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# OCCUPATIONAL STRUCTURE

## *Distributive Trade Services Industry*



Menjana Pembangunan K-Pekerja



Menjana Pembangunan K-Pekerja





**Occupational Structure  
Distributive Trade Services Industry**



**Department of Skills Development  
Ministry of Human Resources, Malaysia**

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## **1. EXECUTIVE SUMMARY**

Distributive Trade Services sector is expanding well in the service sector. With the annual sales turnover reaching more than RM290 billion in 2007, this sector has gained the government's attention to support its development. Under the Ninth Malaysia Plan (9MP), the government has allocated RM1.965 billion for the Distributive Trade Services sector.

Apart from the products and services offered, the service industry is really dependent on the people's quality and skills in ensuring the success of the industry. Recognizing the importance of skilled human resource, the Department of Skills Development, Ministry of Human Resource, Malaysia has requested an Occupational Analysis to be carried out on the Distributive Trade Services sector to evaluate the requirement of skilled manpower in this sector.

In conducting the Occupational Analysis on the Distributive Trade Services sector, information on Malaysian Distributive Trade Services industry was gathered through literature search, interviews with the industry experts and players from the industry. Visits to the Distributive Trade establishments and related public departments were also carried out. A workshop was held in an attempt to get better understanding on the sub sector structure, job titles and hierarchy, and the activities of the said sub-sector.

The occupational analysis conducted on the Distributive Trade Services sector has led the team to identify 215 job areas under 6 sub-sectors. These job areas cover 5568 job titles identified in this sector. The hierarchy of each job title is identified and their definition is well defined by the panels.

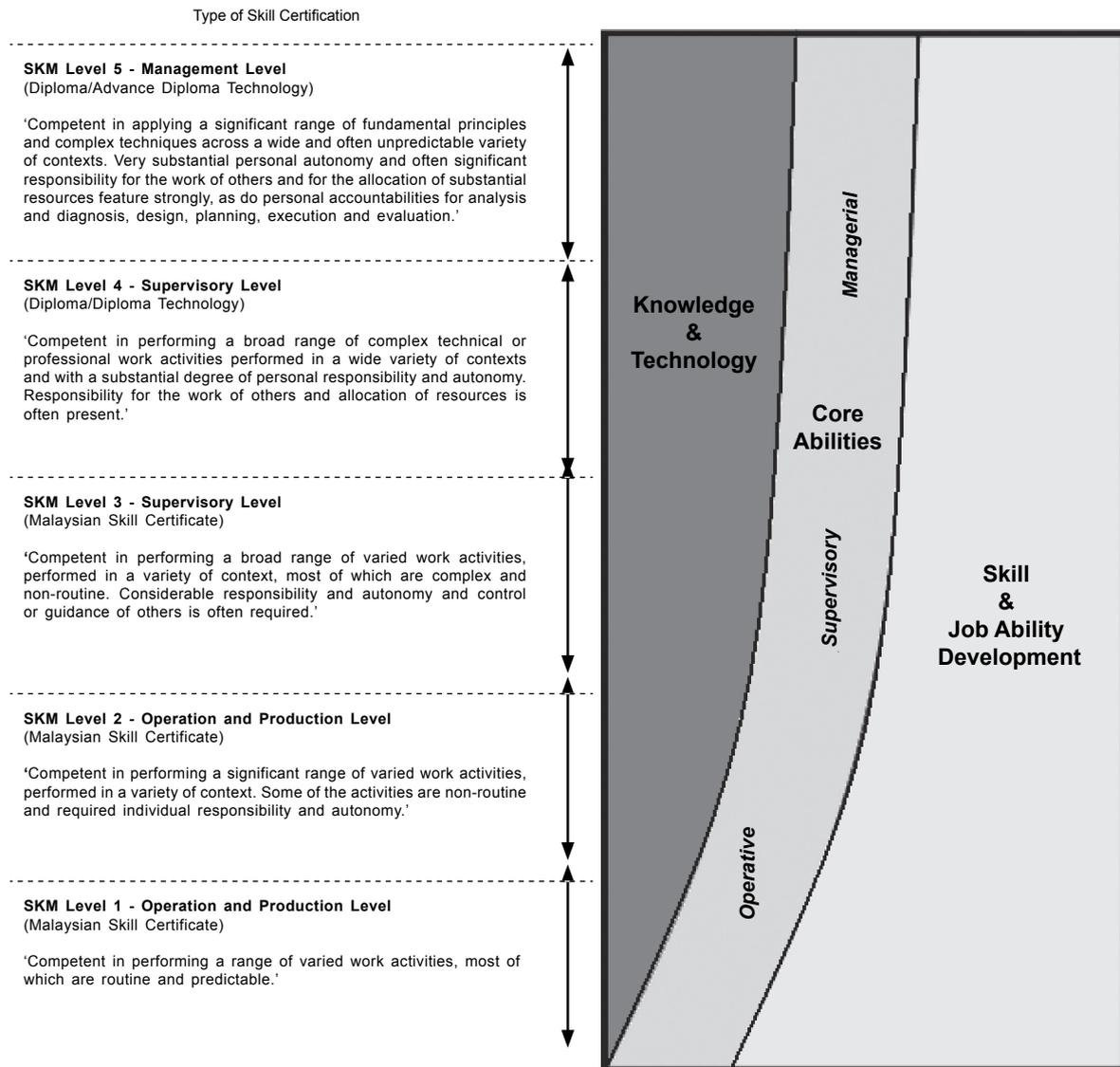
Lack of skilled workers is identified as one of the factors affecting the Distributive Trade Services sector, especially skilled workers at level 2 and 3. Thus, efforts and necessary actions need to be taken to rectify this situation. Efforts to conduct occupational analysis in this sector followed by the development of National Occupational Skills Standard by the Department of Skills Development are considered timely and critical to overcome this situation.

