

2003 MANPOWER SURVEY REPORT

**BEAUTY CARE, HAIRDRESSING
AND COSMETICS INDUSTRY**

美容、美髮及化妝品業

二零零三年人力調查報告

BEAUTY CARE AND HAIRDRESSING TRAINING BOARD

VOCATIONAL TRAINING COUNCIL

職業訓練局

美容美髮訓練委員會

CONTENTS

<u>Section</u>		<u>Paragraph</u>	<u>Page</u>
I	Survey Background, Methodology and Coverage	1.1 – 1.11	24 – 27
II	Summary of Survey Findings	2.1 – 2.21	28 – 40
III	Conclusions	3.1 – 3.12	41 – 43
IV	Recommendations	4.1 – 4.4	44 – 45

Appendix

1	Membership List		46 - 47
2	Terms of Reference		48
3	Questionnaire		50 - 53
4	Explanatory Notes		54 - 56
5	Job Descriptions for Principal Jobs in Insurance Industry		57 - 72

SECTION I

SURVEY BACKGROUND, METHODOLOGY AND COVERAGE

The Training Board

1.1 The Beauty Care and Hairdressing Training Board (the Training Board), formerly named as the Beauty Care Training Board, was set up in 2001 to be responsible for, among other duties, determining the manpower situation and training needs of the beauty care and hairdressing industry and recommending to the Vocational Training Council measures to meet the industry's demand for trained personnel. Its membership and terms of reference are given in Appendices 1 and 2.

Purpose of the Survey

1.2 The Training Board, with the assistance of the Census and Statistics Department (C & SD), conducted the 1st manpower survey of the beauty care, hairdressing and cosmetics industry from 2nd October 2003 to 20th November 2003. The survey was conducted with the following objectives:

- (a) to identify the manpower and training needs in principal jobs of the beauty care, hairdressing and cosmetics industry;
- (b) to forecast the likely growth of the industry in terms of manpower and training requirements between 2003 and 2004;
- (c) to obtain views on the preferred and actual levels of education of employees; and
- (d) to collect information on the recruitment and qualifications of technical employees.

1.3 After processing the data by the C & SD, full sets of tabulations were available in March 2004. It is envisaged that the information collected will enable the Beauty Care and Hairdressing Training Board and other course providers to formulate training activities to enhance the professionalism of the practitioners.

Scope of the Survey

1.4 The survey covered 7 160 companies (including their branches) registered with the C & SD and their full-time employees. Over 90% of these companies engaged less than 10 full-time employees. They were classified into the following 7 branches (number of companies in brackets) of the beauty care, hairdressing and cosmetics industry:

- (i) beauty & hairdressing schools (50);
- (ii) make-up, nail etc. schools (2);
- (iii) beauty centres (2 538);
- (iv) hairdressing salons (2 689);
- (v) cosmetics product wholesale, import & export companies (1 056);
- (vi) cosmetics product retail companies (783); and
- (vii) health centres and spa centres (42).

1.5 Out of these 7 160 companies, 826 sampled companies (including 480 beauty schools/centres and hairdressing salons and 346 cosmetics product companies) were selected using the stratified random sampling method. As information on the companies engaged in the sauna, massage, foot reflexology business and nail centres was not available, these companies together with the fitness centres and health food companies were excluded in the 2003 survey. The Training Board estimated that most cosmetics product companies were covered in this survey. However, only about 10% of the make-up, nail etc. schools, 70% of the beauty centres and 60% of the hairdressing salons had been covered. In addition, those companies which did not register as businesses related to beauty care, hairdressing and cosmetics were excluded in this survey.

Survey Document

1.6 A set of survey documents, including the questionnaire (Appendix 3), explanatory notes (Appendix 4) and job descriptions (Appendix 5), was sent to each sampled company for completion 2 weeks before the fieldwork. Additional questions were incorporated in the questionnaire to collect information on the recruitment and professional qualifications of the technical staff.

1.7 Employers were requested to provide data on the principal jobs in the beauty care, hairdressing and cosmetics product industry. These principal jobs were classified according to their branches of business for easy job matching. Staff employed by the companies handling accountancy, information technology etc. were excluded in this survey. Employers were assured that the data collected would be handled in strict confidence and published only in the form of statistical summaries without reference to individual establishments.

1.8 During the fieldwork, interviewing officers of the C & SD visited these companies to collect the completed questionnaires and, where necessary, to assist in providing the data. All completed questionnaires were checked, coded and, if necessary, verified with the respondents before data processing and tabulation.

Responses

1.9 From the 826 sampled companies, 606 responded and completed the questionnaire. 207 companies were either found closed / moved/ temporarily ceased operation during the time of the survey. There was a total of 13 refusals for this survey. The effective response rate was 98.4%.

Presentation of Findings

1.10 This 2003 Manpower Survey Report of the Beauty Care, Hairdressing and Cosmetics Industry presents the background, methodology and coverage of the survey in Section I and summary of survey findings in Section II. The Beauty Care and Hairdressing Training Board's conclusions and recommendations are set out in Section III and IV respectively. An Executive Summary on the major findings is also published. Detailed statistics tabulated for the industry and each of the 7 branches are compiled in a separate manual. Slight discrepancies in the total figures might occur due to the blowing-up of data to yield an overall picture of the industry. All information can be downloaded from <http://www.vtc.edu.hk>.

Classification of Principal Jobs

1.11 Based on the typical organization structure of beauty care schools/centres, hairdressing salons, and cosmetics product wholesale/import/export/retail companies, employees were further classified into 8 job levels and 39 principal jobs as follows:

<u>Job Level</u>	<u>Principal Job</u>
Management	1. Director / Principal/ General Manager/Manager
	2. Sales/Marketing Director/ Manager
	3. Chief Shop Manager / Operation Manager
Technologist	1. Senior Tutor / Senior Instructor - Beauty Care and Hairdressing
	2. Senior Tutor / Senior Instructor - Make-up and Nail
	3. Art Director
Officer	1. Marketing Director
	2. Product/Technical Manager
	3. Sales/Marketing Officer
	4. Trainer
	5. Buying Officer
	6. Shop Manager / Supervisor

<u>Job Level</u>	<u>Principal Job</u>
Technician	<ol style="list-style-type: none"> 1. Tutor / Instructor - Beauty Care 2. Tutor / Instructor – Hairdressing 3. Assistant Tutor / Instructor - Beauty Care 4. Assistant Tutor / Instructor – Hairdressing 5. Tutor / Instructor – Make-up 6. Tutor / Instructor – Nail 7. Assistant Tutor / Instructor - Make-up 8. Assistant Tutor / Instructor – Nail 9. Beauty Consultant 10. Senior Beautician 11. Senior Make-up Artist 12. Senior Hair Stylist 13. Technical Adviser
Sales	<ol style="list-style-type: none"> 1. Sales Representative
Tradesman	<ol style="list-style-type: none"> 1. Beautician 2. Make-up Artist 3. Masseur 4. Manicurist/Pedicurist 5. Nail Artist/Foot Reflexologist 6. Hair Stylist 7. Beauty Adviser (Counter)
Semi-Skilled Tradesman	<ol style="list-style-type: none"> 1. Beauty Assistant 2. Junior Hairdresser
Supporting Staff	<ol style="list-style-type: none"> 1. Marketing Staff 2. Promoter 3. Administration Staff 4. Receptionist

SECTION II

SUMMARY OF SURVEY FINDINGS

Presentation

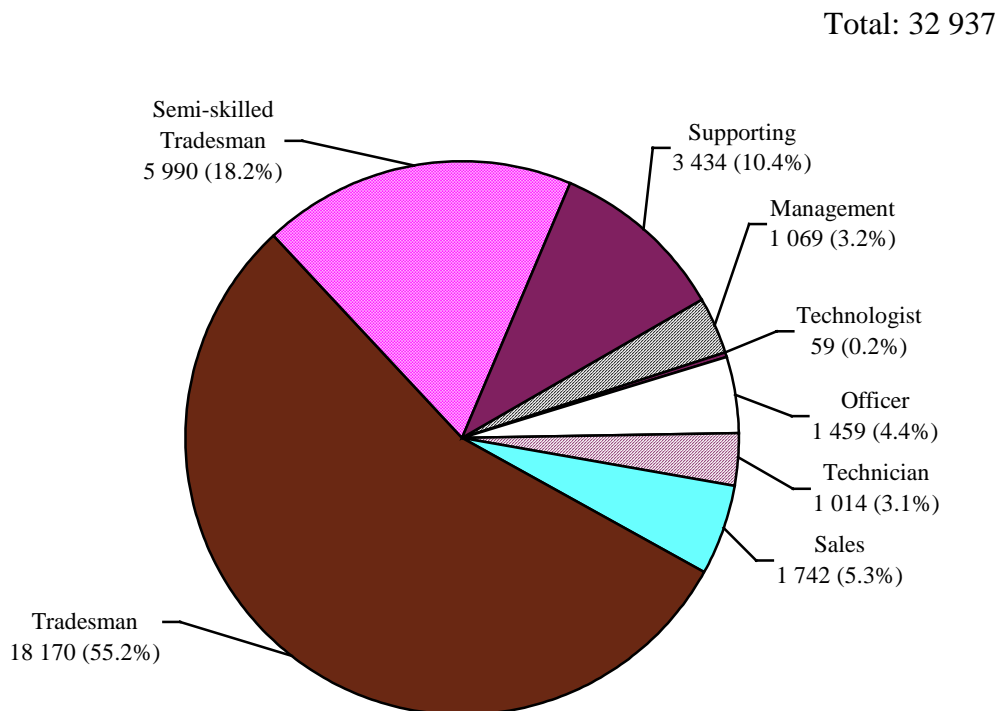
2.1 The 2003 manpower survey was mainly concerned with the manpower and training of employees in the 7 160 companies of the beauty care, hairdressing and cosmetics industry. Respondent companies had to provide the relevant information about their technical and supporting employees (including marketing/promotion/administration staff and receptionists) according to their major activities. In this section, the main survey findings are presented by the appropriate job level of management, technologist, officer, technician, sales, tradesman, semi-skilled tradesman and supporting staff.

