
535 修甲師（指甲／趾甲）	0	0	5	62	0	64	131
536 甲藝師	0	0	30	59	0	8	97
537 纖體師	0	0	58	315	29	226	628
538 美容顧問	0	66	330	483	0	275	1,154
631 美容師助理	0	0	0	26	161	19	206
731 市場推廣助理	0	0	1	12	4	11	28
732 推廣員	0	0	3	51	60	5	119

表四(a) (續)

行業類別的主要職務	十年以上	六年至十年 以下	三年至六年 以下	一年至三年 以下	一年以下	未有 說明	總數
3. 美容院／健康中心及水療中心 (續)							
733 行政僱員	0	26	84	415	89	183	797
734 接待員	37	0	29	430	327	278	1,101
831 醫護人員	0	18	10	128	16	12	184
小計	330	1,157	5,110	7,725	1,798	4,001	20,121
佔該年資的百分比 (總數：20,121)	1.6%	5.8%	25.4%	38.4%	8.9%	19.9%	100.0%
4. 髮廊							
141 總監／總經理	2	7	1	0	0	14	24
142 分區店長／營運經理	8	49	26	10	0	6	99
241 髮型設計總監	3	0	47	0	0	12	62
242 技術總監	3	0	0	0	0	4	7
441 高級髮型師	52	57	159	42	0	92	402
541 髮型師	28	139	3,530	2,427	576	1,095	7,795
542 電染技術員	0	5	23	28	45	87	188
543 修甲師 (指甲／趾甲)	0	2	74	1	8	4	89
544 甲藝師	2	2	12	2	0	0	18
641 髮型助理	0	0	25	792	1,745	490	3,052
741 行政僱員	0	0	1	87	14	6	108
742 接待員	0	0	0	170	196	63	429
小計	98	261	3,898	3,559	2,584	1,873	12,273
佔該年資的百分比 (總數：12,273)	0.8%	2.1%	31.8%	29.0%	21.1%	15.3%	100.0%
5. 化妝產品公司 - 批發及出入口							
151 總監／總經理	112	92	10	5	0	18	237
152 品牌／營業／市場總監／經理	55	128	268	10	0	58	519
351 產品／技術經理	1	95	4	0	0	19	119
352 營業／市場主任	0	132	193	344	19	469	1,157
353 訓練主任	0	6	38	0	0	0	44
451 技術顧問	0	0	17	60	0	8	85
452 營業代表	0	0	156	1,178	129	160	1,623
751 市場推廣助理	0	0	0	106	4	0	110
752 推廣員	0	0	0	380	0	180	560
753 行政僱員	0	0	57	403	64	126	650
754 接待員	0	0	0	15	57	0	72
小計	168	453	743	2,501	273	1,038	5,176
佔該年資的百分比 (總數：5,176)	3.2%	8.8%	14.4%	48.3%	5.3%	20.1%	100.0%
6. 化妝產品公司 - 零售							
161 總監／總經理	24	28	0	0	0	8	60
162 企業／品牌形象營業總監／經理	4	6	0	0	0	28	38
163 分區店長／營運經理	7	68	16	0	0	26	117
361 市場經理	2	22	45	37	0	44	150
362 產品／技術經理	1	24	31	0	0	6	62
363 營業／市場主任	0	65	50	280	0	103	498

表四(a) (續)

行業類別的主要職務	十年以上	六年至十年 以下	三年至六年 以下	一年至三年 以下	一年以下	未有 說明	總數
6. 化妝產品公司 - 零售 (續)							
364 訓練主任	0	23	27	0	0	27	77
365 買手	0	0	29	44	0	25	98
366 店長	59	280	485	185	1	298	1,308
461 技術顧問	0	0	34	5	0	0	39
561 美容顧問 (櫃位)	0	0	546	3,467	998	1,979	6,990
562 頭髮護理顧問	0	0	0	0	321	5	326
563 化妝師	0	0	3	6	0	28	37
761 市場推廣助理	0	0	0	24	1	12	37
762 推廣員	0	0	178	204	51	33	466
763 行政僱員	0	0	12	203	177	16	408
764 接待員	0	0	2	41	18	46	107
小計	97	516	1,458	4,496	1,567	2,684	10,818
佔該年資的百分比 (總數：10,818)	0.9%	4.8%	13.5%	41.6%	14.5%	24.8%	100.0%
7. 美甲中心							
171 總監／總經理	4	2	0	0	0	0	6
172 分區店長／營運經理	0	14	13	0	0	0	27
471 指甲顧問 (指甲／趾甲)	0	0	4	18	0	0	22
571 修甲師 (指甲／趾甲)	0	0	0	185	0	0	185
572 甲藝師	0	0	0	311	273	37	621
574 初級指甲技師 (指甲／趾甲)	0	0	0	22	0	0	22
771 行政僱員	0	0	0	4	0	4	8
772 接待員	0	0	0	0	4	0	4
小計	4	16	17	540	277	41	895
佔該年資的百分比 (總數：895)	0.4%	1.8%	1.9%	60.3%	30.9%	4.6%	100.0%
總計	703	2,435	11,342	18,873	6,501	9,690	49,544
佔該年資的百分比 (總數：49,544)	1.4%	4.9%	22.9%	38.1%	13.1%	19.6%	100.0%

表四(b)：直接僱員現有的相關年資（按行業類別劃分）

行業類別的主要職務	十年以上	六年至十年以下	三年至六年以下	一年至三年以下	一年以下	未有說明	總數
1. 美容及美髮學校							
111 總監／校長（學校）	6	1	0	0	0	7	14
211 高級導師 - 美容及美髮	6	2	8	0	0	9	25
411 美容導師	8	23	37	0	0	18	86
412 美髮導師	5	1	10	0	0	1	17
414 助理美髮導師	0	0	1	0	0	0	1
711 行政僱員	3	2	14	10	0	6	35
712 接待員	1	3	2	1	0	3	10
小計	29	32	72	11	0	44	188
佔該年資的百分比（總數：188）	15.4%	17.0%	38.3%	5.9%	0.0%	23.4%	100.0%
2. 化妝、美甲學校							
121 總監／校長（學校）	1	2	0	0	0	1	4
221 高級導師 - 化妝及美甲	9	1	0	0	0	0	10
421 化妝導師	12	17	6	0	0	0	35
422 美甲導師	0	6	1	0	0	0	7
423 助理化妝導師	0	0	0	7	0	0	7
721 行政僱員	2	1	1	1	0	0	5
722 接待員	0	0	5	0	0	0	5
小計	24	27	13	8	0	1	73
佔該年資的百分比（總數：73）	32.9%	37.0%	17.8%	11.0%	0.0%	1.4%	100.0%
3. 美容院／健康中心及水療中心							
131 總監／總經理	100	74	5	0	0	21	200
132 分區店長／營運經理	281	234	132	0	0	321	968
133 品牌／營業／市場總監／經理	61	63	19	1	0	43	187
331 營業／市場主任	45	52	90	38	4	45	274
431 高級美容師	243	227	137	81	0	328	1,016
432 高級化妝師	4	49	3	0	0	13	69
433 纖體顧問	1	37	13	0	0	136	187
531 美容師	2,516	1,859	3,093	1,880	36	1,376	10,760
532 醫護人員助理(美容)	0	13	46	22	0	0	81
533 化妝師	20	33	86	111	0	75	325
534 按摩及身體護理師	110	157	370	429	0	543	1,609
535 修甲師（指甲／趾甲）	1	0	58	6	0	66	131
536 甲藝師	0	0	30	59	0	8	97
537 纖體師	38	3	95	263	3	226	628
538 美容顧問	30	116	327	233	0	448	1,154
631 美容師助理	0	0	29	93	65	19	206
731 市場推廣助理	0	1	0	16	0	11	28
732 推廣員	0	3	0	111	0	5	119

表四(b) (續)

行業類別的主要職務	十年以上	六年至十年以下	三年至六年以下	一年至三年以下	一年以下	未有說明	總數
3. 美容院／健康中心及水療中心 (續)							
733 行政僱員	0	37	134	399	0	227	797
734 接待員	37	11	120	608	0	325	1,101
831 醫護人員	52	100	4	15	1	12	184
小計	3,539	3,069	4,791	4,365	109	4,248	20,121
佔該年資的百分比 (總數：20,121)	17.6%	15.3%	23.8%	21.7%	0.5%	21.1%	100.0%
4. 髮廊							
141 總監／總經理	5	5	1	0	0	13	24
142 分區店長／營運經理	38	48	1	10	0	2	99
241 髮型設計總監	38	0	14	0	0	10	62
242 技術總監	3	0	0	0	0	4	7
441 高級髮型師	259	39	9	20	0	75	402
541 髮型師	2,963	1,969	1,408	643	0	812	7,795
542 電染技術員	25	20	24	24	0	95	188
543 修甲師 (指甲／趾甲)	4	60	18	1	0	6	89
544 甲藝師	2	12	0	2	0	2	18
641 髮型助理	141	136	498	1,490	357	430	3,052
741 行政僱員	3	0	79	18	0	8	108
742 接待員	13	4	115	194	31	72	429
小計	3,494	2,293	2,167	2,402	388	1,529	12,273
佔該年資的百分比 (總數：12,273)	28.5%	18.7%	17.7%	19.6%	3.2%	12.5%	100.0%
5. 化妝產品公司 - 批發及出入口							
151 總監／總經理	199	25	0	0	0	13	237
152 品牌／營業／市場總監／經理	165	233	68	0	0	53	519
351 產品／技術經理	23	73	4	0	0	19	119
352 營業／市場主任	92	126	466	0	4	469	1,157
353 訓練主任	0	20	24	0	0	0	44
451 技術顧問	0	16	41	20	0	8	85
452 營業代表	107	136	527	624	29	200	1,623
751 市場推廣助理	0	0	50	60	0	0	110
752 推廣員	0	0	247	133	0	180	560
753 行政僱員	33	106	121	304	0	86	650
754 接待員	0	0	11	56	5	0	72
小計	619	735	1,559	1,197	38	1,028	5,176
佔該年資的百分比 (總數：5,176)	12.0%	14.2%	30.1%	23.1%	0.7%	19.9%	100.0%
6. 化妝產品公司 - 零售							
161 總監／總經理	49	3	0	0	0	8	60
162 企業／品牌形象營業總監／經理	4	6	0	0	0	28	38
163 分區店長／營運經理	32	44	15	0	0	26	117
361 市場經理	24	27	55	0	0	44	150
362 產品／技術經理	51	0	5	0	0	6	62
363 營業／市場主任	55	115	91	109	0	128	498

表四(b) (續)

行業類別的主要職務	十年以上	六年至十年 以下	三年至六年 以下	一年至三年 以下	一年以下	未有 說明	總數
6. 化妝產品公司 - 零售 (續)							
364 訓練主任	24	4	23	0	0	26	77
365 買手	0	3	46	24	0	25	98
366 店長	71	376	495	0	1	365	1,308
461 技術顧問	0	1	35	3	0	0	39
561 美容顧問 (櫃位)	198	104	839	3,344	506	1,999	6,990
562 頭髮護理顧問	5	0	30	290	1	0	326
563 化妝師	0	0	3	6	0	28	37
761 市場推廣助理	0	0	0	25	0	12	37
762 推廣員	0	57	148	100	0	161	466
763 行政僱員	5	26	12	238	101	26	408
764 接待員	0	18	13	30	0	46	107
小計	518	784	1,810	4,169	609	2,928	10,818
佔該年資的百分比 (總數：10,818)	4.8%	7.2%	16.7%	38.5%	5.6%	27.1%	100.0%
7. 美甲中心							
171 總監／總經理	4	2	0	0	0	0	6
172 分區店長／營運經理	8	2	13	0	0	4	27
471 指甲顧問 (指甲／趾甲)	0	4	0	18	0	0	22
571 修甲師 (指甲／趾甲)	0	0	0	185	0	0	185
572 甲藝師	37	57	446	44	0	37	621
574 初級指甲技師 (指甲／趾甲)	0	0	0	22	0	0	22
771 行政僱員	0	0	0	4	0	4	8
772 接待員	0	0	0	4	0	0	4
小計	49	65	459	277	0	45	895
佔該年資的百分比 (總數：895)	5.5%	7.3%	51.3%	30.9%	0.0%	5.0%	100.0%
總計	8,272	7,005	10,871	12,429	1,144	9,823	49,544
佔該年資的百分比 (總數：49,544)	16.7%	14.1%	21.9%	25.1%	2.3%	19.8%	100.0%

表五(a)：直接僱員宜有的職業資格 (按行業類別劃分)

行業類別	僱員宜有職業資格	經理級／ 技師級 (a)	主任級／ 技術員級 (b)	技工級／ 半熟練技工級 (c)	總數 (a - c)
1. 美容及美髮學校					
	國家職業資格 (技能鑒定) 證書	1	0	0	1
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	4	5	1	10
	• 化妝師	2	2	0	4
	• 強烈脈衝光儀器操作員	1	1	0	2
	• 髮型師	1	1	1	3
	技能提升課程證書／僱員再培訓局課程證書	3	2	1	6
	其他本地專業／認可課程證書／資格	2	3	1	6
	其他國際性專業／認可課程證書	6	7	3	16
	小計	20	21	7	48
2. 化妝及美甲學校					
	國家職業資格 (技能鑒定) 證書	0	0	0	0
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	0	0	0	0
	• 化妝師	1	1	0	2
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書／僱員再培訓局課程證書	1	2	0	3
	其他本地專業／認可課程證書／資格	2	1	0	3
	其他國際性專業／認可課程證書	4	4	2	10
	小計	8	8	2	18
3. 美容院／健康中心及水療中心					
	國家職業資格 (技能鑒定) 證書	54	13	207	274
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	189	158	760	1,107
	• 化妝師	0	8	45	53
	• 強烈脈衝光儀器操作員	67	46	116	229
	• 髮型師	0	0	0	0
	技能提升課程證書／僱員再培訓局課程證書	138	226	593	957
	其他本地專業／認可課程證書／資格	108	100	122	330
	其他國際性專業／認可課程證書	461	605	1,207	2,273
	小計	1,017	1,156	3,050	5,223
4. 髮廊					
	國家職業資格 (技能鑒定) 證書	25	9	9	43
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	0	0	10	10
	• 化妝師	1	0	1	2
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	51	43	241	335
	技能提升課程證書／僱員再培訓局課程證書	56	57	271	384
	其他本地專業／認可課程證書／資格	11	2	47	60
	其他國際性專業／認可課程證書	38	29	149	216
	小計	182	140	728	1,050

表五(a) (續)

行業類別	僱員宜有職業資格	經理級／ 技師級 (a)	主任級／ 技術員級 (b)	技工級／ 半熟練技工級 (c)	總數 (a - c)
5. 批發及出入口產品公司					
	國家職業資格 (技能鑒定) 證書	2	0	0	2
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	46	0	46
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書／僱員再培訓局課程證書	0	41	2	43
	其他本地專業／認可課程證書／資格	0	0	4	4
	其他國際性專業／認可課程證書	56	46	15	117
	小計	58	133	21	212
6. 零售產品公司					
	國家職業資格 (技能鑒定) 證書	40	21	22	83
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	2	21	21	44
	• 化妝師	8	8	7	23
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書／僱員再培訓局課程證書	1	1	3	5
	其他本地專業／認可課程證書／資格	21	2	3	26
	其他國際性專業／認可課程證書	1	3	67	71
	小計	73	56	123	252
7. 美甲中心					
	國家職業資格 (技能鑒定) 證書	0	0	37	37
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	0	0	0
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書／僱員再培訓局課程證書	37	37	74	148
	其他本地專業／認可課程證書／資格	2	2	2	6
	其他國際性專業／認可課程證書	1	1	38	40
	小計	40	40	151	231
8. 其他 (包括婚紗攝影及影視娛樂機構)					
	國家職業資格 (技能鑒定) 證書	1	1	1	3
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	1	1	2	4
	• 化妝師	1	1	2	4
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	1	1	2	4
	技能提升課程證書／僱員再培訓局課程證書	0	0	0	0
	其他本地專業／認可課程證書／資格	2	2	2	6
	其他國際性專業／認可課程證書	1	1	2	4
	小計	7	7	11	25

表五(a) (續)

行業類別	僱員宜有職業資格	經理級／ 技師級 (a)	主任級／ 技術員級 (b)	技工級／ 半熟練技工級 (c)	總數 (a - c)
總計：					
	國家職業資格（技能鑒定）證書	123	44	276	443
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	196	231	794	1,221
	• 化妝師	13	20	55	88
	• 強烈脈衝光儀器操作員	68	47	116	231
	• 髮型師	53	45	244	342
	技能提升課程證書／僱員再培訓局課程證書	236	366	944	1,546
	其他本地專業／認可課程證書／資格	148	112	181	441
	其他國際性專業／認可課程證書	568	696	1,483	2,747
	總計	1,405	1,561	4,093	7,059

表五(b)：直接僱員現有的職業資格 (按行業類別劃分)

行業類別	僱員現有職業資格	經理級／ 技師級 (a)	主任級／ 技術員級 (b)	技工級／ 半熟練技工級 (c)	總數 (a - c)
1. 美容及美髮學校					
	國家職業資格 (技能鑒定) 證書	1	1	0	2
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	1	2	0	3
	• 化妝師	1	1	0	2
	• 強烈脈衝光儀器操作員	1	1	0	2
	• 髮型師	0	0	0	0
	技能提升課程證書／僱員再培訓局課程證書	0	0	0	0
	其他本地專業／認可課程證書／資格	1	2	0	3
	其他國際性專業／認可課程證書	7	9	0	16
	小計	12	16	0	28
2. 化妝及美甲學校					
	國家職業資格 (技能鑒定) 證書	0	0	0	0
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	0	0	0	0
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書／僱員再培訓局課程證書	0	0	0	0
	其他本地專業／認可課程證書／資格	1	4	0	5
	其他國際性專業／認可課程證書	4	6	2	12
	小計	5	10	2	17
3. 美容院／健康中心及水療中心					
	國家職業資格 (技能鑒定) 證書	21	43	415	479
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	66	47	686	799
	• 化妝師	13	7	0	20
	• 強烈脈衝光儀器操作員	29	7	86	122
	• 髮型師	0	0	0	0
	技能提升課程證書／僱員再培訓局課程證書	51	52	266	369
	其他本地專業／認可課程證書／資格	102	17	294	413
	其他國際性專業／認可課程證書	183	219	1,592	1,994
	小計	465	392	3,339	4,196
4. 髮廊					
	國家職業資格 (技能鑒定) 證書	25	0	70	95
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	0	0	20	20
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	14	40	310	364
	技能提升課程證書／僱員再培訓局課程證書	4	9	224	237
	其他本地專業／認可課程證書／資格	1	2	191	194
	其他國際性專業／認可課程證書	39	16	283	338
	小計	83	67	1,098	1,248

表五(b) (續)

行業類別	僱員現有職業資格	經理級／ 技師級 (a)	主任級／ 技術員級 (b)	技工級／ 半熟練技工級 (c)	總數 (a - c)
5. 批發及出入口產品公司					
	國家職業資格 (技能鑒定) 證書	0	0	0	0
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	7	0	7
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書／僱員再培訓局課程證書	0	0	0	0
	其他本地專業／認可課程證書／資格	1	1	4	6
	其他國際性專業／認可課程證書	15	50	14	79
	小計	16	58	18	92
6. 零售產品公司					
	國家職業資格 (技能鑒定) 證書	0	1	1	2
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	1	27	21	49
	• 化妝師	8	8	7	23
	• 強烈脈衝光儀器操作員	0	1	1	2
	• 髮型師	0	0	0	0
	技能提升課程證書／僱員再培訓局課程證書	0	0	2	2
	其他本地專業／認可課程證書／資格	1	2	28	31
	其他國際性專業／認可課程證書	0	28	68	96
	小計	10	67	128	205
7. 美甲中心					
	國家職業資格 (技能鑒定) 證書	0	0	37	37
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	0	0	0	0
	• 化妝師	0	0	0	0
	• 強烈脈衝光儀器操作員	0	0	0	0
	• 髮型師	0	0	0	0
	技能提升課程證書／僱員再培訓局課程證書	0	0	38	38
	其他本地專業／認可課程證書／資格	6	2	40	48
	其他國際性專業／認可課程證書	1	1	76	78
	小計	7	3	191	201
8. 其他 (包括婚紗攝影及影視娛樂機構)					
	國家職業資格 (技能鑒定) 證書	1	2	0	3
	職業訓練局美容美髮訓練委員會技能測驗證書:				
	• 美容師	1	1	2	4
	• 化妝師	0	1	0	1
	• 強烈脈衝光儀器操作員	1	0	1	2
	• 髮型師	0	1	1	2
	技能提升課程證書／僱員再培訓局課程證書	0	0	0	0
	其他本地專業／認可課程證書／資格	1	1	1	3
	其他國際性專業／認可課程證書	1	2	3	6
	小計	5	8	8	21

表五(b) (續)

行業類別	僱員現有職業資格	經理級／ 技師級 (a)	主任級／ 技術員級 (b)	技工級／ 半熟練技工級 (c)	總數 (a - c)
總計：					
	國家職業資格 (技能鑒定) 證書	48	47	523	618
	職業訓練局美容美髮訓練委員會技能測驗證書：				
	• 美容師	69	84	729	882
	• 化妝師	22	17	7	46
	• 強烈脈衝光儀器操作員	31	9	88	128
	• 髮型師	14	41	311	366
	技能提升課程證書／僱員再培訓局課程證書	55	61	530	646
	其他本地專業／認可課程證書／資格	114	31	558	703
	其他國際性專業／認可課程證書	250	331	2,038	2,619
總計		603	621	4,784	6,008

表六：未來12個月內，美容美髮業從業員須接受的技能培訓範疇（按行業類別劃分）

行業類別	技能培訓範疇	經理級	技師級	主任級	技術員級	技工級	半熟練技工級	總數
1. 美容及美髮學校								
	一般管理技能							
	管理技能（如解決問題、決策、領導才能及危機管理）	2	1	1	1	0	0	5
	人力資源	1	1	1	0	0	0	3
	市場管理	2	1	1	1	0	0	5
	優質服務管理	1	1	1	0	0	0	3
	其他	0	0	0	0	0	0	0
	小計(a)	6	4	4	2	0	0	16
	通用技能							
	顧客服務技巧	0	0	0	1	1	1	3
	處理投訴技巧	0	0	0	1	1	1	3
	銷售及市場推廣技巧	0	0	0	1	1	1	3
	店鋪營運技巧	0	0	0	1	1	1	3
	其他	0	1	0	2	0	0	3
	小計(b)	0	1	0	6	4	4	15
	語文技能							
	普通話	1	1	1	2	2	2	9
	中文書寫能力	1	1	1	2	2	2	9
	英文書寫能力	1	1	1	2	2	2	9
	英語會話	1	1	1	2	2	2	9
	其他	0	0	0	0	0	0	0
	小計(c)	4	4	4	8	8	8	36
	總計(a - c)	10	9	8	16	12	12	67
2. 化妝及美甲學校								
	一般管理技能							
	管理技能（如解決問題、決策、領導才能及危機管理）	0	0	0	0	0	0	0
	人力資源	0	0	0	0	0	0	0
	市場管理	0	0	0	0	0	0	0
	優質服務管理	0	0	0	0	0	0	0
	其他	0	0	0	0	0	0	0
	小計(a)	0	0	0	0	0	0	0
	通用技能							
	顧客服務技巧	0	0	0	0	0	0	0
	處理投訴技巧	0	0	0	0	0	0	0
	銷售及市場推廣技巧	0	1	0	1	0	0	2
	店鋪營運技巧	0	0	0	0	0	0	0
	其他	1	0	0	1	0	0	2
	小計(b)	1	1	0	2	0	0	4
	語文技能							
	普通話	0	0	0	0	0	0	0
	中文書寫能力	0	0	0	0	0	0	0
	英文書寫能力	0	0	0	0	0	0	0
	英語會話	0	0	0	0	0	0	0
	其他	0	0	0	0	0	0	0
	小計(c)	0	0	0	0	0	0	0
	總計(a - c)	1	1	0	2	0	0	4

表六 (續)

行業類別	技能培訓範疇	經理級	技師級	主任級	技術員級	技工級	半熟練技工級	總數
3. 美容院／健康中心及水療中心								
	一般管理技能							
	管理技能 (如解決問題、決策、領導才能及危機管理)	488	408	409	55	18	5	1,383
	人力資源	458	399	400	37	0	0	1,294
	市場管理	457	399	400	74	37	0	1,367
	優質服務管理	525	450	451	101	64	64	1,655
	其他	0	0	0	0	0	0	0
	小計(a)	1,928	1,656	1,660	267	119	69	5,699
	通用技能							
	顧客服務技巧	503	464	468	566	777	552	3,330
	處理投訴技巧	510	463	465	495	538	475	2,946
	銷售及市場推廣技巧	519	477	481	561	623	514	3,175
	店鋪營運技巧	498	434	436	482	595	448	2,893
	其他	12	0	1	53	155	2	223
	小計(b)	2,042	1,838	1,851	2,157	2,688	1,991	12,567
	語文技能							
	普通話	358	329	329	348	405	364	2,133
	中文書寫能力	298	282	283	309	320	307	1,799
	英文書寫能力	315	283	283	314	345	323	1,863
	英語會話	410	379	379	386	421	405	2,380
	其他	0	0	0	0	0	0	0
	小計(c)	1,381	1,273	1,274	1,357	1,491	1,399	8,175
	總計(a - c)	5,351	4,767	4,785	3,781	4,298	3,459	26,441
4. 髮廊								
	一般管理技能							
	管理技能 (如解決問題、決策、領導才能及危機管理)	63	60	49	0	0	0	172
	人力資源	67	56	46	1	1	0	171
	市場管理	57	55	45	0	0	0	157
	優質服務管理	67	65	55	0	1	0	188
	其他	0	0	0	0	0	0	0
	小計(a)	254	236	195	1	2	0	688
	通用技能							
	顧客服務技巧	103	105	104	111	254	253	930
	處理投訴技巧	96	104	104	105	133	157	699
	銷售及市場推廣技巧	86	94	104	95	131	156	666
	店鋪營運技巧	85	94	94	94	205	179	751
	其他	15	2	0	9	95	95	216
	小計(b)	385	399	406	414	818	840	3,262
	語文技能							
	普通話	68	68	67	70	72	74	419
	中文書寫能力	45	36	26	27	27	27	188
	英文書寫能力	45	36	26	26	26	26	185
	英語會話	70	70	69	82	85	87	463
	其他	0	0	0	0	0	0	0
	小計(c)	228	210	188	205	210	214	1,255
	總計(a - c)	867	845	789	620	1,030	1,054	5,205

表六 (續)

行業類別	技能培訓範疇	經理級	技師級	主任級	技術員級	技工級	半熟練技工級	總數
5. 批發及出入口產品公司								
	一般管理技能							
	管理技能 (如解決問題、決策、領導才能及危機管理)	44	40	43	1	0	0	128
	人力資源	42	40	42	0	0	0	124
	市場管理	55	40	42	0	0	0	137
	優質服務管理	42	40	42	0	0	0	124
	其他	0	0	0	0	0	0	0
	小計(a)	183	160	169	1	0	0	513
	通用技能							
	顧客服務技巧	68	52	71	118	69	52	430
	處理投訴技巧	44	40	44	85	39	39	291
	銷售及市場推廣技巧	58	40	59	105	46	39	347
	店鋪營運技巧	54	40	44	83	49	39	309
	其他	10	5	9	10	14	0	48
	小計(b)	234	177	227	401	217	169	1,425
	語文技能							
	普通話	1	0	1	40	39	39	120
	中文書寫能力	0	0	0	39	39	39	117
	英文書寫能力	0	0	0	39	39	39	117
	英語會話	0	0	1	40	39	39	119
	其他	0	0	0	1	0	0	1
	小計(c)	1	0	2	159	156	156	474
	總計(a - c)	418	337	398	561	373	325	2,412
6. 零售產品公司								
	一般管理技能							
	管理技能 (如解決問題、決策、領導才能及危機管理)	99	90	93	0	19	0	301
	人力資源	77	70	72	0	0	0	219
	市場管理	96	89	89	19	19	0	312
	優質服務管理	110	110	113	20	41	20	414
	其他	0	0	0	0	0	0	0
	小計(a)	382	359	367	39	79	20	1,246
	通用技能							
	顧客服務技巧	103	79	179	114	183	133	791
	處理投訴技巧	91	78	109	90	117	108	593
	銷售及市場推廣技巧	101	78	153	113	178	133	756
	店鋪營運技巧	92	78	113	89	112	108	592
	其他	1	0	36	1	10	0	48
	小計(b)	388	313	590	407	600	482	2,780
	語文技能							
	普通話	34	27	34	53	64	52	264
	中文書寫能力	27	20	27	45	52	45	216
	英文書寫能力	46	39	48	64	71	45	313
	英語會話	46	39	46	65	76	64	336
	其他	0	0	25	0	1	0	26
	小計(c)	153	125	180	227	264	206	1,155
	總計(a - c)	923	797	1,137	673	943	708	5,181

表六 (續)

行業類別	技能培訓範疇	經理級	技師級	主任級	技術員級	技工級	半熟練 技工級	總數
7. 美甲中心								
	一般管理技能							
	管理技能 (如解決問題、決策、領導才能及危機管理)	0	0	0	0	0	0	0
	人力資源	0	0	0	0	0	0	0
	市場管理	1	0	0	0	0	0	1
	優質服務管理	0	0	0	0	0	0	0
	其他	0	0	0	0	0	0	0
	小計(a)	1	0	0	0	0	0	1
	通用技能							
	顧客服務技巧	38	38	38	37	38	37	226
	處理投訴技巧	0	0	0	0	1	0	1
	銷售及市場推廣技巧	0	0	0	0	0	0	0
	店鋪營運技巧	0	0	0	0	0	0	0
	其他	0	0	0	0	0	0	0
	小計(b)	38	38	38	37	39	37	227
	語文技能							
	普通話	0	0	0	0	0	0	0
	中文書寫能力	0	0	0	0	0	0	0
	英文書寫能力	0	0	0	0	0	0	0
	英語會話	0	0	0	0	0	0	0
	其他	0	0	0	0	0	0	0
	小計(c)	0	0	0	0	0	0	0
	總計(a - c)	39	38	38	37	39	37	228
8. 其他 (包括婚紗攝影及影視娛樂機構)								
	一般管理技能							
	管理技能 (如解決問題、決策、領導才能及危機管理)	5	5	5	1	0	0	16
	人力資源	5	4	5	0	0	0	14
	市場管理	5	5	5	0	0	0	15
	優質服務管理	5	5	5	1	0	0	16
	其他	0	0	0	0	0	0	0
	小計(a)	20	19	20	2	0	0	61
	通用技能							
	顧客服務技巧	5	5	5	5	4	4	28
	處理投訴技巧	5	5	5	5	4	4	28
	銷售及市場推廣技巧	5	5	5	5	4	4	28
	店鋪營運技巧	5	5	5	5	4	4	28
	其他	1	0	0	0	1	0	2
	小計(b)	21	20	20	20	17	16	114
	語文技能							
	普通話	1	1	1	1	0	0	4
	中文書寫能力	1	1	1	1	0	0	4
	英文書寫能力	1	1	1	0	0	0	3
	英語會話	1	1	1	0	0	0	3
	其他	0	0	0	0	0	0	0
	小計(c)	4	4	4	2	0	0	14
	總計(a - c)	45	43	44	24	17	16	189
合共		7,654	6,837	7,199	5,714	6,712	5,611	39,727

表六 (續)

行業類別	技能培訓範疇	經理級	技師級	主任級	技術員級	技工級	半熟練技工級	總數
9. 總計								
	一般管理技能							
	管理技能（如解決問題、決策、領導才能及危機管理）	701	604	600	58	37	5	2,005
	人力資源	650	570	566	38	1	0	1,825
	市場管理	673	589	582	94	56	0	1,994
	優質服務管理	750	671	667	122	106	84	2,400
	其他	0	0	0	0	0	0	0
	小計(a)	2,774	2,434	2,415	312	200	89	8,224
	通用技能							
	顧客服務技巧	820	743	865	952	1326	1032	5738
	處理投訴技巧	746	690	727	781	833	784	4561
	銷售及市場推廣技巧	769	695	802	881	983	847	4977
	店鋪營運技巧	734	651	692	754	966	779	4576
	其他	40	8	46	76	275	97	542
	小計(b)	3,109	2,787	3,132	3,444	4,383	3,539	20,394
	語文技能							
	普通話	463	426	433	514	582	531	2949
	中文書寫能力	372	340	338	423	440	420	2333
	英文書寫能力	408	360	359	445	483	435	2490
	英語會話	528	490	497	575	623	597	3310
	其他	0	0	25	1	1	0	27
	小計(c)	1,771	1,616	1,652	1,958	2,129	1,983	11,109
	合共	7,654	6,837	7,199	5,714	6,712	5,611	39,727

