

Attract, Engage & Build *Talents* for Retail Industry



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Current Situation - Retail Industry

Major Contributor to GDP : 4%

~ 300,000 employees

65000 establishments, YOY +1.6%

8200 Vacancies, YOY +17.8%

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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%*

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Perception of Retail Industry

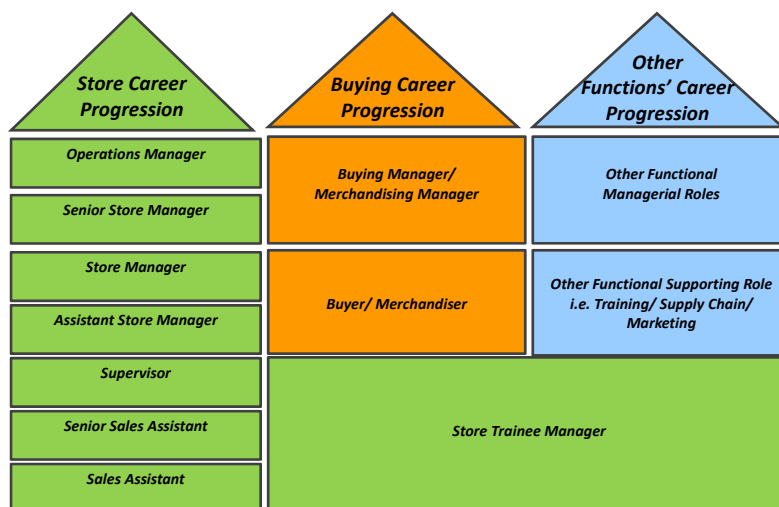


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Reality – Who am I as Retail Practitioner?



Retail Staff's Typical Career Development Path



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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

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**Education
Institutes**



Retailers

- *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*

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THANK
YOU

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