## 2. CONCEPT AND STRUCTURE OF MALAYSIAN SKILL CERTIFICATION SYSTEM

### 2.1 National Occupational Skill Standard (NOSS)

NOSS is defined as a specification of the competencies expected of a skilled worker who is gainfully employed in Malaysia for an occupational area and level.

### 2.2 Concept and Structure of Malaysian Skills Certification



### **3. DISTRIBUTIVE TRADE SERVICES IN MALAYSIA – BACKGROUND OF THE SECTOR**

#### **3.1 Definition**

Distributive Trade Services comprise of all linkage activities that channel goods and services down to supply chains to intermediaries for resale or to final buyers. The linkage may be direct or indirect between two parties (or levels) or more than two parties (or levels) within the chains.

Distributive traders include wholesaler, retailer, direct seller and suppliers who channel their goods in the domestic market, and commission agents or other representatives. It also includes distributors of motor vehicles and other consumer goods.

#### **3.2 Current Analysis of the Sector/Sub-Sector**

Distributive Trade Services sector and sub-sector has undergone structural changes which are evident in the format and modes of delivery of the services, as well as new types of distribution outlets. Notable changes are those related to the establishment of greater number of huge malls and shopping complexes, hypermarkets, and specialty stores.

The involvement of foreign retailer, for example, operators of hypermarkets, further change the profile of the sub-sector. These operators have integrated the wholesale and retail functions. The dynamics within this sub sector have created new activities and services, which contributed to the development of more comprehensive and innovative supply chain activities, resulting in greater international networking and outsourcing.

#### **3.3 Current Status of the Distributive Trade Services Industry Sector**

The Distributive Trade Services sector expanded at an average annual rate of 4.3 percent during the Eighth Malaysia Plan (8MP). The sector was expected to grow at an average of 6.8 percent during the Ninth Malaysia Plan (9MP). The contribution of the Distributive

Trade Services sector to Gross Domestic Product (GDP) increased from RM26.8 billion in 2000 to RM33.1 billion in 2005. Employment in this sector grew at an average rate of 3.7 percent annually. This was resulted from the expansion of the sector, among others, by the supportive fiscal monetary policies of the government.

Under the 9MP, the government has allocated RM1.965 billion for the development of the Distributive Trade Services sector. The allocation is mainly to complement private sector's efforts in provision of business premises, financing the development of new and existing retail establishments as well as training and consultancy services. Out of the total allocation, about RM450 million is allocated for funds, RM1.372 billion for business premises, RM27 million for modernisation of Distributive Trade Services and RM116 million for training and consultancy.

During the first period of 9MP, the Distributive Trade Services sector recorded an annual sales turnover of RM293.9 billion in 2007, an increase of RM95.8 billion from the RM198.1 billion generated in 2005. From that number, turnover of direct sales has increased to RM8.8 billion in 2007 from RM6.6 billion in 2005.