表七(a)：過去12個月內，招聘美容美髮從業員遇上困難的原因 (按行業類別劃分)

行業類別	原因	經理級／ 技師級 (a)	主任級／ 技術員級 (b)	技工級／ 半熟練技工級 (c)	總數 (a - c)
1. 美容及美髮學校					
	缺乏具相關訓練／資歷的人力資源	0	0	0	0
	缺乏具相關經驗求職者	0	0	0	0
	求職者對服務條件／薪酬要求過高	0	1	0	1
	工作時間過長	0	0	0	0
	學藝／在職培訓時期過長	0	0	0	0
	工作性質相對辛苦	0	1	0	1
	地位低微	0	0	0	0
	職業發展前景的局限	0	0	0	0
	最低工資的實施增加了行業的選擇	0	0	0	0
	更長期的免費教育延後了基層員工的入職年齡	0	0	0	0
	擁有較高學歷年青人有很多就業的選擇	0	0	0	0
	其他	0	0	0	0
	小計	0	2	0	2
2. 化妝及美甲學校					
	缺乏具相關訓練／資歷的人力資源	0	0	0	0
	缺乏具相關經驗求職者	0	0	2	2
	求職者對服務條件／薪酬要求過高	0	0	2	2
	工作時間過長	0	0	0	0
	學藝／在職培訓時期過長	0	0	0	0
	工作性質相對辛苦	0	0	0	0
	地位低微	0	0	0	0
	職業發展前景的局限	0	0	0	0
	最低工資的實施增加了行業的選擇	0	0	0	0
	更長期的免費教育延後了基層員工的入職年齡	0	0	0	0
	擁有較高學歷年青人有很多就業的選擇	0	0	0	0
	其他	0	0	0	0
	小計	0	0	4	4
3. 美容院／健康中心及水療中心					
	缺乏具相關訓練／資歷的人力資源	19	20	100	139
	缺乏具相關經驗求職者	6	94	297	397
	求職者對服務條件／薪酬要求過高	2	89	523	614
	工作時間過長	0	13	124	137
	學藝／在職培訓時期過長	0	0	2	2
	工作性質相對辛苦	4	0	131	135
	地位低微	0	0	59	59
	職業發展前景的局限	0	0	49	49
	最低工資的實施增加了行業的選擇	0	13	120	133
	更長期的免費教育延後了基層員工的入職年齡	0	0	7	7
	擁有較高學歷年青人有很多就業的選擇	6	0	23	29
	其他	4	0	151	155
	小計	41	229	1,586	1,856

表七(a) (續)

行業類別	原因	經理級／ 技師級 (a)	主任級／ 技術員級 (b)	技工級／ 半熟練技工級 (c)	總數 (a - c)
4. 髮廊					
	缺乏具相關訓練／資歷的人力資源	0	11	414	425
	缺乏具相關經驗求職者	0	13	235	248
	求職者對服務條件／薪酬要求過高	0	0	253	253
	工作時間過長	0	0	137	137
	學藝／在職培訓時期過長	0	0	6	6
	工作性質相對辛苦	0	0	356	356
	地位低微	0	1	35	36
	職業發展前景的局限	0	0	33	33
	最低工資的實施增加了行業的選擇	0	0	279	279
	更長期的免費教育延後了基層員工的入職年齡	0	0	28	28
	擁有較高學歷的年青人有很多就業的選擇	0	2	114	116
	其他	0	0	24	24
	小計	0	27	1,914	1,941
5. 批發及出入口產品公司					
	缺乏具相關訓練／資歷的人力資源	0	5	0	5
	缺乏具相關經驗求職者	0	12	4	16
	求職者對服務條件／薪酬要求過高	0	22	12	34
	工作時間過長	0	0	0	0
	學藝／在職培訓時期過長	0	0	0	0
	工作性質相對辛苦	0	5	0	5
	地位低微	0	0	0	0
	職業發展前景的局限	0	0	0	0
	最低工資的實施增加了行業的選擇	0	22	12	34
	更長期的免費教育延後了基層員工的入職年齡	0	0	0	0
	擁有較高學歷的年青人有很多就業的選擇	0	17	16	33
	其他	0	4	2	6
	小計	0	87	46	133
6. 零售產品公司					
	缺乏具相關訓練／資歷的人力資源	0	9	24	33
	缺乏具相關經驗求職者	0	3	81	84
	求職者對服務條件／薪酬要求過高	0	2	92	94
	工作時間過長	0	7	2	9
	學藝／在職培訓時期過長	0	0	0	0
	工作性質相對辛苦	0	1	11	12
	地位低微	0	0	0	0
	職業發展前景的局限	0	0	1	1
	最低工資的實施增加了行業的選擇	0	0	8	8
	更長期的免費教育延後了基層員工的入職年齡	0	0	19	19
	擁有較高學歷的年青人有很多就業的選擇	0	0	27	27
	其他	0	0	13	13
	小計	0	22	278	300

行業類別	原因	經理級／ 技師級 (a)	主任級／ 技術員級 (b)	技工級／ 半熟練技工級 (c)	總數 (a - c)
7. 美甲中心					
	缺乏具相關訓練／資歷的人力資源	0	0	0	0
	缺乏具相關經驗求職者	0	0	7	7
	求職者對服務條件／薪酬要求過高	0	0	17	17
	工作時間過長	0	0	13	13
	學藝／在職培訓時期過長	0	0	0	0
	工作性質相對辛苦	0	0	13	13
	地位低微	0	0	0	0
	職業發展前景的局限	0	0	0	0
	最低工資的實施增加了行業的選擇	0	0	0	0
	更長期的免費教育延後了基層員工的入職年齡	0	0	0	0
	擁有較高學歷年青人有很多就業的選擇	0	0	0	0
	其他	0	0	1	1
	小計	0	0	51	51
8. 其他 (包括婚紗攝影及影視娛樂機構)					
	缺乏具相關訓練／資歷的人力資源	0	0	1	1
	缺乏具相關經驗求職者	0	0	2	2
	求職者對服務條件／薪酬要求過高	0	0	0	0
	工作時間過長	0	0	0	0
	學藝／在職培訓時期過長	0	0	0	0
	工作性質相對辛苦	0	0	0	0
	地位低微	0	0	0	0
	職業發展前景的局限	0	0	0	0
	最低工資的實施增加了行業的選擇	0	0	0	0
	更長期的免費教育延後了基層員工的入職年齡	0	0	0	0
	擁有較高學歷年青人有很多就業的選擇	0	0	0	0
	其他	0	0	0	0
	小計	0	0	3	3
9. 所有分類(以上1-8項)					
	缺乏具相關訓練／資歷的人力資源	19	45	539	603
	缺乏具相關經驗求職者	6	122	628	756
	求職者對服務條件／薪酬要求過高	2	114	899	1,015
	工作時間過長	0	20	276	296
	學藝／在職培訓時期過長	0	0	8	8
	工作性質相對辛苦	4	7	511	522
	地位低微	0	1	94	95
	職業發展前景的局限	0	0	83	83
	最低工資的實施增加了行業的選擇	0	35	419	454
	更長期的免費教育延後了基層員工的入職年齡	0	0	54	54
	擁有較高學歷年青人有很多就業的選擇	6	19	180	205
	其他	4	4	191	199
	總計	41	367	3,882	4,290

表七(b)：過去12個月內，招聘美容美髮從業員有否遇上困難 (按行業類別劃分)

行業類別	有	否	未有招聘/ 未有嘗試招聘	未有說明/ 拒絕回應	總數
1. 美容及美髮學校	1	5	19	4	29
2. 化妝及美甲學校	2	1	13	0	16
3. 美容院／健康中心及水療中心	805	174	2,960	97	4,036
4. 髮廊	776	149	2,255	367	3,547
5. 批發及出入口產品公司	44	66	967	86	1,163
6. 零售產品公司	128	60	644	12	844
7. 美甲中心	20	2	217	37	276
8. 其他 (包括婚紗攝影及影視娛樂機構)	2	1	39	3	45
總計	1,778	458	7,114	606	9,956

表八(a)：過去12個月內，離職的僱員人數 (按行業類別劃分)

行業類別	過去十二個月內離職的僱員人數				
	經理級／ 技師級 (a)	主任級／ 技術員級 (b)	技工級／ 半熟練技工級 (c)	總離職人數 (a - c)	總離職人數 (百分比)
1. 美容及美髮學校	1	12	0	13	0.1%
2. 化妝及美甲學校	0	1	2	3	0.0%
3. 美容院／健康中心及水療中心	67	187	3,665	3,919	41.8%
4. 髮廊	0	2	3,775	3,777	40.3%
5. 批發及出入口產品公司	22	434	78	534	5.7%
6. 零售產品公司	0	160	923	1,083	11.6%
7. 美甲中心	0	0	39	39	0.4%
8. 其他 (包括婚紗攝影及影視娛樂機構)	0	0	4	4	0.0%
總計	90	796	8,486	9,372	100.0%

表八(b)：過去12個月內，聘用的僱員人數 (按行業類別劃分)

行業類別	總招聘人數				入職前是從事美容美髮業 相關職務的人數			
	經理級／ 技師級 (a)	主任級／ 技術員級 (b)	技工級／ 半熟練技工級 (c)	小計 (a-c)	經理級／ 技師級 (d)	主任級／ 技術員級 (e)	技工級／ 半熟練技工級 (f)	小計 (d-f)
1. 美容及美髮學校	13	19	0	32	1	1	0	2
2. 化妝及美甲學校	0	1	2	3	0	1	2	3
3. 美容院／健康中心及水療中心	68	168	2,806	3,042	44	148	2,053	2,245
4. 髮廊	0	2	2,772	2,774	0	2	1,653	1,655
5. 批發及出入口產品公司	21	335	58	414	16	230	58	304
6. 零售產品公司	0	144	741	885	0	139	539	678
7. 美甲中心	0	0	31	31	0	0	31	31
8. 其他 (包括婚紗攝影及影視娛樂機構)	0	3	2	5	0	3	2	5
總計	102	672	6,412	7,186	61	524	4,338	4,923

表九：行業各類別的機構數目 (按規模劃分)

行業類別	僱員數目	機構數目
1. 美容及美髮學校		
	1 -- 4	13
	5 -- 9	7
	10 -- 19	6
	20 -- 49	2
	50 -- 99	0
	100 -- 199	0
	200及以上	1
	小計	29
2. 化妝及美甲學校		
	1 -- 4	6
	5 -- 9	1
	10 -- 19	2
	20 -- 49	3
	50 -- 99	0
	100 -- 199	1
	200及以上	3
	小計	16
3. 美容院／健康中心及水療中心		
	1 -- 4	3,313
	5 -- 9	385
	10 -- 19	193
	20 -- 49	97
	50 -- 99	16
	100 -- 199	20
	200及以上	12
	小計	4,036

行業類別	僱員數目	機構數目
4. 髮廊		
	1 -- 4	2,661
	5 -- 9	630
	10 -- 19	172
	20 -- 49	75
	50 -- 99	6
	100 -- 199	2
	200及以上	1
	小計	3,547
5. 批發及出入口產品公司		
	1 -- 4	935
	5 -- 9	110
	10 -- 19	54
	20 -- 49	41
	50 -- 99	13
	100 -- 199	1
	200及以上	9
	小計	1,163
6. 零售產品公司		
	1 -- 4	619
	5 -- 9	105
	10 -- 19	48
	20 -- 49	22
	50 -- 99	17
	100 -- 199	16
	200及以上	17
	小計	844

表九 (續)

行業類別	僱員數目	機構數目
7. 美甲中心		
	1 -- 4	186
	5 -- 9	51
	10 -- 19	34
	20 -- 49	4
	50 -- 99	1
	100 -- 199	0
	200及以上	0
	小計	276
8. 其他 (包括婚紗攝影及影視娛樂機構)		
	1 -- 4	16
	5 -- 9	10
	10 -- 19	6
	20 -- 49	2
	50 -- 99	0
	100 -- 199	2
	200及以上	9
	小計	45
總計		9,956

表十：行業各類別技術及非技術的僱員人數 (按規模劃分)

行業類別	僱員數目	非技術 僱員人數 (a)	技術 僱員人數 (b)	總數 (a) + (b)
1. 美容及美髮學校				
	1 -- 4	1	23	24
	5 -- 9	3	27	30
	10 -- 19	4	47	51
	20 -- 49	0	30	30
	50 -- 99	0	0	0
	100 -- 199	0	0	0
	200及以上	0	1	1
	小計	8	128	136
2. 化妝及美甲學校				
	1 -- 4	0	13	13
	5 -- 9	0	4	4
	10 -- 19	8	9	17
	20 -- 49	10	36	46
	50 -- 99	0	0	0
	100 -- 199	0	15	15
	200及以上	0	1	1
	小計	18	78	96
3. 美容院／健康中心及水療中心				
	1 -- 4	0	6,118	6,118
	5 -- 9	119	2,168	2,287
	10 -- 19	140	2,036	2,176
	20 -- 49	227	2,471	2,698
	50 -- 99	141	890	1,031
	100 -- 199	193	2,416	2,609
	200及以上	1,395	3,638	5,033
	小計	2,215	19,737	21,952
4. 髮廊				
	1 -- 4	25	4,922	4,947
	5 -- 9	30	3,503	3,533
	10 -- 19	14	1,625	1,639
	20 -- 49	51	1,790	1,841
	50 -- 99	44	257	301
	100 -- 199	33	255	288
	200及以上	0	1	1
	小計	197	12,353	12,550

行業類別	僱員數目	非技術 僱員人數 (a)	技術 僱員人數 (b)	總數 (a) + (b)
5. 批發及出入口產品公司				
	1 -- 4	85	1,983	2,068
	5 -- 9	225	466	691
	10 -- 19	175	495	670
	20 -- 49	352	729	1,081
	50 -- 99	352	509	861
	100 -- 199	176	4	180
	200及以上	1,034	1,371	2,405
	小計	2,399	5,557	7,956
6. 零售產品公司				
	1 -- 4	0	939	939
	5 -- 9	120	573	693
	10 -- 19	102	600	702
	20 -- 49	65	532	597
	50 -- 99	72	1,000	1,072
	100 -- 199	662	1,524	2,186
	200及以上	4,402	5,404	9,806
	小計	5,423	10,572	15,995
7. 美甲中心				
	1 -- 4	0	149	149
	5 -- 9	13	281	294
	10 -- 19	4	282	286
	20 -- 49	0	150	150
	50 -- 99	8	44	52
	100 -- 199	0	0	0
	200及以上	0	0	0
	小計	25	906	931
8. 其他 (包括婚紗攝影及影視娛樂機構)				
	1 -- 4	0	13	13
	5 -- 9	0	6	6
	10 -- 19	0	6	6
	20 -- 49	0	6	6
	50 -- 99	0	0	0
	100 -- 199	0	38	38
	200及以上	0	144	144
	小計	0	213	213
總計		10,285	49,544	59,829

表十一：美容美髮業2016年人力調查反應分析

結果 \ 行業類別*	1. 理髮服務	2. 美容服務	3. 化妝品及香水批發及出口貿易	4. 化妝品零售	5. 體育機構	6. 學校	7. 結婚攝影機構	8. 娛樂事業公司及教育機構	總數
結束營業	2	14	0	2	0	2	0	0	20
重複	1	0	0	0	0	1	0	0	2
合併	2	14	0	1	0	0	0	0	17
搬遷、地址無法確定	5	19	7	5	0	4	0	0	40
無法取得聯絡	12	36	11	18	0	3	3	0	83
並無從事有關的單一業務	1	1	6	7	0	10	0	0	25
非技術僱員	0	3	0	1	0	14	27	1	46
未開始營業	2	2	2	2	0	3	0	0	11
只提供部份資料	24	23	3	6	0	3	0	3	62
拒絕回應	4	16	5	4	3	3	0	0	35
雖已註冊／有通信地址但並無營業	2	9	5	0	0	1	3	0	20
有回應	217	214	57	60	4	47	15	2	616
暫時停業	6	19	5	5	0	5	1	1	42
空置單位	0	1	0	0	0	0	0	0	1
合共	278	371	101	111	7	96	49	7	1,020

*行業類別：根據統計處於其註冊機構的資料庫內抽出相關機構而設計出的抽樣方案。

2016 Manpower Survey Report

Beauty Care, Hairdressing and Cosmetics Industry

Executive Summary

Manpower Survey

1. The Beauty Care and Hairdressing Training Board [Training Board] conducts a biennial manpower survey for assessing the manpower situation, manpower demands and training needs of the industry.
2. Fieldwork of the manpower survey was conducted in the first quarter of 2016, with 17 January 2016 as the reference date to be surveyed. Out of a total of 12 337 registered companies, 1 020 were selected for this survey by adopting the stratified random sampling method.
3. The 1 020 selected companies were distributed in the following six sectors of the 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.
4. The overall effective response rate was 95.2 %.

Objective

5. The survey aimed to collect updated manpower data for the industry, and to assess the manpower demands and training needs, with a view to recommend strategies for curriculum development and proposals for in-service training.

Limitations

6. Owing to resources constraints, companies were drawn by statistical sampling method for this survey. Statistical discrepancies were therefore inevitable and might affect

the interpretation of survey findings.

Economic Outlook

7. As benefited from increased domestic demand and improved external trades as well as the momentum of global market, the Hong Kong economy showed a moderate growth in 2016. Recovering from the slack growth in the first half of the year, the US economy showed an upturn in the third quarter. Although the repercussions of the “Brexit” (United Kingdom to withdraw the European Union) were generally under control, there were still uncertainties of whether the British government could officially commence the “Brexit” procedures in the following year, leaving the Eurozone on a track of mild growth.

8. In the Asian regions, the economic recovery in Japan was still weak, prompting the Central Bank to adjust its monetary policy for avoiding the risk of deflation and also consider a launch of other easing measures. The economy in the Mainland gradually stabilised and showed a sign of achieving an annual growth set by the Government. Nevertheless, uncertainties such as possible US interest rate hike, monetary policy divergence among major central banks and heightened geopolitical tensions in many regions have still been affected the performance of the global economy.

9. Exports of goods in Hong Kong in the third quarter continued to grow despite of the weakening in-bound tourism. Regional trade and cargo flows had stabilised and exports of services improved. Private consumption expenditure had regained the momentum, coupled with a strong rebound in investment expenditure, domestic demand has also been improved in the second half of the year. The labour market remained in a state of full employment, with sustained growth in household income and earnings. Unemployment rate stood at low level of 3.4%, and underemployment rate remained at steady level of 1.4%. Total employment figures sustained moderate year-on-year growth. Employment situation in most of major sectors showed improvements, though those in the trade-and consumption-related sectors had signs of weakening.

10. Inflationary pressures stayed mild. For the local market, there was an impact of the year-on-year rents reduction of newly-signed leases for residential and commercial spaces, coupled with stable labour costs, and helped control the pressure of price hikes. The underlying consumer price inflation in the third quarter dropped slightly to 2.1%, down from 2.3% in the previous quarter. On the other hand, the headline inflation rate rose from 2.6% in the second quarter to 3.1% in the third quarter. Office rentals, which the industry raised the concern, went up by 1% in the third quarter, while rents of commercial spaces dropped by 1%, could lower the pressure of operational costs of these commercial spaces. Looking forward, consumer price inflation rate will likely remain moderate in the short-term, provided that the instability of monetary environments will not lead any significant upsurge of international food and energy prices.

11. Net output of services sector increased by 2.6% in real terms in the second quarter of 2016, compared with the 1.5% rise in the first quarter. Net output of import and export trades increased at a faster pace, while the drop in net output of wholesale and retail trades slowed down. Net output of accommodation and food services sector posted a moderate growth, mirroring the slowdown in the negative impact of slackened inbound tourism.

Business Outlook and Manpower Implications

12. In the past year, the business environments in Hong Kong, including development of beauty care and hairdressing industry, personal services, situation of import and export trade as well as tourism, and external economic factors had affected employers in taking a cautious approach for its business development and manpower recruitment. Notwithstanding the above, there was a growing trend of consumer spending on ‘high-tech’ beauty services and relevant personal services/products in the beauty care sector. With the continuous development of diversified scope of services such as anti-aging and health care services as well as beauty treatments for men, the business growth of this sector remained positive.

13. Since the 2012 manpower survey exercise, the Training Board has been paying attention to the impact of the implementation of the Statutory Minimum Wage. The 2016 manpower survey revealed that only 17% of employers had indicated that the implementation of Minimum Wage was a major reason for recruitment difficulties compared with other factors. The same situation was also found in the Hairdressing sector which was more affected by this factor previously. Besides, employers were more willing to offer an attractive salary package to hire experienced workers so that it could help retain staff and keep salary levels stay competitive.

14. Nevertheless, an increasingly high operation costs (e.g. rental cost of shops and commercial offices) remained a key challenge and pressure of the industry in which is mainly labour intensive. The industry also faced other challenges such as a decreasing number of visitors’ arrival from the Mainland under the Individual Visit Scheme. In view of all these challenges, it is advised that the industry should still put an investment on staff training as there was an increasing expectation from customers about the quality of services.

15. For the beauty care services sector, consumers had raised their expectations of the qualities of different beauty services and products. With keen competitions in the sector, the charges/ prices of such services/ products had become very competitive. A large variation in prices between high-tech/ high-ended and low-ended beauty services was found in the market. Nevertheless, different kinds of training for upgrading frontline staff are considered necessary to cater for the different needs. The various modes of operation and marketing strategies would eventually help sustain the development of the sector.

16. From the perspective of business operation, beauty care treatments with an application of advanced technology/ hi-tech cosmetology¹ will imply higher amount in consumption than the traditional service while it normally requires a shorter treatment time. This can fit the situations of Hong Kong where there are high operating costs in business. Employers are not only required to invest on these advanced devices/ equipment and products, they also need to provide sufficient training to equip their staff. Suitable training should be offered to enhance the skills/ knowledge as well as safety awareness of frontline staff, and also to those Beauty Consultants for them to provide professional consultation service and skin analyses. All of these can safeguard customers' rights, build up the confidence of consumer, and eventually enhance the professional image of the industry.

17. For traditional types of beauty care services, there was an increasing demand of health and wellness related services from the public. Massage therapy and health services had become popular in recent years. To attract different kinds of customers, both beauty chain-groups and stand-alone beauty care centres would normally provide both traditional beauty care services and massage therapy and health related treatments. Such kind of services required a longer treatment duration and at a competitive charge level, thus a large volume of sales would be required to sustain their businesses. Relevant training support arrangements should be considered to cater for the manpower needs.

18. The latest business development of the nail sector was within the expectation of the Training Board. The overall number of nail salons decreased as a result of the drop of small-sized nail salons. On the contrary, the number of medium-sized salons had increased. In terms of the number of technical employees working in the sector, the manpower situation remained stable. There was still a significant number of nail artists/ therapists working on a freelance basis which had reflected that there was still a steady demand for nail services. The Training Board believed that nail services would become more popular and suggested that training institutions should provide different kinds of nail training such as nail arts, 3D painting and nail airbrushing techniques.

19. With the increasing aging population in Hong Kong, there might be a growing demand of manicure and pedicure services. Practitioners should also upgrade their professional knowledge in the physical setting of nail salons, safety and hygiene, fingernail/ toenail abnormalities and lesions as well as correction techniques of nail shapes. Practitioners equipped with the comprehensive professional skills and knowledge would be able to steer for the further development of the industry.

20. The persistent high wastage rate in the hairdressing sector had affected its sustainable development. On the other hand, Government's provision of 12 years' free education might defer young people to join the sector for employment. Besides, apart from the mechanism of traditional education, there existed different options of training

¹ Hi-tech cosmetology: refers to beauty care or body care treatment procedures by applying high-ended technological device/equipment. There was also known as 'medical cosmetology or scientific cosmetology'.

opportunities available for the youngsters. After attaining a higher qualification/ education, the hairdressing sector with comparatively obnoxious working nature might not be appealing to them.

21. Due to the high rental cost and manpower shortage, there was an increasing number of salons providing solely hair-cut service in the market in recent years. This type of salons were normally operated in a very small scale and under franchised arrangement, including the adoption of a standardised procedures and offer of speedy hair-cut service. On the one hand, it would minimise the operating cost and maintain a stable customer base. On the other hand, it could help the sector to retain manpower.

22. In line with the sustainable developments of online platform, there was a trend for industry to adopt different strategies to work/ cooperate with digital media counterparts to further promote their products and services. For instances, a cross-over partnership with well-known bloggers, famous make-up artists and web-writers for product promotions in recent years. A launch of respective mobile apps as well as O2O² services would also facilitate the customers to order different types of services in beauty, hairdressing as well as nail sectors via online platform. Even though such O2O spending mode might not be popular at the moment in Hong Kong, it would provide an alternative channel for the industry to attract customers.

23. The Training Board noted that there was an increasing number of industry practitioners such as bridal/ stage make-up artists as well as hairdressers who worked on self-employment or in partnership at different premises in recent years. Although the existing sampling method may not be able to capture these manpower figures, the Training Board observed the obvious increase and considered this mode of working arrangement might be able to provide a good reference for the younger generation to start up their own business. Relevant trade unions and associations may wish to approach these practitioners proactively to explore their training needs and possible areas for improvements so as to help them identify a career ladder for their development.

24. Regarding the wastage problem in the industry, the Training Board observed that no major improvement had been made in the situation at the frontline technical working level over the years. The cause of which was not only due to the unattractive job nature and remuneration packages, but was also attributed to the limited manpower and resources of most small and medium sized companies and for their employees, which resulted in the wastage of manpower. Their organisation structure was simple and might not be able to provide sufficient training opportunities and clear career progression pathway for their employees. With the development of the Qualifications Framework [QF], a number of competency-based QF recognised programmes in beauty care and hairdressing are now available and the “Recognition of Prior Learning [RPL]” mechanism is also supported by

² O2O, Online to Offline (commonly abbreviated to O2O), is used in digital marketing to describe systems enticing consumers within a digital environment to make purchases of goods or services from physical businesses. (source: Wikipedia)

trade associations. Closer interaction between employers and training institutions is desirable. Employers should consider to put more resources in staff training and explore collaborations with training providers for programme/ curriculum design so that to encourage their staff to equip themselves with relevant knowledge and expertise. For frontline staff, it can foster their knowledge of quality service and its professionalism gradually, and help establish a positive image of the industry. For middle/ supervisory staff, they are encouraged to update their knowledge in supervisory skills, business practices, marketing and promotion and business operations, etc, eventually it facilitates them to move up further on their career developments.

25. Although the Hong Kong Government has put in a variety of resources on vocational education and training in recent years, the provision of training services are mainly provided by charity organisations, non-profit making organisations, public bodies and other academic institutions etc. Nevertheless, it is found that the number of small and medium sized training institutions and part time beauty care instructors were increasing in the training market, this might possibly be driven by an increasing concern of professionalism from the industry and consumers. As compared with the results in the 2014 manpower survey, the number of part-time instructors had increased whereas full-time instructors had decreased. It is recommended that more training should be provided for instructors for to the healthy development of the industry.

26. As a whole, the Training Board believes that practitioners can upgrade themselves through professional training and rigorous assessment. In the long run, to cope with the development of the QF, a licensing system or professional credit accumulation mechanism could further improve the professional service, enhance the standards of services and raise the income level of practitioners. From a macro perspective, better career prospects and increasing social recognition would in turn attract new generation to join the industry, thus achieving a win-win situation of the industry.

Manpower Situation in 2016

27. The survey result revealed that in January 2016, a total of 64 804 workers were employed in the six sectors of the industry. Among them, 54 519 (84.1%) were employed in the principal jobs (as technical employees), and the remaining 10 285 (15.9%) were employed in non-principal jobs (as non-technical employees). Compared with the total number of 53 862 technical employees in 2014, an increase of 657 employees were recorded in 2016, representing a growth of 1.2% within two years. **Table 1** below shows the distribution of employees by sector (including freelancers and part-time employees):

Table 1: Distribution of Employees by Sector

Sector	Direct		Part-time
	Employees	Freelancers	Employees
1. Beauty Centre	20 121	694	770
2. Hairdressing Salon	12 273	1 588	973
3. Cosmetic Product Company - Retail	10 818	0	348
4. Cosmetic Product Company - WIE	5 176	0	188
5. Nail Salon	895	210	13
6. School	261	8	183
Total:	49 544	2 500	2 475

28. Compared with the result in the 2014 manpower survey, there was a significant drop in the number of Part-time Employees (-1 089 or -30.6%) and Freelancers (-168 or -6.3%), an increase was recorded in Direct Employees (+1 914 or +4%).

Forecast of Manpower Demand

29. Employers also forecasted that by January 2017, there would be 52 822 posts (excluding freelancers and part-time employees), representing a slight increase of 64 posts compared with the year 2016. There were also an increase of different posts, including 29 posts in the Cosmetic Product Company – Retail followed by 25 posts in Beauty Centre. A comparison of the number of direct employees at the time of survey and the employers' forecast by 2017 is summarised in **Table 2** below.

Table 2: Employers' Forecast of Manpower by Sector (by January 2017)

Sector	January 2016			Employers' Forecast for January 2017	Increase/ Decrease (%)
	Number of Direct Employees (a)	Number of Vacancies (b)	Total Number of Posts (a + b)		
1. Beauty Centre	20 121	1 275	21 396	21 421	0.12%
2. Hairdressing Salon	12 273	1 157	13 430	13 432	0.01%
3. Cosmetic Product Company - Retail	10 818	469	11 287	11 316	0.26%
4. Cosmetic Product Company - WIE	5 176	222	5 398	5 403	0.09%
5. Nail Salon	895	89	984	986	0.20%
6. School	261	2	263	264	0.38%
Total:	49 544	3 214	52 758	52 822	0.12%

Employee Turnover and Wastage Rate

30. At the time of survey, employers reported that 9 372 employees have left the industry. During the same period, 4 923 employees with relevant experience had been recruited to fill the vacancies (i.e. a total of 4 449 employees lost). The wastage rate of the industry was 7.7%, which was higher than 6% (3 431) in 2014. By sector, the highest wastage rate was found in Hairdressing Salon (13.2%, 4% higher than in 2014) and followed by Beauty Centre (7.5%). Nail Salon recorded a remarkably low wastage rate of only 0.6%.

31. Having taking into considerations of the various factors, the Training Board had adopted the “Adaptive Filtering Method” to project the average annual growth in manpower between 2016 and 2021. In addition to the forecast of manpower demand, the wastage rate had also been taken into account. Based on these factors, the projected average annual additional training requirement for the Beauty Care, Hairdressing and Cosmetics Industry is shown in **Table 3** below.

Table 3: Average Annual Additional Training Requirement by Sector in 2016-2021

Sectors	Wastage Rate in 2016	Average Annual Growth	Annual Additional Manpower Training Requirement
1. School	3.3%	-3.8%	-2
2. Beauty Centre	7.5%	1.3%	2 067
3. Hairdressing Salon	13.2%	-2.9%	1 533
4. Cosmetic Product Company - Retail	3.6%	0.8%	648
5. Cosmetic Product Company – WIE	3.8%	1.7%	261
6. Nail Salon	0.6%	-6.1%	-59
Total :			4 448

32. The above manpower projection reveals that a majority of additional manpower training requirement would come from Hairdressing Salon/ Beauty Centre in the next 5 years. It is noted that the manpower demand in Beauty Centre has slowed down whereas high wastage rate will remain as a key concern in the Hairdressing sector.

Preferred and Actual Education and Vocational Qualifications of Employees

33. With an implementation of the new academic system, the preferred education level of employees and their actual education attainment have been raised. The survey revealed

that 73.8% of employees have received junior secondary education and/ or above, with a majority (67.2%) of them completing senior secondary education. This was similar to the situation in 2014 and also close to employers' expectation of the education level of employees.

34. Apart from mainstream education, employers tended to hire employees who have obtained vocational training qualifications. Up to now, it is found that 79.6% of employees at Tradesman/ Semi-skilled level already possessed different vocational certificates qualifications, in which mainly were international professional/ recognised qualifications (43.6%).