2.2 As some establishments in the beauty care, hairdressing and cosmetics industry had operations or planned to start their operation in the Mainland, the Beauty Care and Hairdressing Training Board also collected information on the places of recruitment for the technical staff working in the Mainland branches.

Total Manpower

2.3 The survey revealed that during the survey period, there were 32 937 employees. The breakdown per job level is shown in Diagram 1:

Diagram 1 : Distribution of Employees by Job Level



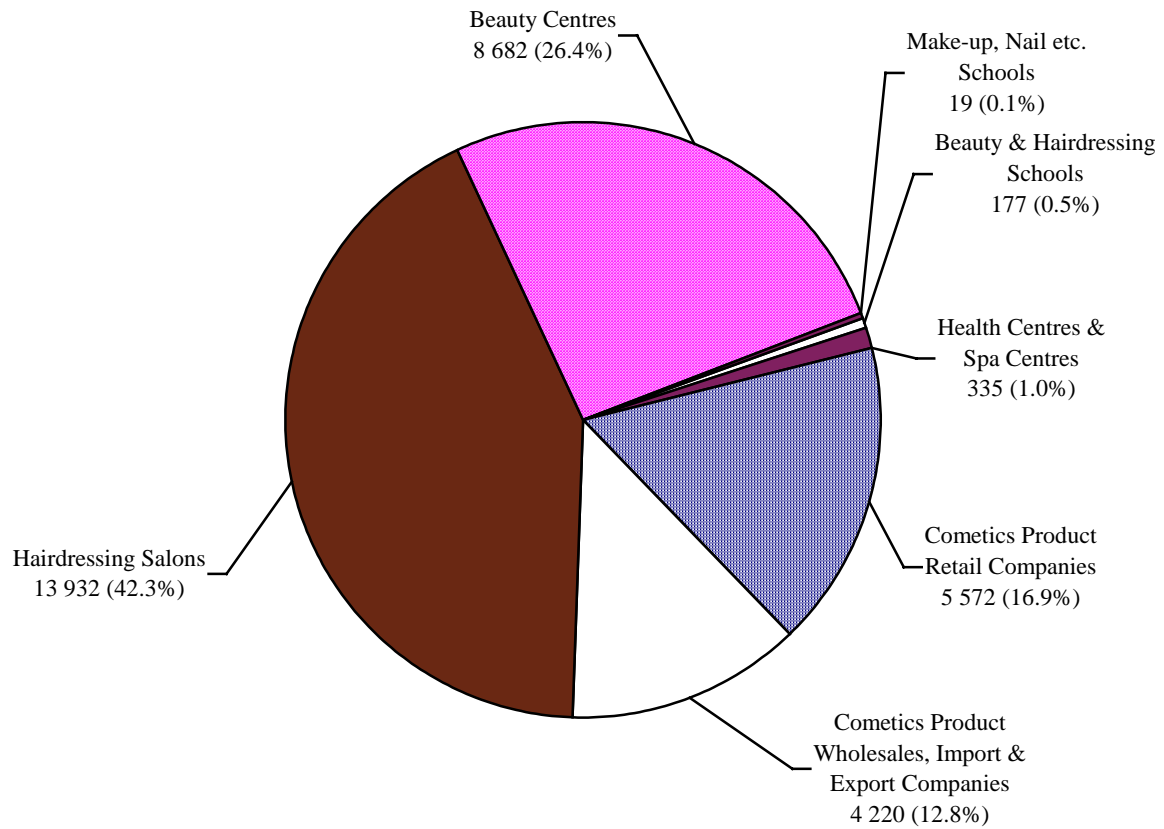
2.4 As this survey did not cover all the make-up, nail etc. schools, beauty centres and hairdressing salons, the Training Board estimated that about 10% of the employees in make-up, nail etc. schools and less than 50% of the employees in beauty centres and hairdressing salons were covered. This under-estimation of manpower was probably due to the exclusion of the following practitioners in these business sectors:

- (i) freelancers or part-time practitioners providing services on appointment basis;
- (ii) beauticians affiliated with beauty centres or hairdressing salons without business registration;
- (iii) beauticians or hairdressers operating in domestic residences; and
- (iv) employees working in companies not registered as business related to beauty care, hairdressing and cosmetics products.

2.5 The Training Board noted that in the survey the number of employees in the beauty & hairdressing schools was under-estimated probably because some senior tutors at technologist level and tutors at technician level undertook duties other than tutoring during the date of survey and therefore were not reported by the employers. Moreover, some employers had downsized their companies and laid off their employees at low business period due to the adverse impact of SARS. The Training Board felt that the number of employees reported by the cosmetics product companies, health centres and spa centres were reliable. The breakdown of these 32 937 employees by the 7 business sectors classified in this manpower survey is shown in Diagram 2:

Diagram 2 : Distribution of Employees by Business Sectors

Total : 32 937



2.6 The number of employees by business sector by job level is summarised as follows:

Number of Employees by Sector by Job Level in the Beauty Care, Hairdressing and Cosmetics Industry

Job Level (%)*

<u>Business Sector</u>	<u>Management</u>	<u>Technologist</u>	<u>Officer</u>	<u>Technician</u>	<u>Sales</u>	<u>Tradesman</u>	<u>Semi-skilled Tradesman</u>	<u>Supporting</u>	<u>Total</u>
School-Beauty & Hairdressing	23 (13.0)	22 (12.5)	0	94 (53.0)	0	0	0	38 (21.5)	177 (100.0)
School-Make-up, Nail etc.	1 (5.3)	7 (36.8)	0	10 (52.6)	0	0	0	1 (5.3)	19 (100.0)
Beauty Centre	106 (1.2)	0	0	565 (6.5)	0	6796 (78.3)	645 (7.4)	570 (6.6)	8682 (100.0)
Hairdressing Salon	37 (0.3)	30 (0.2)	0	257 (1.8)	0	7876 (56.5)	5345 (38.4)	387 (2.8)	13932 (100.0)
Product Company-Wholesale & IE	691 (16.4)	0	608 (14.4)	15 (0.3)	1742 (41.3)	0	0	1164 (27.6)	4220 (100.0)
Product Company-Retail	206 (3.7)	0	851 (15.3)	9 (0.1)	0	3249 (58.3)	0	1257 (22.6)	5572 (100.0)
Health Centre & Spa Centres Centres	5 (1.5)	0	0	64 (19.1)	0	249 (74.3)	0	17 (5.1)	335 (100.0)
Total	1069 (3.2)**	59 (0.2)**	1459 (4.4)**	1014 (3.1)**	1742 (5.3)**	18170 (55.2)**	5990 (18.2)**	3434 (10.4)**	32937 (100.0)

(%)* As percentage of the total number of employees in the sector.

(%)** As percentage of the total number of employees in the industry.

2.7 As revealed in the survey, the distribution of principal jobs with most employees is summarized as follows:

<u>Job Title</u>	<u>Number of Employees</u>	<u>Percentage of Total Employees</u>
Hair Stylist	7 706	23.4
Beautician	6 261	19.0
Junior Hairdresser	5 345	16.2
Beauty Adviser (Counter)	3 210	9.7
Sales Representative	<u>1 742</u>	<u>5.3</u>
	24 264	73.6

Vacancies

2.8 Employers reported a total of 955 vacancies at the date of survey, including 934 beauty care, hairdressing and cosmetics technical employees (2.9% of total 32 937 employees) and 21 supporting staff (0.06% of total 32 937 employees). Among them, 923 vacancies were mainly reported in beauty centres (492 or 51.5% of total 955 vacancies), hairdressing salons (316 or 33.1% of total 955 vacancies) and cosmetics product retail companies (115 or 12.0% of total 955 vacancies).