Training programs on the management of modern business, especially for small and medium scale enterprise (SME), will be intensified to enable them to undertake and implement new approaches in wholesale and retail business. For smaller traditional enterprises, the government will increase efforts to build more shopping arcades, food courts as well as "pasar malam" and "pasar tani" in strategic locations.

While existing regulations will be strengthen, a comprehensive fair trade policy and legal framework will be formulated to provide a more conducive environment for market competition, promote the entry and participant of small enterprise as well as encourage good business practices and enhance consumer welfare.

In view of the rise in the sophistication of trade fraud and infringements as well as inflow of unsafe products, increased attention was given to the customer education and protection. The National Consumer Policy was launched in 2002 to empower consumers to be more aware of their rights and interests as well as promote consumerism. A number of structured consumer education and awareness programs were undertaken at the school and community level. The Tribunal for Consumer Claims Malaysia continued to provide consumers an alternative avenue to exercise their rights and make claims against suppliers of defective goods and unsatisfactory services.

Since the late 1990s, as the result of policy liberalisation, the sub-sector had attracted foreign participation, mainly in the larger hypermarkets, superstores, departmental stores and specialty stores. The foreign operators are larger and driven by innovations and application of ICT. They adopt modern methods of operations and management strategies. In addition, they enjoy economies of scale and scope, and receive support from their foreign networks, which provide source of competitive advantage.

### **3.4 Employment and Productivity**

The number of persons involved in this sector for the 1<sup>st</sup> quarter of 2008 was 449,567 persons, an increase of 17,790 persons or 4.1 percent from 431,777 persons recorded in the quarter of 2007. The number of persons engaged also increased by 19,017 persons (4.4 percent) when compared to the 4<sup>th</sup> quarter 2007 accounted for 430,550 persons.

Labour productivity that measured by a ratio of value of sales to the number of persons engaged in the 1<sup>st</sup> quarter of 2008 expanded by 16.0 percent to RM186,317 compared with RM160,548 registered in the corresponding quarter of the preceding year. Compared to the 4<sup>th</sup> quarter 2007, productivity reported an increase of 3.1 percent from RM180,769 was recorded.

## **4. METHODOLOGY OF OCCUPATIONAL ANALYSIS IN DISTRIBUTIVE TRADE SERVICES**

In conducting the occupational analysis, brainstorming sessions were held as stated in the Work Schedule in accordance with guidelines as outlined by Department of Skills Development in terms of scope of study, time frame and representation by panel of Distributive Trade Services experts from both public and private sector as stipulated in the letter of offer.

After several discussions and brainstorming sessions, a Work Schedule was formulated taking into consideration the activities and time frame required. The details of the Plan of Action are shown in *Addendum 1: Work Schedule*.

### **4.1 Literature Research**

Literature research on the Distributive Trade Services was carried out to get some insight on the scope, policy, program and activities in the context of Malaysian scenario. The scope covered under this research includes definitions, current analysis of the sector/sub-sector, current status of the Distributive Trade Services industry sector, skilled workers requirement in the local industry and the industrial competition at international level.

### **4.2 Identifying The Industry Players**

The literature search findings were used as a guide to identify the scope of occupational study and analysis. From that, players from Distributive Trade Services sub-sector were identified and short listed for further communication, contact and interviews. A pool of Distributive Trade Services experts from the industry has been contacted and interviewed. Some kind of working relationship has been established with these experts. The list of experts is in *Addendum 2: List of Panel Experts for the Development of Occupational Analysis for Distributive Trade Services*.

### **4.3 Analysing Information**

Based on the activities done as above, substantial data and information were collected. The data and information were discussed and analysed in several in-house workshops attended by key players and experts from the industry.

During these sessions, attempts to reframe the Distributive Trade Services sub-sector in Malaysia were made using the following framework:

- i. Scope of the Distributive Trade Services sector and its sub-sector;
- ii. Job Area;
- iii. Job Title;
- iv. Hierarchy Structure (Level 1 – 8);
- vii. Occupational Definition.