35. In conclusion, employers preferred employees to possess certificates of international professional/ recognised training courses (38.9%), certificates of trade tests issued by the VTC (26.7%) and certificates of Skills Upgrading Scheme/ Employees Retraining Board (21.9%). Most of them (58%) preferred employees at Tradesman/ Semi-skilled level to possess relevant certificates of vocational qualifications. This shows that the above vocational qualifications are highly recognised by the industry and there is a growing importance for employees at Tradesman/ Semi-skilled levels to possess such qualifications.

Preferred and Actual Years of Working Experience of Employees

36. Apart from education level, years of working experience of employees is also an essential factor for employers to consider. Having taking into account of increasing salary costs, employers preferred to recruit employees with relevant working experiences in order to lower the operating cost of provision of in-house training. More employers believed that employees should have with 1 to 3 years of working experiences, followed by 3 to 6 years.

37. The Training Board observed that there was an increase of 1 585 employees with 1 to 3 years of working experiences in 2016 when compared with those in 2014. This reflects that even the Statutory Minimum Wage was implemented, the development of the industry (especially in the beauty care and retail service sectors) has been blooming over the past two years and would have certain interests for retaining new entrants. On the other hand, the Statutory Minimum Wage also pushed up the salary levels of all employees. For those experienced workers, such increase in salaries had prompted them to stay in the industry.

Training Needs for Employees

38. Similar to the manpower situation in 2014, with regard to the rapid development of Tourism industry over the past two years and continuous high consumers' expectations of quality of services, most of the employers considered that all staff (including frontline

technical staff and managerial staff levels) should enhance in the following skills areas: Customer Services, Sales & Marketing, Complaints Handling, Spoken English and Putonghua, so as to continue improving the overall quality of services in the Beauty Care, Hairdressing and Cosmetics industry. Besides, employers also expected that middle to senior management level of staff should enrich the management skills in quality service.

Recruitment Difficulties

39. The survey revealed that 2 236 companies have conducted recruitment exercise in the past 12 months. 1 778 companies (79.5%), the number of which was less than in 2014, reported that they had encountered recruitment difficulties. Major difficulties were mainly come from the posts of Tradesman/Semi-skilled levels, i.e. frontline/ new entrants' posts. The most acute situation was found in the Beauty Centre and Hairdressing Salon, 20% of them indicated that they had similar difficulties. Many employers in the Hairdressing sector opined that insufficient trained/qualified manpower and comparatively obnoxious working nature were the main reasons for recruitment difficulties.

Recommendations

40. In view of survey findings and the latest industry development as a whole, the Training Board has the following recommendations on manpower development:

I. For employers and employees:

41. The launching of the Specification of Competency Standards [SCS] and the mechanism of RPL in hairdressing and beauty care industry under the QF have been highly recognised by trade associations. QF recognised programmes have also been extensively offered in the market. In accordance with competencies and job requirements of employees, employers should encourage their employees to pursue continuing education and training under the progression ladder from the QF, so as to enhance its professional and generic skills through vocational assessments.

42. Apart from skill upgrading of respective vocational knowledge and skills, employers should also encourage their employees to continue receive training in generic aspects such as Customer Services, Sales and Marketing, Complaints Handling and Stores Operations, etc. This helps equip employees to stay competitive and widen their scopes for career development and advancements.

43. Senior employees in the companies can be nurtured as a cornerstone for business expansions, more related training courses in management skills and quality management

aspect should be provided for them so as to enhance their knowledge in business and management. This can enable them to have a better understanding of business operations and in return enhance their capability in this area.

44. It is also necessary to pay attention to the young people who start up their own businesses or incline to work at freelance, i.e. develop online business in wholesale and retail sectors and freelanced make-up artists and hair stylists respectively. The Training Board recommends that they should actively upgrade themselves not only by enhancing technical knowledge and skills, but also enriching knowledge in business start-up and operations (including e-commerce, Internet of Things [IoT], and share of best practices, etc). Besides, they should build up their career path by participating in different industry activities and collaborating with other sectors.

II. For training institutions:

45. From pre-employment's perspective, in order to attract more youngsters joining the industry, training institutions could consider develop some industry-related pre-employment training programmes. Apart from covering fundamental theoretical knowledge and practical skills, it is considered more necessary to include the latest industry information and direction of personal career development so as to motivate their desire for employment.

46. To widen the horizon of young people, training institutions may explore possible collaborations with local and overseas vocational education and training institutions or industry partners so as to encourage young people to gain more international experiences and broaden their exposure through industrial attachments, exchanges and visits. Through these activities, it can eventually bring in more reference information to the Hong Kong industry.

47. Training institutions can also provide various training programmes, including business start-up/marketing and sales strategies, Trade Descriptions Ordinance, personal management, e-commerce (e.g. application of IoT and social media) as well as franchising and branding to those young people who are self-employed and/or young entrepreneurs.

48. Training institutions can develop different levels of competency-based professional programmes, so as to provide employees with a clear articulation pathway for further study according to the different scopes of professional service and QF levels.

49. From the perspective of train-the trainers, the survey revealed that there was an increasing number of training schools in 2016. In this connection, it is necessary to nurture more teaching staff. Apart from providing programmes in training and supervisory skills, training institutions should also include new elements by incorporating possible new skills or the latest technology of the industry into the curriculum, so that teaching staff could master the up-to-date knowledge and skill in their teaching.

50. Besides, with a higher expectation of customers in the quality of services and the popularity of high-technology and its products in recent years, training institutions should consider collaborate with industry partners to provide tailor-made training programmes relating to these advanced technologies. In addition, the training providers can collaborate with device suppliers/product suppliers or overseas accreditation and training partners to offer recognised training programmes for meeting industry needs as well as providing training recognised by employers.

III. For the industry:

51. The industry should actively consider co-operate with training institutions by offering different internship or visit opportunities in the pre-employment training so that those who are interested to join the industry can have a better understanding of the latest development in the industry during the training period. Such initiatives will facilitate them to prepare themselves for joining the industry, and at the same time to retain talent with a view to cater for the market needs.

52. Trade unions and associations, in collaboration with different organisations (i.e. welfare organisations, youth associations, secondary schools or tertiary education institutions, etc.), should organise career talks and seminars to the public, including young people, parents and teachers, so that they can have a better understanding of the latest industry development, career prospects and promotion pathways with a view to encourage new entrants.

53. The industry should encourage more young people to participate in local and/or overseas skills competitions for exchange of skills with young people of other countries so as to enhance their professional skills standard.

IV. For Government and relevant departments:

54. With the launch of the QF and the RPL mechanism, relevant departments can base on the academic and vocational qualifications and different scope of works, explore further the setting up of an industry recognised mechanism of continuous professional development.

55. To encourage the industry to contribute and put efforts in organising industrial promotion events such as skills competitions or demonstrations, career expos, etc., relevant parties can consider to provide suitable venues or sponsorship. Through these activities, it can raise the public awareness and enhance industry's image to the public and young people, in particular, to attract them to join the industry.

56. Regarding the aspect of ‘Current Life Planning Education and Career Guidance’, it is considered necessary to continue strengthening partnership/ collaborations among schools and industry by organising different kinds of campus and outreaching activities. In order to provide young people with more diversified experiences in career exploration and the latest market information, practical workshops, industry talks, skill demonstration, workplace experiences and job shadowing activities can be organised. These will help secondary schools students to have a better understanding of the industry and its interests. Different sharing sessions targeting for students, school social workers, teachers and parents, can also be organised to provide them an overview of the industry development and career planning.

Future Surveys

57. The Training Board recommends that the manpower survey will be conducted regularly to collect the relevant latest information of the Beauty Care, Hairdressing and Cosmetics Industry for projecting manpower situation and formulating relevant policies/ strategies.

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 [Training Board] of the Vocational Training Council [VTC] was set up in 2001. With members appointed by the Government of the Hong Kong Special Administrative Region [HKSAR], the Training Board is required, among other duties, to determine and assess the manpower situation and training needs of the industry, and to make recommendations to employers, industry associations, trade unions, professional bodies, education/training institutions and government departments for developing talents to meet the demand for trained manpower. The terms of reference and membership list of the Training Board are given in **Appendices 1 and 2** respectively.

Working Party on Manpower Survey

1.2 A Working Party was formed under the Training Board to co-ordinate and oversee the manpower survey in questionnaire design, sampling, data analysis and report compilation with the assistance of the Census and Statistics Department [C&SD] of the Government of the HKSAR. Membership list of the Working Party is given in **Appendix 3**.

1.3 Six manpower surveys for the Beauty Care, Hairdressing and Cosmetics Industry have been conducted since 2003. The seventh manpower survey was conducted in the first quarter of 2016 with the following objectives:

- i) To assess the manpower and training needs of principal jobs of the Beauty Care, Hairdressing and Cosmetics Industry;

- ii) To forecast the manpower growth of the industry; and
- iii) To recommend measures to meet the training needs of the industry.

B. Survey Scope and Methodology

Scope of the Survey

1.4 Based on the same classifications of the past three surveys, the 2016 manpower survey covered principal jobs in the 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 grouped with reference to the list of companies registered with the C&SD (in which the companies list updated in the third quarter of 2015). Under the C&SD’s database, the following classification was adopted:

- i) Branch 1: Hairdressing Service
- ii) Branch 2: Beauty 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 adopting the stratified random sampling method, 1 020 out of the 12 337 companies based on different branches and its employment sizes were selected to be surveyed:

Branch	Number of Selected Companies
1. Hairdressing Service	278
2. Beauty Service	371
3. Cosmetic Products and Perfumes - Wholesale, Import & Export	101
4. Cosmetic Products - Retail	111
5. Athletic Institute	7
6. School	96
7. Bridal Salon	49
8. Television & Entertainment Company	7
Total	1 020

1.7 Private training institutes/ schools and non-profit training institutes were also included in the School for a better picture of the number of training personnel in the industry.

Survey Methodology

1.8 The survey aimed at collecting information on manpower and training situation of the Beauty Care, Hairdressing and Cosmetics Industry. Each of the 1 020 selected companies was invited to complete a questionnaire on manpower and training needs. Fieldwork officers of the C&SD then visited the companies to collect the completed questionnaires and assist in completing the questionnaires when necessary.

1.9 Employers were requested to classify their employees according to the duties performed rather than the job titles held in the organisations. Questionnaires collected were checked, and if necessary, verified with the respondents. The survey data collected were scaled up statistically to give an overall manpower situation of the industry.

Analysis of the Responses

1.10 Of the 1 020 selected companies, 35 declined to respond. 616 companies returned the required information while 62 and 17 provided partial and combined responses respectively. The remaining 369 companies had either ceased operation, moved, were untraceable or no longer engaged in the related trades. The effective response rate was 95.2%.

Limitation

1.11 Owing to resource constraints, companies were drawn by statistical sampling method for this survey. Statistical discrepancies were therefore inevitable and might affect the interpretation of survey findings.

Section II

Survey Findings

A. Manpower Situation in 2016

Coverage of the Survey

2.1 The 1 020 selected companies were distributed in the following six sectors of the 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.

Manpower Situation

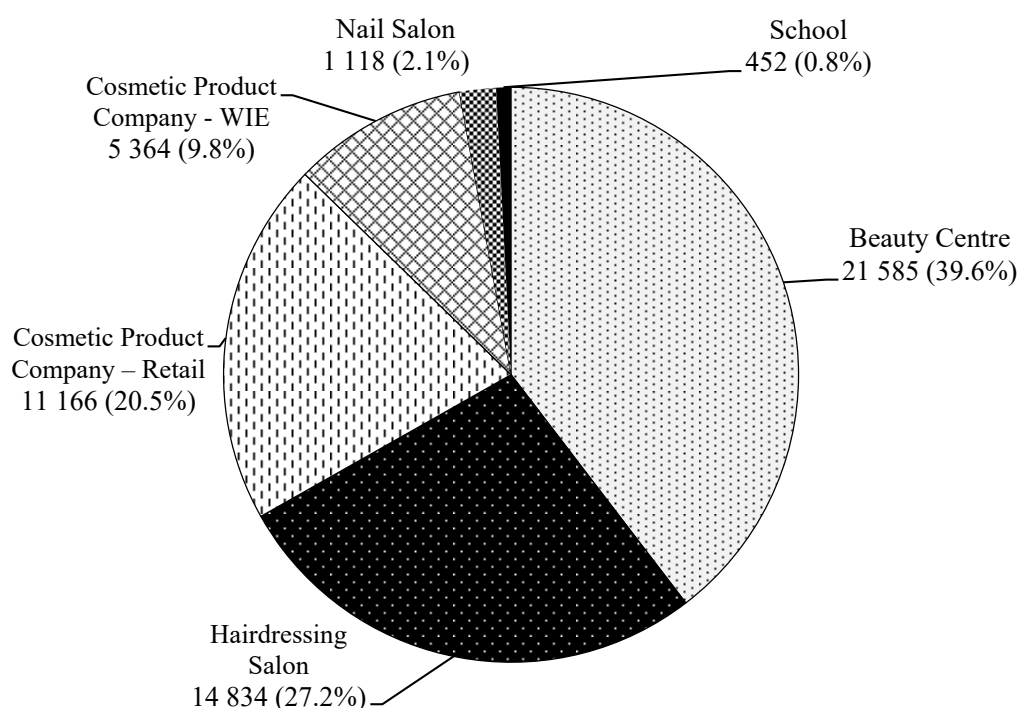
2.2 The survey result revealed that in January 2016, a total of **64 804** workers were employed in the six sectors of the industry. Among them, **54 519 (84.1%)** were employed in the principal jobs (as technical employees including 49 544 Direct Employees, 2 500 Freelancers and 2 475 Part-time Employees), and the remaining **10 285 (15.9%)** were engaged in non-principal jobs (as non-technical employees). Compared with the percentages of 92.1% & 7.9% for technical and non-technical employees in 2014 respectively, there was a decrease in technical employees in 2016. An increase of 657 technical employees were recorded in 2016 when compared with those 53 862 in 2014, representing a slightly growth of 1.2% within two years.

2.3 Same as the 2014 manpower survey, non-technical employees in general administration, accounting and other supporting functions have been excluded from all analyses in this report. With the peculiarities of the industry, Direct Employees, Freelancers and Part-time Employees were included in this survey to fully reflect the manpower situation of the whole industry.

Distribution of Employees

2.4 The survey revealed that the majority of employees were working in Beauty Centre (21 585, or 39.6% of the total workforce), followed by Hairdressing Salon (14 834, 27.2%), Cosmetic Product Company – Retail (11 166, 20.5%), Cosmetic Product Company – WIE (5 364, 9.8%), Nail Salon (1 118, 2.1%) and School¹ (452, 0.8%). Distribution of employees by sector is shown in **Figure 1**. Detailed manpower statistics are shown in **Table 1(a) at Section V**.

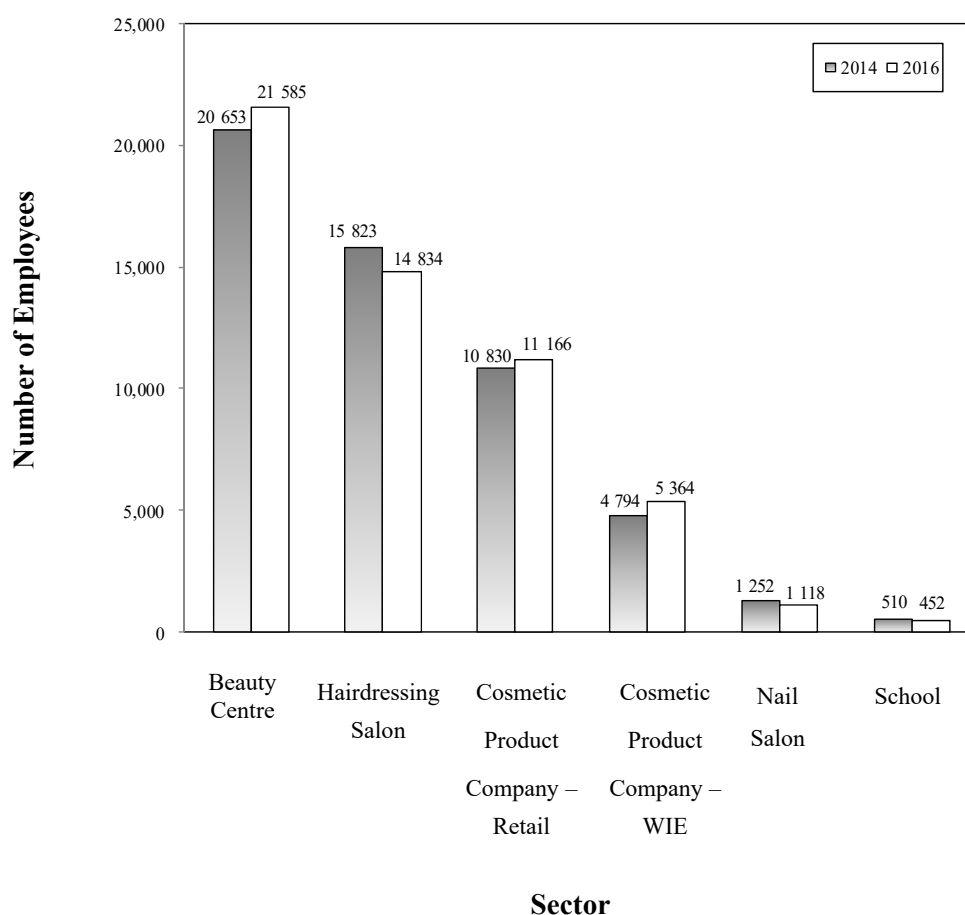
Figure 1: Distribution of Employees by Sector
(including Direct Employees, Freelancers and Part-time Employees)
Total: 54 519 employees



¹ School Sector: Both private training institutes/ schools and non-profit training institutes were covered.

2.5 Compared with the result in the 2014 manpower survey, Cosmetic Product Company – WIE recorded the highest manpower growth (+570 or +11.9%), followed by Beauty Centre (+932 or +4.5%) and Cosmetic Product Company – Retail (+336 or +3.1%). On the other hand, School recorded the largest drop in manpower (-58 or -11.4%), followed by Nail Salon (-134 or -10.7%) and Hairdressing Salon (-989 or -6.3%). Manpower distribution by sector in 2014 and 2016 is shown in **Figure 2**. Detailed comparison of the manpower statistics between the two years is shown in **Table 2 at Section V**.

Figure 2: Distribution of Employees in 2014 and 2016 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		Part-time
	Employees	Freelancers	Employees
1. Beauty Centre	20 121	694	770
2. Hairdressing Salon	12 273	1 588	973
3. Cosmetic Product Company - Retail	10 818	0	348
4. Cosmetic Product Company - WIE	5 176	0	188
5. Nail Salon	895	210	13
6. School	261	8	183
Total:		49 544	2 500
			2 475

2.7 Compared with the result in the 2014 manpower survey, there was a significant drop in the number of Part-time Employees (-1 089 or -30.6%) and Freelancers (-168 or -6.3%), an increase was recorded in Direct Employees (+1 914 or +4%).

2.8 By sector, Cosmetic Product Company – WIE recorded a growth in Direct Employees (+436 or +9.2%), followed by Cosmetic Product Company – Retail (+748 or +7.4%) and Beauty Centre (+1 149 or +6.1%), indicating a moderate growth in the business. On the other hand, significant drops were recorded in Direct Employees in Nail Salon (-309 or -25.7%) and School (-87 or -25%), reflecting an obvious slowdown in growth. Only a slight decrease of 0.2% was recorded in Hairdressing Salon, showing that the growth in the sector became stable.

2.9 The survey also revealed that in 2016, there were 2 500 Freelancers, representing a decrease of 168 compared with the survey in 2014. By sector, a drop in Freelancers was the most obvious in Cosmetic Product Company – WIE (-26 or -100%), School (-47 or -85.5%) and Hairdressing Salon (-432 or -21.4%). However, there was an increase in Freelancers in Beauty Centre (+127 or +22.4%).

2.10 There were 2 475 Part-time Employees in the 2016 manpower survey, representing a drastic decrease of 1 089 compared with those in 2014. The decline in the Nail Salon was the

most obvious (-35 or -72.9%), followed by Cosmetic Product Company – Retail (-412 or -54.2%), Hairdressing Salon (-534 or -35.4%) and Beauty Centre (-344 or -30.9%). Among all sectors, Cosmetic Product Company – WIE recorded a significant fivefold increase of Part-time Employees (+160), followed by School (+76 or +71%).

2.11 Principal jobs with the greatest number of employees are shown in **Table 2** below:

Table 2: Number of Employees Engaged in 2014 and 2016 (by Principal Job)

		Number of Employees (Including Direct Employees, Part-time Employees and Freelancers)			
Job Titles		2014		2016	
1.	Senior Beautician and Beautician	12 341	(22.9%) [#]	12 670	(23.2%) [#]
2.	Senior Hair Stylist and Hair Stylist	9 708	(18.0%) [#]	9 843	(18.1%) [#]
3.	Beauty Adviser (Counter) and Hair Care Adviser	6 933	(12.9%) [#]	7 544	(13.8%) [#]
4.	Hairdressing Assistant	4 894	(9.1%) [#]	3 825	(7.0%) [#]
5.	Sales Representative	1 318	(2.4%) [#]	1 730	(3.2%) [#]
6.	Body Therapist	1 700	(3.2%) [#]	1 796	(3.3%) [#]
Total:		36 894	(68.5%)[#]	37 408	(68.6%)[#]
Total Number of Employees:		53 862	(100.0%)	54 519	(100.0%)

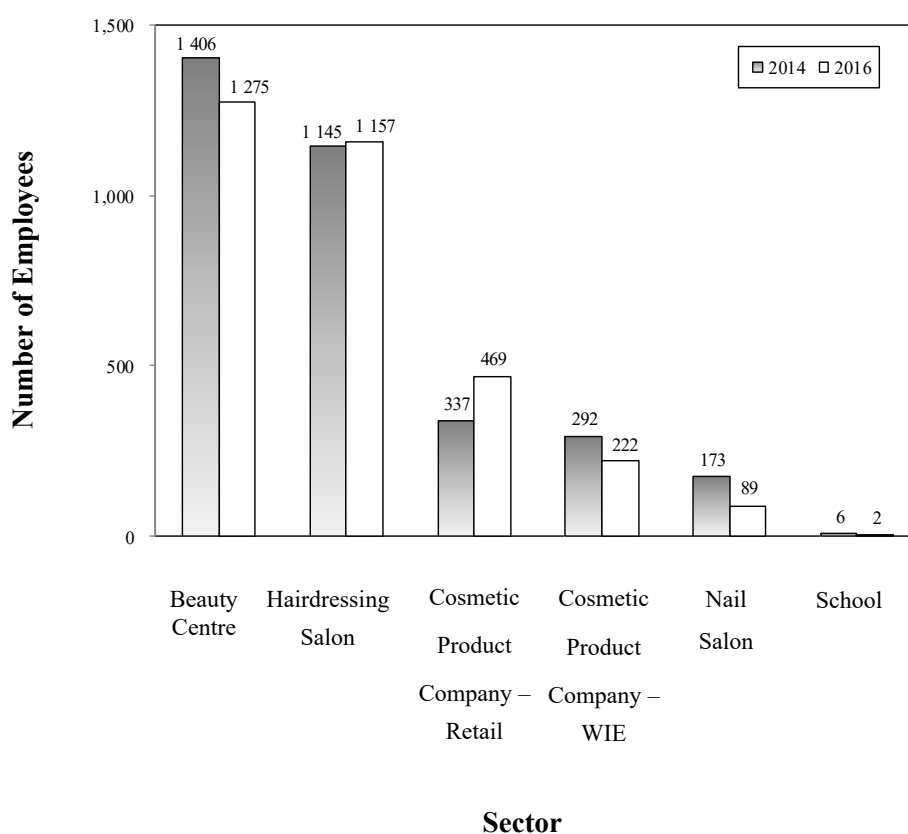
(#: As a percentage of the total number of employees)

2.12 The percentage distribution of employees engaged in the above mentioned principal jobs was similar to that of 2014, with varying rates of growth/ decline. The highest growth was recorded in Sales Representative (+412 or +31.3%), Beauty Adviser (Counter) and Hair Care Adviser (+611 or +8.8%), Body Therapist (+96 or +5.6%), Senior Beautician (+329 or +2.7%) and Senior Hair Stylist and Hair Stylist (+135 or +1.4%). On the other hand, a significant decrease was recorded in the post of Hairdressing Assistant (-1 069 or -21.8%).

Number of Vacancies

2.13 At the time of the survey, employers reported that there were 3 214 vacancies, representing 6.1% of 52 758 employees (including posts filled by Direct Employees and unfilled vacancies). Compared with the result of 3 359 vacancies in 2014, there were 145 fewer vacancies. By sector, Beauty Centre had recorded 1 275 vacancies and 1 157 in Hairdressing Salon. Comparison of the number of vacancies by sector between 2014 and 2016 is shown in **Figure 3**.

Figure 3: Number of Vacancies in 2014 and 2016 by Sector



2.14 Vacancies of major principal jobs are summarised below :

Job Titles	Number of Vacancies	Percentage of Total Vacancies
1. Beautician	791	24.6%
2. Hairdressing Assistant	652	20.3%
3. Hair Stylist	437	13.6%
4. Beauty Adviser (Counter)	365	11.4%
5. Sales Representative	129	4.0%
6. Nair Artist	89	2.8%
Total:	2 463	76.6%
Total Number of Vacancies:	(3 214)	(100%)

Number of Trainees

2.15 A total of 382 trainees were employed in the six sectors, mainly in Cosmetic Product Company – Retail (222 trainees), followed by Beauty Centre (76 trainees) and Hairdressing Salon (69 trainees). The number of trainees decreased by 57 when compared with those in 2014.

B. Forecast of Manpower Demand

Employers' Forecast of Manpower Demand by January 2017

2.16 Employers forecasted that by January 2017 there would be 52 822 posts (excluding those for Freelancers and Part-time Employees), representing a slight increase of 64 posts compared with the year of 2016. There was an increase posts at every sector, including 29 posts in Cosmetic Product Company – Retail and 25 posts in Beauty Centre. A comparison of the number of Direct Employees in 2016 and the employers forecast by 2017 is summarised in **Table 3 below.**

Table 3: Employers' Forecast of Manpower by Sector (by January 2017)

Sector	January 2016			Employers' Forecast for January 2017	Increase/Decrease (%)
	Number of Direct Employees (a)	Number of Vacancies (b)	Total Number of Posts (a + b)		
1. Beauty Centre	20 121	1 275	21 396	21 421	0.12%
2. Hairdressing Salon	12 273	1 157	13 430	13 432	0.01%
3. Cosmetic Product Company - Retail	10 818	469	11 287	11 316	0.26%
4. Cosmetic Product Company - WIE	5 176	222	5 398	5 403	0.09%
5. Nail Salon	895	89	984	986	0.20%
6. School	261	2	263	264	0.38%
Total:	49 544	3 214	52 758	52 822	0.12%

2.17 In terms of number of employees, significant change was recorded in the following principal jobs:

Job Titles	Increase/Decrease in Number of Posts
Beautician	27
Senior Hair Stylist	20
Beauty Adviser (Counter)	17
Hairdressing Assistant	-13

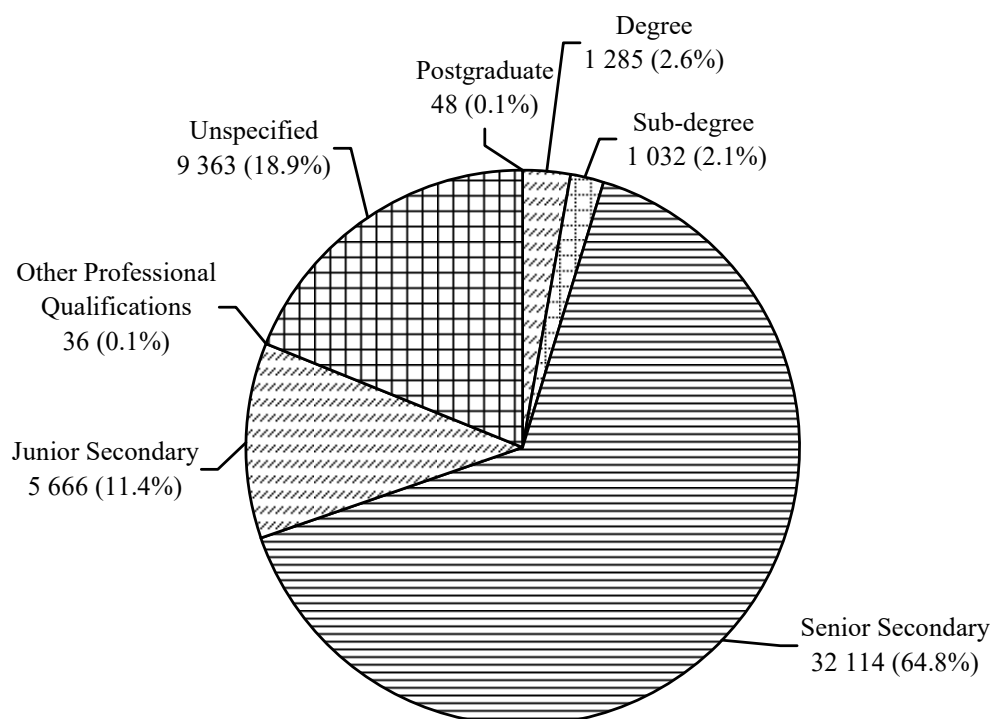
C. Recruitment Requirements

Preferred Education Level of Direct Employees

2.18 The survey revealed that employers preferred 64.8% of Direct Employees to receive senior secondary education level and 11.4% at junior secondary education level. As the new academic system was introduced, the categorisation of education levels in the 2016 manpower survey was revised accordingly. Distribution of the preferred level of education of Direct Employees is shown in **Figure 4(a)**. Detailed statistics are shown in **Table 3(a) at Section V**.

2.19 Compared with the result in 2014, employers had similar expectations on Direct Employees' education levels in this survey. In 2014, employers preferred 46.2% of Direct Employees to attain education level at Secondary 4-5, 12.1% and 4.1% at Hong Kong Diploma of Secondary Education (HKDSE) level and at Secondary 6-7 respectively, accounting for 63.1% in total. For 2016, employers found that 64.8% of Direct Employees should attain at senior secondary education level, i.e. Secondary 4-6.

Figure 4(a): Preferred Education Level of Direct Employees in 2016



Actual Education Level of Direct Employees

2.20 Similar to the situation in 2014, the survey reported that the majority of Direct Employees (67.2%) had completed senior secondary education level, followed by junior secondary education (9%). With an implementation of the new academic system, the education attainments of Direct Employees have been raised. Distribution of actual education level of Direct Employees is shown in **Figure 4(b)** and the comparison of preferred and actual education levels is shown in **Figure 5**. Detailed statistics are given in **Table 3(b)** at **Section V**.