2.9 The distribution of principal jobs with most vacancies is summarized as follows:

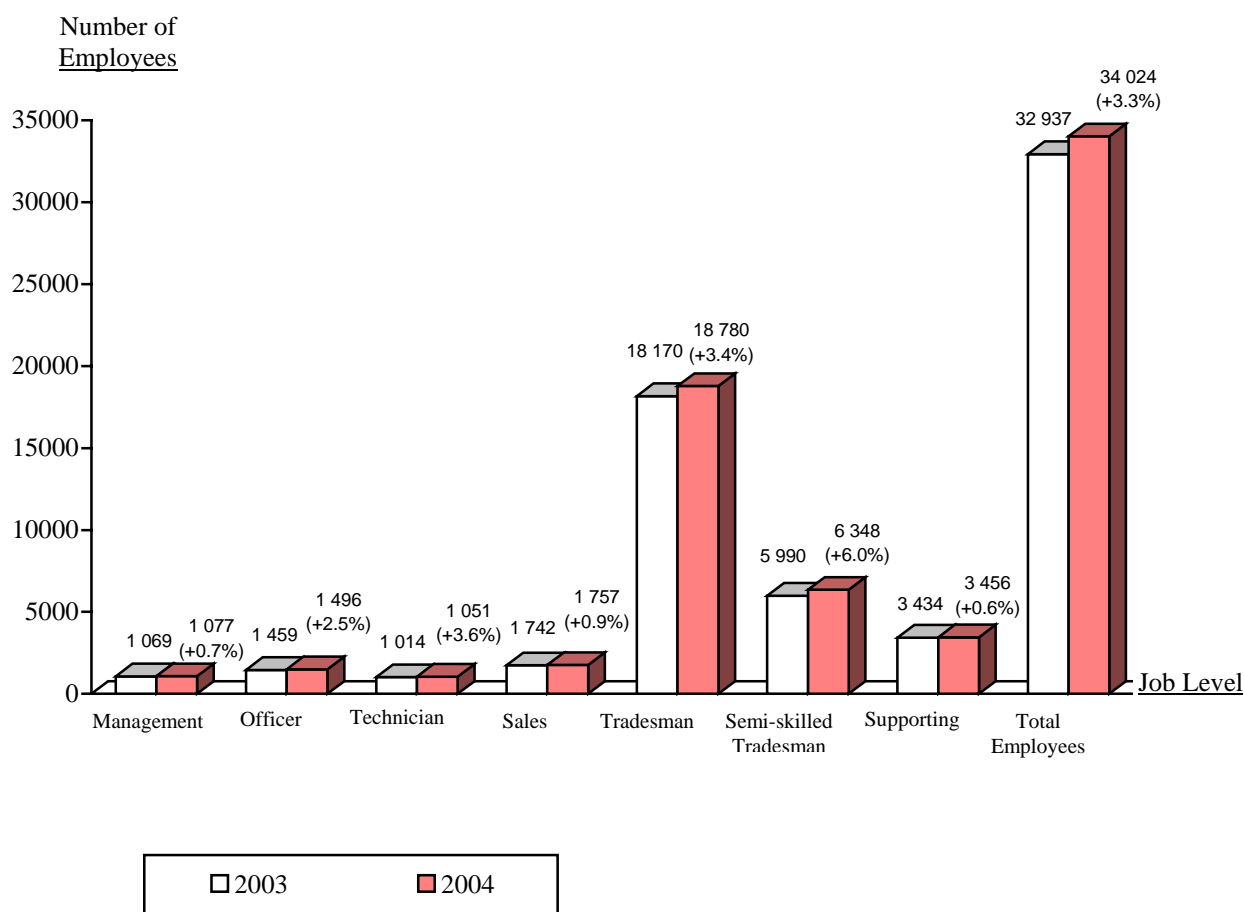
<u>Job Title</u>	<u>Number of Vacancies</u>	<u>Percentage of Total Employees at Same Level</u>
Beautician	349	5.6
Junior Hairdresser	238	4.5
Beauty Assistant	120	18.6
Beauty Adviser (Counter)	79	2.5
Hair Stylist	<u>68</u>	<u>0.9</u>
	854	*

(%)* As percentage of the total number of employees in the industry.

Employers' Forecast Number of Employees By October 2004

2.10 Employers forecast that in the next 12 months after the survey, the beauty care, hairdressing and cosmetics sector would require an increase of 1 087 beauty care, hairdressing and cosmetics employees (3.3% of total 32 937 employees). However, employers forecast that there would be no increase in the number of technologist in the next 12 months. Its distribution by job level is summarized in Diagram 3:

Diagram 3 : Employers' Forecast Increase of Employees by Job Level 2003/2004



Note: Employers forecast that there would be no increase in the number of technologists (59 persons) during 2003 and 2004. This level is not shown in Diagram 3.

2.11 The following principal jobs in beauty centres, hairdressing salons and cosmetics product retail companies would have higher growth in 2004:

<u>Job Title</u>	<u>Increase in Employees</u>	<u>Percentage of Total Employees in the Sector</u>
Beautician	473	7.6
Junior Hairdresser	238	4.5
Beauty Assistant	120	18.6
Beauty Adviser (Counter)	71	2.2
Hair Stylist	43	0.6
	945	2.9*

(%)* As percentage of the total number of employees in the industry.

Preferred and Actual Education of Employees

2.12 Employers were asked to indicate the levels of education preferred for their beauty care, hairdressing and cosmetics employees and the actual education level possessed by them. The preferred and actual educations of beauty care, hairdressing and cosmetics employees at each job level were as follows:

<u>Job Level</u>	<u>Preferred Education</u>	<u>No. of Employees</u>	<u>% of Total at the Same Job Employees Level</u>
Management	University degree	824	77.1
	Advanced level/diploma/certificate	184	17.2
	Secondary 4 – Secondary 7	35	3.2
Technologist	Secondary 4 – Secondary 7	40	67.8
	University degree	8	13.6
	Advanced level/diploma/certificate	8	13.6
Officer	University degree	613	42.0
	Secondary 4 – Secondary 7	567	38.9
	Advanced level/diploma/certificate	129	8.8
Technician	Secondary 4 – Secondary 7	772	76.1
	Advanced level/diploma/certificate	126	12.4
	Secondary 3 or below	47	4.6
Sales	Secondary 4 – Secondary 7	1475	84.7
	University degree	166	9.5
	Secondary 3 or below	74	4.2
Tradesman	Secondary 4 – Secondary 7	11698	64.4
	Secondary 3 or below	5234	28.8
	Advanced level/diploma/certificate	1182	6.5
Semi-skilled Tradesman	Secondary 3 or below	3558	59.4
	Secondary 4 – Secondary 7	2391	39.9
	Advanced level/diploma/certificate	41	0.7
Supporting	Secondary 4 – Secondary 7	3011	87.7
	University degree	141	4.1
	Secondary 3 or below	130	3.8

<u>Job Level</u>	<u>Actual Education</u>	<u>No. of Employees</u>	<u>% of Total at the Same Job Employees Level</u>
Management	University degree	644	60.2
	Secondary 4 – Secondary 7	272	25.4
	Advanced level/diploma/certificate	105	9.8
Technologist	Secondary 4 – Secondary 7	37	62.7
	Advanced level/diploma/certificate	9	15.3
	University degree	6	10.2
Officer	Secondary 4 – Secondary 7	806	55.2
	University degree	369	25.3
	Advanced level/diploma/certificate	116	8.0
Technician	Secondary 4 – Secondary 7	728	71.8
	Secondary 3 or below	117	11.5
	Advanced level/diploma/certificate	84	8.3
Sales	Secondary 4 – Secondary 7	1554	89.2
	University degree	81	4.6
	Secondary 3 or below	79	4.5
Tradesman	Secondary 4 – Secondary 7	10923	60.1
	Secondary 3 or below	6968	38.4
	Advanced level/diploma/certificate	217	1.2
Semi-skilled Tradesman	Secondary 3 or below	3795	63.4
	Secondary 4 – Secondary 7	2174	36.3
	Advanced level/diploma/certificate	21	0.4
Supporting	Secondary 4 – Secondary 7	2735	79.6
	Secondary 3 or below	431	12.6
	University degree	135	3.9

Skill Level of Employees with respect to Their Current Job Requirements

2.13 Employers were asked to indicate whether the job skills of their employees could meet the standards required for their job duties. The survey revealed that 30 648 or 93.0% of the total 32 937 employees could meet the requirements with respect to their current jobs. Only 174 employees (0.5% of total employees) were found below standard and should be provided with training.

Distribution of Employees by Monthly Income Range

2.14 The term “monthly income” used in the survey included basic salary, overtime, allowance bonus, housing allowance, cost-of-living allowance and meal allowance. It excluded payments in kind, such as free housing. As this was not a wage survey, the information obtained was for cross-checking purpose only.

2.15 The distribution of employees by job level and by monthly income range is shown below:

Monthly Income as at September 2003

(i)

<u>Job Level</u>	<u>\$4,000 or below</u>	<u>\$4,001- \$7,000</u>	<u>\$7,001- \$10,000</u>	<u>\$10,001- \$13,000</u>	<u>\$13,001- \$16,000</u>	<u>\$16,001- \$20,000</u>	<u>\$20,001- \$30,000</u>	<u>\$30,001 or above</u>	<u>Unspecified</u>
Management	-	-	-	28 (2.6)	31 (2.9)	409 (38.3)	248 (23.2)	255 (23.9)	98 (9.1)
Technologist	-	-	-	10 (16.9)	7 (11.9)	2 (3.3)	13 (22.0)	18 (30.6)	9 (15.3)
Officer	-	-	64 (4.4)	101 (6.9)	719 (49.3)	304 (20.8)	163 (11.2)	37 (2.5)	71 (4.9)
Technician	-	-	82 (8.1)	252 (24.9)	214 (21.1)	307 (30.3)	67 (6.6)	3 (0.3)	89 (8.7)
Sales	-	79 (4.5)	662 (38.0)	537 (30.8)	362 (20.8)	8 (0.5)	4 (0.2)	-	90 (5.2)
Tradesman	6 (-)	1756 (9.7)	8482 (46.7)	5465 (30.1)	1380 (7.6)	657 (3.6)	25 (0.1)	-	399 (2.2)
Semi-skilled Tradesman	712 (11.9)	4838 (80.8)	371 (6.2)	30 (0.5)	-	-	-	-	39 (0.6)
Supporting	-	840 (24.5)	1426 (41.5)	688 (20.0)	151 (4.4)	69 (2.0)	11 (0.3)	12 (0.3)	237 (7.0)

Note: Figures in brackets denote the respective percentages of the total number employed at the same job level.

