

6. Product Company –Wholesale, Import & Export

	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.
	Brand / Sales / Marketing 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.
Officer level	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 / Marketing Director / Manager to monitor sales / marketing activities. • Prepares sales reports. • Organises sales promotion programmes for sales persons.
	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 assesses the effectiveness of training programmes.
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.
	Sales Representative	<ul style="list-style-type: none"> • Identifies potential customers to promote products. • Provides services to existing customers and gives

* 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.

* The examples provided are for reference only. Job titles, functions and progression pathways may vary among companies.

		advice on products.
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. • 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 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
- wholesale
- sales technique
- distribution management
- marketing

You may also select these industries:

- Beauty Hairdressing

* 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.

* The examples provided are for reference only. Job titles, functions and progression pathways may vary among companies.