Figure 4(b): Actual Education Level Attained by Direct Employees in 2016

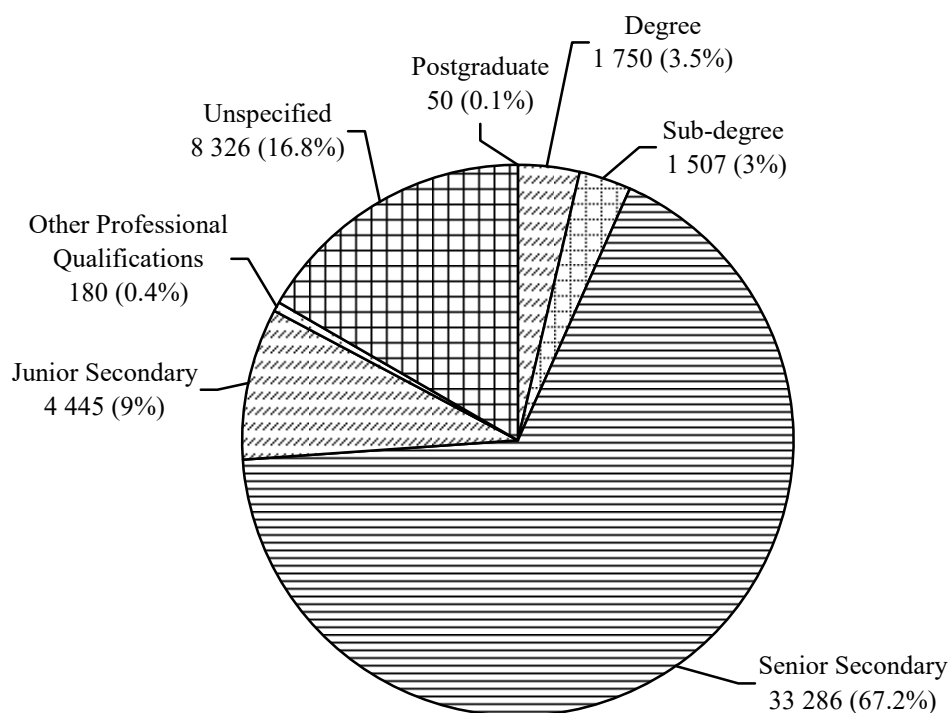
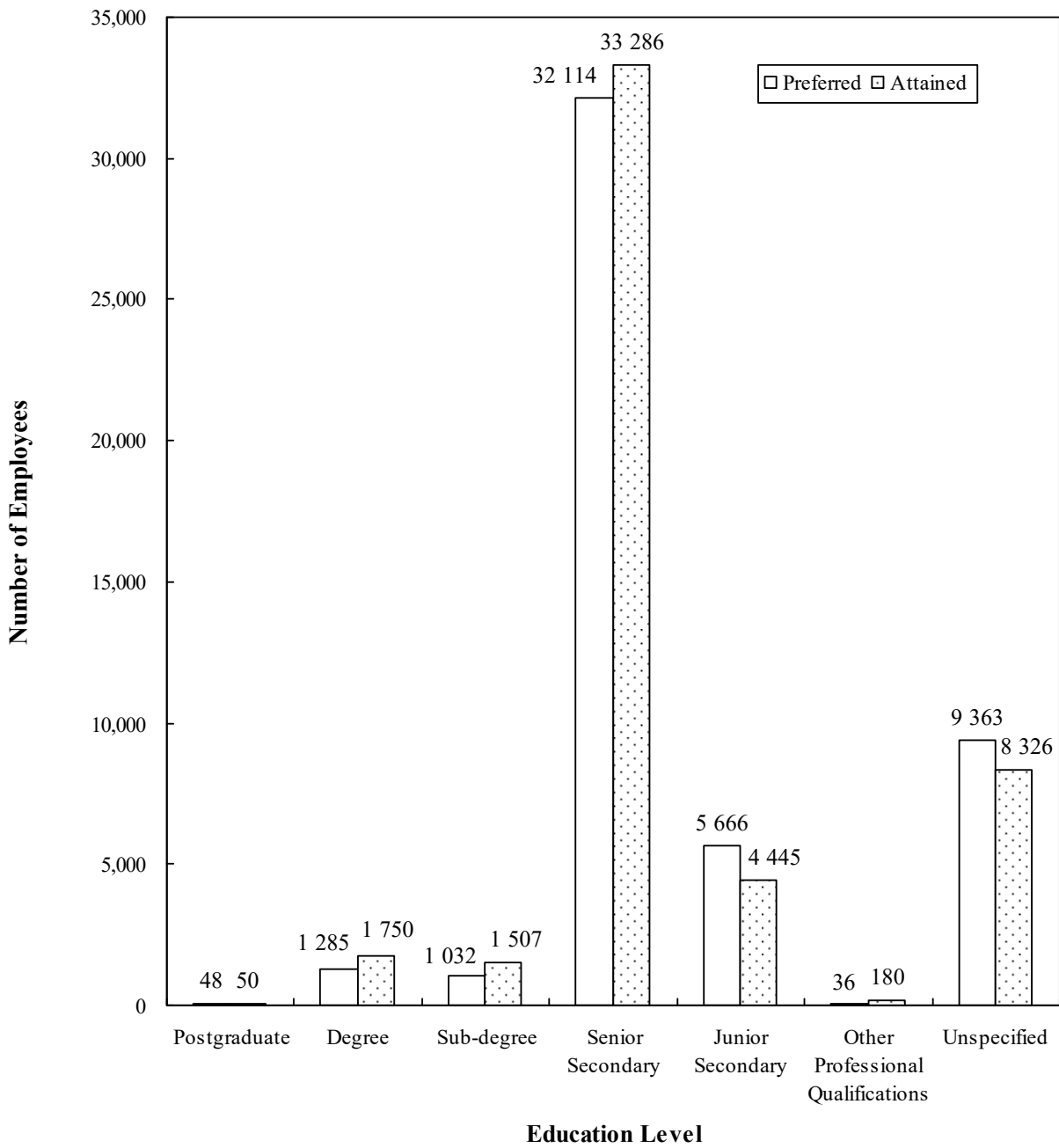


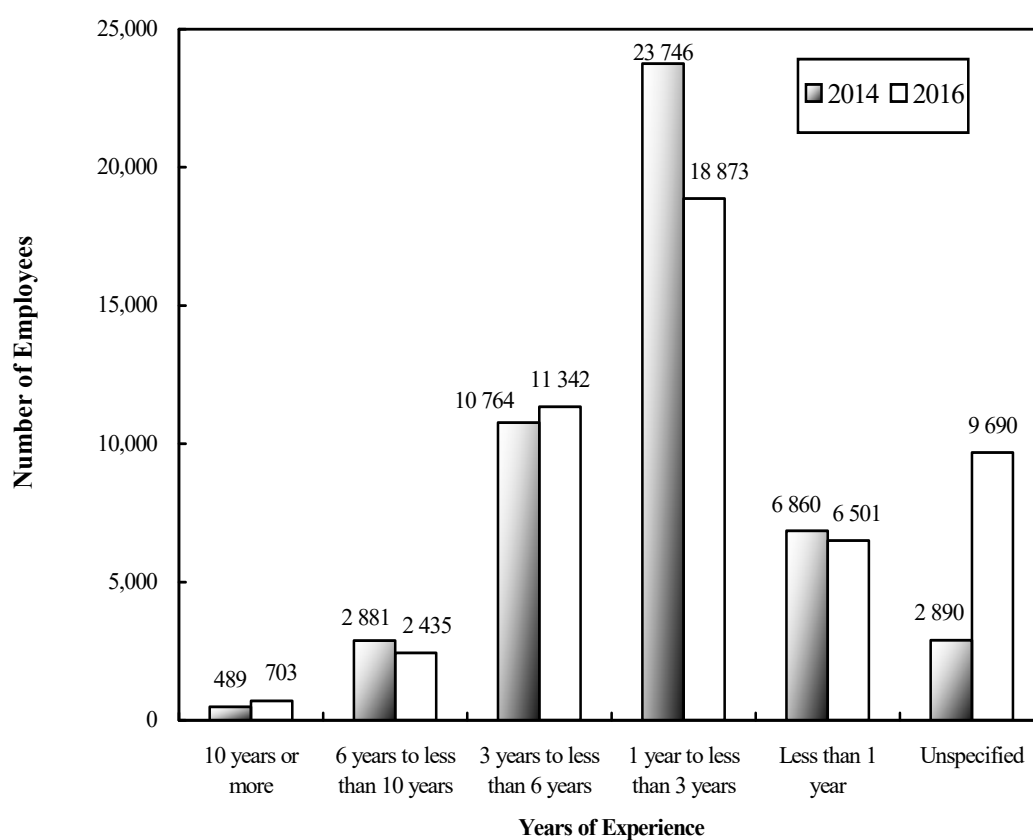
Figure 5: Preferred and Actual Education Levels of Direct Employees in 2016



Preferred Years of Working Experience of Direct Employees

2.21 The survey revealed that 38.1% of Direct Employees in various sectors to possess 1 to 3 years of working experience, and 22.9% to possess 3 to 6 years. Compared with the percentages of 49.9% and 22.6% in 2014, more employers indicated a lower preference of their Direct Employees (a drop of 11.8%) to possess 1 to 3 years of relevant experience. Comparison of the preferred years of working experience of Direct Employees in 2014 and 2016 is shown in **Figure 6**. Detailed statistics are given in **Table 4(a)** at **Section V**.

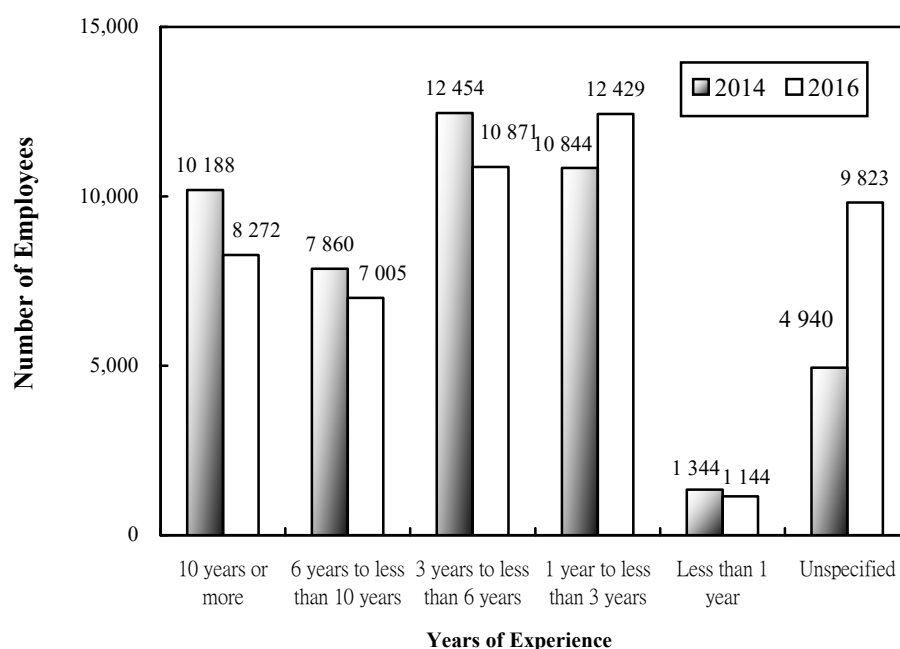
Figure 6: Preferred Years of Working Experience of Direct Employees in 2014 and 2016



Actual Years of Working Experience of Direct Employees

2.22 25.1% of Direct Employees had possessed 1 to 3 years of working experience, recording an increase of 2.3% compared with the result of 22.8% in the 2014 manpower survey. Those who possessed 6 to less than 10 years of working experience reached 14.1%, 2.4% lower than the 16.5% in 2014, while those who possessed 10 years or more working experience decreased to 16.7% when compared with 21.4% in 2014. This indicated that more experienced Direct Employees had left the industry. Actual years of working experience of Direct Employees is shown in **Figure 7**. Detailed statistics are given in **Table 4(b) at Section V**.

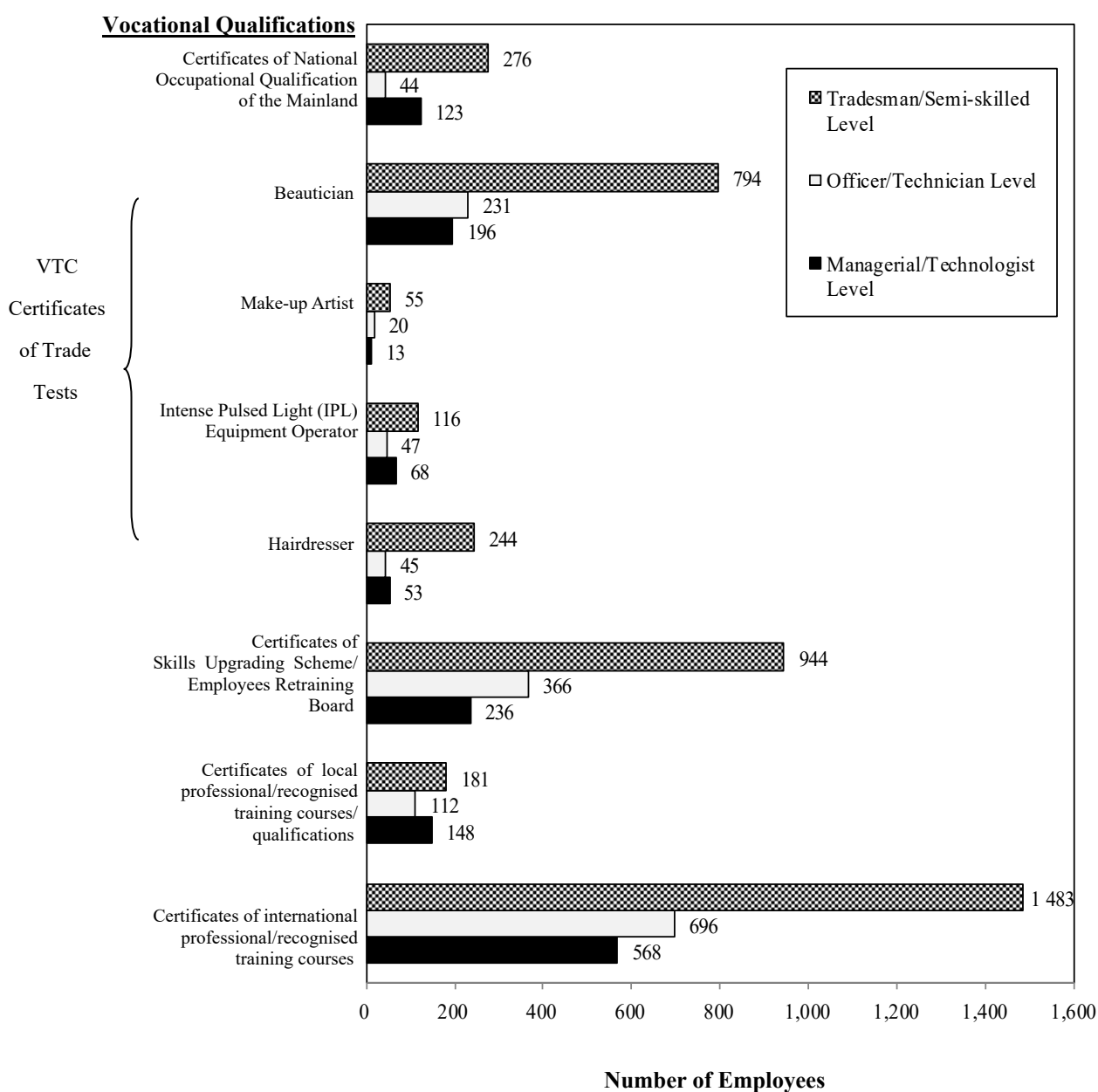
Figure 7: Actual Years of Working Experience of Direct Employees in 2014 and 2016



Preferred Vocational Qualifications of Direct Employees

2.23 The survey revealed that employers preferred Direct Employees to possess certificates of international professional/ recognised training courses (38.9%), certificates of trade tests issued by the VTC (26.7%) and certificates of Skills Upgrading Scheme/ Employees Retraining Board (21.9%). Employers' preferred vocational qualifications of Direct Employees is shown in **Figure 8**. Detailed statistics are given in **Table 5(a)** at **Section V**.

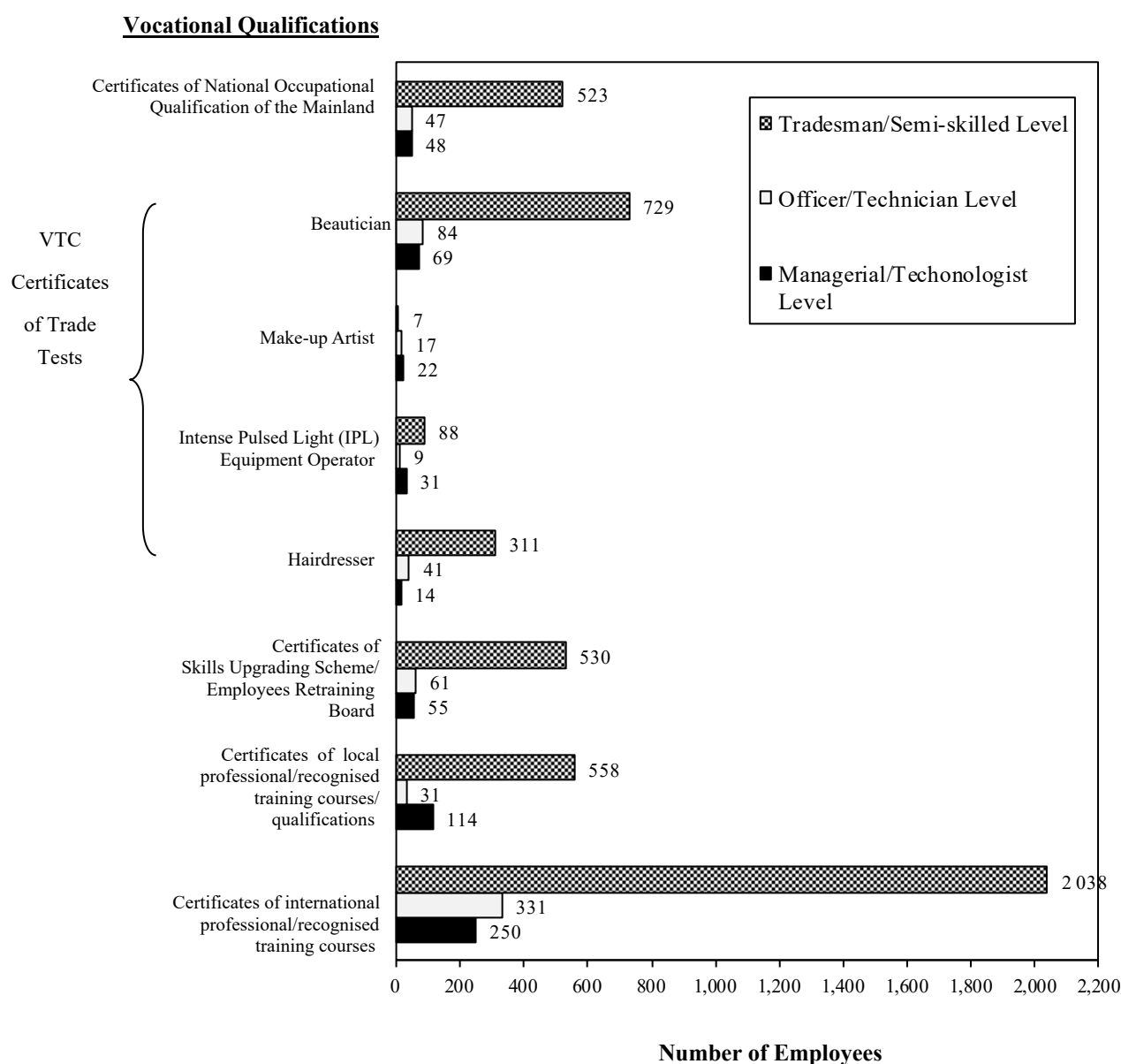
Figure 8: Preferred Vocational Qualifications of Direct Employees



Actual Vocational Qualifications of Direct Employees

2.24 The survey showed that 43.6% of Direct Employees currently possessed certificates of international professional/ recognised training courses, certificates of trade tests issued by the VTC (23.7%). For Tradesman/ Semi-skilled level, 3 173 employees (66.3%) had already possessed those relevant certificates of vocational qualifications. This reflected the importance of those vocational qualifications to Direct Employees. Actual vocational qualifications of Direct Employees is shown in **Figure 9**. Detailed statistics are given in **Table 5(b)** at Section V.

Figure 9: Actual Vocational Qualifications of Direct Employees



D. Manpower Training and Development

Training Needs

2.25 Apart from the trade-specific skills training mentioned at the above, most of employers considered that employees should receive a variety of training on the areas of Management Skills, Generic Skills and Language Skills in the next 12 months. Among them, Generic Skills (51.3%) was in the greatest demand, in which had covered Customer Services Skill (28.1%), Sales & Marketing Skill (24.4%), Complaints Handling Skill (22.4%) and Stores Operations Skill (22.4%). For Management skills aspect, Quality Management was the key training area. For language skills aspect, Spoken English (30.0%) and Putonghua (26.5%) were the most important areas. Employers found that employees at all job levels, including managerial, technologist, officer and tradesman levels are considered necessary to receive training of the above aspects. Detailed statistics are given in **Table 6, Section V**.

Recruitment Difficulties

2.26 The survey revealed that 2 236 companies have conducted recruitment exercise in the past 12 months. 1 778 companies (79.5%), the number of which was less than in 2014, reported that they had encountered recruitment difficulties. The most acute situation was found in the Beauty Centre and Hairdressing Salon. **Table 4** below lists out the reasons of recruitment difficulties in 2014 and 2016 by percentage. Detailed statistics are given in **Table 7(a) and (b), Section V**.

Table 4: The Reasons of Recruitment Difficulties in 2014 and 2016 by Percentage

	Reasons of Recruitment Difficulties	2014	2016
1.	High expectation on working conditions / remuneration package from candidates	15.0%	23.7%
2.	Lack of candidates with relevant experiences	19.8%	17.6%
3.	Insufficient trained / qualified manpower in related disciplines	12.4%	14.1%
4.	Relative hard work	16.8%	12.2%
5.	More choices in the job market with the implementation of minimum wage	17.2%	10.6%
6.	Long working hours	6.7%	6.9%

	Reasons of Recruitment Difficulties	2014	2016
7.	Young people with higher education level have more choices in the job market	3.1%	4.8%
8.	Low status	3.3%	2.2%
9.	Limitation of career path	1.8%	1.9%
10.	Extension of free education entitlement deferred junior level employees starting to work	0.4%	1.3%
11.	Long apprentice / on-the-job training period	0.8%	0.2%
12.	Others	2.7%	4.6%

Staff Turnover

2.27 The survey reported that 9 372 employees have left the industry in the past 12 months, representing 17.2% of the total number of posts. By job level, the highest turnover was reported in Tradesman/ Semi-skilled workers (8 486 or 90.5%). By sector, the highest turnover was recorded in Beauty Centre (3 919 or 41.8%) Hairdressing Salon (3 777 or 40.3%) and Cosmetic Product Company – Retail (1 083 or 11.6%).

Wastage

2.28 For calculating the annual manpower wastage rate, employers were required to provide information on the number of employees leaving their posts and new recruits with relevant experiences in the past 12 months. “Wastage” refers to those employees take up a job or start up a business other than the Beauty Care, Hairdressing & Cosmetics Industry, or leave the industry for reason of emigration, repatriation or retirement. Based on this definition, the wastage in the past 12 months by sector is calculated in **Table 5** below:

Table 5: Wastage in the Past 12 Months by Sector

Sector	Number of Employees Left in the industry	Number of New Recruits with Relevant Experiences	Number of Wastage	Total Number of Employees@	Wastage Rate*
	(a)	(b)	(c=a-b)	(d)	(c/d)
1. School	16	5	11	329	3.3%
2. Beauty Centre	3 919	2 245	1 674	22 357	7.5%
3. Hairdressing Salon	3 777	1 655	2 122	16 090	13.2%
4. Cosmetic Product Company- Retail	1 083	678	405	11 386	3.6%
5. Cosmetic Product Company- WIE	534	304	230	6 067	3.8%
6. Nail Salon	39	31	8	1 244	0.6%
7. Other (Bridal Salon and Television & Entertainment Company)	4	5	-1	260	-0.4%
Total +:	9 372	4 923	4 449	57 733	7.7%#

@ Including the number of Direct Employees, Freelancers, Part-time Employees and Vacancies

* Percentage of the total number of employees in the sector

Percentage of the total number of employees in the industry

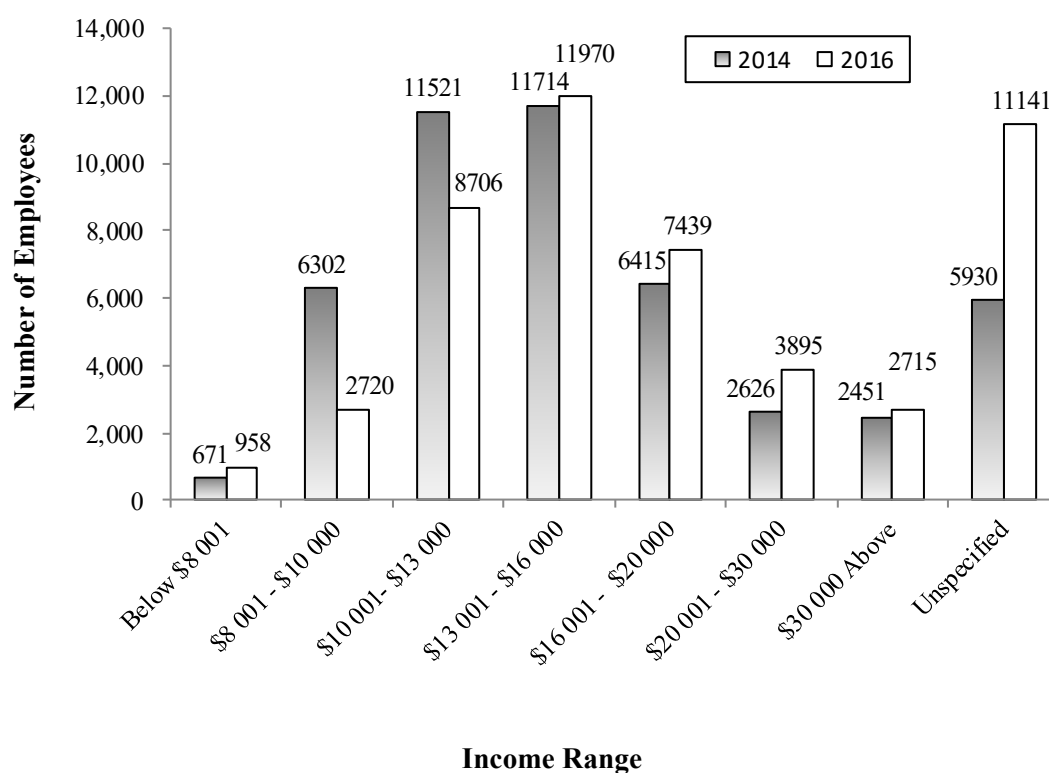
+ Including Bridal Salon and Television & Entertainment Company related to the beauty care industry

2.29 At the time of survey, employers reported that 9 372 employees have left the industry. During the same period, 7 186 were recruited. Among those new recruits, 4 923 employees had possessed relevant working experiences. In this connection, 4 449 experienced employees had left the industry, representing 7.7% of the total employees (which is 57 733, including vacant posts). Detailed statistics are given in **Table 8(a) and (b), Section V**.

Distribution of Income Range

2.30 “Total monthly income” includes basic salary, overtime pay, other allowances, commission and bonus. **Figure 10** shows the distribution of income range of the industry. Compared with the result in the manpower survey in 2014, employees’ income continued to rise with the introduction and adjustment² of the Statutory Minimum Wage. Most of the Direct Employees earned an average monthly income from \$13 001 to \$16 000, which was close to the income median published by the C&SD. Since this is a manpower survey which focuses on manpower needs of the industry, relevant information obtained is for cross-reference purpose only.

Figure 10: Income Range of Direct Employees in 2014 and 2016 by Sector



² Starting from 1 May 2015, the Statutory Minimum Wage was adjusted from \$30 per hour to \$32.5 per hour. Therefore, the monthly income ranges of “under \$8 001” and “\$8 001-\$10 000” were adopted in the questionnaire of the 2016 manpower survey.

Section III

Conclusions

A. Economic Outlook

3.1 As benefited from increased domestic demand and improved external trades as well as the momentum of global market, the Hong Kong economy showed a moderate growth in 2016. Recovering from the slack growth in the first half of the year, the US economy showed an upturn in the third quarter. Although the repercussions of the “Brexit” (United Kingdom to withdraw the European Union) were generally under control, there were still uncertainties of whether the British government could officially commence the “Brexit” procedures in the following year, leaving the Eurozone on a track of mild growth.

3.2 In the Asian regions, the economic recovery in Japan was still weak, prompting the Central Bank to adjust its monetary policy for avoiding the risk of deflation and also consider a launch of other easing measures. The economy in the Mainland gradually stabilised and showed a sign of achieving an annual growth set by the Government. Nevertheless, uncertainties such as possible US interest rate hike, monetary policy divergence among major central banks and heightened geopolitical tensions in many regions have still been affected the performance of the global economy.

3.3 Exports of goods in Hong Kong in the third quarter continued to grow despite of the weakening in-bound tourism. Regional trade and cargo flows had stabilised and exports of services improved. Private consumption expenditure had regained the momentum, coupled with a strong rebound in investment expenditure, domestic demand has also been improved in the second half of the year. The labour market remained in a state of full employment, with sustained growth in household income and earnings. Unemployment rate stood at low level of 3.4%, and underemployment rate remained at steady level of 1.4%. Total employment figures sustained moderate year-on-year growth. Employment situation in most of major sectors showed improvements, though those in the trade-and consumption-related sectors had signs of weakening.

3.4 Inflationary pressures stayed mild. For the local market, there was an impact of the year-on-year rents reduction of newly-signed leases for residential and commercial spaces, coupled with stable labour costs, and helped control the pressure of price hikes. The underlying consumer price inflation in the third quarter dropped slightly to 2.1%, down from 2.3% in the previous quarter. On the other hand, the headline inflation rate rose from 2.6% in the second quarter to 3.1% in the third quarter. Office rentals, which the industry raised the concern, went up by 1% in the third quarter, while rents of commercial spaces dropped by

1%, could lower the pressure of operational costs of these commercial spaces. Looking forward, consumer price inflation rate will likely remain moderate in the short-term, provided that the instability of monetary environments will not lead any significant upsurge of international food and energy prices.

3.5 Net output of services sector increased by 2.6% in real terms in the second quarter of 2016, compared with the 1.5% rise in the first quarter. Net output of import and export trades increased at a faster pace, while the drop in net output of wholesale and retail trades slowed down. Net output of accommodation and food services sector posted a moderate growth, mirroring the slowdown in the negative impact of slackened inbound tourism.

B. Business Outlook and Manpower Implications

3.6 In the past year, the business environments in Hong Kong, including development of beauty care and hairdressing industry, personal services, situation of import and export trade as well as tourism, and external economic factors had affected employers in taking a cautious approach for its business development and manpower recruitment. Notwithstanding the above, there was a growing trend of consumer spending on ‘high-tech’ beauty services and relevant personal services/products in the beauty care sector. With the continuous development of diversified scope of services such as anti-aging and health care services as well as beauty treatments for men, the business growth of this sector remained positive.

3.7 Since the 2012 manpower survey exercise, the Training Board has been paying attention to the impact of the implementation of the Statutory Minimum Wage. The 2016 manpower survey revealed that only 17% of employers had indicated that the implementation of Minimum Wage was a major reason for recruitment difficulties compared with other factors. The same situation was also found in the Hairdressing sector which was more affected by this factor previously. Besides, employers were more willing to offer an attractive salary package to hire experienced workers so that it could help retain staff and keep salary levels stay competitive.

3.8 Nevertheless, an increasingly high operation costs (e.g. rental cost of shops and commercial offices) remained a key challenge and pressure of the industry in which is mainly labour intensive. The industry also faced other challenges such as a decreasing number of visitors’ arrival from the Mainland under the Individual Visit Scheme. In view of all these challenges, it is advised that the industry should still put an investment on staff training as there was an increasing expectation from customers about the quality of services.

3.9 For the beauty care services sector, consumers had raised their expectations of the qualities of different beauty services and products. With keen competitions in the sector, the charges/prices of such services/ products had become very competitive. A large variation in

prices between high-tech/ high-ended and low-ended beauty services was found in the market. Nevertheless, different kinds of training for upgrading frontline staff are considered necessary to cater for the different needs. The various modes of operation and marketing strategies would eventually help sustain the development of the sector.

3.10 From the perspective of business operation, beauty care treatments with an application of advanced technology/ hi-tech cosmetology¹ will imply higher amount in consumption than the traditional service while it normally requires a shorter treatment time. This can fit the situations of Hong Kong where there are high operating costs in business. Employers are not only required to invest on these advanced devices/ equipment and products, they also need to provide sufficient training to equip their staff. Suitable training should be offered to enhance the skills/ knowledge as well as safety awareness of frontline staff, and also to those Beauty Consultants for them to provide professional consultation service and skin analyses. All of these can safeguard customers' rights, build up the confidence of consumer, and eventually enhance the professional image of the industry.

3.11 For traditional types of beauty care services, there was an increasing demand of health and wellness related services from the public. Massage therapy and health services had become popular in recent years. To attract different kinds of customers, both beauty chain-groups and stand-alone beauty care centres would normally provide both traditional beauty care services and massage therapy and health related treatments. Such kind of services required a longer treatment duration and at a competitive charge level, thus a large volume of sales would be required to sustain their businesses. Relevant training support arrangements should be considered to cater for the manpower needs.