Technical Staff in the Mainland Branches of the
Beauty Care, Hairdressing and Cosmetics Companies

2.16 There are a number of companies in the beauty care, hairdressing and cosmetics industry having or planning to have branches in the Mainland. The Beauty Care and Hairdressing Training Board wishes to collect information on the technical manpower engaged by Hong Kong companies and worked in the Mainland with a view to assessing the requirement of training to be provided to the local employees. Respondent companies had to provide the relevant information on the employment situation of technical staff (including management, technologist, officer, technician, sales and tradesman) in the Mainland branches.

Operation in the Mainland

2.17 Among the 606 respondents, 57 companies reported that their technical staff travelled frequently to the Mainland in the past year. As the date of the survey, a total of 39 companies said that they had established Mainland branches and 35 companies would establish Mainland branches within 24 months.

Recruitment Places for Technical Staff of Mainland Branches

2.18 39 employers reported on the places where their technical staff were recruited for the Mainland branches. A summary of the places of staff recruitment for the Mainland branches (excluding turnovers) is as follows:

<u>Job Level</u>	<u>Number of Employees Recruited</u>			<u>Total Employees Recruited</u>
	<u>HK & Mainland</u>	<u>Hong Kong</u>	<u>Mainland</u>	
Management	14 (34.1)	12 (29.3)	15 (36.6)	41 (100.0)
Technologist	2 (22.2)	4 (44.5)	3 (33.3)	9 (100.0)
Officer	4 (14.8)	5 (18.5)	18 (66.7)	27 (100.0)
Technician	10 (35.7)	2 (7.1)	16 (57.2)	28 (100.0)
Sales	7 (21.9)	1 (3.1)	24 (75.0)	32 (100.0)
Tradesman	7 (15.5)	1 (2.2)	37 (82.3)	45 (100.0)
All	44 (24.2)	25 (13.7)	113 (62.1)	182 (100.0)

Note: Figures in brackets denote the percentages of employees relative to the total employees recruited at the same job level by the 39 employers.

2.19 The survey also revealed that the technical staff recruited in the Mainland were mainly engaged in beauty centres (22 persons), hairdressing salons (8 persons), wholesale, import & export cosmetics companies (56 persons) and retail cosmetics companies (25 persons).

Qualifications of Technical Manpower

2.20 A total of 503 companies responded to the question on the qualifications possessed by their technical staff (including management, technologist, officer, technician and tradesman). It is observed that technical staff at all levels possessed relevant qualifications. However, the number of technical staff that possessed relevant qualifications had no relationship with the job levels. The number of employees with relevant qualifications by business sector is summarized as follows:

Number of Employees with Qualifications

<u>Business Sector</u>	<u>National License</u>	<u>Overseas</u>	<u>Local</u>	<u>Others</u>	<u>Total</u>
School-Beauty & Hairdressing	18 (15.7)	32 (27.8)	65 (56.5)	0	115 (100.0)
School-Make-up, Nail etc.	0	14 (87.5)	2 (12.5)	0	16 (100.0)
Beauty Centre	2 (0.2)	29 (3.1)	372 (39.3)	543 (57.4)	946 (100.0)
Hairdressing Salon	5 (1.0)	36 (7.5)	81 (16.8)	361 (74.7)	483 (100.0)
Product Company- Wholesale & IE	1 (2.2)	10 (21.7)	14 (30.4)	21 (45.7)	46 (100.0)
Product Company-Retail	0	10 (3.6)	82 (29.7)	184 (66.7)	276 (100.0)
Health Centre & Spa Centres	0	31 (54.4)	26 (45.6)	0	57 (100.0)
Total	26 (1.3)	162 (8.4)	642 (33.1)	1109 (57.2)	1939 (100.0)

- Note:
- Overseas qualifications refer to certificate/diploma of overseas professional training courses of at least 240 training hours each.
 - Local qualifications refer to certificate/diploma of local professional training courses of at least 240 training hours each.
 - Others refer to the other overseas/local recognized trade certificate/diploma.
 - Figures in brackets denote the percentages of employees relative to the total employees with qualifications at the same business sector.

Beauty Care Qualifications Possessed by Beauty Care Practitioners

2.21 Among the responding companies, 108 employers were willing to disclose the beauty care qualifications possessed by their beauty care practitioners. The qualifications held by most employees of the responding companies are ITEC, CIBTAC and CIDESCO. These beauty care practitioners were mainly employed in beauty centres, beauty and hairdressing schools, as well as retail cosmetics companies.

SECTION III

CONCLUSIONS

Validity of the Survey Findings

3.1 The Training Board has examined the survey findings and is of the opinion that they generally reflect the manpower situation of the 7 160 companies in beauty care, hairdressing and cosmetics industry at the time of the survey. As mentioned in Section I paragraph 1.5, the survey could not cover all the establishments in the beauty care and hairdressing sectors. Similarly in Section II paragraphs 2.4 – 2.5, the Training Board pointed out that the survey could not provide the complete picture of the manpower of the beauty care and hairdressing practitioners. The Training Board believes that about 70% of the companies were included in the survey and less than 60% of the workforce had been covered by the survey. The uncovered workforce would be those freelance or part-time practitioners in the industry and those engaged in companies not registered in the relevant trades of the C & SD. The Training Board found it difficult to obtain full information on the companies engaged in the beauty care, hairdressing and cosmetics industry. Though the survey could not cover the manpower of the entire beauty care, hairdressing and cosmetics industry, the information collected can help the training providers to assess the training needed by the practitioners at different levels.

Economic Outlook

3.2 Though Hong Kong has experienced economic downturn in previous few years and SARS in 2003, the beauty care, hairdressing and cosmetics industry was one of the industries with less adverse impact. With the revival of economy at the last quarter of 2003, the beauty care, hairdressing and cosmetics industry definitely will benefit from the increasing purchasing power of local and Mainland consumers. The manpower demand of the industry especially the trained practitioners will be in great demand. This also explains the emergence of a number of training providers and a wide variety of training courses leading to various qualifications and certificates. Coupled with the development of new technology and products, more trained practitioners would be required to sustain the growth of the industry and to protect the consumers.

Manpower Structure and Growth

3.3 The survey revealed that 90% of the workforce of the beauty care, hairdressing and cosmetics industry were tradesmen (55.2%), semi-skilled tradesmen (18.2%), supporting staff (10.4%) and sales (5.3%). Consequently most vacancies (89%) were reported at these levels, including beauticians, beauty assistants, beauty advisers (counter), hairdressers and junior hairdressers.

3.4 As expected, the largest employers in the beauty care, hairdressing and cosmetics industry were hairdressing salons, product companies and beauty centres. They together employed 98.3% of the workforce (32 406 of total 32 937 persons in the industry).

3.5 Employers also forecast a moderate growth of 1 087 persons or 3.3% for employees. Employers also forecast higher growth rates for the semi-skilled tradesmen (+6.0%), technicians (+3.6%) and tradesmen (+3.4%). The figures indicated that employers tended to be optimistic about the economic environment in the next 12 months and would increase the manpower to cope with the increased business activities.

Preferred /Actual Education and Skill Level of Employees

3.6 Employers preferred the management and officers to be university degree holders. On the other hand, secondary 4 – secondary 7 school leavers were preferred for employees at other levels in the beauty care, hairdressing and cosmetics industry.

3.7 It was noted that more than 60% of the management people in the beauty care, hairdressing and cosmetics industry were university degree holders. Most employees at other job levels actually possessed secondary 4 – secondary 7 education.

3.8 In general, employers were satisfied with the job skills of most employees who could meet their current job requirements.

Recruitment of Technical Staff for Mainland Branches

3.9 About 40 companies including the beauty centres, hairdressing salons, cosmetics product companies responded that they had or planned to have branches in the Mainland. Employers indicated that they preferred to employ the technical staff in the Mainland, and the recruitment both in Hong Kong and the Mainland would be their second choice.

Qualifications of Technical Manpower

3.10 About 500 companies reported on the qualifications possessed by their technical staff such as the national licenses, local/overseas qualifications or other recognized qualifications. It was observed that technical staff at all levels (including management, technologist, officer, technician and tradesman levels) had pursued relevant qualifications and upgraded their skills. Most of these technical staff worked in beauty centres, hairdressing salons and retail product companies.

Forecast Additional Training Requirement and Supply in the
Next 12 Months in the Beauty care, Hairdressing and Cosmetics Industry

3.11 The Training Board believes that the forecast training requirements for the beauty care, hairdressing and cosmetics sector should include training for the new entrants to the industry and the in-service practitioners to up-keep their skills and knowledge on the new development of the industry.

3.12 With the ever-changing technology and products, the Training Board believes that there will be tight supply of trained manpower to meet the great demand of quality services in the beauty care, hairdressing and cosmetics sector.

