

## 2. Product Company –Wholesale, Import & Export

	Sample job title	Description*
Managerial level	Director / General Manager	<ul style="list-style-type: none"> <li>Formulates and implements company policies.</li> <li>Oversees and manages the operations of all the departmental and branches in order to achieve company objectives.</li> </ul>
	Brand / Sales / Marketing Director/ Manager	<ul style="list-style-type: none"> <li>Plans, coordinates and implements the organisational business development strategies and sales plans.</li> <li>Establishes the organisational branch image.</li> <li>Identifies potential opportunities in order to increase business volume and market share.</li> <li>Arranges sales conventions and seminars.</li> <li>Prepares sales reports and reviews sales/marketing strategies.</li> </ul>
Officer level	Product / Technical Manager	<ul style="list-style-type: none"> <li>Takes charge of the overall stock of products.</li> <li>Gives technical advice on the quality and application of, and provides appropriate after-sales services.</li> <li>Oversees and follows up buyers or sales orders and product deliveries to sales stations.</li> </ul>
	Sales / Marketing Officer	<ul style="list-style-type: none"> <li>Assists the Sales / Marketing Director / Manager to monitor sales / marketing activities.</li> <li>Prepares sales reports.</li> <li>Organises sales promotion programmes to sales persons.</li> </ul>
	Trainer	<ul style="list-style-type: none"> <li>Organises practical and technical courses including the demonstration of sales skills of products, and other theoretical and practical lectures.</li> <li>Tests and evaluates students' performance and assesses the effectiveness of training programmes.</li> </ul>

\* 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.

	Sample job title	Description*
Technician level	Technical Adviser	<ul style="list-style-type: none"> <li>Provides technical advice on the quality and application of certain products.</li> <li>Assists managers in the preparation of technical manuals to beauty advisers / consultants for their reference.</li> </ul>
	Sales Representative	<ul style="list-style-type: none"> <li>Identifies potential customers to promote products.</li> <li>Provides services to existing customers and gives advice on products.</li> </ul>
Supporting staff	Marketing Assistant	<ul style="list-style-type: none"> <li>Implements marketing plans and promotion activities.</li> </ul>
	Promoter	<ul style="list-style-type: none"> <li>Participates in promotion activities.</li> <li>Sells products to customers or visitors.</li> </ul>
	Administrative Staff	<ul style="list-style-type: none"> <li>Handles all administrative duties (including preparation of schedules, filing and record keeping etc) of the stores.</li> </ul>
	Receptionist	<ul style="list-style-type: none"> <li>Handles telephone enquiries.</li> <li>Arranges appointments.</li> <li>Serves customers and provide relevant information.</li> <li>Maintains relationships with customers.</li> </ul>

### 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>):

- Hairdressing
- Hair styling
- Hair design
- Hair cutting
- Hair dyeing / Hair colouring
- Perming

You may also select the following industry as the searching parameter:

Hairdressing

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