#### **4.4 Workshop**

A workshop on the Distributive Trade Services was held, attended by experts in the field of Distributive Trade Services. The objectives of the workshop are:

- Present the preliminary findings on:
  - Outline of Job Title
  - Career structure
  - Hierarchy structure (Level 1 – 8)
  - Occupational Definition
- Conduct Occupational Analysis Session
- Validation of the findings

## **5. FINDINGS**

Based on the Occupational Analysis carried out as outlined in the methodology, the findings of this study are as follows:

### **5.1 Scope of Distributive Trade Services in Malaysia**

The scope for this Occupational Analysis is strictly for the physical process or transaction that involve in transference of title of ownership to the goods.

Distributive Trade Services sector in Malaysia is categorically divided into 6 sub-sectors namely Wholesale, Retail, Direct Selling, Motor Vehicles, Restaurant & Catering and Logistic. From the 6 sub-sectors mentioned, a total of 15 job areas are identified existed in Malaysia. These job areas are illustrated in *Addendum 3: Job Area in Distributive Trade Services*.

## 5.2 Job Title and Hierarchy

In the Occupational Analysis conducted for Distributive Trade Services sector, the job title and hierarchy are defined from the current practice in the industry. Examples of job title and its hierarchy are shown below:

LEVEL	WHOLESALE	
	SALES	PURCHASING
L8	N/A	
L7	WHOLESALE DIRECTOR	
L6	REGIONAL MANAGER – WHOLESALE	
L5	WHOLESALE MANAGER	
L4	ASSISTANT WHOLESALE MANAGER	
L3	WHOLESALE SALES SUPERVISOR	WHOLESALE PURCHASING SUPERVISOR
L2	WHOLESALE SALES REPRESENTATIVE	WHOLESALE PURCHASER
L1	GENERAL CLERK	

Details of Job Title and Hierarchy in Distributive Trade Services sector are explained in *Addendum 4: Job Title and Hierarchy in Distributive Trade Services*.

### 5.3 Occupational Definition

Each sub-sector in the Distributive Trade Services is further refined by identifying and defining the job titles involved. Each job title is given an occupational definition as specified in *Addendum 5: Occupational Definition in Distributive Trade Services*.

### 5.4 Critical & Non-Critical Job Title

The critical job title can be defined as the job title that really needs certification from JPK as their number in the current market/industry is great and increasing.

	SUB-SECTOR		LEVEL									
			NL	L1	L2	L3	L4	L5	L6	L7		L8
1.	Wholesale	<i>Critical</i>		0	2	2	0	0	0	0	0	4
		<i>Non-Critical</i>		1	0	0	1	1	1	1	0	5
2.	Retail	<i>Critical</i>		0	1	0	1	0	0	0	0	2
		<i>Non-Critical</i>		0	0	1	1	2	1	1	0	6
3.	Direct Selling	<i>Critical</i>		0	0	1	0	0	0	0	0	1
		<i>Non-Critical</i>		0	0	0	1	1	1	1	0	4
4.	Motor Vehicles	<i>Critical</i>		1	2	0	0	0	0	0	0	3
		<i>Non-Critical</i>		1	1	3	3	3	1	0	0	12
5.	Accounting	<i>Critical</i>		0	0	0	0	0	0	0	0	0
		<i>Non-Critical</i>		0	1	1	1	1	0	0	0	4
6.	Restaurant & Catering	<i>Critical</i>		0	3	1	1	0	0	0	0	5
		<i>Non-Critical</i>		1	0	2	2	1	1	1	1	9
7.	Logistic	<i>Critical</i>		1	1	0	0	0	0	0	0	2
		<i>Non-Critical</i>		0	2	3	3	3	0	0	0	11
<b>Total</b>				<b>6</b>	<b>13</b>	<b>14</b>	<b>14</b>	<b>12</b>	<b>5</b>	<b>4</b>	<b>1</b>	<b>68</b>

From the occupational analysis carried out, there are 17 job titles defined as Critical and 51 job titles defined as Non-Critical. Details on the critical & non-critical job titles can be found in the *Addendum 6: Critical and Non-critical Job in Distributive Trade Services*.

## **6. CONCLUSION AND RECOMMENDATION**

With the allocation of almost RM2 billion for Distributive Trade Services sector under 9MP, it is clear that the government is focusing to increase the overall efficiency and productivity of the sector; especially in the context of increasing competition and globalisation.

As part of the effort to inject dynamism into the Distributive Trade Services sector, emphasis will be placed on promoting strategic alliances between suppliers and buyers, including foreign hypermarkets to expand international collaboration and global market presence.