SECTION IV

RECOMMENDATIONS

Manpower Surveys

4.1 As Hong Kong's economy showed signs of upturn in the fall of 2003, the Beauty Care and Hairdressing Training Board will closely monitor the manpower supply and demand situation through biennial manpower surveys and recommend measures to meet the training requirements. The manpower surveys will also help relevant course providers in resource planning to meet the changing training needs of the beauty care and hairdressing practitioners.

Trade Testing Systems

4.2 To raise the quality and service standard of beauty care and hairdressing employees, the Training Board has developed voluntary trade testing systems for the beauticians, make-up artists and hairdressers. The Training Board believes that the trade test systems in the long run will enhance the training and performance of the practitioners, which in turn will benefit the consumers and enhance the status of the beauty care and hairdressing industry of Hong Kong.

Training Courses

4.3 To avoid conflict of interests, the Training Board had not organized training courses to help students prepare for the trade tests for beauticians, make-up artists and hairdressers. In recent years, there are more and more course providers in the market offering different beauty care and hairdressing courses and participating in the Skills Upgrading Schemes to help the new entrants and in-service workers to prepare for the trade tests or upgrade their skills. With the development of vocational secondary schools and the diploma/higher diploma beauty care and hairdressing courses organized by the Vocational Training Council and other education institutions, young people have many choices in joining suitable beauty care and hairdressing courses. However, practitioners have to receive continuous training to upkeep their professionalism and equip themselves for career advancement.

Beauty Care and Hairdressing Training Board

4.4 In order to make recommendations to the VTC on the trade test systems and training for the practitioners in the beauty care, hairdressing and cosmetics industry, the Beauty Care and Hairdressing Training Board will:

- (i) conduct biennial manpower surveys covering full or wider scope of companies to assess the manpower and training supply/demand of the beauty care, hairdressing and cosmetics industry;
- (ii) advise on the trade testing systems and certification for skilled practitioners in the beauty care, hairdressing and cosmetics industry, for the purpose of ascertaining the specified skill standards have been attained;
- (iii) advise on the direction and strategic development of the various training programmes currently provided and will be developed by the VTC;
- (iv) liaise with the Department of Health to ensure that the training requirements of beauticians under the proposed regulation of medical devices can be met by the development of relevant training programmes; and
- (v) promote manpower training and career paths available in the beauty care, hairdressing and cosmetics industry to the public.

Beauty Care and Hairdressing Training Board
美容美髮訓練委員會

<u>Name</u> 姓名	<u>Nominated by</u> 提名
<u>Chairlady 主席</u>	
1. Ms CHENG Ming-ming 鄭明明女士	CIDESCO International (Hong Kong Section) 聖迪斯哥國際美容協會香港分會
<u>Members 委員</u>	
2. Ms CHAN Mei-heung 陳美香女士	The International Professional Cosmetology Association 國際專業美容師協會
3. Mr CHOI Ho-sang, Jacky 蔡浩生先生	The Cosmetic & Perfumery Association of Hong Kong 香港化粧品同業協會
4. Ms CHU Chor-man, Mandy 朱楚雯女士	The International CICA Association of Esthetics 國際斯佳美容協會
5. Ms HO Chi-ying, Josephine 何芷瑩女士	The International Federation of Aestheticians (INFA) INFA 國際專業美容師協會
6. Ms KOUR Ranjeet 高韻姿女士	Ad personam 獨立人士
7. Mr IP Sai-hung 葉世雄先生	Ad personam 獨立人士
8. Ms LAM Sui-lin, Stella 林瑞蓮女士	The International Professional Beauty Association 國際專業美容協會
9. Mr LI Yuk-ying 李玉英先生	Asian Hair and Beauty Association 亞洲美髮美容協會
10. Ms Andie MOK 莫秀媚(少妹)女士	The Cosmetic & Perfumery Association of Hong Kong 香港化粧品同業協會
11. Ms Fiona J. Rankin	The International Therapy Examination Council (ITEC) 英國國際護理專業考試局
12. Ms TAM Pui-ling, Christine 譚佩玲女士	Ad personam 獨立人士
13. Mr TANG Wai-fu 鄧偉富先生	Ad personam 獨立人士

<u>Name</u> 姓名	<u>Nominated by</u> 提名	<u>Representing</u> 代表
14. Mr WONG Kwok-wah, Thomas 王國華先生	The International Beauty Culture Association IBCA 國際美容文化協會	
15. Ms YANG Hui-chun 楊慧君女士	Ad personam 獨立人士	
16. Mr Barry YIP 葉偉強先生	Ad personam 獨立人士	
17. Mr S.P. FU 傅小品先生	Executive Director of the Vocational Training Council 職業訓練局執行幹事	
18. Ms Carrie LAU 劉嘉慧女士	Commissioner for Labour 勞工處處長	
19. Ms Vera TAM 譚秀娥女士	Consumer Council 消費者委員會	

Terms of Reference

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

PART I 第一部分

(A) Job 職務			(B) Total Monthly Income Range 每月總 收入 幅度	(C) Number of Persons Engaged 僱員 人數	(D) Forecast of Number Employed 12 Months from Now 預測十二 個月後 僱員人數	(E) Number of Vacancies 空缺額	(F) Preferred Education of Employees 僱主期望 僱員應有 教育程度	(G) Actual Education of Employees 僱員現有 教育程度	(H) Skill Level of Employees w.r.t Their Current Job Requirements 僱員技術 水平能否 達到現有 工作職位 之要求
Title 職稱	Rec. Type	No. 編號							
1	2								
2	2								
3	2								
4	2								
5	2								
6	2								
7	2								
8	2								
9	2								
10	2								
11	2								
12	2								
13	2								
14	2								
15	2								
16	2								
17	2								
18	2								
19	2								
20	2								
21	2								
22	2								

**THE 2003 MANPOWER SURVEY OF
THE BEAUTY CARE, HAIRDRESSING AND COSMETICS INDUSTRY
美容、美髮及化妝品業二零零三年人力調查**

**QUESTIONNAIRE (PART II)
調查表 (第二部分)**

Note: In your answers to the following questions, please note that only technical staff engaged in beauty care, hairdressing and cosmetics industry but not supporting staff should be included.

注意：回答下列問題時，祇須填報從事美容、美髮及化妝品業技術僱員的資料；輔助僱員的資料毋須填報。

Questions 問題

A. Please ' ✓ ' the most appropriate box 請在最適當方格加 ' ✓ '

For official
use
此欄毋須
填寫

1. Do any of the technical staff of the Hong Kong Office travel frequently to the Mainland (On average last year once or more every month)?

有否貴機構香港辦事處的僱員需要經常往返國內（過去一年平均每月一次或以上）？

Yes 有

No 沒有

2. Does your company currently have Mainland branch(es) in operation?

貴機構現時在國內是否有開設分行？

Yes (Go to Q. 4)
有 (請答 Q.4)

No 沒有

3. Will your company establish Mainland branch(es) within the coming 2 years?

貴機構未來兩年內會否計劃在國內開設分行？

Yes 會

No (Go to Q. 5)
不會 (請答 Q.5)

4. In which place(s) will your company recruit beauty care and hairdressing staff to work in the current or planned Mainland branches?

貴機構擬於何處地方聘用在國內開設或計劃開設的分行之美容美髮僱員？

	HK & Mainland 香港及國內	Hongkong 香港	Mainland 國內	
a. Management 管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Technologist 技師	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Officer 主任	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Technician 技術員	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Sales 營業員	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Tradesman 技工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B. Please complete all columns 請在欄內填寫有關資料

5. The number of technical manpower (including those in Mainland branches) under the payroll of the Hong Kong Office possessing any beauty care and hairdressing qualifications:
受聘於貴機構香港辦事處（包括工作於國內分行但薪金入香港辦事處帳目）所擁有美容美髮資格的技術人員之數目：

	<u>Management</u> 管理	<u>Technologist</u> 技師	<u>Officer</u> 主任	<u>Technician</u> 技術員	<u>Tradesman</u> 技工
a. National License 國家執照	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
b. Overseas Professional Training Course* Cert/Dip. 外國專業訓練全科*證書	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
c. Local Professional Training Course* Cert/Dip. 本地專業訓練全科*證書	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
d. Other Overseas/Local Recognized Trade Cert/Dip. 其他業界認可外國/本地證書	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
e. None of the above 無以上證書	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

6. For Companies with Beauty Care Practitioners 適用於僱用美容從業員之機構

The number of technical manpower (including those in Mainland branches) under the payroll of the Hong Kong Office possessing beauty care qualifications* (Diploma/Certificate) granted by the following examination organizations:

受聘於貴機構香港辦事處（包括工作於國內分行但薪金入香港辦事處帳目）而擁有由下列考核機構頒發之全科*美容證書資格的技術人員之數目：

	<u>Management</u> 管理	<u>Technologist</u> 技師	<u>Officer</u> 主任	<u>Technician</u> 技術員	<u>Tradesman</u> 技工
a. CIBTAC	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
b. CIDESCO	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
c. CITY & GUILDS	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
d. IA	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
e. IFA	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
f. INFA	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
g. ITEC	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
h. OTHERS 其他	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

*At least 240 training hours each 每項不少於 240 訓練小時

The 2003 Manpower Survey of the Beauty Care, Hairdressing and Cosmetics Industry
美容、美髮及化妝品業二零零三年人力調查

Explanatory Notes

附註

1. Please complete all columns ('A' to 'H') of the questionnaire which are applicable to your business sector and insert a zero (0) in any column which is not. Unless otherwise specified, please refer to the information as at 30.9.2003.
請填寫表內 (A) 至 (H) 欄。如不適用，請填 (0) 符號。填寫之資料請參照二零零三年九月卅日當天資料作準。有說明者除外。

2. Column 'A' - Titles of Principal Jobs in the Beauty Care,
Hairdressing and Cosmetics Industry
(A) 欄 — 美容、美髮及化妝品業主要職務名稱

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

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

3. Column 'B' - Total Monthly Income Range
(B) 欄 — 每月總收入幅度

Please enter in this column the appropriate code number showing the average monthly income range after probation period for the employee(s). The monthly income should include basic salary, overtime pay, other allowances, commission and bonus.

