



Retail

Already home to many of the world's favourite retail brands, Hong Kong has long been acknowledged as a shopper's paradise. The retail industry is a key service industry in Hong Kong and ranks among the second largest service sector. The industry currently employs more than 200,000 retail staff.

The retail sector has been through several exciting changes and the industry looks set to evolve further, becoming more sophisticated and competitive than ever. In retail, strong branding and brand recognition is critical to success.

The Hong Kong Retail Management Association represents more than 5,000 retail outlets and employs about half of the total retail workforce in Hong Kong. Graduates will have the opportunity to work in a fast-paced environment, and meet many people.

POSITIONS

In Hong Kong, the retail sector employs graduates in a variety of roles including sales assistant, retail buyers or merchandiser, and retail management trainee.

A retail buyer is responsible for stock selection. They need to understand customer tastes and the types of products that sell well in their store. Retail buyers need to stay up-to-date with the current trends and fashion, and closely monitor the direction of their competitors.

A retail management trainee is involved in brand management including visual merchandising, inventory, promotions and implementing retail operation procedures. They also assist the retail management manager by gathering and analysing data on consumers, retailers and competitors, and identifying new accounts or business opportunities.

EDUCATION & REQUIREMENTS

The retail industry recruits from a wide range of disciplines including marketing, textile, clothing and fashion design. A good knowledge of fashion trends and market information, and good people skills are often the





most important factors for success in this field. Graduates should also have a good command in spoken Chinese and English.

SALARY & BENEFITS

Salaries vary according to the positions which range from \$8,000-\$12,000.

FURTHER TRAINING

As a major service industry of Hong Kong, skills upgrading and programmes to raise the status and professionalism of retail practitioners is vital to the long-term competitiveness of the industry. In essence, quality people equipped with the right skills is a fundamental core factor for the success of any retailer.

The Hong Kong Retail Management Association has collaborated with training professionals and institutions to offer professional training for retail staff. This includes various retail workshops, seminars, award programmes, forums and conferences. In terms of professional training, the association offers four types of training courses for frontline retail practitioners.



FURTHER INFORMATION

A useful source of information is the Hong Kong Retail Management Association. The association can be contacted at:

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Causeway Bay, Hong Kong

Tel: 2866-8311; Fax: 2866-8380

Website: www.hkrma.org