The government also has given their attention to the Small and Medium Enterprises (SMEs) by provide them with training programs on the management of the modern business to enable them to undertake and implement new approaches for their business. Apart from that, lots of business locations will be established for them in strategic locations.

The occupational analysis conducted on the Distributive Trade Services sector has led the team to identify 15 job areas under 6 sub-sectors. These job areas cover 68 job titles identified in this sector. The hierarchy of each job title is identified and their definition is well defined by the panels.

Lack of skilled workers is identified as one of the factors affecting the Distributive Trade Services sector, especially skilled workers at the level 2 and 3. Thus, efforts and necessary actions need to be taken to rectify this situation. Efforts to conduct occupational analysis in this sector followed by the development of National Occupational Skills Standard by the Department of Skills Development are considered timely and critical to overcome this situation.

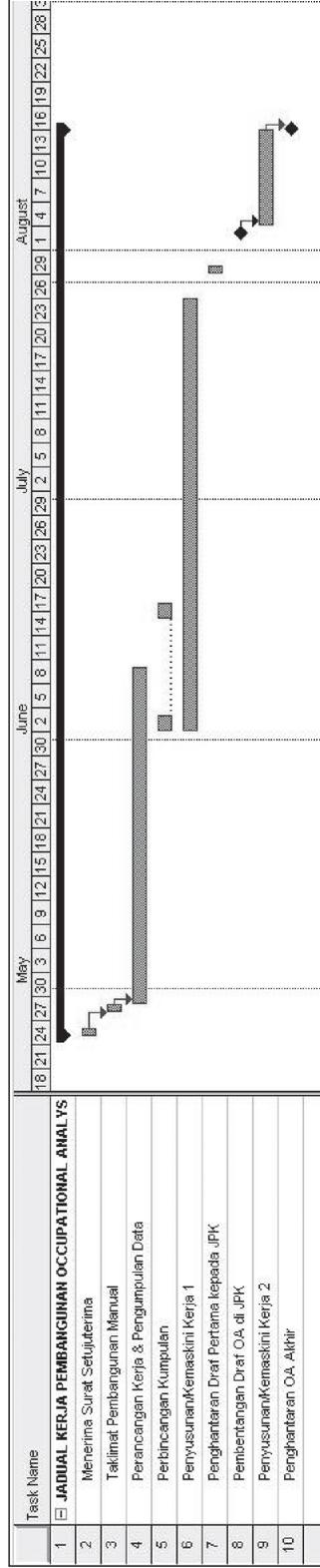
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13. [www.mrca.org.my/](http://www.mrca.org.my/)
14. <http://online.onetcenter.org/>
15. Approved Adopted NOSS:
  - i. AA-010-2/3 Accounting
  - ii. L-041-1/2/3 Cooking
  - iii. M-010-2/3 Logistic
  - iv. M-020-3/4/5 Logistic
  - v. P-115-1/2/3 Motor Vehicles Servicing