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。

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

4. Column 'C' - Number of Persons Engaged
(C) 欄 — 僱員人數

'Employees' refer to those working full-time (i.e. at least 4 weeks a month, and not less than 18 hours in each week) under the payroll of the firm. These include proprietors, partners and sales working full-time for the company. This definition also applies to 'employee (s)' appearing in other parts of the questionnaire.

「僱員」指在貴公司內全職工作 (即每月最少四週、每週不少於十八小時) 的受薪人員，其中包括在公司內全職工作的東主、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 'D' - Forecast of Number Employed 12 Months from Now (30.9.2004)
(D) 欄 — 預計十二個月(二零零四年九月三十日)後僱員人數

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

預計僱員人數指貴公司在十二個月後的僱員人數。如估計業務屆時可能收縮 / 擴張，此欄所填的數字應少於 / 多於 (C) 欄。

6. Column 'E' - Number of Vacancies
(E) 欄 — 空缺額

'Vacancies' refer to those unfilled, immediately available job openings for which the establishment 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。

7. Column 'F' - Preferred Education of Employees
(F) 欄 — 僱主期望僱員應有教育程度

Please enter in this column the appropriate code number showing the highest education level which an employer prefers his employees to have.

請按下列編號，將僱主期望僱員應有的最高教育程度填入 (F) 欄內。

<u>Education</u> 教育程度	<u>Code</u> 編號
University Degree or equivalent 大學學位或同等學歷	1
Sub-degree/Higher Diploma/Higher Certificate or equivalent 副學士學位/高級文憑 / 高級證書或同等學歷	2
Advanced Level/Diploma/Certificate or equivalent 香港高級程度考試 / 文憑 / 證書或同等學歷	3
Secondary 4 – Secondary 7 中學四年級 – 中學七年級	4
Secondary 3 or below 中學三年級或以下	5

8. Column 'G' - Actual Education of Employees

(G) 欄 — 僱員現有教育程度

Please enter in this column the appropriate code number showing the actual education level which the employees currently have.

請按下列編號，將僱員現有的教育程度填入 (G) 欄內。

<u>Education</u> 教育程度	<u>Code</u> 編號
University Degree or equivalent 大學學位或同等學歷	1
Sub-degree/Higher Diploma/Higher Certificate or equivalent 副學士學位/高級文憑 / 高級證書或同等學歷	2
Advanced Level/Diploma/Certificate or equivalent 香港高級程度考試 / 文憑 / 證書或同等學歷	3
Secondary 4 – Secondary 7 中學四年級 – 中學七年級	4
Secondary 3 or below 中學三年級或以下	5

9. Column 'H' – Employers' Views at the Skill Level of Employees
with respect to Their Current Job Requirements

(H) 欄 — 僱主認為僱員技術水平能否達到現有工作職位之要求

Please enter in this column the appropriate code number showing the skill level of employees with respect to their current job requirements.

僱主請按下列編號，對僱員技術水平能否達到現有工作職位之要求填入 (H) 欄內。

<u>Skill Level of Employees</u> 僱員技術水平	<u>Code</u> 編號
Above Standard 高於標準水平	1
Having Met the Standard 達到標準水平	2
Below Standard 低於標準水平	3

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
MANAGEMENT LEVEL 管理人員級		
101	Director/Principal (School) 總監 / 校長 (學校)	Formulates and implements educational, administrative and business development strategy of the school. Evaluates and coordinates educational programmes through meetings with tutors. Arranges appropriate training programmes for tutors at different levels. Establishes and maintains relationship with professional bodies and community. Requisitions and allocates supplies, equipment and instructional materials as needed. 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。
TECHNOLOGIEST LEVEL 技師級		
201	Senior Tutor / Senior Instructor – Beauty Care and Hairdressing 高級導師 - 美容及美髮	Plans and directs training programmes for development of work habits, skills and abilities. Observes and advises tutors on improvements of methods and techniques. Conducts follow-up studies to evaluate effectiveness of the training programmes in correlation with other activities of the school. 策劃及指導有助工作能力及技能發展的訓練計劃，觀察及指示導師改進技巧及方式。進行訓練計劃及學校其他有關活動的效用評估。
TECHNICIAN LEVEL 技術員級		
401	Tutor / Instructor – Beauty Care 美容導師	Organizes programmes of practical and technical instruction, involving demonstrations of skills, lectures on theory, practices, methods and terminology related to beauty care. Plans and supervises work of students. Tests and evaluates achievement of students in technical knowledge and trade skills. 組織美容護理實務及技術課程，包括技巧示範、理論、實務、方法及詞彙的講座。策劃及督導學員習作。測試及評核學員在專業知識及技能方面之成就。

Code No. 編號	Job Title 職稱	Job Description 工作說明
TECHNICIAN LEVEL 技術員級(續)		
402	Tutor / Instructor – Hairdressing 美髮導師	Organizes programmes of practical and technical instruction, involving demonstrations of skills, lectures on theory, practices, methods and terminology related to hairdressing. Plans and supervises work of students. Tests and evaluates achievement of students in technical knowledge and trade skills. 組織美髮實務及技術課程，包括技巧示範、理論、實務、方法及詞彙的講座。策劃及督導學員習作。測試及評核學員在專業知識及技能方面之成就。
403	Assistant Tutor / Instructor – Beauty Care 助理美容導師	Assists the Tutor / Instructor to prepare beauty care course materials and equipment. Provides relevant information to students during course of study. 協助導師編製美容課程教材及準備儀器，為學員提供有關課程之資訊。
404	Assistant Tutor / Instructor – Hairdressing 助理美髮導師	Assists the Tutor / Instructor to prepare hairdressing course materials and equipment. Provides relevant information to students during course of study. 協助導師編製美髮課程教材及準備儀器，為學員提供有關課程之資訊。
SUPPORTING STAFF 輔助僱員級		
701	Marketing Staff 市場推廣僱員	Implements company's marketing plan and promotion activities. Liaises with institutions and media on marketing plans and products. Develops relationship and provides services to existing and potential clients. 執行公司的業務計劃及推廣活動。就市場策劃及產品事宜，與有關機構及傳媒聯絡。與現有及準客戶建立關係，為他們提供服務。
703	Administration Staff 行政僱員	Performs a variety of administrative duties including preparation of schedules, filing, copying, receipt of payments, record keeping etc. 負責行政各方面的工作，包括編制時間表、編理檔案、影印、收取費用、資料紀錄等。
704	Receptionist 接待員	Greets clients and handles telephone enquiries. Provides information to clients. Directs clients to assigned rooms or duty staff. 接待客人及電話查詢。為客人提供資訊、引領客人到指定房間或當值僱員。

Job Descriptions for the Principal Jobs
in the Make-up & Nail Schools, etc.
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
MANAGEMENT LEVEL 管理人員級		
101	Director/Principal (School) 總監 / 校長 (學校)	Formulates and implements educational, administrative and business development strategy of the school. Evaluates and coordinates educational programmes through meetings with tutors. Arranges appropriate training programmes for tutors at different levels. Establishes and maintains relationship with professional bodies and community. Requisitions and allocates supplies, equipment and instructional materials as needed. 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。
TECHNOLOGIEST LEVEL 技師級		
202	Senior Tutor / Senior Instructor – Make-up and Nail 高級導師 - 化妝及美甲	Plans and directs training programmes for development of work habits, skills and abilities. Observes and advises tutors on improvements of methods and techniques. Conducts follow-up studies to evaluate effectiveness of the training programmes in correlation with other activities of the school. 策劃及指導有助工作能力及技能發展的訓練計劃，觀察及指示導師改進技巧及方式。進行訓練計劃及學校其他有關活動的效用評估。
TECHNICIAN LEVEL 技術員級		
405	Tutor / Instructor – Make-up 化妝導師	Organizes programmes of practical and technical instruction, involving demonstrations of skills, lectures on theory, practices, methods and terminology related to make-up. Plans and supervises work of students. Tests and evaluates achievement of students in technical knowledge and trade skills. 組織化妝實務及技術課程，包括技巧示範、理論、實務、方法及詞彙的講座。策劃及督導學員習作。測試及評核學員在專業知識及技能方面之成就。