3.12 The latest business development of the nail sector was within the expectation of the Training Board. The overall number of nail salons decreased as a result of the drop of small-sized nail salons. On the contrary, the number of medium-sized salons had increased. In terms of the number of technical employees working in the sector, the manpower situation remained stable. There was still a significant number of nail artists/ therapists working on a freelance basis which had reflected that there was still a steady demand for nail services. The Training Board believed that nail services would become more popular and suggested that training institutions should provide different kinds of nail training such as nail arts, 3D painting and nail airbrushing techniques.

3.13 With the increasing aging population in Hong Kong, there might be a growing demand of manicure and pedicure services. Practitioners should also upgrade their professional knowledge in the physical setting of nail salons, safety and hygiene, fingernail/ toenail abnormalities and lesions as well as correction techniques of nail shapes. Practitioners equipped with the comprehensive professional skills and knowledge would be able to steer for the further development of the industry.

¹ Hi-tech cosmetology: refers to beauty care or body care treatment procedures by applying high-ended technological device/equipment. There was also known as 'medical cosmetology or scientific cosmetology'.

3.14 The persistent high wastage rate in the hairdressing sector had affected its sustainable development. On the other hand, Government's provision of 12 years' free education might defer young people to join the sector for employment. Besides, apart from the mechanism of traditional education, there existed different options of training opportunities available for the youngsters. After attaining a higher qualification/ education, the hairdressing sector with comparatively obnoxious working nature might not be appealing to them.

3.15 Due to the high rental cost and manpower shortage, there was an increasing number of salons providing solely hair-cut service in the market in recent years. This type of salons were normally operated in a very small scale and under franchised arrangement, including the adoption of a standardised procedures and offer of speedy hair-cut service. On the one hand, it would minimise the operating cost and maintain a stable customer base. On the other hand, it could help the sector to retain manpower.

3.16 In line with the sustainable developments of online platform, there was a trend for industry to adopt different strategies to work/ cooperate with digital media counterparts to further promote their products and services. For instances, a cross-over partnership with well-known bloggers, famous make-up artists and web-writers for product promotions in recent years. A launch of respective mobile apps as well as O2O² services would also facilitate the customers to order different types of services in beauty, hairdressing as well as nail sectors via online platform. Even though such O2O spending mode might not be popular at the moment in Hong Kong, it would provide an alternative channel for the industry to attract customers.

3.17 The Training Board noted that there was an increasing number of industry practitioners such as bridal/ stage make-up artists as well as hairdressers who worked on self-employment or in partnership at different premises in recent years. Although the existing sampling method may not be able to capture these manpower figures, the Training Board observed the obvious increase and considered this mode of working arrangement might be able to provide a good reference for the younger generation to start up their own business. Relevant trade unions and associations may wish to approach these practitioners proactively to explore their training needs and possible areas for improvements so as to help them identify a career ladder for their development.

3.18 Regarding the wastage problem in the industry, the Training Board observed that no major improvement had been made in the situation at the frontline technical working level over the years. The cause of which was not only due to the unattractive job nature and remuneration packages, but was also attributed to the limited manpower and resources of most small and medium sized companies and for their employees, which resulted in the

² O2O, Online to Offline (commonly abbreviated to O2O), is used in digital marketing to describe systems enticing consumers within a digital environment to make purchases of goods or services from physical businesses. (source: Wikipedia)

wastage of manpower. Their organisation structure was simple and might not be able to provide sufficient training opportunities and clear career progression pathway for their employees. With the development of the Qualifications Framework [QF], a number of competency-based QF recognised programmes in beauty care and hairdressing are now available and the “Recognition of Prior Learning” mechanism is also supported by trade associations. Closer interaction between employers and training institutions is desirable. Employers should consider to put more resources in staff training and explore collaborations with training providers for programme/ curriculum design so that to encourage their staff to equip themselves with relevant knowledge and expertise. For frontline staff, it can foster their knowledge of quality service and its professionalism gradually, and help establish a positive image of the industry. For middle/ supervisory staff, they are encouraged to update their knowledge in supervisory skills, business practices, marketing and promotion and business operations, etc, eventually it facilitates them to move up further on their career developments.

3.19 Although the Hong Kong Government has put in a variety of resources on vocational education and training in recent years, the provision of training services are mainly provided by charity organisations, non-profit making organisations, public bodies and other academic institutions etc. Nevertheless, it is found that the number of small and medium sized training institutions and part time beauty care instructors were increasing in the training market, this might possibly be driven by an increasing concern of professionalism from the industry and consumers. As compared with the results in the 2014 manpower survey, the number of part-time instructors had increased whereas full-time instructors had decreased. It is recommended that more training should be provided for instructors for to the healthy development of the industry.

3.20 As a whole, the Training Board believes that practitioners can upgrade themselves through professional training and rigorous assessment. In the long run, to cope with the development of the QF, a licensing system or professional credit accumulation mechanism could further improve the professional service, enhance the standards of services and raise the income level of practitioners. From a macro perspective, better career prospects and increasing social recognition would in turn attract new generation to join the industry, thus achieving a win-win situation of the industry.

C. Survey Findings

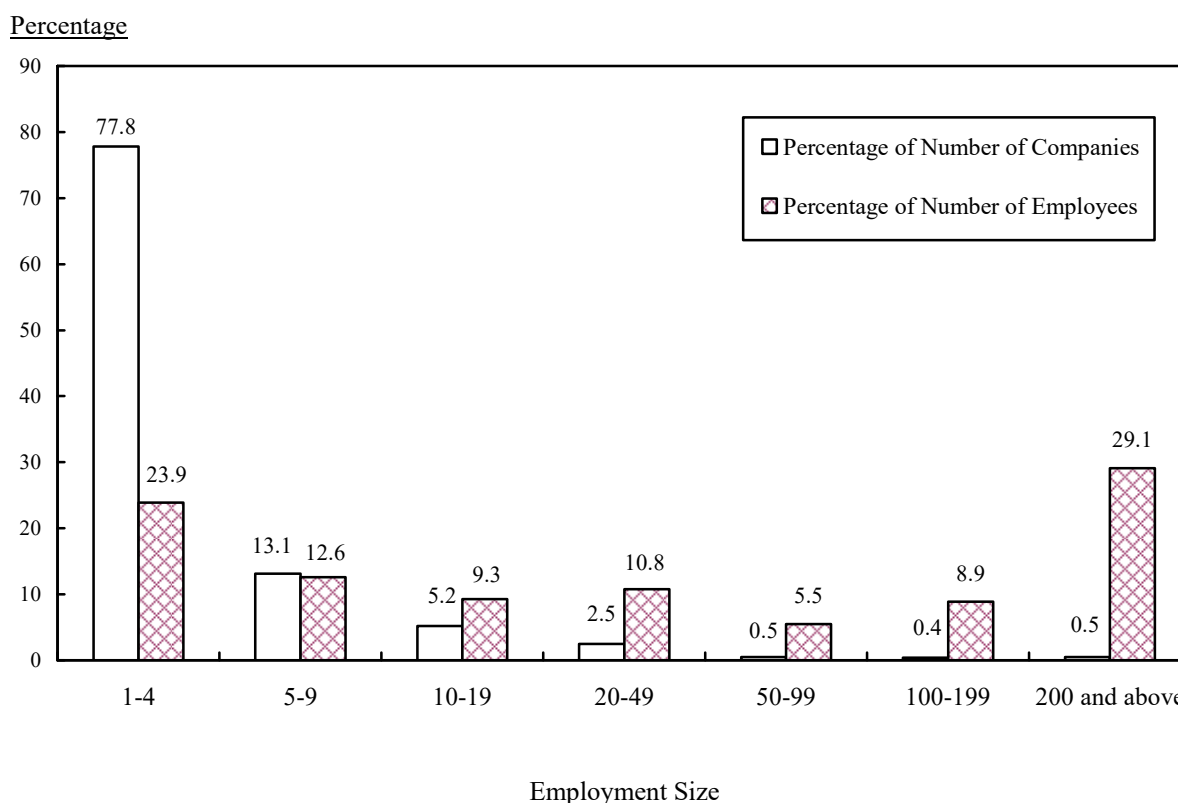
3.21 Same sampling plan based 2014 survey was adopted by the C&SD with reference to the list of companies registered. Data were collected to enhance the accuracy of projection of the long-term manpower needs. After reviewing the survey findings, the Training Board considers that the survey findings can reflect the overall manpower situation of the industry during the survey period.

Manpower Structure and Growth

3.22 At the time of the survey, the report revealed that a total of 54 519 technical employees (including Direct Employees, Freelancers and Part-time Employees) were engaged in the industry as at January 2016. Among these six sectors, Beauty Centre had the largest number of employees, followed by Hairdressing Salon, Cosmetic Product Company – Retail, Cosmetic Product Company – WIE, Nail Salon and School.

3.23 Compared with the findings in 2014, the number of Freelancers and Part-time Employees decreased by 168 (-6.3%) and 1 089 (-30.6%) respectively. The manpower structure of the industry is given in **Figure 1**, which shows the distribution of Direct Employees by company and employment size. Detailed statistics are given in **Table 9** and **Table 10** at **Section V**.

Figure 1: Distribution of Direct Employees by Company and Employment Size



3.24 The survey revealed that the majority of companies in the industry were found as small-scaled companies which had less than 10 employees, similar situation when compared with 2014. Similar to the manpower distribution in 2014, 90.9% of the companies employed 1 to 9 employees, accounting for 36.5% of the total workforce. On the other hand, companies with employment size of 50 to 99 workers declined from 8.5% in 2014 to 5.5%, while those with employment size of 100 or above increased from 34.6% to 38%, this shows that there was a shift of employees working from middle-sized to large enterprises. Beauty Centre and Cosmetic Product Company – Retail were the two main sectors with large employment size.

Number of Vacancy

3.25 The overall vacancy rate of the total number employed in the industry was about 6.1%, a slightly drop from 6.6% in 2014. Manpower shortage was found the most acute in Beauty Centre, with 791 vacancies for the posts of Beautician, 652 vacancies for of the posts of Hairdressing Assistants in the Hairdressing Salon. Benefitted by positive economic growth and an implementation of the Statutory Minimum Wage, it is anticipated that young employees may consider to have jobs in other industries. Meanwhile, Government's provision of different education initiatives and different options of training opportunities available for youngsters will defer them to join the sector for employment, which caused manpower shortages in service industries in recent years.

Staff Turnover and Wastage

3.26 As shown by findings in the preceding Section, a total of 9 372 workers had left the industry during the survey period, and 4 923 were new recruits that possessed relevant working experience. The overall manpower wastage rate was 7.7% (4 449), higher than the 6% (3 431) in 2014. A breakdown by sector shows the highest wastage was found in the Hairdressing Salon (13.2% or 2 122), Beauty Centre (7.5% or 1 674). 653 workers had also left in the remaining sectors.

Employers' Forecast of Manpower Demand by January 2017

3.27 Employers forecasted that the industry would have a total of 52 822 posts (excluding Freelancers and Part-time Employees) by January 2017, an approximate 0.1% increase over 2016. Employers from all sectors had taken a cautious approach for manpower recruitment because of highly operational costs and manpower shortages in the

service industries. Significant change in manpower demand for 2017 is anticipated to the following principal jobs:

	Increase/ Decrease in Number of Posts
(i) Beautician	+27
(ii) Senior Hair Stylist	+20
(iii) Beauty Adviser (Counter)	+17
(iv) Hairdressing Assistant	-13

Manpower Projection in the next 5 years

3.28 Having considered the various factors, the Training Board adopted the “Adaptive Filtering Method” [AFM] to project the average annual growth in manpower from 2016 to 2021. Historical data were weighted through computer analysis, and heavier weighting was given to the more recent data. By adjusting the weighing factor (A = 0 to 1), appropriate values were selected to generate the projections. Factors like market trends, technological developments and the economic situation that might affect the manpower demand of the industry were also duly considered. The average annual additional training requirement for the industry is projected in Table 1 below.

**Table 1: Average Annual Additional Training Requirement
by Sector in 2016-2021**

Sector	Wastage Rate in 2016	Average Annual Growth	Annual Additional Training Requirement
1. School	3.3%	-3.8%	-2
2. Beauty Centre	7.5%	1.3%	2 067
3. Hairdressing Salon	13.2%	-2.9%	1 533
4. Cosmetic Product Company – WIE	3.8%	1.7%	261
5. Cosmetic Product Company - Retail	3.6%	0.8%	648
6. Nail Salon	0.6%	-6.1%	-59
Total:			4 448

3.29 **Table 1** shows that a majority of additional manpower training requirements would come from Hairdressing Salon/ Beauty Salon in the next 5 years. It is noted that in the manpower demand in Beauty Centre, Cosmetic Product Company – Retail has slowed down, and negative growth in manpower demand in the nail sector was found. It is necessary to pay attention of the wastage rate (13.2%) in the hairdressing salon. This sector has still faced a lack of new blood and high wastage rate. Such serious manpower shortage cannot fully solved given that training resource has been provided.

3.30 To encourage young people to stay in the industry for long term development, the industry should examine a clear training system, career pathway, changes in business operations or training arrangement and upgrading the professional image of the industry. Such initiatives can help attract more young people to join the sector and facilitate for career development, eventually it can solve the problem of manpower shortage of the industry.

Preferred and Actual Education and Vocational Qualifications of Employees

3.31 With an implementation of the new academic system, the preferred education level of employees and their actual education attainment have been raised. The survey revealed that 73.8% of employees have received junior secondary education and/ or above, with a majority (67.2%) of them completing senior secondary education. This was similar to the situation in 2014 and also close to employers' expectation of the education level of employees.

3.32 Apart from mainstream education, employers tended to hire employees who have obtained vocational training qualifications. Up to now, it is found that 79.6% of employees at Tradesman/ Semi-skilled level already possessed different vocational certificates qualifications, in which mainly were international professional/ recognised qualifications (43.6%).

3.33 In conclusion, employers preferred employees to possess certificates of international professional/ recognised training courses (38.9%), certificates of trade tests issued by the VTC (26.7%) and certificates of Skills Upgrading Scheme/ Employees Retraining Board (21.9%). Most of them (58%) preferred employees at Tradesman/ Semi-skilled level to possess relevant certificates of vocational qualifications. This shows that the above vocational qualifications are highly recognised by the industry and there is a growing importance for employees at Tradesman/ Semi-skilled levels to possess such qualifications.

Preferred and Actual Level of Working Experience

3.34 Apart from education level, years of working experience of employees is also an essential factor for employers to consider. Having taking into account of increasing salary costs, employers preferred to recruit employees with relevant working experiences in order to lower the operating cost of provision of in-house training. More employers believed that employees should have with 1 to 3 years of working experiences, followed by 3 to 6 years.

3.35 The Training Board observed that there was an increase of 1 585 employees with 1 to 3 years of working experiences in 2016 when compared with those in 2014. This reflects that even the Statutory Minimum Wage was implemented, the development of the industry (especially in the beauty care and retail service sectors) has been blooming over the past two years and would have certain interests for retaining new entrants. On the other hand, the Statutory Minimum Wage also pushed up the salary levels of all employees. For those experienced workers, such increase in salaries had prompted them to stay in the industry.

Skills Training for Employees

3.36 Similar to the manpower situation in 2014, with regard to the rapid development of Tourism industry over the past two years and continuous high consumers' expectations of quality of services, most of the employers considered that all staff (including frontline technical staff and managerial staff levels) should enhance in the following skills areas: Customer Services, Sales & Marketing, Complaints Handling, Spoken English and Putonghua, so as to continue improving the overall quality of services in the Beauty Care, Hairdressing and Cosmetics industry. Besides, employers also expected that middle to senior management level of staff should enrich the management skills in quality service.

Recruitment Difficulties

3.37 As shown in the last Section, out of the 2 236 companies conducting recruitment exercises during the survey period, 1 778 (79.5%) reported that they encountered recruitment difficulties. The situation was most acute for recruitment of Tradesman/ Semi-skilled level workers to fill the frontline/ entry level posts.

3.38 Analysed by sector, the problem was most severe in Beauty Centre and Hairdressing Salon, with 20% of the employers reporting such cases. Many Hairdressing Salons attributed the problem mainly to the "Lack of candidates with relevant experiences" and the "Relative hardship of the job". Among all sectors of the industry, Hairdressing Salon employers considered the implementation of Statutory Minimum Wage a relatively important factor in causing recruitment difficulties.

3.39 For Beauty Centre, the problem was mainly attributed to “High expectation on working conditions/ remuneration package from candidates”, followed by “Lack of candidates with relevant experiences”. As training for beauty care services lasts relatively long, and sound professional knowledge and skills, good customer services and sales techniques are required, practitioners with relevant qualifications and experience will expect better pay packages.

3.40 Recommendations to meet manpower training requirements and suggestions of various sectors of the Beauty Care, Hairdressing and Cosmetics Industry are presented in the following Section.

Section IV

Recommendations

A. Additional Training Requirements

4.1 In addition to the forecast of manpower demand, the wastage rate had also to be taken into account. Based on these factors, the projected average annual additional training requirement for the Beauty Care, Hairdressing and Cosmetics Industry is shown as follows:

Sector	Total Manpower in 2016*	Average Manpower Growth Per Year (%)	Annual Additional Training Requirement
1. School	329	-3.8%	-2
2. Beauty Centre	22 357	1.3%	2 067
3. Hairdressing Salon	16 090	-2.9%	1 533
4. Cosmetic Product Company–WIE	6 067	1.7%	261
5. Cosmetic Product Company – Retail	11 386	0.8%	648
6. Nail Salon	1 244	-6.1%	-59
Total:			4 448

* Including Direct Employees, Freelancers, Part-time Employees and Vacancies

4.2 For the additional training requirement (4 447 employees), most of them were found in the Beauty Centre, Hairdressing Salon and Cosmetic Product Company – Retail. Its distribution was similar to the situation in 2014. In the long run, the industry needs to pay attention to a decline in number of employees in some principal jobs and provides the quality training programmes for new entrants so as to attract these new recruits and retain talents. As the above additional training requirement serves as reference only, when considering the allocation of training resources, the industry should be taken into account of the actual manpower situation and the latest development of the industry.

B. Recommendations

4.3 In view of survey findings and the latest industry development as a whole, the Training Board has the following recommendations on manpower development:

I. For employers and employees:

4.4 The launching of the Specification of Competency Standards [SCS] and the mechanism of RPL in hairdressing and beauty care industry under the QF have been highly recognised by trade associations. QF recognised programmes have also been extensively offered in the market. In accordance with competencies and job requirements of employees, employers should encourage their employees to pursue continuing education and training under the progression ladder from the QF, so as to enhance its professional and generic skills through vocational assessments.

4.5 Apart from skill upgrading of respective vocational knowledge and skills, employers should also encourage their employees to continue receive training in generic aspects such as Customer Services, Sales and Marketing, Complaints Handling and Stores Operations, etc. This helps equip employees to stay competitive and widen their scopes for career development and advancements.

4.6 Senior employees in the companies can be nurtured as a cornerstone for business expansions, more related training courses in management skills and quality management aspect should be provided for them so as to enhance their knowledge in business and management. This can enable them to have a better understanding of business operations and in return enhance their capability in this area.

4.7 It is also necessary to pay attention to the young people who start up their own businesses or incline to work at freelance, i.e. develop online business in wholesale and retail sectors and freelanced make-up artists and hair stylists respectively. The Training Board recommends that they should actively upgrade themselves not only by enhancing technical knowledge and skills, but also enriching knowledge in business start-up and operations (including e-commerce, Internet of Things [IoT], and share of best practices, etc). Besides, they should build up their career path by participating in different industry activities and collaborating with other sectors.

II. For training institutions:

4.8 From pre-employment's perspective, in order to attract more youngsters joining the

industry, training institutions could consider develop some industry-related pre-employment training programmes. Apart from covering fundamental theoretical knowledge and practical skills, it is considered more necessary to include the latest industry information and direction of personal career development so as to motivate their desire for employment.

4.9 To widen the horizon of young people, training institutions may explore possible collaborations with local and overseas vocational education and training institutions or industry partners so as to encourage young people to gain more international experiences and broaden their exposure through industrial attachments, exchanges and visits. Through these activities, it can eventually bring in more reference information to the Hong Kong industry.

4.10 Training institutions can also provide various training programmes, including business start-up/ marketing and sales strategies, Trade Descriptions Ordinance, personal management, e-commerce (e.g. application of IoT and social media) as well as franchising and branding to those young people who are self-employed and/or young entrepreneurs.

4.11 Training institutions can develop different levels of competency-based professional programmes, so as to provide employees with a clear articulation pathway for further study according to the different scopes of professional service and QF levels.

4.12 From the perspective of train-the trainers, the survey revealed that there was an increasing number of training schools in 2016. In this connection, it is necessary to nurture more teaching staff. Apart from providing programmes in training and supervisory skills, training institutions should also include new elements by incorporating possible new skills or the latest technology of the industry into the curriculum, so that teaching staff could master the up-to-date knowledge and skill in their teaching.

4.13 Besides, with a higher expectation of customers in the quality of services and the popularity of high-technology and its products in recent years, training institutions should consider collaborate with industry partners to provide tailor-made training programmes relating to these advanced technologies. In addition, the training providers can collaborate with device suppliers/ product suppliers or overseas accreditation and training partners to offer recognised training programmes for meeting industry needs as well as providing training recognised by employers.

III. For the industry:

4.14 The industry should actively consider co-operate with training institutions by offering different internship or visit opportunities in the pre-employment training so that those who are interested to join the industry can have a better understanding of the latest development in the industry during the training period. Such initiatives will facilitate them to prepare themselves for joining the industry, and at the same time to retain talent with a view to cater for the market needs.

4.15 Trade unions and associations, in collaboration with different organisations (i.e. welfare organisations, youth associations, secondary schools or tertiary education institutions, etc.), should organise career talks and seminars to the public, including young people, parents and teachers, so that they can have a better understanding of the latest industry development, career prospects and promotion pathways with a view to encourage new entrants.

4.16 The industry should encourage more young people to participate in local and/or overseas skills competitions for exchange of skills with young people of other countries so as to enhance their professional skills standard.

IV. For Government and relevant departments:

4.17 With the launch of the QF and the RPL mechanism, relevant departments can base on the academic and vocational qualifications and different scope of works, explore further the setting up of an industry recognised mechanism of continuous professional development.

4.18 To encourage the industry to contribute and put efforts in organising industrial promotion events such as skills competitions or demonstrations, career expos, etc., relevant parties can consider to provide suitable venues or sponsorship. Through these activities, it can raise the public awareness and enhance industry's image to the public and young people, in particular, to attract them to join the industry.

4.19 Regarding the aspect of 'Current Life Planning Education and Career Guidance', it is considered necessary to continue strengthening partnership/collaborations among schools

and industry by organising different kinds of campus and outreaching activities. In order to provide young people with more diversified experiences in career exploration and the latest market information, practical workshops, industry talks, skill demonstration, workplace experiences and job shadowing activities can be organised. These will help secondary schools students to have a better understanding of the industry and its interests. Different sharing sessions targeting for students, school social workers, teachers and parents, can also be organised to provide them an overview of the industry development and career planning.

C. Future Surveys

4.20 The Training Board recommends that the manpower survey will be conducted regularly to collect the relevant latest information of the Beauty Care, Hairdressing and Cosmetics Industry for projecting manpower situation and formulating relevant policies/strategies.

Section V

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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							
111 Director / Principal (School)	14	0	0	14	0	14	0.0%
211 Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	25	1	3	29	0	29	0.1%
411 Tutor / Instructor - Beauty Care	86	1	120	207	2	209	0.4%
412 Tutor / Instructor - Hairdressing	17	0	17	34	0	34	0.1%
414 Assistant Tutor / Instructor - Hairdressing	1	0	0	1	0	1	0.0%
711 Administrative Staff	35	0	0	35	0	35	0.1%
712 Receptionist	10	0	0	10	0	10	0.0%
Sub-total	188	2	140	330	2	332	0.6%
2. Make-up & Nail School							
121 Director / Principal (School)	4	0	0	4	0	4	0.0%
221 Senior Tutor / Senior Instructor - Make-up and Nail	10	2	5	17	0	17	0.0%
421 Tutor / Instructor – Make-up	35	3	29	67	0	67	0.1%
422 Tutor / Instructor - Nail	7	1	6	14	0	14	0.0%
423 Assistant Tutor / Instructor - Make-up	7	0	0	7	0	7	0.0%
721 Administrative Staff	5	0	3	8	0	8	0.0%
722 Receptionist	5	0	0	5	0	5	0.0%
Sub-total	73	6	43	122	0	122	0.2%
3. Beauty Centre / Health Centre & Spa							
131 Director / General Manager	200	0	0	200	0	200	0.3%
132 Chief Shop Manager / Operation Manager	968	0	6	974	7	981	1.7%
133 Brand/Sales/Marketing Director / Manager	187	0	0	187	4	191	0.3%
331 Sales / Marketing Officer	274	0	0	274	0	274	0.5%
431 Senior Beautician	1,016	0	0	1,016	39	1 055	1.8%
432 Senior Make-up Artist	69	0	0	69	37	106	0.2%
433 Slimming Consultant	187	0	0	187	41	228	0.4%
531 Beautician	10,760	571	323	11,654	791	12 445	21.6%
532 Assistant to Medical Practitioner (Beauty Care)	81	0	0	81	0	81	0.1%
533 Make-up Artist	325	31	22	378	50	428	0.7%
534 Body Therapist	1,609	87	100	1,796	45	1 841	3.2%
535 Manicurist / Pedicurist	131	1	24	156	7	163	0.3%
536 Nail Artist	97	0	0	97	0	97	0.2%
537 Slimming Therapist	628	0	25	653	111	764	1.3%
538 Beauty Consultant	1,154	0	0	1,154	70	1 224	2.1%
631 Beauty Assistant	206	0	11	217	0	217	0.4%
731 Marketing Assistant	28	0	38	66	4	70	0.1%
732 Promoter	119	0	7	126	13	139	0.2%
733 Administrative Staff	797	0	120	917	4	921	1.6%
734 Receptionist	1,101	0	94	1,195	52	1 247	2.2%
831 Medical Personnel	184	4	0	188	0	188	0.3%
Sub-total	20,121	694	770	21,585	1,275	22,860	39.6%

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							
141 Director / General Manager	24	0	0	24	0	24	0.0%
142 Chief Shop Manager / Operation Manager	99	0	4	103	0	103	0.2%
241 Art Director	62	0	0	62	0	62	0.1%
242 Technical Director	7	0	0	7	0	7	0.0%
441 Senior Hair Stylist	402	33	8	443	10	453	0.8%
541 Hair Stylist	7,795	1,386	219	9,400	437	9,837	16.0%
542 Technician (perm and color)	188	39	25	252	20	272	0.4%
543 Manicurist / Pedicurist	89	46	0	135	18	153	0.3%
544 Nail Artist	18	1	0	19	0	19	0.0%
641 Hairdressing Assistant	3,052	83	690	3,825	652	4,477	7.8%
741 Administrative Staff	108	0	1	109	0	109	0.2%
742 Receptionist	429	0	26	455	20	475	0.8%
Sub-total	12,273	1,588	973	14,834	1,157	15,991	27.7%
5. Cosmetic Product Company - Wholesale, Import & Export							
151 Director / General Manager	237	0	0	237	0	237	0.4%
152 Brand / Sales / Marketing Director/ Manager	519	0	0	519	0	519	1.0%
351 Product / Technical Manager	119	0	40	159	0	159	0.3%
352 Sales / Marketing Officer	1,157	0	0	1,157	52	1,209	2.3%
353 Trainer	44	0	0	44	22	66	0.1%
451 Technical Adviser	85	0	15	100	15	115	0.2%
452 Sales Representative	1,623	0	107	1,730	129	1,859	3.2%
751 Marketing Assistant	110	0	16	126	0	126	0.2%
752 Promoter	560	0	0	560	0	560	1.0%
753 Administrative Staff	650	0	10	660	4	664	1.2%
754 Receptionist	72	0	0	72	0	72	0.1%
Sub-total	5,176	0	188	5,364	222	5,586	9.7%
6. Cosmetic Product Company - Retail							
161 Director / General Manager	60	0	0	60	0	60	0.1%
162 Corporate & Brand Image Sales Director / Manager	38	0	0	38	0	38	0.1%
163 Chief Shop Manager / Operation Manager	117	0	0	117	1	118	0.2%
361 Marketing Manager	150	0	0	150	0	150	0.3%
362 Product / Technical Manager	62	0	0	62	1	63	0.1%
363 Sales / Marketing Officer	498	0	0	498	0	498	0.9%
364 Trainer	77	0	0	77	1	78	0.1%
365 Buying Officer	98	0	0	98	1	99	0.2%
366 Shop Manager / Supervisor	1,308	0	0	1,308	25	1,333	2.3%
461 Technical Adviser	39	0	0	39	2	41	0.1%
561 Beauty Adviser (Counter)	6,990	0	224	7,214	365	7,579	14.0%
562 Hair Care Advisor	326	0	4	330	40	370	0.7%
563 Make-up Artist	37	0	0	37	0	37	0.1%
761 Marketing Assistant	37	0	0	37	9	46	0.1%
762 Promoter	466	0	118	584	24	608	1.1%
763 Administrative Staff	408	0	0	408	0	408	0.8%

Table 1(a) (Cont'd)

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 (%)
764 Receptionist	107	0	2	109	0	109	0.2%
Sub-total	10,818	0	348	11,166	469	11,635	20.2%
7. Nail Salon							
171 Director / General Manager	6	0	0	6	0	6	0.0%
172 Chief Shop Manager / Operation Manager	27	0	0	27	0	27	0.0%
471 Nail Consultant (Fingernail / Toenail)	22	0	0	22	0	22	0.0%
571 Manicurist / Pedicurist	185	0	0	185	0	185	0.3%
572 Nail Artist	621	208	13	842	89	931	1.4%
574 Junior Nail Technician (Fingernail / Toenail)	22	0	0	22	0	22	0.0%
771 Administrative Staff	8	0	0	8	0	8	0.0%
772 Receptionist	4	2	0	6	0	6	0.0%
Sub-total	895	210	13	1,118	89	1,207	2.1%
Total	49,544	2,500	2,475	54,519	3,214	57,733	100.0%

Table 1(b): Direct Employees, Vacancies, Trainees and Employers' Forecast for 2017 by Sector

Principal Jobs in the Industry	Direct Employees (a)	Vacancies (b)	Total Manpower Demand (a - b)	Trainees (c)	Employers' Forecast for 2017 (d)	Comparison of 2017 and 2016	Comparison of 2017 and 2016 (%)
1. Beauty & Hairdressing School							
111 Director / Principal (School)	14	0	14	0	14	0	0.0%
211 Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	25	0	25	0	26	1	4.0%
411 Tutor / Instructor - Beauty Care	86	2	88	0	88	0	0.0%
412 Tutor / Instructor - Hairdressing	17	0	17	0	17	0	0.0%
414 Assistant Tutor / Instructor - Hairdressing	1	0	1	0	1	0	0.0%
711 Administrative Staff	35	0	35	0	35	0	0.0%
712 Receptionist	10	0	10	0	10	0	0.0%
Sub-total	188	2	190	0	191	1	0.5%
2. Make-up & Nail School							
121 Director / Principal (School)	4	0	4	0	4	0	0.0%
221 Senior Tutor / Senior Instructor - Make-up and Nail	10	0	10	0	10	0	0.0%
421 Tutor / Instructor – Make-up	35	0	35	0	35	0	0.0%
422 Tutor / Instructor - Nail	7	0	7	0	7	0	0.0%
423 Assistant Tutor / Instructor - Make-up	7	0	7	0	7	0	0.0%
721 Administrative Staff	5	0	5	0	5	0	0.0%
722 Receptionist	5	0	5	0	5	0	0.0%
Sub-total	73	0	73	0	73	0	0.0%
3. Beauty Centre / Health Centre & Spa							
131 Director / General Manager	200	0	200	0	200	0	0.0%
132 Chief Shop Manager / Operation Manager	968	7	975	0	975	0	0.0%
133 Brand/Sales/Marketing Director / Manager	187	4	191	0	191	0	0.0%
331 Sales / Marketing Officer	274	0	274	0	274	0	0.0%
431 Senior Beautician	1,016	39	1,055	0	1,055	0	0.0%
432 Senior Make-up Artist	69	37	106	0	106	0	0.0%
433 Slimming Consultant	187	41	228	0	224	-4	-1.8%
531 Beautician	10,760	791	11,551	68	11,578	27	0.2%
532 Assistant to Medical Practitioner (Beauty Care)	81	0	81	0	86	5	6.2%
533 Make-up Artist	325	50	375	0	375	0	0.0%
534 Body Therapist	1,609	45	1,654	2	1,651	-3	-0.2%
535 Manicurist / Pedicurist	131	7	138	0	138	0	0.0%
536 Nail Artist	97	0	97	0	97	0	0.0%
537 Slimming Therapist	628	111	739	0	739	0	0.0%
538 Beauty Consultant	1,154	70	1,224	1	1,224	0	0.0%
631 Beauty Assistant	206	0	206	0	206	0	0.0%
731 Marketing Assistant	28	4	32	0	32	0	0.0%
732 Promoter	119	13	132	0	132	0	0.0%
733 Administrative Staff	797	4	801	0	801	0	0.0%
734 Receptionist	1,101	52	1,153	5	1,153	0	0.0%
831 Medical Personnel	184	0	184	0	184	0	0.0%
Sub-total	20,121	1,275	21,396	76	21,421	25	0.1%

