Attract, Engage & Build Talents for Retail Industry

Presented by Winnie Chow
HR Director – Retail HK
A.S. Watson Group

Current Situation - Retail Industry

- Major Contributor to GDP: 4%
- ~300,000 employees
- 65,000 establishments, YOY +1.6%
- 8200 Vacancies, YOY +17.8%
Challenges facing by Retailers

• Serious shortage of labour, particularly in junior positions: service & sales assistant, cashier, health/beauty advisor, meat butcher, baker, driver, warehouse assistant

• After the implementation of statutory minimum wage more staff tend to move to easier and less tedious jobs

• More experienced skilled and non-skilled staff will retire

• More people prefer to engage in temporary/ part time jobs

• Young generations prefer to pursue for higher education

• Change of people’s lifestyle

• High staff turnover, 2012 average 47%

Perception of Retail Industry

- Non-professional
- Hardship
- For less educated group
- Shift Work
- No career prospect
Reality – Who am I as Retail Practitioner?

Entrepreneur
Supply Chain
Store Operations
CRM
Property Development
Information Technology
Human Resources
Sales & Marketing
Finance

Retail Staff’s Typical Career Development Path

Store Career Progression
- Operations Manager
- Senior Store Manager
- Store Manager
- Assistant Store Manager
- Supervisor
- Senior Sales Assistant
- Sales Assistant

Buying Career Progression
- Buying Manager/Merchandising Manager
- Buyer/Merchandiser

Other Functions’ Career Progression
- Other Functional Managerial Roles
- Other Functional Supporting Role i.e. Training/Supply Chain/Marketing
- Store Trainee Manager
To attract & develop NEW BLOOD for Retail Industry

**Path 1:**
- Secondary School Student Training/Exposure

**Path 2:**
- Pre-employment and skill-upgrading Training

**Path 3:**
- Retail Specific Vocational Education
- Certificate, Diploma and High Diploma
- QF

**Path 4:**
- Institutional Program in Retail Management
- Top-up Degree, Degree

---

**Education Institutes**
- Compulsory Industrial attachment programme
- Closer Partnership with Retail Companies – Shadowing, mentorship, projects, competitions, experience sharing, scholarships, career talks, job referral/matching
- Work-study programme
- Build the right understanding & mindset about retail industry
- Effective promotion and publicity of Retailing & the programmes

---

**Retailers**
THANK YOU

WE BRING MORE TO LIFE

A.S. Watson Group