Code No. 編號	Job Title 職稱	Job Description 工作說明
TECHNICIAN LEVEL 技術員級(續)		
406	Tutor / Instructor – Nail 美甲導師	Organizes programmes of practical and technical instruction, involving demonstrations of skills, lectures on theory, practices, methods and terminology related to care of nails. Plans and supervises work of students. Tests and evaluates achievement of students in technical knowledge and trade skills. 組織指甲護理實務及技術課程，包括技巧示範、理論、實務、方法及詞彙的講座。策劃及督導學員習作。測試及評核學員在專業知識及技能方面之成就。
407	Assistant Tutor / Instructor – Make-up 助理化妝導師	Assists the Tutor / Instructor to prepare make-up course materials and equipment. Provide relevant information to students during course of study. 協助導師編製化妝課程教材及準備儀器，為學員提供有關課程之資訊。
408	Assistant Tutor / Instructor – Nail 助理美甲導師	Assists the Tutor / Instructor to prepare nail care course materials and equipment. Provide relevant information to students during course of study. 協助導師編製指甲護理課程教材及準備儀器，為學員提供有關課程之資訊。
SUPPORTING STAFF 輔助僱員級		
701	Marketing Staff 市場推廣僱員	Implements company's marketing plan and promotion activities. Liaises with institutions and media on marketing plans and products. Develops relationship and provides services to existing and potential clients. 執行公司的業務計劃及推廣活動。就市場策劃及產品事宜，與有關機構及傳媒聯絡。與現有及準客戶建立關係，為他們提供服務。
703	Administration Staff 行政僱員	Performs a variety of administrative duties including preparation of schedules, filing, copying, receipt of payments, record keeping etc. 負責行政各方面的工作，包括編制時間表、編理檔案、影印、收取費用、資料紀錄等。
704	Receptionist 接待員	Greets clients and handles telephone enquiries. Provides information to clients. Directs clients to assigned rooms or duty staff. 接待客人及電話查詢。為客人提供資訊、引領客人到指定房間或當值僱員。

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
MANAGEMENT LEVEL 管理人員級		
101	Director/Manager 總監 / 經理	Assumes total management and operational activities of all departments and branches. Evaluates and coordinates training programmes through meetings with staff. Formulates strategies for business expansion. Establishes and maintains relationship with professional bodies and community. Requisitions and allocates supplies, equipment and instructional materials as needed 全權負責管理各個部門及分公司的運作。與下屬舉行會議評估及統籌各項訓練計劃。制訂業務發展策略。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。
TECHNICIAN LEVEL 技術員級		
409	Beauty Consultant 美容顧問	Analyses textures of skin and suggests beauty care products with a view to improving the condition. Recommends beauty services required. Studies requirements and gives advice to improve the appearance or alter the expressions of the customers/models. 分析皮膚，提議美容護理產品以改善情況。建議所需美容護理服務。研究要求，為顧客或模特兒美化外觀或改變外形作出適當指導。
410	Senior Beautician 高級美容師	Analyses textures of skin and provides beauty care services with a view to improving the condition of customers. Recommends beauty care services and products to customers. Supervises and advises Beautician on the techniques and provision of services to customers. 分析皮膚，為顧客提供美容護理服務以改善情況，建議所需美容護理服務及產品。督導及指示美容師的技巧及提供予僱客之服務。
411	Senior Make-up Artist 高級化妝師	Studies requirements and applies make-up to improve the appearance or alter the expressions of the customers / models to produce effect appropriate to depict character and situation. Give advice to customers or Make-up Artist on the make-up techniques and products. 研究要求，利用化粧改善或改變顧客 / 模特兒個人身體特徵，及按情況製造特別效果。指導顧客或化妝師使用化粧品及化粧技巧。

Code No. 編號	Job Title 職稱	Job Description 工作說明
TERADESMAN LEVEL 技工級		
501	Beautician 美容師	Provides beauty services for customers, including facial treatment, body treatment, manicure, hair removing and make-up. 為顧客提供美容護理服務，包括面部護理、身體護理、修甲、脫毛及化粧等等。
502	Make-up Artist 化粧師	Applies cosmetics and make-up to change physical characteristics of a person including facial features, skin texture, body contours as required. 按要求利用化粧品及化粧技巧去改變個人身體特徵，包括面部五官輪廓，皮膚特質及身型。
503	Masseur 按摩師	Massages customers and administers other body conditioning treatments for hygienic or remedial purposes. Applies techniques to stimulate blood circulation, relax contracted muscles and facilitate elimination of waste matter using hands or vibrating equipment. Recommends body conditioning activities or treatments to clients or furnishes treatment records to customers. 為顧客按摩及進行身體康健護理治療。利用手部按摩技巧或震動儀器刺激血液流通，鬆馳肌肉及排洩廢物。向顧客提供身體護理方法或治療紀錄。
504	Manicurist / Pedicurist 手 / 足修甲師	Removes previously applied nail polish. Cleans, shapes and smoothes ends of nails with tools. Polishes nails with clear or coloured liquid 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。
505	Nail Artist / Foot Reflexologist 美甲師 / 足部護理師	Analyses textures and nails of hands and/or feet and suggests care products with a view to improving the condition. Performs hands / feet and nails care services required. 分析手部及 / 或足部指甲，提議護理產品以改善情況。提供所需手部 / 足部及指甲護理服務。
SEMI-SKILLED TRADESMAN LEVEL 半熟練技工級		
601	Beauty Assistant 美容師助理	Assists beauticians in providing beauty care services to clients. Receives theoretical and practical training to meet the services requirements. Performs duties as assigned and instructed by beauticians. 協助美容師為顧客提供美容護理服務。接受理論及實務訓練以達到服務要求。執行美容師委派及指導之職務。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPPORTING STAFF 輔助僱員級		
701	Marketing Staff 市場推廣僱員	Implements company's marketing plan and promotion activities. Liaises with institutions and media on marketing plans and products. Develops relationship and provides services to existing and potential clients. 執行公司的業務計劃及推廣活動。就市場策劃及產品事宜，與有關機構及傳媒聯絡。與現有及準客戶建立關係，為他們提供服務。
703	Administration Staff 行政僱員	Performs a variety of administrative duties including preparation of schedules, filing, copying, receipt of payments, record keeping etc. 負責行政各方面的工作，包括編制時間表、編理檔案、影印、收取費用、資料紀錄等。
704	Receptionist 接待員	Greets clients and handles telephone enquiries. Provides information to clients. Directs clients to assigned rooms or duty staff. 接待客人及電話查詢。為客人提供資訊、引領客人到指定房間或當值僱員。

Job Descriptions for the Principal Jobs in 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
MANAGEMENT LEVEL 管理人員級		
101	Director/Manager 總監 / 經理	Assumes total management and operational activities of all departments and branches. Evaluates and coordinates training programmes through meetings with staff. Formulates strategies for business expansion. Establishes and maintains relationship with professional bodies and community. Requisitions and allocates supplies, equipment and instructional materials as needed 全權負責管理各個部門及分公司的運作。與下屬舉行會議評估及統籌各項訓練計劃。制訂業務發展策略。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		
203	Art Director 技術總監	Analyses textures of hair and studies requirements. Give advice on or create an appropriate hairstyle to improve the appearance or alter the expressions of the customers / models for specified occasions. Performs hairdressing services required. Trains and supervises work of hairdressers. 分析髮質及研究要求。為顧客或模特兒美化外觀或改變外形作出建議或創造配合指訂場合之髮型。提供所需美髮服務。培訓及督導髮型師工作。
TECHNICIAN LEVEL 技術員級		
412	Senior Hair Stylist 高級髮型師	Analyses textures of hair and studies requirements. Give advice on an appropriate hairstyle to improve the appearance or alter the expressions of the customers / models. Performs hairdressing services required. Plans and supervises work of hairdressers. 分析髮質及研究要求。為顧客或模特兒美化外觀或改變外形建議配合之髮型。提供所需美髮服務。策劃及督導髮型師工作。
TRADESMAN LEVEL 技工級		
506	Hair Stylist 髮型師	Analyses hair and provides hairdressing services for customers as required. 分析髮質及為顧客提供所需美髮服務。

Code No. 編號	Job Title 職稱	Job Description 工作說明
TRADESMAN LEVEL(Continued) 技工級(續)		
504	Manicurist / Pedicurist 手 / 足修甲師	Removes previously applied nail polish. Cleans, shapes and smoothes ends of nails with tools. Polishes nails with clear or coloured liquid 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。
505	Nail Artist / Foot Reflexologist 美甲師 / 足部護理師	Analyses textures and nails of hands and/or feet and suggests care products with a view to improving the condition. Performs hands / feet and nails care services required. 分析手部及 / 或足部指甲，提議護理產品以改善情況。提供所需手部 / 足部及指甲護理服務。
SEMI-SKILLED TRADESMAN LEVEL 半熟練技工級		
602	Junior Hairdresser 初級髮型師	Assists hairdressers in providing hairdressing services to clients. Receives theoretical and practical training to meet the services requirements. Performs duties as assigned and instructed by hairdressers. 協助髮型師為顧客提供美髮服務。接受理論及實務訓練以達到服務要求。執行髮型師委派及指導之職務。
SUPPORTING STAFF 輔助僱員級		
701	Marketing Staff 市場推廣僱員	Implements company's marketing plan and promotion activities. Liaises with institutions and media on marketing plans and products. Develops relationship and provides services to existing and potential clients. 執行公司的業務計劃及推廣活動。就市場策劃及產品事宜，與有關機構及傳媒聯絡。與現有及準客戶建立關係，為他們提供服務。
703	Administration Staff 行政僱員	Performs a variety of administrative duties including preparation of schedules, filing, copying, receipt of payments, record keeping etc. 負責行政各方面的工作，包括編制時間表、編理檔案、影印、收取費用、資料紀錄等。
704	Receptionist 接待員	Greets clients and handles telephone enquiries. Provides information to clients. Directs clients to assigned rooms or duty staff. 接待客人及電話查詢。為客人提供資訊、引領客人到指定房間或當值僱員。