Principal Jobs in the Industry	Direct Employees (a)	Vacancies (b)	Total Manpower Demand (a - b)	Trainees (c)	Employers' Forecast for 2017 (d)	Comparison of 2017 and 2016	Comparison of 2017 and 2016 (%)
4. Hairdressing Salon							
141 Director / General Manager	24	0	24	0	24	0	0.0%
142 Chief Shop Manager / Operation Manager	99	0	99	0	99	0	0.0%
241 Art Director	62	0	62	0	62	0	0.0%
242 Technical Director	7	0	7	0	7	0	N/A
441 Senior Hair Stylist	402	10	412	0	432	20	4.9%
541 Hair Stylist	7,795	437	8,232	69	8,228	-4	0.0%
542 Technician (perm and color)	188	20	208	0	207	-1	-0.5%
543 Manicurist / Pedicurist	89	18	107	0	107	0	0.0%
544 Nail Artist	18	0	18	0	18	0	0.0%
641 Hairdressing Assistant	3,052	652	3,704	0	3,691	-13	-0.4%
741 Administrative Staff	108	0	108	0	108	0	0.0%
742 Receptionist	429	20	449	0	449	0	0.0%
Sub-total	12,273	1,157	13,430	69	13,432	2	0.0%
5. Cosmetic Product Company - Wholesale, Import & Export							
151 Director / General Manager	237	0	237	0	233	-4	-1.7%
152 Brand / Sales / Marketing Director/ Manager	519	0	519	0	519	0	0.0%
351 Product / Technical Manager	119	0	119	0	121	2	1.7%
352 Sales / Marketing Officer	1,157	52	1,209	0	1,211	2	0.2%
353 Trainer	44	22	66	0	66	0	0.0%
451 Technical Adviser	85	15	100	0	100	0	0.0%
452 Sales Representative	1,623	129	1,752	5	1,757	5	0.3%
751 Marketing Assistant	110	0	110	0	110	0	0.0%
752 Promoter	560	0	560	0	560	0	0.0%
753 Administrative Staff	650	4	654	0	654	0	0.0%
754 Receptionist	72	0	72	0	72	0	0.0%
Sub-total	5,176	222	5,398	5	5,403	5	0.1%
6. Cosmetic Product Company - Retail							
161 Director / General Manager	60	0	60	0	60	0	0.0%
162 Corporate & Brand Image Sales Director / Manager	38	0	38	0	38	0	0.0%
163 Chief Shop Manager / Operation Manager	117	1	118	0	118	0	0.0%
361 Marketing Manager	150	0	150	0	150	0	0.0%
362 Product / Technical Manager	62	1	63	0	63	0	0.0%
363 Sales / Marketing Officer	498	0	498	0	498	0	0.0%
364 Trainer	77	1	78	0	78	0	0.0%
365 Buying Officer	98	1	99	0	99	0	0.0%
366 Shop Manager / Supervisor	1,308	25	1,333	6	1,339	6	0.5%
461 Technical Adviser	39	2	41	0	41	0	0.0%
561 Beauty Adviser (Counter)	6,990	365	7,355	216	7,372	17	0.2%
562 Hair Care Advisor	326	40	366	0	366	0	0.0%
563 Make-up Artist	37	0	37	0	37	0	0.0%
761 Marketing Assistant	37	9	46	0	46	0	0.0%
762 Promoter	466	24	490	0	491	1	0.2%
763 Administrative Staff	408	0	408	0	413	5	1.2%
764 Receptionist	107	0	107	0	107	0	0.0%
Sub-total	10,818	469	11,287	222	11,316	29	0.3%

Table 1(b) (Cont'd)

Principal Jobs in the Industry	Direct Employees (a)	Vacancies (b)	Total Manpower Demand (a - b)	Trainees (c)	Employers' Forecast for 2017 (d)	Comparison of 2017 and 2016	Comparison of 2017 and 2016 (%)
7. Nail Salon							
171 Director / General Manager	6	0	6	0	6	0	0.0%
172 Chief Shop Manager / Operation Manager	27	0	27	0	27	0	0.0%
471 Nail Consultant (Fingernail / Toenail)	22	0	22	0	22	0	0.0%
571 Manicurist / Pedicurist	185	0	185	0	185	0	0.0%
572 Nail Artist	621	89	710	10	712	2	0.3%
574 Junior Nail Technician (Fingernail / Toenail)	22	0	22	0	22	0	0.0%
771 Administrative Staff	8	0	8	0	8	0	0.0%
772 Receptionist	4	0	4	0	4	0	0.0%
Sub-total	895	89	984	10	986	2	0.2%
Total	49,544	3,214	52,758	382	52,822	64	0.1%

Table 2: Comparison of Direct Employees, Freelancers and Part-time Employees in 2014 and 2016 by Sector

Principal Jobs in the Industry	2014	2016	Comparison of 2014 and 2016	2014	2016	Comparison of 2014 and 2016	2014	2016	Comparison of 2014 and 2016
	Direct Employees			Freelancers			Part-time Employees		
1. Beauty & Hairdressing School									
111 Director / Principal (School)	21	14	-7	0	0	0	0	0	0
211 Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	20	25	5	0	1	1	6	3	-3
411 Tutor / Instructor - Beauty Care	130	86	-44	10	1	-9	41	120	79
412 Tutor / Instructor - Hairdressing	25	17	-8	13	0	-13	31	17	-14
413 Assistant Tutor / Instructor - Beauty Care	2	0	-2	0	0	0	0	0	0
414 Assistant Tutor / Instructor - Hairdressing	0	1	1	0	0	0	0	0	0
711 Administrative Staff	32	35	3	0	0	0	0	0	0
712 Receptionist	19	10	-9	0	0	0	0	0	0
Sub-total	249	188	-61	23	2	-21	78	140	62
2. Make-up & Nail School									
121 Director / Principal (School)	5	4	-1	0	0	0	0	0	0
221 Senior Tutor / Senior Instructor - Make-up and Nail	10	10	0	0	2	2	4	5	1
421 Tutor / Instructor – Make-up	32	35	3	27	3	-24	14	29	15
422 Tutor / Instructor - Nail	22	7	-15	5	1	-4	11	6	-5
423 Assistant Tutor / Instructor - Make-up	5	7	2	0	0	0	0	0	0
424 Assistant Tutor / Instructor - Nail	10	0	-10	0	0	0	0	0	0
721 Administrative Staff	11	5	-6	0	0	0	0	3	3
722 Receptionist	4	5	1	0	0	0	0	0	0
Sub-total	99	73	-26	32	6	-26	29	43	14
3. Beauty Centre / Health Centre & Spa									
131 Director / General Manager	149	200	51	0	0	0	0	0	0
132 Chief Shop Manager / Operation Manager	733	968	235	0	0	0	2	6	4
133 Brand/Sales/Marketing Director / Manager	155	187	32	0	0	0	0	0	0
331 Sales / Marketing Officer	219	274	55	0	0	0	0	0	0
431 Senior Beautician	1,211	1,016	-195	0	0	0	0	0	0
432 Senior Make-up Artist	57	69	12	0	0	0	0	0	0
433 Slimming Consultant	122	187	65	0	0	0	0	0	0
531 Beautician	10,122	10,760	638	281	571	290	727	323	-404
532 Assistant to Medical Practitioner (Beauty Care)	68	81	13	0	0	0	4	0	-4
533 Make-up Artist	391	325	-66	74	31	-43	13	22	9
534 Body Therapist	1,432	1,609	177	145	87	-58	123	100	-23
535 Manicurist / Pedicurist	117	131	14	0	1	1	8	24	16
536 Nail Artist	117	97	-20	0	0	0	0	0	0
537 Slimming Therapist	610	628	18	10	0	-10	55	25	-30
538 Beauty Consultant	930	1,154	224	0	0	0	38	0	-38
631 Beauty Assistant	535	206	-329	37	0	-37	39	11	-28
731 Marketing Assistant	31	28	-3	0	0	0	1	38	37
732 Promoter	137	119	-18	0	0	0	32	7	-25
733 Administrative Staff	652	797	145	0	0	0	0	120	120
734 Receptionist	1,008	1,101	93	0	0	0	69	94	25
831 Medical Personnel	176	184	8	20	4	-16	3	0	-3
Sub-total	18,972	20,121	1149	567	694	127	1,114	770	-344

Principal Jobs in the Industry	2014	2016	Comparison of 2014 and 2016	2014	2016	Comparison of 2014 and 2016	2014	2016	Comparison of 2014 and 2016
	Direct Employees			Freelancers			Part-time Employees		
4. Hairdressing Salon									
141 Director / General Manager	28	24	-4	0	0	0	0	0	0
142 Chief Shop Manager / Operation Manager	58	99	41	0	0	0	0	4	4
241 Art Director	58	62	4	0	0	0	0	0	0
242 Technical Director	0	7	7	0	0	0	0	0	0
441 Senior Hair Stylist	524	402	-122	2	33	31	0	8	8
541 Hair Stylist	7,017	7,795	778	1,870	1,386	-484	295	219	-76
542 Technician (perm and color)	204	188	-16	12	39	27	9	25	16
543 Manicurist / Pedicurist	116	89	-27	26	46	20	11	0	-11
544 Nail Artist	21	18	-3	0	1	1	2	0	-2
641 Hairdressing Assistant	3,648	3,052	-596	110	83	-27	1,136	690	-446
741 Administrative Staff	90	108	18	0	0	0	0	1	1
742 Receptionist	532	429	-103	0	0	0	54	26	-28
Sub-total	12,296	12,273	-23	2,020	1,588	-432	1,507	973	-534
5. Cosmetic Product Company - Wholesale, Import & Export									
151 Director / General Manager	197	237	40	0	0	0	0	0	0
152 Brand / Sales / Marketing Director/ Manager	457	519	62	0	0	0	0	0	0
351 Product / Technical Manager	100	119	19	0	0	0	0	40	40
352 Sales / Marketing Officer	1,025	1,157	132	0	0	0	4	0	-4
353 Trainer	49	44	-5	0	0	0	0	0	0
451 Technical Adviser	91	85	-6	0	0	0	0	15	15
452 Sales Representative	1,280	1,623	343	26	0	-26	12	107	95
751 Marketing Assistant	131	110	-21	0	0	0	0	16	16
752 Promoter	694	560	-134	0	0	0	0	0	0
753 Administrative Staff	633	650	17	0	0	0	12	10	-2
754 Receptionist	83	72	-11	0	0	0	0	0	0
Sub-total	4,740	5,176	436	26	0	-26	28	188	160
6. Cosmetic Product Company - Retail									
161 Director / General Manager	49	60	11	0	0	0	0	0	0
162 Corporate & Brand Image Sales Director / Manager	50	38	-12	0	0	0	0	0	0
163 Chief Shop Manager / Operation Manager	134	117	-17	0	0	0	0	0	0
361 Marketing Manager	180	150	-30	0	0	0	0	0	0
362 Product / Technical Manager	42	62	20	0	0	0	0	0	0
363 Sales / Marketing Officer	383	498	115	0	0	0	78	0	-78
364 Trainer	102	77	-25	0	0	0	0	0	0
365 Buying Officer	119	98	-21	0	0	0	0	0	0
366 Shop Manager / Supervisor	1,356	1,308	-48	0	0	0	0	0	0
461 Technical Adviser	8	39	31	0	0	0	0	0	0
561 Beauty Adviser (Counter)	6,224	6,990	766	0	0	0	393	224	-169
562 Hair Care Advisor	316	326	10	0	0	0	0	4	4
563 Make-up Artist	46	37	-9	0	0	0	0	0	0
761 Marketing Assistant	35	37	2	0	0	0	3	0	-3
762 Promoter	600	466	-134	0	0	0	260	118	-142
763 Administrative Staff	289	408	119	0	0	0	26	0	-26
764 Receptionist	137	107	-30	0	0	0	0	2	2
Sub-total	10,070	10,818	748	0	0	0	760	348	-412

Table 2 (Cont'd)

Principal Jobs in the Industry	2014	2016	Comparison of 2014 and 2016	2014	2016	Comparison of 2014 and 2016	2014	2016	Comparison of 2014 and 2016
	Direct Employees			Freelancers			Part-time Employees		
7. Nail Salon									
171 Director / General Manager	6	6	0	0	0	0	0	0	0
172 Chief Shop Manager / Operation Manager	12	27	15	0	0	0	0	0	0
471 Nail Consultant (Fingernail / Toenail)	28	22	-6	0	0	0	0	0	0
472 Senior Nail Technician (Fingernail/ Toenail)	10	0	-10	0	0	0	0	0	0
571 Manicurist / Pedicurist	311	185	-126	0	0	0	0	0	0
572 Nail Artist	725	621	-104	0	208	208	30	13	-17
574 Junior Nail Technician (Fingernail / Toenail)	63	22	-41	0	0	0	0	0	0
575 Foot Reflexologist	0	0	0	0	0	0	0	0	0
771 Administrative Staff	31	8	-23	0	0	0	0	0	0
772 Receptionist	18	4	-14	0	2	2	18	0	-18
Sub-total	1,204	895	-309	0	210	210	48	13	-35
Grand Total	47,630	49,544	1,914	2,668	2,500	-168	3,564	2,475	-1,089
Grand Total(Comparison in % of 2014 and 2016)			4.0%			-6.3%			-30.6%

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

Principal Jobs in the Industry	Postgraduate	Degree	Sub-degree	Senior Secondary	Junior Secondary	Other professional qualifications	Unspecified	Total
1. Beauty & Hairdressing School								
111 Director / Principal (School)	1	3	0	0	0	0	10	14
211 Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	8	0	3	4	0	0	10	25
411 Tutor / Instructor - Beauty Care	15	4	24	22	1	0	20	86
412 Tutor / Instructor - Hairdressing	10	0	0	6	0	0	1	17
414 Assistant Tutor / Instructor - Hairdressing	0	0	0	1	0	0	0	1
711 Administrative Staff	0	1	11	19	0	0	4	35
712 Receptionist	0	0	1	5	0	0	4	10
Sub-total	34	8	39	57	1	0	49	188
Percentage by Educational Level (Total: 188)	18.1%	4.3%	20.7%	30.3%	0.5%	0.0%	26.1%	100.0%
2. Make-up & Nail School								
121 Director / Principal (School)	0	0	0	0	0	0	4	4
221 Senior Tutor / Senior Instructor - Make-up and Nail	0	2	0	8	0	0	0	10
421 Tutor / Instructor - Make-up	0	1	0	32	1	0	1	35
422 Tutor / Instructor - Nail	0	0	1	6	0	0	0	7
423 Assistant Tutor / Instructor - Make-up	0	0	0	7	0	0	0	7
721 Administrative Staff	0	1	0	3	0	0	1	5
722 Receptionist	0	0	0	5	0	0	0	5
Sub-total	0	4	1	61	1	0	6	73
Percentage by Educational Level (Total: 73)	0.0%	5.5%	1.4%	83.6%	1.4%	0.0%	8.2%	100.0%
3. Beauty Centre / Health Centre & Spa								
131 Director / General Manager	6	34	52	83	0	0	25	200
132 Chief Shop Manager / Operation Manager	0	146	115	418	0	8	281	968
133 Brand/Sales/Marketing Director / Manager	0	21	16	108	0	0	42	187
331 Sales / Marketing Officer	0	6	12	212	0	0	44	274
431 Senior Beautician	0	0	8	635	49	8	316	1,016
432 Senior Make-up Artist	0	0	0	44	0	0	25	69
433 Slimming Consultant	0	46	0	45	0	0	96	187
531 Beautician	0	0	63	8,479	897	8	1,313	10,760
532 Assistant to Medical Practitioner (Beauty Care)	0	15	0	66	0	0	0	81
533 Make-up Artist	0	0	2	229	0	0	94	325
534 Body Therapist	0	0	26	940	93	12	538	1,609
535 Manicurist / Pedicurist	0	0	0	63	4	0	64	131
536 Nail Artist	0	0	0	76	13	0	8	97
537 Slimming Therapist	0	0	0	378	24	0	226	628
538 Beauty Consultant	0	0	13	848	18	0	275	1,154
631 Beauty Assistant	0	0	0	170	17	0	19	206
731 Marketing Assistant	0	0	0	17	0	0	11	28
732 Promoter	0	0	0	114	0	0	5	119
733 Administrative Staff	0	4	24	599	0	0	170	797
734 Receptionist	0	0	12	810	12	0	267	1,101
831 Medical Personnel	0	168	0	16	0	0	0	184
Sub-total	6	440	343	14,350	1,127	36	3,819	20,121
Percentage by Educational Level (Total: 20,121)	0.0%	2.2%	1.7%	71.3%	5.6%	0.2%	19.0%	100.0%

Table 3(a) (Cont'd)

Principal Jobs in the Industry	Postgraduate	Degree	Sub-degree	Senior Secondary	Junior Secondary	Other professional qualifications	Unspecified	Total
4. Hairdressing Salon								
141 Director / General Manager	0	3	0	6	0	0	15	24
142 Chief Shop Manager / Operation Manager	0	4	0	50	16	0	29	99
241 Art Director	0	2	0	34	14	0	12	62
242 Technical Director	0	3	0	0	0	0	4	7
441 Senior Hair Stylist	0	0	0	297	19	0	86	402
541 Hair Stylist	0	0	0	4,401	2,394	0	1,000	7,795
542 Technician (perm and color)	0	0	0	68	39	0	81	188
543 Manicurist / Pedicurist	0	0	0	86	0	0	3	89
544 Nail Artist	0	0	0	16	2	0	0	18
641 Hairdressing Assistant	0	0	0	1,273	1,312	0	467	3,052
741 Administrative Staff	0	2	0	98	2	0	6	108
742 Receptionist	0	9	0	336	30	0	54	429
Sub-total	0	23	0	6,665	3,828	0	1,757	12,273
Percentage by Educational Level (Total: 12,273)	0.0%	0.2%	0.0%	54.3%	31.2%	0.0%	14.3%	100%
5. Cosmetic Product Company - Wholesale, Import & Export								
151 Director / General Manager	0	147	12	56	0	0	22	237
152 Brand / Sales / Marketing Director/ Manager	0	129	69	263	0	0	58	519
351 Product / Technical Manager	0	86	14	0	0	0	19	119
352 Sales / Marketing Officer	0	89	43	556	0	0	469	1,157
353 Trainer	0	6	13	25	0	0	0	44
451 Technical Adviser	0	0	1	76	0	0	8	85
452 Sales Representative	0	108	121	1,104	130	0	160	1,623
751 Marketing Assistant	0	4	5	101	0	0	0	110
752 Promoter	0	0	0	380	0	0	180	560
753 Administrative Staff	0	12	129	383	0	0	126	650
754 Receptionist	0	0	0	72	0	0	0	72
Sub-total	0	581	407	3,016	130	0	1,042	5,176
Percentage by Educational Level (Total: 5,176)	0.0%	11.2%	7.9%	58.3%	2.5%	0.0%	20.1%	100.0%
6. Cosmetic Product Company - Retail								
161 Director / General Manager	1	6	8	36	0	0	9	60
162 Corporate & Brand Image Sales Director / Manager	0	6	1	3	0	0	28	38
163 Chief Shop Manager / Operation Manager	1	43	2	42	0	0	29	117
361 Marketing Manager	2	9	0	95	0	0	44	150
362 Product / Technical Manager	0	4	0	52	0	0	6	62
363 Sales / Marketing Officer	1	66	2	276	50	0	103	498
364 Trainer	0	0	17	33	0	0	27	77
365 Buying Officer	3	17	12	41	0	0	25	98
366 Shop Manager / Supervisor	0	59	27	933	1	0	288	1,308
461 Technical Adviser	0	2	3	34	0	0	0	39
561 Beauty Adviser (Counter)	0	0	95	4,896	20	0	1,979	6,990
562 Hair Care Adviser	0	0	0	35	291	0	0	326
563 Make-up Artist	0	0	0	9	0	0	28	37
761 Marketing Assistant	0	0	1	24	0	0	12	37
762 Promoter	0	0	0	297	160	0	9	466
763 Administrative Staff	0	0	58	314	20	0	16	408
764 Receptionist	0	0	14	47	0	0	46	107
Sub-total	8	212	240	7,167	542	0	2,649	10,818
Percentage by Educational Level (Total: 10,818)	0.1%	2.0%	2.2%	66.3%	5.0%	0.0%	24.5%	100.0%

Table 3(a) (Cont'd)

Principal Jobs in the Industry	Postgraduate	Degree	Sub-degree	Senior Secondary	Junior Secondary	Other professional qualifications	Unspecified	Total
7. Nail Salon								
171 Director / General Manager	0	2	0	4	0	0	0	6
172 Chief Shop Manager / Operation Manager	0	15	0	12	0	0	0	27
471 Nail Consultant (Fingernail / Toenail)	0	0	0	22	0	0	0	22
571 Manicurist / Pedicurist	0	0	0	185	0	0	0	185
572 Nail Artist	0	0	2	545	37	0	37	621
574 Junior Nail Technician (Fingernail / Toenail)	0	0	0	22	0	0	0	22
771 Administrative Staff	0	0	0	4	0	0	4	8
772 Receptionist	0	0	0	4	0	0	0	4
Sub-total	0	17	2	798	37	0	41	895
<i>Percentage by Educational Level (Total: 895)</i>	<i>0.0%</i>	<i>1.9%</i>	<i>0.2%</i>	<i>89.2%</i>	<i>4.1%</i>	<i>0.0%</i>	<i>4.6%</i>	<i>100.0%</i>
Total	48	1,285	1,032	32,114	5,666	36	9,363	49,544
<i>Percentage by Educational Level (Total: 49,544)</i>	<i>0.1%</i>	<i>2.6%</i>	<i>2.1%</i>	<i>64.8%</i>	<i>11.4%</i>	<i>0.1%</i>	<i>18.9%</i>	<i>100.0%</i>

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

Principal Jobs in the Industry	Postgraduate	Degree	Sub-degree	Senior Secondary	Junior Secondary	Other professional qualifications	Unspecified	Total
1. Beauty & Hairdressing School								
111 Director / Principal (School)	3	1	1	5	0	0	4	14
211 Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	8	4	1	3	0	0	9	25
411 Tutor / Instructor - Beauty Care	15	5	26	21	1	0	18	86
412 Tutor / Instructor - Hairdressing	10	2	0	4	0	0	1	17
414 Assistant Tutor / Instructor - Hairdressing	0	0	0	1	0	0	0	1
711 Administrative Staff	0	4	11	17	0	0	3	35
712 Receptionist	0	0	1	6	0	0	3	10
Sub-total	36	16	40	57	1	0	38	188
Percentage by Educational Level (Total: 188)	19.1%	8.5%	21.3%	30.3%	0.5%	0.0%	20.2%	100.0%
2. Make-up & Nail School								
121 Director / Principal (School)	0	1	1	1	0	0	1	4
221 Senior Tutor / Senior Instructor - Make-up and Nail	0	6	0	3	0	0	1	10
421 Tutor / Instructor – Make-up	0	1	0	27	1	0	6	35
422 Tutor / Instructor - Nail	0	0	1	6	0	0	0	7
423 Assistant Tutor / Instructor - Make-up	0	0	0	7	0	0	0	7
721 Administrative Staff	0	3	0	1	0	0	1	5
722 Receptionist	0	0	0	4	0	0	1	5
Sub-total	0	11	2	49	1	0	10	73
Percentage by Educational Level (Total: 73)	0.0%	15.1%	2.7%	67.1%	1.4%	0.0%	13.7%	100.0%
3. Beauty Centre / Health Centre & Spa								
131 Director / General Manager	6	46	36	87	0	0	25	200
132 Chief Shop Manager / Operation Manager	5	141	92	397	4	0	329	968
133 Brand/Sales/Marketing Director / Manager	0	24	28	92	0	0	43	187
331 Sales / Marketing Officer	0	6	9	206	0	0	53	274
431 Senior Beautician	0	0	8	638	39	0	331	1,016
432 Senior Make-up Artist	0	0	0	44	12	0	13	69
433 Slimming Consultant	0	46	0	45	0	0	96	187
531 Beautician	0	0	372	8,343	662	0	1,383	10,760
532 Assistant to Medical Practitioner (Beauty Care)	0	0	15	66	0	0	0	81
533 Make-up Artist	0	0	2	184	64	0	75	325
534 Body Therapist	0	0	26	900	127	0	556	1,609
535 Manicurist / Pedicurist	0	0	0	63	4	0	64	131
536 Nail Artist	0	0	0	85	0	0	12	97
537 Slimming Therapist	0	0	20	358	24	0	226	628
538 Beauty Consultant	0	0	13	685	0	0	456	1,154
631 Beauty Assistant	0	0	0	126	61	0	19	206
731 Marketing Assistant	0	0	0	17	0	0	11	28
732 Promoter	0	0	0	114	0	0	5	119
733 Administrative Staff	0	42	29	508	0	0	218	797
734 Receptionist	0	24	12	728	12	0	325	1,101
831 Medical Personnel	0	168	0	16	0	0	0	184
Sub-total	11	497	662	13,702	1,009	0	4,240	20,121
Percentage by Educational Level (Total: 20,121)	0.1%	2.5%	3.3%	68.1%	5.0%	0.0%	21.1%	100.0%

Table 3(b) (Cont'd)

Principal Jobs in the Industry	Postgraduate	Degree	Sub-degree	Senior Secondary	Junior Secondary	Other professional qualifications	Unspecified	Total
4. Hairdressing Salon								
141 Director / General Manager	0	3	0	8	0	0	13	24
142 Chief Shop Manager / Operation Manager	0	3	0	79	14	0	3	99
241 Art Director	0	0	0	48	2	0	12	62
242 Technical Director	0	0	0	0	0	0	7	7
441 Senior Hair Stylist	0	0	0	311	15	0	76	402
541 Hair Stylist	0	25	0	4,942	1,878	150	800	7,795
542 Technician (perm and color)	0	0	0	68	31	0	89	188
543 Manicurist / Pedicurist	0	0	0	84	0	0	5	89
544 Nail Artist	0	0	0	16	0	0	2	18
641 Hairdressing Assistant	0	1	0	1,627	923	30	471	3,052
741 Administrative Staff	0	2	2	96	0	0	8	108
742 Receptionist	0	9	0	329	28	0	63	429
Sub-total	0	43	2	7,608	2,891	180	1,549	12,273
Percentage by Educational Level (Total: 12,273)	0.0%	0.4%	0.0%	62.0%	23.6%	1.5%	12.6%	100%
5. Cosmetic Product Company - Wholesale, Import & Export								
151 Director / General Manager	0	142	10	63	0	0	22	237
152 Brand / Sales / Marketing Director/ Manager	0	238	60	163	0	0	58	519
351 Product / Technical Manager	0	86	0	14	0	0	19	119
352 Sales / Marketing Officer	0	154	65	469	0	0	469	1,157
353 Trainer	0	6	13	25	0	0	0	44
451 Technical Adviser	0	0	1	76	0	0	8	85
452 Sales Representative	0	143	246	924	110	0	200	1,623
751 Marketing Assistant	0	4	5	101	0	0	0	110
752 Promoter	0	0	0	380	0	0	180	560
753 Administrative Staff	0	12	164	388	0	0	86	650
754 Receptionist	0	0	0	72	0	0	0	72
Sub-total	0	785	564	2,675	110	0	1,042	5,176
Percentage by Educational Level (Total: 5,176)	0.0%	15.2%	10.9%	51.7%	2.1%	0.0%	20.1%	100.0%
6. Cosmetic Product Company - Retail								
161 Director / General Manager	1	7	1	44	0	0	7	60
162 Corporate & Brand Image Sales Director / Manager	0	23	1	3	0	0	11	38
163 Chief Shop Manager / Operation Manager	1	57	3	41	0	0	15	117
361 Marketing Manager	0	36	1	96	0	0	17	150
362 Product / Technical Manager	0	5	25	27	0	0	5	62
363 Sales / Marketing Officer	0	35	1	278	85	0	99	498
364 Trainer	1	0	5	61	0	0	10	77
365 Buying Officer	0	17	12	44	0	0	25	98
366 Shop Manager / Supervisor	0	199	15	879	0	0	215	1,308
461 Technical Adviser	0	2	3	34	0	0	0	39
561 Beauty Adviser (Counter)	0	0	95	6,096	0	0	799	6,990
562 Hair Care Adviser	0	0	0	35	291	0	0	326
563 Make-up Artist	0	0	0	17	0	0	20	37
761 Marketing Assistant	0	0	1	24	0	0	12	37
762 Promoter	0	0	0	272	57	0	137	466
763 Administrative Staff	0	0	58	324	0	0	26	408
764 Receptionist	0	0	14	89	0	0	4	107
Sub-total	3	381	235	8,364	433	0	1,402	10,818
Percentage by Educational Level (Total: 10,818)	0.0%	3.5%	2.2%	77.3%	4.0%	0.0%	13.0%	100.0%

Table 3(b) (Cont'd)

Principal Jobs in the Industry	Postgraduate	Degree	Sub-degree	Senior Secondary	Junior Secondary	Other professional qualifications	Unspecified	Total
7. Nail Salon								
171 Director / General Manager	0	2	0	4	0	0	0	6
172 Chief Shop Manager / Operation Manager	0	15	0	8	0	0	4	27
471 Nail Consultant (Fingernail / Toenail)	0	0	0	22	0	0	0	22
571 Manicurist / Pedicurist	0	0	0	185	0	0	0	185
572 Nail Artist	0	0	2	582	0	0	37	621
574 Junior Nail Technician (Fingernail / Toenail)	0	0	0	22	0	0	0	22
771 Administrative Staff	0	0	0	4	0	0	4	8
772 Receptionist	0	0	0	4	0	0	0	4
Sub-total	0	17	2	831	0	0	45	895
Percentage by Educational Level (Total: 895)	0.0%	1.9%	0.2%	92.8%	0.0%	0.0%	5.0%	100.0%
Total	50	1,750	1,507	33,286	4,445	180	8,326	49,544
Percentage by Educational Level (Total: 49,544)	0.1%	3.5%	3.0%	67.2%	9.0%	0.4%	16.8%	100.0%