# Addendum 1: Work Schedule

## DISTRIBUTIVE TRADE SERVICES



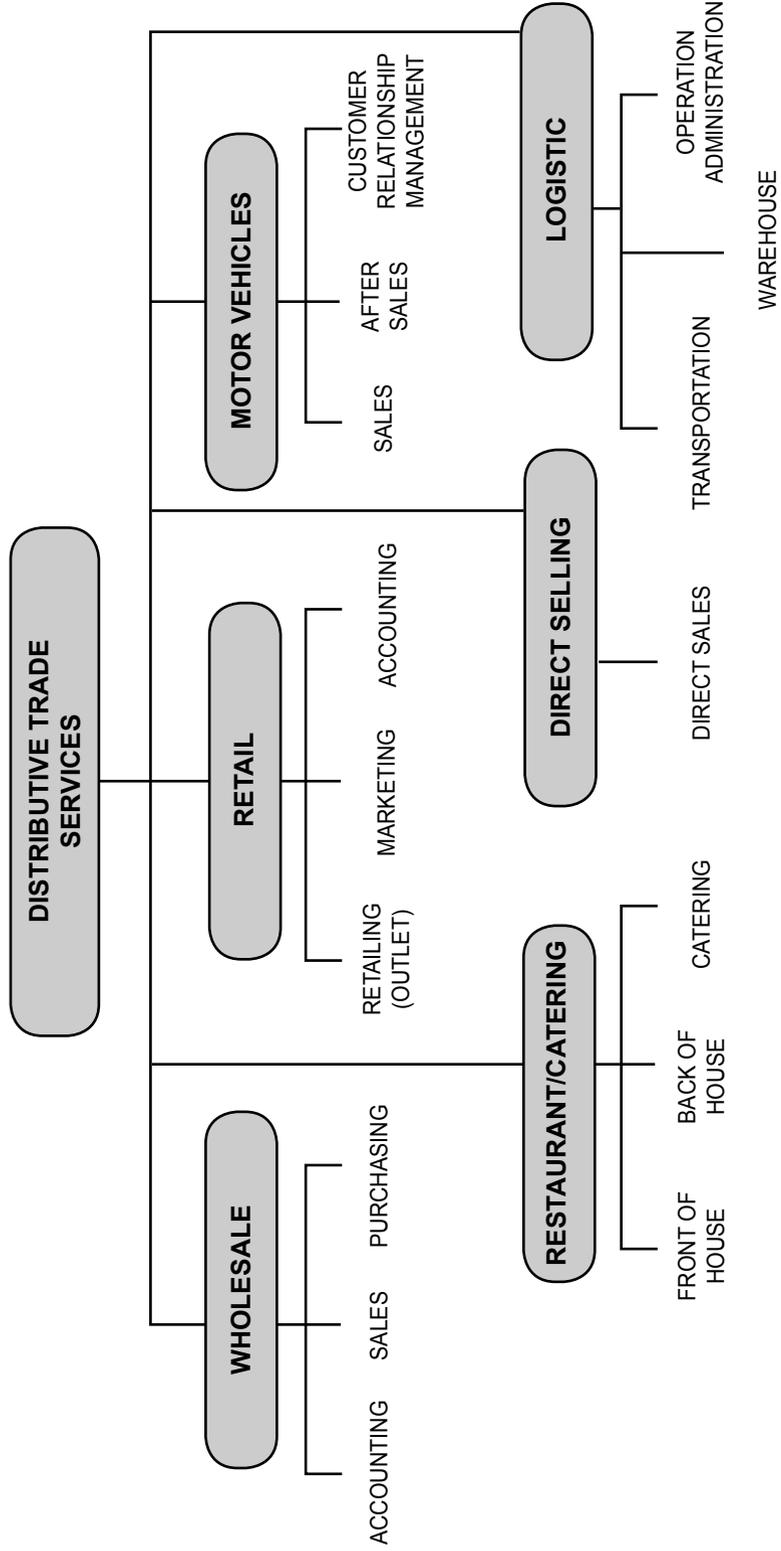
*Addendum 2:*

## List of Panel Expert for the Development of Occupational Analysis for Distributive Trade Services

<b>PANEL</b>				
<b>NO.</b>	<b>NAME</b>	<b>DESIGNATION &amp; COMPANY</b>	<b>SUB-SECTOR</b>	<b>EXPERTISE</b>
1.	Abdul Rahman Osman	Manager Chelos Sdn. Bhd.	Restaurant/ Catering	<ul style="list-style-type: none"> <li>• Franchising</li> <li>• Quick Service Restaurant</li> <li>• Front of House</li> <li>• Back of House</li> </ul>
2.	Dr. Juhari Mat Akhir	Manager Lifestyles Asia Pacific Malaysia Sdn. Bhd.	Direct Selling	<ul style="list-style-type: none"> <li>• Direct Selling</li> </ul>
3.	Haniah Salleh	Franchisee Shell Malaysia Trading Sdn. Bhd.	Retail	<ul style="list-style-type: none"> <li>• Franchising</li> <li>• Retailing (outlet)</li> </ul>
4.	Hazli Mohamed	Operations Director HM Food Services	Restaurant/ Catering	<ul style="list-style-type: none"> <li>• Front of House</li> <li>• Back of House</li> <li>• Catering</li> </ul>
5.	Hj. Alias Hassan	Manager Kasabyle Trading	Retail & Logistic	<ul style="list-style-type: none"> <li>• Retailing (outlet)</li> <li>• Marketing</li> <li>• Transportation</li> </ul>
6.	Innaci Dass	General Manager PERODUA Sales Sdn. Bhd.	Motor Vehicles	<ul style="list-style-type: none"> <li>• Sales</li> <li>• After Sales</li> <li>• Customer Relationship Management</li> </ul>
7.	Kamaruddin Yaacob	Restaurant Manager Kentucky Fried Chicken Restaurant	Restaurant	<ul style="list-style-type: none"> <li>• Franchising</li> <li>• Quick Service Restaurant</li> <li>• Front of House</li> <li>• Back of House</li> </ul>

