

5. Product Company – Retail

	Sample job title	Description*
Managerial level	Director / General Manager	<ul style="list-style-type: none"> • Formulates and implements company policies. • Oversees and manages the operations of all departments and branches.
	Corporate & Brand Image Sales Director / Manager	<ul style="list-style-type: none"> • Plans, coordinates and implements the business development strategies and sales plans. • Establishes 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.
	Chief Shop Manager / Operation Manager	<ul style="list-style-type: none"> • Formulates and implements sales policies. • Reviews sales performance and market needs. • Conducts sales briefings and implements sales campaigns. • Supervises performance of staff.
Officer level	Marketing Manager	<ul style="list-style-type: none"> • 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.
	Product / Technical Manager	<ul style="list-style-type: none"> • 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.
	Sales / Marketing Officer	<ul style="list-style-type: none"> • Assists the Sales Director / Marketing Manager to monitor sales/marketing activities. • Prepares sales reports. • Organises sales promotion programmes.

* Source: 2010 Manpower Survey Report - Beauty Care, Hairdressing and Cosmetics Industry (Appendix 6) (Vocational Training Council) and/or collective input from the Industry Training Advisory Committee (ITAC).

* The progression pathway may be updated upon revision of SCS or recommendations from the ITAC.

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	Trainer	<ul style="list-style-type: none"> Organises 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.
	Buying Officer	<ul style="list-style-type: none"> 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.
	Shop Manager / Supervisor	<ul style="list-style-type: none"> Supervises beauty advisers to acquire business and serve customers. Contacts customers to promote sales.
Technician level	Technical Adviser	<ul style="list-style-type: none"> 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.
	Beauty Adviser (Counter)	<ul style="list-style-type: none"> 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.
	Hair Care Adviser	<ul style="list-style-type: none"> 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.
	Make-up Artist	<ul style="list-style-type: none"> Provides cosmetics and make-up services to meet customers' requirements for improved appearance.
Supporting staff	Marketing Assistant	<ul style="list-style-type: none"> Implements marketing plans and promotion activities.
	Promoter	<ul style="list-style-type: none"> Participates in promotion activities and sells products to customers or visitors.
	Administrative Staff	<ul style="list-style-type: none"> Handles all administrative duties (including preparation of schedules, filing and record keeping

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		etc) of the stores.
	Receptionist	<ul style="list-style-type: none"> • Handles telephone enquiries. • Arranges appointments. • Serves customers and provides relevant information. • Maintains relationships with customers.

QF-recognised programmes

For information on accredited education and training programmes, please try these keywords with the Qualifications Register (QR) (<http://www.hkqr.gov.hk>):

- beauty care products
- cosmetics
- retailing
- sales technique
- marketing

You may also select these industries:

- Beauty Hairdressing

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