Table 4(a): Preferred Relevant Years of Working 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							
111 Director / Principal (School)	2	3	2	0	0	7	14
211 Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	1	3	11	0	0	10	25
411 Tutor / Instructor - Beauty Care	1	10	52	3	0	20	86
412 Tutor / Instructor - Hairdressing	0	1	15	0	0	1	17
414 Assistant Tutor / Instructor - Hairdressing	0	0	1	0	0	0	1
711 Administrative Staff	1	0	2	24	1	7	35
712 Receptionist	0	0	1	4	1	4	10
Sub-total	5	17	84	31	2	49	188
Percentage by Relevant Years of Experience (Total: 188)	2.7%	9.0%	44.7%	16.5%	1.1%	26.1%	100.0%
2. Make-up & Nail School							
121 Director / Principal (School)	0	0	2	0	0	2	4
221 Senior Tutor / Senior Instructor - Make-up and Nail	1	7	2	0	0	0	10
421 Tutor / Instructor - Make-up	0	8	22	4	0	1	35
422 Tutor / Instructor - Nail	0	0	6	1	0	0	7
423 Assistant Tutor / Instructor - Make-up	0	0	0	7	0	0	7
721 Administrative Staff	0	0	0	4	0	1	5
722 Receptionist	0	0	0	5	0	0	5
Sub-total	1	15	32	21	0	4	73
Percentage by Relevant Years of Experience (Total: 73)	1.4%	20.5%	43.8%	28.8%	0.0%	5.5%	100.0%
3. Beauty Centre / Health Centre & Spa							
131 Director / General Manager	48	114	16	0	0	22	200
132 Chief Shop Manager / Operation Manager	66	280	285	8	0	329	968
133 Brand/Sales/Marketing Director / Manager	16	100	29	0	0	42	187
331 Sales / Marketing Officer	0	0	124	101	5	44	274
431 Senior Beautician	10	194	352	140	4	316	1,016
432 Senior Make-up Artist	0	37	4	3	0	25	69
433 Slimming Consultant	0	37	12	2	0	136	187
531 Beautician	151	174	3,393	4,689	973	1,380	10,760
532 Assistant to Medical Practitioner (Beauty Care)	0	0	44	37	0	0	81
533 Make-up Artist	2	57	18	108	46	94	325
534 Body Therapist	0	54	283	656	84	532	1,609
535 Manicurist / Pedicurist	0	0	5	62	0	64	131
536 Nail Artist	0	0	30	59	0	8	97
537 Slimming Therapist	0	0	58	315	29	226	628
538 Beauty Consultant	0	66	330	483	0	275	1,154
631 Beauty Assistant	0	0	0	26	161	19	206
731 Marketing Assistant	0	0	1	12	4	11	28
732 Promoter	0	0	3	51	60	5	119

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')							
733 Administrative Staff	0	26	84	415	89	183	797
734 Receptionist	37	0	29	430	327	278	1,101
831 Medical Personnel	0	18	10	128	16	12	184
Sub-total	330	1,157	5,110	7,725	1,798	4,001	20,121
<i>Percentage by Relevant Years of Experience (Total: 20,121)</i>	<i>1.6%</i>	<i>5.8%</i>	<i>25.4%</i>	<i>38.4%</i>	<i>8.9%</i>	<i>19.9%</i>	<i>100.0%</i>
4. Hairdressing Salon							
141 Director / General Manager	2	7	1	0	0	14	24
142 Chief Shop Manager / Operation Manager	8	49	26	10	0	6	99
241 Art Director	3	0	47	0	0	12	62
242 Technical Director	3	0	0	0	0	4	7
441 Senior Hair Stylist	52	57	159	42	0	92	402
541 Hair Stylist	28	139	3,530	2,427	576	1,095	7,795
542 Technician (perm and color)	0	5	23	28	45	87	188
543 Manicurist / Pedicurist	0	2	74	1	8	4	89
544 Nail Artist	2	2	12	2	0	0	18
641 Hairdressing Assistant	0	0	25	792	1,745	490	3,052
741 Administrative Staff	0	0	1	87	14	6	108
742 Receptionist	0	0	0	170	196	63	429
Sub-total	98	261	3,898	3,559	2,584	1,873	12,273
<i>Percentage by Relevant Years of Experience (Total: 12,273)</i>	<i>0.8%</i>	<i>2.1%</i>	<i>31.8%</i>	<i>29.0%</i>	<i>21.1%</i>	<i>15.3%</i>	<i>100.0%</i>
5. Cosmetic Product Company - Wholesale, Import & Export							
151 Director / General Manager	112	92	10	5	0	18	237
152 Brand / Sales / Marketing Director/ Manager	55	128	268	10	0	58	519
351 Product / Technical Manager	1	95	4	0	0	19	119
352 Sales / Marketing Officer	0	132	193	344	19	469	1,157
353 Trainer	0	6	38	0	0	0	44
451 Technical Adviser	0	0	17	60	0	8	85
452 Sales Representative	0	0	156	1,178	129	160	1,623
751 Marketing Assistant	0	0	0	106	4	0	110
752 Promoter	0	0	0	380	0	180	560
753 Administrative Staff	0	0	57	403	64	126	650
754 Receptionist	0	0	0	15	57	0	72
Sub-total	168	453	743	2,501	273	1,038	5,176
<i>Percentage by Relevant Years of Experience (Total: 5,176)</i>	<i>3.2%</i>	<i>8.8%</i>	<i>14.4%</i>	<i>48.3%</i>	<i>5.3%</i>	<i>20.1%</i>	<i>100.0%</i>
6. Cosmetic Product Company - Retail							
161 Director / General Manager	24	28	0	0	0	8	60
162 Corporate & Brand Image Sales Director / Manager	4	6	0	0	0	28	38
163 Chief Shop Manager / Operation Manager	7	68	16	0	0	26	117
361 Marketing Manager	2	22	45	37	0	44	150
362 Product / Technical Manager	1	24	31	0	0	6	62
363 Sales / Marketing Officer	0	65	50	280	0	103	498
364 Trainer	0	23	27	0	0	27	77

Table 4(a) (Cont'd)

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')							
365 Buying Officer	0	0	29	44	0	25	98
366 Shop Manager / Supervisor	59	280	485	185	1	298	1,308
461 Technical Adviser	0	0	34	5	0	0	39
561 Beauty Adviser (Counter)	0	0	546	3,467	998	1,979	6,990
562 Hair Care Advisor	0	0	0	0	321	5	326
563 Make-up Artist	0	0	3	6	0	28	37
761 Marketing Assistant	0	0	0	24	1	12	37
762 Promoter	0	0	178	204	51	33	466
763 Administrative Staff	0	0	12	203	177	16	408
764 Receptionist	0	0	2	41	18	46	107
Sub-total	97	516	1,458	4,496	1,567	2,684	10,818
Percentage by Relevant Years of Experience (Total: 10,818)	0.9%	4.8%	13.5%	41.6%	14.5%	24.8%	100.0%
7. Nail Salon							
171 Director / General Manager	4	2	0	0	0	0	6
172 Chief Shop Manager / Operation Manager	0	14	13	0	0	0	27
471 Nail Consultant (Fingernail / Toenail)	0	0	4	18	0	0	22
571 Manicurist / Pedicurist	0	0	0	185	0	0	185
572 Nail Artist	0	0	0	311	273	37	621
574 Junior Nail Technician (Fingernail / Toenail)	0	0	0	22	0	0	22
771 Administrative Staff	0	0	0	4	0	4	8
772 Receptionist	0	0	0	0	4	0	4
Sub-total	4	16	17	540	277	41	895
Percentage by Relevant Years of Experience (Total: 895)	0.4%	1.8%	1.9%	60.3%	30.9%	4.6%	100.0%
Total	703	2,435	11,342	18,873	6,501	9,690	49,544
Percentage by Relevant Years of Experience (Total: 49,544)	1.4%	4.9%	22.9%	38.1%	13.1%	19.6%	100.0%

Table 4(b): Actual Relevant Years of Working 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							
111 Director / Principal (School)	6	1	0	0	0	7	14
211 Senior Tutor / Senior Instructor - Beauty Care and Hairdressing	6	2	8	0	0	9	25
411 Tutor / Instructor - Beauty Care	8	23	37	0	0	18	86
412 Tutor / Instructor - Hairdressing	5	1	10	0	0	1	17
414 Assistant Tutor / Instructor - Hairdressing	0	0	1	0	0	0	1
711 Administrative Staff	3	2	14	10	0	6	35
712 Receptionist	1	3	2	1	0	3	10
Sub-total	29	32	72	11	0	44	188
Percentage by Relevant Years of Experience (Total: 188)	15.4%	17.0%	38.3%	5.9%	0.0%	23.4%	100.0%
2. Make-up & Nail School							
121 Director / Principal (School)	1	2	0	0	0	1	4
221 Senior Tutor / Senior Instructor - Make-up and Nail	9	1	0	0	0	0	10
421 Tutor / Instructor - Make-up	12	17	6	0	0	0	35
422 Tutor / Instructor - Nail	0	6	1	0	0	0	7
423 Assistant Tutor / Instructor - Make-up	0	0	0	7	0	0	7
721 Administrative Staff	2	1	1	1	0	0	5
722 Receptionist	0	0	5	0	0	0	5
Sub-total	24	27	13	8	0	1	73
Percentage by Relevant Years of Experience (Total: 73)	32.9%	37.0%	17.8%	11.0%	0.0%	1.4%	100.0%
3. Beauty Centre / Health Centre & Spa							
131 Director / General Manager	100	74	5	0	0	21	200
132 Chief Shop Manager / Operation Manager	281	234	132	0	0	321	968
133 Brand/Sales/Marketing Director / Manager	61	63	19	1	0	43	187
331 Sales / Marketing Officer	45	52	90	38	4	45	274
431 Senior Beautician	243	227	137	81	0	328	1,016
432 Senior Make-up Artist	4	49	3	0	0	13	69
433 Slimming Consultant	1	37	13	0	0	136	187
531 Beautician	2,516	1,859	3,093	1,880	36	1,376	10,760
532 Assistant to Medical Practitioner (Beauty Care)	0	13	46	22	0	0	81
533 Make-up Artist	20	33	86	111	0	75	325
534 Body Therapist	110	157	370	429	0	543	1,609
535 Manicurist / Pedicurist	1	0	58	6	0	66	131
536 Nail Artist	0	0	30	59	0	8	97
537 Slimming Therapist	38	3	95	263	3	226	628
538 Beauty Consultant	30	116	327	233	0	448	1,154
631 Beauty Assistant	0	0	29	93	65	19	206
731 Marketing Assistant	0	1	0	16	0	11	28
732 Promoter	0	3	0	111	0	5	119

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')							
733 Administrative Staff	0	37	134	399	0	227	797
734 Receptionist	37	11	120	608	0	325	1,101
831 Medical Personnel	52	100	4	15	1	12	184
Sub-total	3,539	3,069	4,791	4,365	109	4,248	20,121
Percentage by Relevant Years of Experience (Total: 20,121)	17.6%	15.3%	23.8%	21.7%	0.5%	21.1%	100.0%
4. Hairdressing Salon							
141 Director / General Manager	5	5	1	0	0	13	24
142 Chief Shop Manager / Operation Manager	38	48	1	10	0	2	99
241 Art Director	38	0	14	0	0	10	62
242 Technical Director	3	0	0	0	0	4	7
441 Senior Hair Stylist	259	39	9	20	0	75	402
541 Hair Stylist	2,963	1,969	1,408	643	0	812	7,795
542 Technician (perm and color)	25	20	24	24	0	95	188
543 Manicurist / Pedicurist	4	60	18	1	0	6	89
544 Nail Artist	2	12	0	2	0	2	18
641 Hairdressing Assistant	141	136	498	1,490	357	430	3,052
741 Administrative Staff	3	0	79	18	0	8	108
742 Receptionist	13	4	115	194	31	72	429
Sub-total	3,494	2,293	2,167	2,402	388	1,529	12,273
Percentage by Relevant Years of Experience (Total: 12,273)	28.5%	18.7%	17.7%	19.6%	3.2%	12.5%	100.0%
5. Cosmetic Product Company - Wholesale, Import & Export							
151 Director / General Manager	199	25	0	0	0	13	237
152 Brand / Sales / Marketing Director/ Manager	165	233	68	0	0	53	519
351 Product / Technical Manager	23	73	4	0	0	19	119
352 Sales / Marketing Officer	92	126	466	0	4	469	1,157
353 Trainer	0	20	24	0	0	0	44
451 Technical Adviser	0	16	41	20	0	8	85
452 Sales Representative	107	136	527	624	29	200	1,623
751 Marketing Assistant	0	0	50	60	0	0	110
752 Promoter	0	0	247	133	0	180	560
753 Administrative Staff	33	106	121	304	0	86	650
754 Receptionist	0	0	11	56	5	0	72
Sub-total	619	735	1,559	1,197	38	1,028	5,176
Percentage by Relevant Years of Experience (Total: 5,176)	12.0%	14.2%	30.1%	23.1%	0.7%	19.9%	100.0%
6. Cosmetic Product Company - Retail							
161 Director / General Manager	49	3	0	0	0	8	60
162 Corporate & Brand Image Sales Director / Manager	4	6	0	0	0	28	38
163 Chief Shop Manager / Operation Manager	32	44	15	0	0	26	117
361 Marketing Manager	24	27	55	0	0	44	150
362 Product / Technical Manager	51	0	5	0	0	6	62
363 Sales / Marketing Officer	55	115	91	109	0	128	498
364 Trainer	24	4	23	0	0	26	77

Table 4(b) (Cont'd)

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')							
365 Buying Officer	0	3	46	24	0	25	98
366 Shop Manager / Supervisor	71	376	495	0	1	365	1,308
461 Technical Adviser	0	1	35	3	0	0	39
561 Beauty Adviser (Counter)	198	104	839	3,344	506	1,999	6,990
562 Hair Care Advisor	5	0	30	290	1	0	326
563 Make-up Artist	0	0	3	6	0	28	37
761 Marketing Assistant	0	0	0	25	0	12	37
762 Promoter	0	57	148	100	0	161	466
763 Administrative Staff	5	26	12	238	101	26	408
764 Receptionist	0	18	13	30	0	46	107
Sub-total	518	784	1,810	4,169	609	2,928	10,818
Percentage by Relevant Years of Experience (Total: 10,818)	4.8%	7.2%	16.7%	38.5%	5.6%	27.1%	100.0%
7. Nail Salon							
171 Director / General Manager	4	2	0	0	0	0	6
172 Chief Shop Manager / Operation Manager	8	2	13	0	0	4	27
471 Nail Consultant (Fingernail / Toenail)	0	4	0	18	0	0	22
571 Manicurist / Pedicurist	0	0	0	185	0	0	185
572 Nail Artist	37	57	446	44	0	37	621
574 Junior Nail Technician (Fingernail / Toenail)	0	0	0	22	0	0	22
771 Administrative Staff	0	0	0	4	0	4	8
772 Receptionist	0	0	0	4	0	0	4
Sub-total	49	65	459	277	0	45	895
Percentage by Relevant Years of Experience (Total: 895)	5.5%	7.3%	51.3%	30.9%	0.0%	5.0%	100.0%
Total	8,272	7,005	10,871	12,429	1,144	9,823	49,544
Percentage by Relevant Years of Experience (Total: 49,544)	16.7%	14.1%	21.9%	25.1%	2.3%	19.8%	100.0%

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

Sector	Preferred Vocational Qualification of Employees	Manager / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
1. Beauty & Hairdressing School					
	Certificates of National Occupation Qualifications of the Mainland	1	0	0	1
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	4	5	1	10
	• Make-up Artist	2	2	0	4
	• Intense Pulsed Light (IPL) Equipment Operator	1	1	0	2
	• Hairdresser	1	1	1	3
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	3	2	1	6
	Certificates of local professional / recognized training courses / qualifications	2	3	1	6
	Certificates of international professional / recognized training courses	6	7	3	16
	Sub-total	20	21	7	48
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	1	1	0	2
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	1	2	0	3
	Certificates of local professional / recognized training courses / qualifications	2	1	0	3
	Certificates of international professional / recognized training courses	4	4	2	10
	Sub-total	8	8	2	18
3. Beauty Centre, Health Centre & Spa					
	Certificates of National Occupation Qualifications of the Mainland	54	13	207	274
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	189	158	760	1,107
	• Make-up Artist	0	8	45	53
	• Intense Pulsed Light (IPL) Equipment Operator	67	46	116	229
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	138	226	593	957
	Certificates of local professional / recognized training courses / qualifications	108	100	122	330
	Certificates of international professional / recognized training courses	461	605	1,207	2,273
	Sub-total	1,017	1,156	3,050	5,223
4. Hairdressing Salon					
	Certificates of National Occupation Qualifications of the Mainland	25	9	9	43
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	10	10
	• Make-up Artist	1	0	1	2
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	51	43	241	335
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	56	57	271	384
	Certificates of local professional / recognized training courses / qualifications	11	2	47	60
	Certificates of international professional / recognized training courses	38	29	149	216
	Sub-total	182	140	728	1,050

Table 5(a) (Cont'd)

Sector	Preferred Vocational Qualification of Employees	Manager / 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	2	0	0	2
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	46	0	46
	• 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	41	2	43
	Certificates of local professional / recognized training courses / qualifications	0	0	4	4
	Certificates of international professional / recognized training courses	56	46	15	117
	Sub-total	58	133	21	212
6. Product Company - Retail					
	Certificates of National Occupation Qualifications of the Mainland	40	21	22	83
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	2	21	21	44
	• Make-up Artist	8	8	7	23
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	1	1	3	5
	Certificates of local professional / recognized training courses / qualifications	21	2	3	26
	Certificates of international professional / recognized training courses	1	3	67	71
	Sub-total	73	56	123	252
7. Nail Salon					
	Certificates of National Occupation Qualifications of the Mainland	0	0	37	37
	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	37	37	74	148
	Certificates of local professional / recognized training courses / qualifications	2	2	2	6
	Certificates of international professional / recognized training courses	1	1	38	40
	Sub-total	40	40	151	231
8. Others (Including Bridal Salon and Television & Entertainment Company)					
	Certificates of National Occupation Qualifications of the Mainland	1	1	1	3
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	1	1	2	4
	• Make-up Artist	1	1	2	4
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	1	1	2	4
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	2	2	2	6
	Certificates of international professional / recognized training courses	1	1	2	4
	Sub-total	7	7	11	25

Table 5(a) (Cont'd)

Sector	Preferred Vocational Qualification of Employees	Manager / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
Total:					
	Certificates of National Occupation Qualifications of the Mainland	123	44	276	443
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	196	231	794	1,221
	• Make-up Artist	13	20	55	88
	• Intense Pulsed Light (IPL) Equipment Operator	68	47	116	231
	• Hairdresser	53	45	244	342
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	236	366	944	1,546
	Certificates of local professional / recognized training courses / qualifications	148	112	181	441
	Certificates of international professional / recognized training courses	568	696	1,483	2,747
	Total:	1,405	1,561	4,093	7,059

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

Sector	Preferred Vocational Qualification of Employees	Manager / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
1. Beauty & Hairdressing School					
	Certificates of National Occupation Qualifications of the Mainland	1	1	0	2
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	1	2	0	3
	• Make-up Artist	1	1	0	2
	• Intense Pulsed Light (IPL) Equipment Operator	1	1	0	2
	• 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	0	3
	Certificates of international professional / recognized training courses	7	9	0	16
	Sub-total	12	16	0	28
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	4	0	5
	Certificates of international professional / recognized training courses	4	6	2	12
	Sub-total	5	10	2	17
3. Beauty Centre, Health Centre & Spa					
	Certificates of National Occupation Qualifications of the Mainland	21	43	415	479
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	66	47	686	799
	• Make-up Artist	13	7	0	20
	• Intense Pulsed Light (IPL) Equipment Operator	29	7	86	122
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	51	52	266	369
	Certificates of local professional / recognized training courses / qualifications	102	17	294	413
	Certificates of international professional / recognized training courses	183	219	1,592	1,994
	Sub-total	465	392	3,339	4,196
4. Hairdressing Salon					
	Certificates of National Occupation Qualifications of the Mainland	25	0	70	95
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	0	0	20	20
	• Make-up Artist	0	0	0	0
	• Intense Pulsed Light (IPL) Equipment Operator	0	0	0	0
	• Hairdresser	14	40	310	364
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	4	9	224	237
	Certificates of local professional / recognized training courses / qualifications	1	2	191	194
	Certificates of international professional / recognized training courses	39	16	283	338
	Sub-total	83	67	1,098	1,248

Sector	Preferred Vocational Qualification of Employees	Manager / 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	7	0	7
	• 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	1	4	6
	Certificates of international professional / recognized training courses	15	50	14	79
	Sub-total	16	58	18	92
6. Product Company - Retail					
	Certificates of National Occupation Qualifications of the Mainland	0	1	1	2
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	1	27	21	49
	• Make-up Artist	8	8	7	23
	• Intense Pulsed Light (IPL) Equipment Operator	0	1	1	2
	• Hairdresser	0	0	0	0
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	2	2
	Certificates of local professional / recognized training courses / qualifications	1	2	28	31
	Certificates of international professional / recognized training courses	0	28	68	96
	Sub-total	10	67	128	205
7. Nail Salon					
	Certificates of National Occupation Qualifications of the Mainland	0	0	37	37
	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	38	38
	Certificates of local professional / recognized training courses / qualifications	6	2	40	48
	Certificates of international professional / recognized training courses	1	1	76	78
	Sub-total	7	3	191	201
8. Others (Including Bridal Salon and Television & Entertainment Company)					
	Certificates of National Occupation Qualifications of the Mainland	1	2	0	3
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	1	1	2	4
	• Make-up Artist	0	1	0	1
	• Intense Pulsed Light (IPL) Equipment Operator	1	0	1	2
	• Hairdresser	0	1	1	2
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	0	0	0	0
	Certificates of local professional / recognized training courses / qualifications	1	1	1	3
	Certificates of international professional / recognized training courses	1	2	3	6
	Sub-total	5	8	8	21

Table 5(b) (Cont'd)

Sector	Preferred Vocational Qualification of Employees	Manager / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
Total:					
	Certificates of National Occupation Qualifications of the Mainland	48	47	523	618
	Certificates of trade tests issued by the Beauty Care and Hairdressing Training Board, VTC:				
	• Beautician	69	84	729	882
	• Make-up Artist	22	17	7	46
	• Intense Pulsed Light (IPL) Equipment Operator	31	9	88	128
	• Hairdresser	14	41	311	366
	Certificates of Skills Upgrading Scheme / Employees Retraining Board	55	61	530	646
	Certificates of local professional / recognized training courses / qualifications	114	31	558	703
	Certificates of international professional / recognized training courses	250	331	2,038	2,619
	Total:	603	621	4,784	6,008

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

Sector	Areas of Training	Manager	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)	2	1	1	1	0	0	5
	Human Resource Management	1	1	1	0	0	0	3
	Marketing Management	2	1	1	1	0	0	5
	Quality Management	1	1	1	0	0	0	3
	Others	0	0	0	0	0	0	0
	Sub-total (a)	6	4	4	2	0	0	16
	Generic Skills							
	Customer Services	0	0	0	1	1	1	3
	Complaints Handling	0	0	0	1	1	1	3
	Sales & Marketing	0	0	0	1	1	1	3
	Stores Operations	0	0	0	1	1	1	3
	Others	0	1	0	2	0	0	3
	Sub-total (b)	0	1	0	6	4	4	15
	Language Skills							
	Putonghua	1	1	1	2	2	2	9
	Written Chinese	1	1	1	2	2	2	9
	Written English	1	1	1	2	2	2	9
	Spoken English	1	1	1	2	2	2	9
	Others	0	0	0	0	0	0	0
	Sub-total (c)	4	4	4	8	8	8	36
	Total (a - c)	10	9	8	16	12	12	67
2. Make-up & Nail School								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	0	0	0	0	0	0	0
	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)	0	0	0	0	0	0	0
	Generic Skills							
	Customer Services	0	0	0	0	0	0	0
	Complaints Handling	0	0	0	0	0	0	0
	Sales & Marketing	0	1	0	1	0	0	2
	Stores Operations	0	0	0	0	0	0	0
	Others	1	0	0	1	0	0	2
	Sub-total (b)	1	1	0	2	0	0	4
	Language Skills							
	Putonghua	0	0	0	0	0	0	0
	Written Chinese	0	0	0	0	0	0	0
	Written English	0	0	0	0	0	0	0
	Spoken English	0	0	0	0	0	0	0
	Others	0	0	0	0	0	0	0
	Sub-total (c)	0	0	0	0	0	0	0
	Total (a - c)	1	1	0	2	0	0	4

Sector	Areas of Training	Manager	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)	488	408	409	55	18	5	1,383
	Human Resource Management	458	399	400	37	0	0	1,294
	Marketing Management	457	399	400	74	37	0	1,367
	Quality Management	525	450	451	101	64	64	1,655
	Others	0	0	0	0	0	0	0
	Sub-total (a)	1,928	1,656	1,660	267	119	69	5,699
	Generic Skills							
	Customer Services	503	464	468	566	777	552	3,330
	Complaints Handling	510	463	465	495	538	475	2,946
	Sales & Marketing	519	477	481	561	623	514	3,175
	Stores Operations	498	434	436	482	595	448	2,893
	Others	12	0	1	53	155	2	223
	Sub-total (b)	2,042	1,838	1,851	2,157	2,688	1,991	12,567
	Language Skills							
	Putonghua	358	329	329	348	405	364	2,133
	Written Chinese	298	282	283	309	320	307	1,799
	Written English	315	283	283	314	345	323	1,863
	Spoken English	410	379	379	386	421	405	2,380
	Others	0	0	0	0	0	0	0
	Sub-total (c)	1,381	1,273	1,274	1,357	1,491	1,399	8,175
	Total (a - c)	5,351	4,767	4,785	3,781	4,298	3,459	26,441
4. Hairdressing Salon								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	63	60	49	0	0	0	172
	Human Resource Management	67	56	46	1	1	0	171
	Marketing Management	57	55	45	0	0	0	157
	Quality Management	67	65	55	0	1	0	188
	Others	0	0	0	0	0	0	0
	Sub-total (a)	254	236	195	1	2	0	688
	Generic Skills							
	Customer Services	103	105	104	111	254	253	930
	Complaints Handling	96	104	104	105	133	157	699
	Sales & Marketing	86	94	104	95	131	156	666
	Stores Operations	85	94	94	94	205	179	751
	Others	15	2	0	9	95	95	216
	Sub-total (b)	385	399	406	414	818	840	3,262
	Language Skills							
	Putonghua	68	68	67	70	72	74	419
	Written Chinese	45	36	26	27	27	27	188
	Written English	45	36	26	26	26	26	185
	Spoken English	70	70	69	82	85	87	463
	Others	0	0	0	0	0	0	0
	Sub-total (c)	228	210	188	205	210	214	1,255
	Total (a - c)	867	845	789	620	1,030	1,054	5,205

Sector	Areas of Training	Manager	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)	44	40	43	1	0	0	128
	Human Resource Management	42	40	42	0	0	0	124
	Marketing Management	55	40	42	0	0	0	137
	Quality Management	42	40	42	0	0	0	124
	Others	0	0	0	0	0	0	0
	Sub-total (a)	183	160	169	1	0	0	513
	Generic Skills							
	Customer Services	68	52	71	118	69	52	430
	Complaints Handling	44	40	44	85	39	39	291
	Sales & Marketing	58	40	59	105	46	39	347
	Stores Operations	54	40	44	83	49	39	309
	Others	10	5	9	10	14	0	48
	Sub-total (b)	234	177	227	401	217	169	1,425
	Language Skills							
	Putonghua	1	0	1	40	39	39	120
	Written Chinese	0	0	0	39	39	39	117
	Written English	0	0	0	39	39	39	117
	Spoken English	0	0	1	40	39	39	119
	Others	0	0	0	1	0	0	1
	Sub-total (c)	1	0	2	159	156	156	474
	Total (a - c)	418	337	398	561	373	325	2,412
6. Product Company - Retail								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	99	90	93	0	19	0	301
	Human Resource Management	77	70	72	0	0	0	219
	Marketing Management	96	89	89	19	19	0	312
	Quality Management	110	110	113	20	41	20	414
	Others	0	0	0	0	0	0	0
	Sub-total (a)	382	359	367	39	79	20	1,246
	Generic Skills							
	Customer Services	103	79	179	114	183	133	791
	Complaints Handling	91	78	109	90	117	108	593
	Sales & Marketing	101	78	153	113	178	133	756
	Stores Operations	92	78	113	89	112	108	592
	Others	1	0	36	1	10	0	48
	Sub-total (b)	388	313	590	407	600	482	2,780
	Language Skills							
	Putonghua	34	27	34	53	64	52	264
	Written Chinese	27	20	27	45	52	45	216
	Written English	46	39	48	64	71	45	313
	Spoken English	46	39	46	65	76	64	336
	Others	0	0	25	0	1	0	26
	Sub-total (c)	153	125	180	227	264	206	1,155
	Total (a - c)	923	797	1,137	673	943	708	5,181

Table 6 (Cont'd)

Sector	Areas of Training	Manager	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)	0	0	0	0	0	0	0
	Human Resource Management	0	0	0	0	0	0	0
	Marketing Management	1	0	0	0	0	0	1
	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	38	38	38	37	38	37	226
	Complaints Handling	0	0	0	0	1	0	1
	Sales & Marketing	0	0	0	0	0	0	0
	Stores Operations	0	0	0	0	0	0	0
	Others	0	0	0	0	0	0	0
	Sub-total (b)	38	38	38	37	39	37	227
	Language Skills							
	Putonghua	0	0	0	0	0	0	0
	Written Chinese	0	0	0	0	0	0	0
	Written English	0	0	0	0	0	0	0
	Spoken English	0	0	0	0	0	0	0
	Others	0	0	0	0	0	0	0
	Sub-total (c)	0	0	0	0	0	0	0
	Total (a - c)	39	38	38	37	39	37	228
8. Others (Including Bridal Salon and Television & Entertainment Company)								
	General Management Skills							
	Principle of Management (e.g. Problem Solving, Decision Making, Leadership, Crisis Management)	5	5	5	1	0	0	16
	Human Resource Management	5	4	5	0	0	0	14
	Marketing Management	5	5	5	0	0	0	15
	Quality Management	5	5	5	1	0	0	16
	Others	0	0	0	0	0	0	0
	Sub-total (a)	20	19	20	2	0	0	61
	Generic Skills							
	Customer Services	5	5	5	5	4	4	28
	Complaints Handling	5	5	5	5	4	4	28
	Sales & Marketing	5	5	5	5	4	4	28
	Stores Operations	5	5	5	5	4	4	28
	Others	1	0	0	0	1	0	2
	Sub-total (b)	21	20	20	20	17	16	114
	Language Skills							
	Putonghua	1	1	1	1	0	0	4
	Written Chinese	1	1	1	1	0	0	4
	Written English	1	1	1	0	0	0	3
	Spoken English	1	1	1	0	0	0	3
	Others	0	0	0	0	0	0	0
	Sub-total (c)	4	4	4	2	0	0	14
	Total (a - c)	45	43	44	24	17	16	189
Total		7,654	6,837	7,199	5,714	6,712	5,611	39,727

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

Sector	Reasons	Manager/ Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
1. Beauty & Hairdressing 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 Candidates	0	1	0	1
	Long Working Hours	0	0	0	0
	Long Apprentice/ On-the-job Training Period	0	0	0	0
	Relative Hard Work	0	1	0	1
	Low Status	0	0	0	0
	Limitation of Career Path	0	0	0	0
	More Choices in the Job Market with the Implementation of Minimum Wage	0	0	0	0
	Extention of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	0	0
	Young People with Higher Education Level have More Choices in the Job Market	0	0	0	0
	Others	0	0	0	0
	Sub-total	0	2	0	2
2. Make-up & Nail School					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	0	0	0
	Lack of Candidates with Relevant Experiences	0	0	2	2
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	0	2	2
	Long Working Hours	0	0	0	0
	Long Apprentice/ On-the-job Training Period	0	0	0	0
	Relative Hard Work	0	0	0	0
	Low Status	0	0	0	0
	Limitation of Career Path	0	0	0	0
	More Choices in the Job Market with the Implementation of Minimum Wage	0	0	0	0
	Extention of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	0	0
	Young People with Higher Education Level have More Choices in the Job Market	0	0	0	0
	Others	0	0	0	0
	Sub-total	0	0	4	4
3. Beauty Centre, Health Centre & Spa					
	Insufficient Trained / Qualified Manpower in Related Disciplines	19	20	100	139
	Lack of Candidates with Relevant Experiences	6	94	297	397
	High Expectation on Working Conditions / Remuneration Package from Recruits	2	89	523	614
	Long Working Hours	0	13	124	137
	Long Apprentice/ On-the-job Training Period	0	0	2	2
	Relative Hard Work	4	0	131	135
	Low Status	0	0	59	59
	Limitation of Career Path	0	0	49	49
	More Choices in the Job Market with the Implementation of Minimum Wage	0	13	120	133
	Extention of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	7	7
	Young People with Higher Education Level have More Choices in the Job Market	6	0	23	29
	Others	4	0	151	155
	Sub-total	41	229	1,586	1,856

Table 7(a) (Cont'd)