Job Descriptions for the Principal Jobs
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
MANAGEMENT LEVEL 管理人員級		
101	Director/General Manager 總監 / 總經理	Assumes total management and operational activities of all departments and branches. Evaluates and coordinates training programmes through meetings with staff. Formulates strategies for business expansion. Establishes and maintains relationship with professional bodies and community. Requisitions and allocates supplies, equipment and instructional materials as needed 全權負責管理各個部門及分公司的運作。與下屬舉行會議評估及統籌各項訓練計劃。制訂業務發展策略。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。
102	Sales/Marketing Director / Manager 營業 / 市場 總監 / 經理	Plans, coordinates and implements the organization's business development strategies and sales plans. Identifies and analyses opportunities to increase business and market share. Arranges sales conventions and seminars. Analyses sales reports and review sales/marketing strategies. 策劃、協調及執行業務發展策略和市場計劃。留意及分析各種機會，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		
302	Product / Technical Manager 產品 / 技術經理	Takes charge of the overall products and stocks of the company. Gives technical advice on the quality, application and appropriate after-sales services of products. Oversees and follows up buyers' / sales orders for proper requisitions and deliveries of products 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。
303	Sales / Marketing Officer 營業 / 市場主任	Assist the Sales/Marketing Director/Manager to monitor the sales/marketing activities. Prepares sales reports. Coordinates with marketing and sales staff to organize sales promotion programmes. 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。為市場推廣僱員及銷售僱員統籌推廣活動。

Code No. 編號	Job Title 職稱	Job Description 工作說明
OFFICER LEVEL (Continued) 主任級 (續)		
304	Trainer 訓練主任	Organizes programmes of practical and technical instruction, involving demonstrations of skills and lectures on theory, practices and terminology related to products and sales. Tests and evaluates achievements of students and effectiveness of training programmes. 組織實務及技術課程，包括產品及銷售技巧示範、理論、實務及詞彙的講座。測試及評核學員的成績及課程的成效。
TECHNICIAN LEVEL 技術員級		
413	Technical Adviser 技術顧問	Provides technical advice on the quality and application of certain series of products. Assists the managers in the preparation of technical manual for reference by beauty advisers / consultants. 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。
SALES LEVEL 營業員級		
414	Sales Representative 營業代表	Identifies prospective clients for sales of products. Serves existing clients 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提供意見。
SUPPORTING STAFF 輔助僱員級		
701	Marketing Staff 市場推廣僱員	Implements company's marketing plan and promotion activities. Liaises with institutions and media on marketing plans and products. Develops relationship and provides services to existing and potential clients. 執行公司的業務計劃及推廣活動。就市場策劃及產品事宜，與有關機構及傳媒聯絡。與現有及準客戶建立關係，為他們提供服務。
702	Promoter 推廣員	Participates in promotion activities of the company 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。
703	Administration Staff 行政僱員	Performs a variety of administrative duties including preparation of schedules, filing, copying, receipt of payments, record keeping etc. 負責行政各方面的工作，包括編制時間表、編理檔案、影印、收取費用、資料紀錄等。
704	Receptionist 接待員	Greets clients and handles telephone enquiries. Provides information to clients. Directs clients to assigned rooms or duty staff. 接待客人及電話查詢。為客人提供資訊、引領客人到指定房間或當值僱員。

Job Descriptions for the Principal Jobs
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
MANAGEMENT LEVEL 管理人員級		
101	Director/General Manager 總監 / 總經理	Assumes total management and operational activities of all departments and branches. Evaluates and coordinates training programmes through meetings with staff. Formulates strategies for business expansion. Establishes and maintains relationship with professional bodies and community. Requisitions and allocates supplies, equipment and instructional materials as needed 全權負責管理各個部門及分公司的運作。與下屬舉行會議評估及統籌各項訓練計劃。制訂業務發展策略。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。
102	Sales Director / Manager 營業總監 / 經理	Plans, coordinates and implements the organization's sales plans. Identifies and analyses opportunities to increase business and market share. Arranges sales conventions and seminars. Analyses sales reports and review sales strategies. 策劃、協調及執行銷售計劃。留意及分析各種機會，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。
103	Chief Shop Manager / Operation Manager 分區店長 / 營運經理	Participates in formulating and implementing sales policies. Reviews sales analysis and market requirements. Conducts the sales briefings and implements sales campaigns. Supervises the performance of sales 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。督導營業人員的表現。
OFFICER LEVEL 主任級		
301	Marketing Director 市場總監	Implements and coordinates marketing activities and launches promotion campaigns. Conducts market research. Liaises with advertising agencies for 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)		
302	Product / Technical Manager 產品 / 技術經理	Takes charge of the overall products and stocks of the company. Gives technical advice on the quality, application and appropriate after-sales services of products. Oversees and follows up buyers' / sales orders for proper requisitions and deliveries of products 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。
303	Sales / Marketing Officer 營業 / 市場主任	Assist the Sales Director / Marketing Director to monitor the sales/marketing activities. Prepares sales reports. Coordinates with marketing and sales staff to organize sales promotion programmes. 協助營業總監 / 市場總監監察銷售 / 市場推廣活動。編製銷售報告。為市場推廣僱員及銷售僱員統籌推廣活動。
304	Trainer 訓練主任	Organizes programmes of practical and technical instruction, involving demonstrations of skills and lectures on theory, practices and terminology related to products and sales. Tests and evaluates achievements of students and effectiveness of training programmes. 組織實務及技術課程，包括產品及銷售技巧示範、理論、實務及詞彙的講座。測試及評核學員的成績及課程的成效。
305	Buying Officer 買手	Keeps abreast of the up-to-date design and quality requirements of the new and existing products. Collects samples and quotations from suppliers/manufactures for placing orders. Negotiates with suppliers/manufacturers and keeps progress of delivery of products acquired. 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 / 生產商商談及留意附付運進度。
306	Shop Manager / Supervisor 店長	Supervises beauty advisers to acquire business and serve clients. Personally contacts clients 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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
TECHNICIAN LEVEL 技術員級		
413	Technical Adviser 技術顧問	Provides technical advice on the quality and application of certain series of products. Assists the managers in the preparation of technical manual for reference by beauty advisers / consultants. 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。
TRADESMAN LEVEL 技工級		
507	Beauty Adviser (Counter) 美容顧問 (櫃位)	Analyses textures of skin and suggests beauty care products with a view to improving the skin condition of customers and sales of products. Gives advice on skin care and beauty services required. 分析皮膚，提議美容護理產品以改善顧客皮膚情況及銷售產品。提供所需美容護理服務之意見。
502	Make-up Artist 化粧師	Applies cosmetics and make-up to change physical characteristics of a person including facial features, skin texture, body contours as required. 按要求利用化粧品及化粧技巧去改變個人身體特徵，包括面部五官輪廓，皮膚特質及身型。
SUPPORTING STAFF 輔助僱員級		
701	Marketing Staff 市場推廣僱員	Implements company's marketing plan and promotion activities. Liaises with institutions and media on marketing plans and products. Develops relationship and provides services to existing and potential clients. 執行公司的業務計劃及推廣活動。就市場策劃及產品事宜，與有關機構及傳媒聯絡。與現有及準客戶建立關係，為他們提供服務。
702	Promoter 推廣員	Participates in promotion activities of the company 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。
703	Administration Staff 行政僱員	Performs a variety of administrative duties including preparation of schedules, filing, copying, receipt of payments, record keeping etc. 負責行政各方面的工作，包括編制時間表、編理檔案、影印、收取費用、資料紀錄等。
704	Receptionist 接待員	Greets clients and handles telephone enquiries. Provides information to clients. Directs clients to assigned rooms or duty staff. 接待客人及電話查詢。為客人提供資訊、引領客人到指定房間或當值僱員。

Job Descriptions for the Principal Jobs in 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
MANAGEMENT LEVEL 管理人員級		
101	Director/Manager 總監 / 經理	Assumes total management and operational activities of all departments and branches. Evaluates and coordinates training programmes through meetings with staff. Formulates strategies for business expansion. Establishes and maintains relationship with professional bodies and community. Requisitions and allocates supplies, equipment and instructional materials as needed 全權負責管理各個部門及分公司的運作。與下屬舉行會議評估及統籌各項訓練計劃。制訂業務發展策略。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。
TRADESMAN LEVEL 技工級		
503	Masseur 按摩師	Massages customers and administers other body conditioning treatments for hygienic or remedial purposes. Applies techniques to stimulate blood circulation, relax contracted muscles and facilitate elimination of waste matter using hands or vibrating equipment. Recommends body conditioning activities or treatments to clients or furnishes treatment records to customers. 為顧客按摩及進行身體康健護理治療。利用手部按摩技巧或震動儀器刺激血液流通，鬆馳肌肉及排洩廢物。向顧客提供身體護理方法或治療紀錄。
504	Manicurist 修甲師	Removes previously applied nail polish. Cleans, shapes and smoothes ends of nails with tools. Polishes fingernails with clear or coloured liquid 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。
505	Nail Artist 美甲師	Analyses textures of hands and/or nails and suggests care products with a view to improving the condition. Performs hands and nails care services required. 分析手部及 / 或指甲，提議護理產品以改善情況。提供所需手部及手部指甲護理服務。

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