8.	Khairul Anuar	Executive Smart Agenda Sdn. Bhd.	Logistic	<ul style="list-style-type: none"> <li>• Transportation &amp; Warehouse</li> </ul>
9.	Mohd Nazrol Majid	Restaurant Manager McDonald's Restaurant	Restaurant	<ul style="list-style-type: none"> <li>• Franchising</li> <li>• Quick Service Restaurant</li> <li>• Front of House</li> <li>• Back of House</li> </ul>
10.	Noordin Ahmad	Managing Director Hasrat Sari Sdn. Bhd.	Wholesale/ Retail	<ul style="list-style-type: none"> <li>• Sales</li> <li>• Purchasing</li> <li>• Retailing (outlet)</li> <li>• Marketing</li> <li>• Accounting</li> </ul>
11.	Omar Baki Zainal Abidin	Restaurant Manager Restoran Anjung	Restaurant/ Catering	<ul style="list-style-type: none"> <li>• Front of House</li> <li>• Back of House</li> <li>• Catering</li> <li>• Direct Selling</li> </ul>
12.	Syed Isa Syed Ali	Owner SJ Quality Enterprise	Restaurant/ Catering	<ul style="list-style-type: none"> <li>• Front of House</li> <li>• Back of House</li> <li>• Catering</li> </ul>
13.	Yusazila Mohd Yunus	Assistant Manager Jusco (Aeon Co. (M) Bhd.)	Retail	<ul style="list-style-type: none"> <li>• Sales</li> <li>• Marketing</li> <li>• Accounting</li> </ul>
<b>FACILITATOR</b>				
1.	Ahmad Ramdan M Yusof		MACiT Sdn. Bhd.	
<b>PROOF READER</b>				
1.	Asma Hanani Mohamed Asin		MACiT Sdn. Bhd.	

*Addendum 3:*  
**Job Area in  
 Distributive Trade Services**



*Addendum 4:*  
Job Titles and Hierarchy in  
Distributive Trade Services

## 1) WHOLESALE

LEVEL	WHOLESALE	
	SALES	PURCHASING
L8	N/A	
L7	MANAGING DIRECTOR – WHOLESALE	
L6	REGIONAL MANAGER – WHOLESALE	
L5	WHOLESALE MANAGER	
L4	ASSISTANT WHOLESALE MANAGER	
L3	*WHOLESALE SALES SUPERVISOR	*WHOLESALE PURCHASING SUPERVISOR
L2	*WHOLESALE SALES REPRESENTATIVE	*WHOLESALE PURCHASER
L1	GENERAL CLERK	

## 2) RETAIL

LEVEL	RETAIL	
	RETAILING (OUTLET)	MARKETING
L8	N/A	
L7	MANAGING DIRECTOR – RETAIL	
L6	REGIONAL MANAGER – RETAIL	
L5	RETAIL MANAGER	MARKETING MANAGER
L4	RETAIL EXECUTIVE	*MARKETING EXECUTIVE
L3	RETAIL SUPERVISOR	N/A
L2	*SHOPKEEPER	N/A
L1	N/A	N/A

### 3) DIRECT SELLING

<b>LEVEL</b>	<b>DIRECT SELLING</b>
L8	N/A
L7	MANAGING DIRECTOR – DIRECT SELLING
L6	REGIONAL MANAGER – DIRECT SELLING
L5	SALES MANAGER
L4	ASSISTANT SALES MANAGER
L3	*SALES AGENT
L2	N/A
L1	N/A

### 4) MOTOR VEHICLES

<b>LEVEL</b>	<b>MOTOR VEHICLES</b>		
	<b>SALES</b>	<b>AFTER SALES</b>	<b>CUSTOMER RELATIONSHIP MANAGEMENT (CRM)</b>
L8	N/A		
L7	N/A		
L6	GENERAL MANAGER, MOTOR VEHICLES		
L5	MOTOR VEHICLES SALES MANAGER	AFTER SALES MANAGER	CUSTOMER RELATION MANAGER
L4	BRANCH MANAGER –MOTOR VEHICLES	SERVICE CENTRE MANAGER	CUSTOMER RELATION ASSISTANT MANAGER