Sector	Reasons	Manager/ Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
4. Hairdressing Salon					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	11	414	425
	Lack of Candidates with Relevant Experiences	0	13	235	248
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	0	253	253
	Long Working Hours	0	0	137	137
	Long Apprentice/ On-the-job Training Period	0	0	6	6
	Relative Hard Work	0	0	356	356
	Low Status	0	1	35	36
	Limitation of Career Path	0	0	33	33
	More Choices in the Job Market with the Implementation of Minimum Wage	0	0	279	279
	Extention of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	28	28
	Young People with Higher Education Level have More Choices in the Job Market	0	2	114	116
	Others	0	0	24	24
	Sub-total	0	27	1,914	1,941
5. Product Company - Wholesale, Import & Export					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	5	0	5
	Lack of Candidates with Relevant Experiences	0	12	4	16
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	22	12	34
	Long Working Hours	0	0	0	0
	Long Apprentice/ On-the-job Training Period	0	0	0	0
	Relative Hard Work	0	5	0	5
	Low Status	0	0	0	0
	Limitation of Career Path	0	0	0	0
	More Choices in the Job Market with the Implementation of Minimum Wage	0	22	12	34
	Extention of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	0	0
	Young People with Higher Education Level have More Choices in the Job Market	0	17	16	33
	Others	0	4	2	6
	Sub-total	0	87	46	133
6. Product Company - Retail					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	9	24	33
	Lack of Candidates with Relevant Experiences	0	3	81	84
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	2	92	94
	Long Working Hours	0	7	2	9
	Long Apprentice/ On-the-job Training Period	0	0	0	0
	Relative Hard Work	0	1	11	12
	Low Status	0	0	0	0
	Limitation of Career Path	0	0	1	1
	More Choices in the Job Market with the Implementation of Minimum Wage	0	0	8	8
	Extention of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	19	19
	Young People with Higher Education Level have More Choices in the Job Market	0	0	27	27
	Others	0	0	13	13
	Sub-total	0	22	278	300

Table 7(a) (Cont'd)

Sector	Reasons	Manager/ Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
7. Nail Salon					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	0	0	0
	Lack of Candidates with Relevant Experiences	0	0	7	7
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	0	17	17
	Long Working Hours	0	0	13	13
	Long Apprentice/ On-the-job Training Period	0	0	0	0
	Relative Hard Work	0	0	13	13
	Low Status	0	0	0	0
	Limitation of Career Path	0	0	0	0
	More Choices in the Job Market with the Implementation of Minimum Wage	0	0	0	0
	Extention of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	0	0
	Young People with Higher Education Level have More Choices in the Job Market	0	0	0	0
	Others	0	0	1	1
	Sub-total	0	0	51	51
8. Others (Including Bridal Salon and Television & Entertainment Company)					
	Insufficient Trained / Qualified Manpower in Related Disciplines	0	0	1	1
	Lack of Candidates with Relevant Experiences	0	0	2	2
	High Expectation on Working Conditions / Remuneration Package from Recruits	0	0	0	0
	Long Working Hours	0	0	0	0
	Long Apprentice/ On-the-job Training Period	0	0	0	0
	Relative Hard Work	0	0	0	0
	Low Status	0	0	0	0
	Limitation of Career Path	0	0	0	0
	More Choices in the Job Market with the Implementation of Minimum Wage	0	0	0	0
	Extention of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	0	0
	Young People with Higher Education Level have More Choices in the Job Market	0	0	0	0
	Others	0	0	0	0
	Sub-total	0	0	3	3
9. All Sectors					
	Insufficient Trained / Qualified Manpower in Related Disciplines	19	45	539	603
	Lack of Candidates with Relevant Experiences	6	122	628	756
	High Expectation on Working Conditions / Remuneration Package from Recruits	2	114	899	1,015
	Long Working Hours	0	20	276	296
	Long Apprentice/ On-the-job Training Period	0	0	8	8
	Relative Hard Work	4	7	511	522
	Low Status	0	1	94	95
	Limitation of Career Path	0	0	83	83
	More Choices in the Job Market with the Implementation of Minimum Wage	0	35	419	454
	Extention of Free Education Entitlement Deferred Junior Level Employees Starting to Work	0	0	54	54
	Young People with Higher Education Level have More Choices in the Job Market	6	19	180	205
	Others	4	4	191	199
	Total	41	367	3,882	4,290

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	1	5	19	4	29
2. Make-up & Nail School	2	1	13	0	16
3. Beauty Centre, Health Centre & Spa	805	174	2,960	97	4,036
4. Hairdressing Salon	776	149	2,255	367	3,547
5. Product Company - Wholesale, Import & Export	44	66	967	86	1,163
6. Product Company - Retail	128	60	644	12	844
7. Nail Salon	20	2	217	37	276
8. Others (Including Bridal Salon and Television & Entertainment Company)	2	1	39	3	45
Total	1,778	458	7,114	606	9,956

Table 8(a): Number of Employees Left in the Past 12 Months by Sector

Sector	Number of employees left in the past 12 months			
	Manager / Technologist (a)	Officer / Technician (b)	Tradesman / Semi-skilled (c)	Total (a - c)
1. Beauty & Hairdressing School	1	12	0	13
2. Make-up & Nail School	0	1	2	3
3. Beauty Centre, Health Centre & Spa	67	187	3,665	3,919
4. Hairdressing Salon	0	2	3,775	3,777
5. Product Company - Wholesale, Import & Export	22	434	78	534
6. Product Company - Retail	0	160	923	1,083
7. Nail Salon	0	0	39	39
8. Others (Including Bridal Salon and Television & Entertainment Company)	0	0	4	4
Total	90	796	8,486	9,372

Table 8(b): Number of Recruits in the Past 12 Months by Sector

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	13	19	0	32	1	1	0	2
2. Make-up & Nail School	0	1	2	3	0	1	2	3
3. Beauty Centre, Health Centre & Spa	68	168	2,806	3,042	44	148	2,053	2,245
4. Hairdressing Salon	0	2	2,772	2,774	0	2	1,653	1,655
5. Product Company - Wholesale, Import & Export	21	335	58	414	16	230	58	304
6. Product Company - Retail	0	144	741	885	0	139	539	678
7. Nail Salon	0	0	31	31	0	0	31	31
8. Others (Including Bridal Salon and Television & Entertainment Company)	0	3	2	5	0	3	2	5
Total	102	672	6,412	7,186	61	524	4,338	4,923

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

Sector	Number of Employees	Number of Companies
1. Beauty & Hairdressing School		
	1 -- 4	13
	5 -- 9	7
	10 -- 19	6
	20 -- 49	2
	50 -- 99	0
	100 -- 199	0
	200 or above	1
	Sub-total	29
2. Make-up & Nail School		
	1 -- 4	6
	5 -- 9	1
	10 -- 19	2
	20 -- 49	3
	50 -- 99	0
	100 -- 199	1
	200 or above	3
	Sub-total	16
3. Beauty Centre, Health Centre & Spa		
	1 -- 4	3,313
	5 -- 9	385
	10 -- 19	193
	20 -- 49	97
	50 -- 99	16
	100 -- 199	20
	200 or above	12
	Sub-total	4,036
4. Hairdressing Salon		
	1 -- 4	2,661
	5 -- 9	630
	10 -- 19	172
	20 -- 49	75
	50 -- 99	6
	100 -- 199	2
	200 or above	1
	Sub-total	3,547

Table 9 (Cont'd)

Sector	Number of Employees	Number of Companies
5. Product Company - Wholesale, Import & Export		
	1 -- 4	935
	5 -- 9	110
	10 -- 19	54
	20 -- 49	41
	50 -- 99	13
	100 -- 199	1
	200 or above	9
	Sub-total	1,163
6. Product Company - Retail		
	1 -- 4	619
	5 -- 9	105
	10 -- 19	48
	20 -- 49	22
	50 -- 99	17
	100 -- 199	16
	200 or above	17
	Sub-total	844
7. Nail Salon		
	1 -- 4	186
	5 -- 9	51
	10 -- 19	34
	20 -- 49	4
	50 -- 99	1
	100 -- 199	0
	200 or above	0
	Sub-total	276
8. Others (Including Bridal Salon and Television & Entertainment Company)		
	1 -- 4	16
	5 -- 9	10
	10 -- 19	6
	20 -- 49	2
	50 -- 99	0
	100 -- 199	2
	200 or above	9
	Sub-total	45
Total		9,956

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	1	23	24
	5 -- 9	3	27	30
	10 -- 19	4	47	51
	20 -- 49	0	30	30
	50 -- 99	0	0	0
	100 -- 199	0	0	0
	200 or above	0	1	1
	Sub-total	8	128	136
2. Make-up & Nail School				
	1 -- 4	0	13	13
	5 -- 9	0	4	4
	10 -- 19	8	9	17
	20 -- 49	10	36	46
	50 -- 99	0	0	0
	100 -- 199	0	15	15
	200 or above	0	1	1
	Sub-total	18	78	96
3. Beauty Centre, Health Centre & Spa				
	1 -- 4	0	6,118	6,118
	5 -- 9	119	2,168	2,287
	10 -- 19	140	2,036	2,176
	20 -- 49	227	2,471	2,698
	50 -- 99	141	890	1,031
	100 -- 199	193	2,416	2,609
	200 or above	1,395	3,638	5,033
	Sub-total	2,215	19,737	21,952
4. Hairdressing Salon				
	1 -- 4	25	4,922	4,947
	5 -- 9	30	3,503	3,533
	10 -- 19	14	1,625	1,639
	20 -- 49	51	1,790	1,841
	50 -- 99	44	257	301
	100 -- 199	33	255	288
	200 or above	0	1	1
	Sub-total	197	12,353	12,550

Table 10 (Cont'd)

Sector	Number of Employees	Non-technical Manpower (a)	Technical Manpower (b)	Total (a) + (b)
5. Product Company - Wholesale, Import & Export				
	1 -- 4	85	1,983	2,068
	5 -- 9	225	466	691
	10 -- 19	175	495	670
	20 -- 49	352	729	1,081
	50 -- 99	352	509	861
	100 -- 199	176	4	180
	200 or above	1,034	1,371	2,405
	Sub-total	2,399	5,557	7,956
6. Product Company - Retail				
	1 -- 4	0	939	939
	5 -- 9	120	573	693
	10 -- 19	102	600	702
	20 -- 49	65	532	597
	50 -- 99	72	1,000	1,072
	100 -- 199	662	1,524	2,186
	200 or above	4,402	5,404	9,806
	Sub-total	5,423	10,572	15,995
7. Nail Salon				
	1 -- 4	0	149	149
	5 -- 9	13	281	294
	10 -- 19	4	282	286
	20 -- 49	0	150	150
	50 -- 99	8	44	52
	100 -- 199	0	0	0
	200 or above	0	0	0
	Sub-total	25	906	931
8. Others (Including Bridal Salon and Television & Entertainment Company)				
	1 -- 4	0	13	13
	5 -- 9	0	6	6
	10 -- 19	0	6	6
	20 -- 49	0	6	6
	50 -- 99	0	0	0
	100 -- 199	0	38	38
	200 or above	0	144	144
	Sub-total	0	213	213
Total		10,285	49,544	59,829

Table 11: Response Analysis of the 2016 Manpower Survey

All Branch* Result	1. Hairdressing Salon	2. Beauty Shops	3. Wholesales and Import / Export of Cosmetics, Perfumes	4. Retail of Cosmetics Stores	5. Athletic Institutes	6. Beauty Schools	7. Wedding Photographic Services	8. Entertainment Companies & Education Institutions	Total
Closed	2	14	0	2	0	2	0	0	20
Duplication	1	0	0	0	0	1	0	0	2
Merged	2	14	0	1	0	0	0	0	17
Moved, address cannot be located / untraceable	5	19	7	5	0	4	0	0	40
Non-contact	12	36	11	18	0	3	3	0	83
Not engaged in specific trade	1	1	6	7	0	10	0	0	25
No technical manpower	0	3	0	1	0	14	27	1	46
Not yet start operation	2	2	2	2	0	3	0	0	11
Partial response	24	23	3	6	0	3	0	3	62
Refusal	4	16	5	4	3	3	0	0	35
Registered office / corresponding address	2	9	5	0	0	1	3	0	20
Response	217	214	57	60	4	47	15	2	616
Temporary ceased	6	19	5	5	0	5	1	1	42
Vacant	0	1	0	0	0	0	0	0	1
Total	278	371	101	111	7	96	49	7	1,020

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

美容美髮訓練委員會職權範圍

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

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 Pro-Act Training & Development Centres on the direction and strategic development of their programmes in the relevant disciplines.
5. To advise on the course planning curriculum development and quality assurance systems of the IVE and Pro-Act Training & Development Centres.
6. To prescribe job specifications for the principal jobs in the industry defining the skills, knowledge and training required.
7. To advise on training programmes for the principal jobs in the industry specifying the time a trainee needs to spend on each skill element.
8. To tender advice in respect of skill assessments, trade tests and certification for in-service workers, apprentices and trainees, for the purpose of ascertaining that the specified skill standards have been attained.
9. To advise on the conduct of skill competitions in key trades in the industry for the promotion of vocational education and training as well as participation in international competitions.
10. To liaise with relevant bodies, including employers, employers' associations, trade unions, professional institutions, training and educational institutions and government departments, on matters pertaining to the development and promotion of vocational education and training in the industry.
11. To organize seminars/conferences/symposia on vocational education and training for the industry.
12. To advise on the publicity relating to the activities of the Training Board and relevant vocational education and training programmes of VTC.
13. To submit to the Council an annual report on the Training Board's work and its recommendations on the strategies for programmes in the relevant disciplines.
14. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.

美容美髮訓練委員會
委員名單

主席：

彭錦釗先生

副主席：

楊慧君女士

委員：

陳美香女士

陳秀儀女士

張韻嫦女士

蔡明峰先生

朱似萍女士

何紹忠先生

許慧鳳女士

劉家樂先生

劉玉棠女士

李春芳女士

李玉媚女士

陸惠芳女士

吳冠廷先生

龐麗虹女士

潘佩芬女士

鄧偉先生

王國華先生

黃少英女士

勞工處處長（或其代表）

消費者委員會（或其代表）

職業訓練局執行幹事

秘書：

關嬰女士

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

Chairman

Mr PANG Kam-chiu

Vice-chairman

Ms YANG Hui-chun, Juliana

Members

Ms CHAN Mei-heung, Sindy

Ms CHAN Sau-yee, Angela

Ms Liza CHEUNG

Mr Orpheus CHOY

Ms CHU Chi-ping, Candy

Mr HO Shiu-chung, Joseph

Ms HUI Wai-fung, Amy

Mr LAU Ka-lok

Ms LAU Yuk-tong, April

Ms LEE Chun-fong, Fanny

Ms LI Yuk-mei

Ms LUK Wai-fong, Shelly

Mr NG Koon-ting, Ray

Ms PONG Lai-hung, Ruby

Ms PUN Pui-fun, Elsa

Mr TANG Wai, William

Mr WONG Kwok-wah, Thomas

Ms Wong Siu-ying, Vajra

Commissioner for Labour (or his representative)

Consumer Council (or his representative)

Executive Director of the Vocational Training Council

Secretary

Ms KWAN Ying, Maggie

工作小組之委員名單

召集人

何紹忠先生

委員

張韻嫦女士

蔡明峰先生

許慧鳳女士

劉家樂先生

鄧偉先生

黃少英女士

吳倩嫻女士

葉世雄先生

列席者

統計處代表

秘書

關嬰女士

**Working Party on Manpower Survey
Membership List**

Convenor

Mr HO Shiu-chung, Joseph

Members

Ms Liza CHEUNG

Mr Orpheus CHOY

Ms HUI Wai-fung, Amy

Mr LAU Ka-lok

Mr TANG Wai, William

Ms WONG Siu-ying, Vajra

Ms NG Sin-han, Doris

Mr IP Sai-hung, Nelson

In Attendance

Representative of the Census and Statistics Department

Secretary

Ms KWAN Ying, Maggie

Vocational Training Council 職業訓練局

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

Telephone No 電話

Facsimile No 傳真

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

Your Reference 來函檔號

各位僱主：

美容、美髮及化妝品業 2016 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 2016 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。2016 年人力調查資料參照日為 2016 年 1 月 17 日。

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(2016 年 3 月至 5 月)，政府統計處職員將聯絡 貴機構負責人或其授權代表，如有需要，將協助貴公司填寫並收回填妥的問卷。

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 8324 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
彭錦釗

2016 年 2 月 23 日

Vocational Training Council 職業訓練局

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

Telephone No 電話

Facsimile No 傳真

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

Your Reference 來函檔號



23 February 2016

Dear Sir/Madam,

The 2016 Manpower Survey of the
Beauty Care, Hairdressing and Cosmetics Sector

I am writing to solicit your cooperation in the 2016 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. Data of the 2016 Manpower Survey will be collected as at **17 January 2016**.

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 between March to May 2016, an officer of the Census and Statistics Department (C&SD) will contact your office. The officer will assist in the completion of the questionnaire, if necessary, and collect the questionnaire for 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 8324.

Yours faithfully,

(PANG Kam-chiu)
 Chairman
 Beauty Care and Hairdressing Training Board

CONFIDENTIAL WHEN ENTERED WITH DATA	填入數據後即成 機密文件
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VOCATIONAL TRAINING COUNCIL
 職業訓練局

THE 2016 MANPOWER SURVEY OF THE BEAUTY CARE, HAIRDRESSING AND COSMETICS INDUSTRY
 美容、美髮及化妝品業二零一六年人力調查
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	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 化妝品及個人護理用品公司 - 批發及出入口 ()
- (6) Cosmetic Product Company - Retail 化妝品公司 - 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

Questionnaire (Part I)
調查表 (第一部份)

(A) Principal Job 主要職務			(B) Direct Employees as at 17.1.2016 (exclude trainees) 在17.1.2016 的 直接僱員（受訓者除外）		(C) Number of Part-time Employees as at 17.1.2016	(D) Number of Freelancers as at 17.1.2016	(E) Forecast Number of Employees as at 17.1.2017 (exclude trainees)	(F) Number of Vacancies as at 17.1.2016 (exclude trainees)	(G) Number of Trainees as at 17.1.2016	(H) Actual Level of Education	(I) Preferred Level of Education	(J) Actual Years of Experience	(K) Preferred Years of Experience	(L) Please use the follow Codes for Column (B), (H), (I), (J) and (K). 請按下列編號，填入(B)、(H)、(I)、(J) 及 (K) 欄內。 (i) 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 Income Range Code 平均每月收入幅度 收入編號 under \$8,001 以下 1 \$8,001 - \$10,000 2 \$10,001 - \$13,000 3 \$13,001 - \$16,000 4 \$16,001 - \$20,000 5 \$20,001 - \$30,000 6 over \$30,000 以上 7 (ii) Column (H) & (I) : Please base on the following appropriate code number, enter the actual education level of the employees and the minimum 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 僱員現有的教育程度及僱主期望僱員宜 有的基本教育程度。 Education Level Education Level Code 教育程度 教育程度編號 Postgraduate 1 研究院 First degree 2 學士學位 Sub-degree 3 副學位 Senior Secondary 4 高中 Junior Secondary 5 初中 Other Professional qualifications 8 其他專業資格 (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 僱員現有及宜有的相關年資。 Actual/ Preferred Years of Experience Experience Code 現有/ 宜有的相關年資 年資編號 10 years or more 1 十年或以上 6 years to less than 10 years 2 六年至十年以下 3 years to less than 6 years 3 三年至六年以下 1 year to less than 3 years 4 一年至三年以下 Less than 1 year 5 一年以下
Job Title 職稱	Rec. Type	Job Code 職稱編號	Income Code 收入 編號	Number 人數	在17.1.2016 的 兼職人士 人數	在17.1.2016 的 自由職人士 人數	在17.1.2017 的 僱員人數 （受訓者除外）	在17.1.2016 的 空缺額 （受訓者除外）	在17.1.2016 的 受訓者 人數	(see Column L) （見 L 欄）	(see Column L) （見 L 欄）	(see Column L) （見 L 欄）	(see Column L) （見 L 欄）	
	2	8-10	11	12-15	16-19	20-23	24-27	28-30	31-33	34	35	36	37	
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34	2													
35	2													

2016 Manpower Survey of the Beauty Care, Hairdressing and Cosmetics Industry

2016 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 vocational 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。)

Vocational Qualifications 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"/> 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, Vocational Assessment 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, 專業能力評估, 請列明):	<input type="checkbox"/> 26	<input type="checkbox"/> 27	<input type="checkbox"/> 28
<hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/>			
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
<hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/>			

For Official Use Only 此欄無需填寫	<input type="checkbox"/> 32	<input type="checkbox"/> 33	<input type="checkbox"/> 34	<input type="checkbox"/> 35
---------------------------------	--------------------------------	--------------------------------	--------------------------------	--------------------------------

2. Preferred Vocational Qualification

僱員宜有職業資格

Please tick the vocational 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	<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"/> 36	<input type="checkbox"/> 37	<input type="checkbox"/> 38
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"/> 39	<input type="checkbox"/> 40	<input type="checkbox"/> 41
● Make-up Artist 化妝師	<input type="checkbox"/> 42	<input type="checkbox"/> 43	<input type="checkbox"/> 44
● Intense Pulsed Light (IPL) Equipment Operator 強烈脈衝光儀器操作員	<input type="checkbox"/> 45	<input type="checkbox"/> 46	<input type="checkbox"/> 47
● Hairdresser 髮型師	<input type="checkbox"/> 48	<input type="checkbox"/> 49	<input type="checkbox"/> 50
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"/> 51	<input type="checkbox"/> 52	<input type="checkbox"/> 53
iv. Certificates of local professional / recognized training courses / qualifications (e.g. Recognition of Prior Learning under Qualifications Framework, Vocational Assessment 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，專業能力評估，請列明)：	<input type="checkbox"/> 54	<input type="checkbox"/> 55	<input type="checkbox"/> 56
<hr/>			
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"/> 57	<input type="checkbox"/> 58	<input type="checkbox"/> 59
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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 & cosmetics industry needs to enhance their skills in the next 12 months (18.1.2016 - 17.1. 2017)? (You may wish to choose more than one type of training.)
在未來十二個月內 (18.1.2016 - 17.1. 2017)，閣下認為美容美髮及化妝品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"/> 64	<input type="checkbox"/> 65	<input type="checkbox"/> 66	<input type="checkbox"/> 67	<input type="checkbox"/> 68	<input type="checkbox"/> 69
ii. Human resource management 人力資源	<input type="checkbox"/> 70	<input type="checkbox"/> 71	<input type="checkbox"/> 72	<input type="checkbox"/> 73	<input type="checkbox"/> 74	<input type="checkbox"/> 75
iii. Marketing management 市場管理	<input type="checkbox"/> 76	<input type="checkbox"/> 77	<input type="checkbox"/> 78	<input type="checkbox"/> 79	<input type="checkbox"/> 80	<input type="checkbox"/> 81
iv. Quality management 優質服務管理	<input type="checkbox"/> 82	<input type="checkbox"/> 83	<input type="checkbox"/> 84	<input type="checkbox"/> 85	<input type="checkbox"/> 86	<input type="checkbox"/> 87
v. Others (please specify): 其他 (請說明) :	<input type="checkbox"/> 88	<input type="checkbox"/> 89	<input type="checkbox"/> 90	<input type="checkbox"/> 91	<input type="checkbox"/> 92	<input type="checkbox"/> 93

Generic skills

通用技能

i. Customer services 顧客服務技巧	<input type="checkbox"/> 94	<input type="checkbox"/> 95	<input type="checkbox"/> 96	<input type="checkbox"/> 97	<input type="checkbox"/> 98	<input type="checkbox"/> 99
ii. Complaints handling 處理投訴技巧	<input type="checkbox"/> 100	<input type="checkbox"/> 101	<input type="checkbox"/> 102	<input type="checkbox"/> 103	<input type="checkbox"/> 104	<input type="checkbox"/> 105
iii. Sales & marketing 銷售及市場推廣技巧	<input type="checkbox"/> 106	<input type="checkbox"/> 107	<input type="checkbox"/> 108	<input type="checkbox"/> 109	<input type="checkbox"/> 110	<input type="checkbox"/> 111
iv. Stores operations 店鋪營運技巧	<input type="checkbox"/> 112	<input type="checkbox"/> 113	<input type="checkbox"/> 114	<input type="checkbox"/> 115	<input type="checkbox"/> 116	<input type="checkbox"/> 117
v. Others (please specify): 其他 (請說明) :	<input type="checkbox"/> 118	<input type="checkbox"/> 119	<input type="checkbox"/> 120	<input type="checkbox"/> 121	<input type="checkbox"/> 122	<input type="checkbox"/> 123

Language skills

語文技能

i. Putonghua 普通話	<input type="checkbox"/> 124	<input type="checkbox"/> 125	<input type="checkbox"/> 126	<input type="checkbox"/> 127	<input type="checkbox"/> 128	<input type="checkbox"/> 129
ii. Written Chinese 中文書寫能力	<input type="checkbox"/> 130	<input type="checkbox"/> 131	<input type="checkbox"/> 132	<input type="checkbox"/> 133	<input type="checkbox"/> 134	<input type="checkbox"/> 135
iii. Written English 英文書寫能力	<input type="checkbox"/> 136	<input type="checkbox"/> 137	<input type="checkbox"/> 138	<input type="checkbox"/> 139	<input type="checkbox"/> 140	<input type="checkbox"/> 141
iv. Spoken English 英語會話	<input type="checkbox"/> 142	<input type="checkbox"/> 143	<input type="checkbox"/> 144	<input type="checkbox"/> 145	<input type="checkbox"/> 146	<input type="checkbox"/> 147
v. Others (please specify): 其他 (請說明) :	<input type="checkbox"/> 148	<input type="checkbox"/> 149	<input type="checkbox"/> 150	<input type="checkbox"/> 151	<input type="checkbox"/> 152	<input type="checkbox"/> 153

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<input type="checkbox"/> 154	<input type="checkbox"/> 155	<input type="checkbox"/> 156	<input type="checkbox"/> 157	<input type="checkbox"/> 158	<input type="checkbox"/> 159	<input type="checkbox"/> 160
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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 (18.1.2015 - 17.1.2016).
過去十二個月內 (18.1.2015 - 17.1. 2016) 離職的僱員人數。

Manager / Technologist
經理／技師

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161

Officer / Technician
主任／技術員

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164

Tradesman / Semi-skilled
技工／半熟練技工

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167

IV. Recruitment

招聘

5. Please state the number of recruits of your company in the past 12 months (18.1.2015 - 17.1. 2016).
請列出貴機構在過去十二個月內 (18.1.2015 - 17.1. 2016) 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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170

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176

- ii. Number of recruits who have performed
beauty care, hairdressing & cosmetics 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及化妝品業相關職務的人數

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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 (18.1.2015 - 17.1. 2016)?
貴機構在過去十二個月內 (18.1.2015 - 17.1. 2016) 在招聘美容或美髮及化妝品業從業員有沒有困難？

Yes
(please go to Q.7)
有 (請答第7題)

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188

No
否

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189

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

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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"/> 196	<input type="checkbox"/> 197	<input type="checkbox"/> 198
ii. Lack of candidates with relevant experiences 缺乏具相關經驗求職者	<input type="checkbox"/> 199	<input type="checkbox"/> 200	<input type="checkbox"/> 201
iii. High expectation on working conditions / remuneration package from candidates 求職者對服務條件／薪酬要求過高	<input type="checkbox"/> 202	<input type="checkbox"/> 203	<input type="checkbox"/> 204
iv. Long working hours 工作時間過長	<input type="checkbox"/> 205	<input type="checkbox"/> 206	<input type="checkbox"/> 207
v. Long apprentice/ on-the-job training period 學藝/ 在職培訓時期過長	<input type="checkbox"/> 208	<input type="checkbox"/> 209	<input type="checkbox"/> 210
vi. Relative hard work 工作性質相對辛苦	<input type="checkbox"/> 211	<input type="checkbox"/> 212	<input type="checkbox"/> 213
vii. Low status 地位低微	<input type="checkbox"/> 214	<input type="checkbox"/> 215	<input type="checkbox"/> 216
viii. Limitation of career path 職業發展前景的局限	<input type="checkbox"/> 217	<input type="checkbox"/> 218	<input type="checkbox"/> 219
ix. More choices in the job market with the implementation of minimum wage 最低工資的實施增加了行業的選擇	<input type="checkbox"/> 220	<input type="checkbox"/> 221	<input type="checkbox"/> 222
x. Extention of free education entitlement deferred junior level employees starting to work 更長期的免費教育延後了基層員工的人職年齡	<input type="checkbox"/> 223	<input type="checkbox"/> 224	<input type="checkbox"/> 225
xi. Young people with higher education level have more choices in the job market 擁有較高學歷的年青人有很多就業的選擇	<input type="checkbox"/> 226	<input type="checkbox"/> 227	<input type="checkbox"/> 228
xii. Others (please specify): 其他 (請說明) :	<input type="checkbox"/> 229	<input type="checkbox"/> 230	<input type="checkbox"/> 231

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End of questionnaire. Thank you for your cooperation.

問卷完，多謝合作

2016 Manpower Survey of the Beauty Care, Hairdressing and Cosmetics Industry
二〇一六年美容、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）

- 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 **17.1.2016**.
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 **2016 年 1 月 17 日** 當天資料作準。

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

附件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。

- 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。

Average Monthly Income Range 平均每月收入幅度	Income Code 收入編號
Under \$8,001 以下	1
\$8,001 - \$10,000	2
\$10,001 - \$13,000	3
\$13,001 - \$16,000	4
\$16,001 - \$20,000	5
\$20,001 - \$30,000	6
Over \$30,000 以上	7

4. Column 'B' - Number of Direct Employees (excluding trainees) (as at 17.1.2016)
(B) 欄 — (在 2016 年 1 月 17 日的) 直接僱員人數 (受訓者除外)

'Employees' refer to those working full-time under the payroll of the organisation. These include proprietors, partners and sales working full-time for the organisation. 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 (as at 17.1.2016)
(C) 欄 — (在 2016 年 1 月 17 日的) 兼職人士人數

'Part-time Employees' refer to those working part-time under the payroll of the organisation. These include proprietors, partners and sales working part-time for the organisation. 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 (as at 17.1.2016)
(D) 欄 — (在 2016 年 1 月 17 日的) 自由職人士人數

'Freelancers' refer to those providing services on appointment basis and not under the payroll of the organisation. 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 organisation will be employing 12 months from now (as at 17.1.2017). The number given could be more/less than that in column 'B' if an expansion/contraction is expected.

預計僱員人數指貴機構在十二個月後 (在 2017 年 1 月 17 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 (as at 17.1.2016)
(F) 欄 — (在 2016 年 1 月 17 日的) 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 (as at 17.1.2016)
(G) 欄 — (在 2016 年 1 月 17 日的) 受訓者人數

Please fill in the total number of trainees undergoing training / apprentices.
請填寫正在接受訓練的僱員／學徒總數。

10. Column 'H' & 'I' – Actual and Preferred Level of 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 education level of the employees and the minimum education level which an employer prefers his/her employees to have respectively.

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

<u>Education Level</u> 教育程度	<u>Details</u> 說明	<u>Education Level</u> <u>Code</u> 教育程度編號
Postgraduate 研究院	Higher degrees (e.g. master degrees) or equivalent 高等學位（如碩士學位），或同等教育程度	1
First degree 學士學位	First degree or equivalent 學士學位，或同等教育程度	2
Sub-degree 副學位	Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent 副學士、高級文憑、專業文憑、高級證書，或同等教育程度	3
Senior Secondary 高中	Secondary 4-6, Diploma, Hong Kong Diploma of Secondary Education (HKDSE), Diploma of Vocational Education/Foundation Diploma/Yi Ji Diploma or equivalent 中四、中五及中六、文憑、香港中學文憑考試、中專教育文憑／基礎文憑／毅進文憑課程，或同等教育程度	4
Junior Secondary 初中	Secondary 1-3 or equivalent 中一、中二及中三，或同等教育程度	5
Others 其他	Other professional qualifications 其他專業資格	8

11. Column 'J' & 'K' – Actual and Preferred Years of Relevant 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 years of relevant 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> 現有及宜有的相關年資	<u>Experience Code</u> 年資編號
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。
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。提供身體護理服務建議。
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. Provides Nail Arts. 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。提供甲藝服務。

Code No. 編號	Job Title 職稱	Job Description 工作說明
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、腳或腿的護理方法及處理療程紀錄。
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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
TRADESMAN LEVEL (Continued) 技工級 (續)		
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. 為顧客以拇指、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。