LEVEL	MOTOR VEHICLES		
	SALES	AFTER SALES	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
L3	MOTOR VEHICLES SALES SUPERVISOR	MOTOR VEHICLES TECHNICIAN (P-115-3)	CUSTOMER RELATION EXECUTIVE
L2	*MOTOR VEHICLES SALESPERSON	SENIOR MOTOR VEHICLES MECHANIC (P-115-2)	*CUSTOMER RELATION ASSISTANT
L1	N/A	MOTOR VEHICLES MECHANIC (P-119-1)	*CALL CENTRE ASSISTANT

## 5) ACCOUNTING

LEVEL	ACCOUNTING
L8	N/A
L7	N/A
L6	N/A
L5	ACCOUNTS MANAGER
L4	ACCOUNTS EXECUTIVE
L3	ACCOUNTS ASSISTANT
L2	ACCOUNTS CLERK/CASHIER (AA-010-2)
L1	N/A

## 6) RESTAURANT & CATERING

LEVEL	RESTAURANT & CATERING		
	FRONT OF HOUSE	BACK OF HOUSE	CATERING
L8	CHIEF EXECUTIVE OFFICER – RESTAURANT & CATERING		
L7	REGIONAL MANAGER – RESTAURANT & CATERING		
L6	OPERATIONS MANAGER		
L5	RESTAURANT & CATERING MANAGER		
L4	ASSISTANT RESTAURANT MANAGER	*CHIEF COOK (L-041-3)	ASSISTANT CATERING MANAGER
L3	CASHIER	COOK (L-041-2)	*CATERING SUPERVISOR
L2	* RESTAURANT WAITER	*ASSISTANT COOK	*CATERING WAITER
L1	N/A	COMMIS (L-041-1)	N/A

## 7) LOGISTIC

LEVEL	LOGISTIC		
	TRANSPORTATION	WAREHOUSE	OPERATION ADMINISTRATION
L8	N/A		
L7	N/A		
L6	N/A		

LEVEL	LOGISTIC		
	TRANSPORTATION	WAREHOUSE	OPERATION ADMINISTRATION
L5	TRANSPORTATION MANAGER (M-020-5)	WAREHOUSE MANAGER	ADMINISTRATIVE MANAGER
L4	ASSISTANT TRANSPORTATION MANAGER (M-020-4)	ASSISTANT WAREHOUSE MANAGER	ASSISTANT ADMINISTRATIVE MANAGER
L3	TRANSPORTATION SUPERVISOR (M-020-3)	WAREHOUSE SUPERVISOR	ADMINISTRATIVE EXECUTIVE (M-010-3)
L2	MATERIAL HANDLER	*STOREKEEPER/ WAREHOUSE CLERK	ADMINISTRATIVE CLERK (M-010-2)
L1	*DRIVER	N/A	N/A

Note:

\* *Critical Job Titles*

*Addendum 5:*  
Occupational Definition in  
Distributive Trade Services

**WHOLESALE**

# WHOLESALE

## LEVEL 1

### **GENERAL CLERK**

A GENERAL CLERK IS DESIGNATED TO COMPILE AND MAINTAIN RECORDS OF BUSINESS TRANSACTIONS AND OFFICE ACTIVITIES OF ESTABLISHMENTS. HE/SHE PERFORMS VARIETY OF CLERICAL DUTIES OF GENERAL NATURE ACCORDING TO ESTABLISHED PROCEDURES.

A GENERAL CLERK IS EMPLOYED BY ANY ESTABLISHMENTS THROUGHOUT THE PUBLIC AND PRIVATE SECTORS.

**In particular he/she:**

1. Collect, count, and do basic book keeping;
2. Answer telephones, direct calls and take message;
3. Communicate with customers, employees and others to answer questions, explain information, take orders and address complaints;
4. Compile, copy, sort and file records of office activities, business transactions and other activities;
5. Complete and mail bills, contracts, policies, invoices or cheques;
6. Operate office machines, such as photocopier and facsimiles;
7. Open, sort and route incoming mail, answer correspondence and prepare outgoing mail;
8. Review files, records, and other documents to obtain information and response to requests;
9. Perform related tasks.

# WHOLESALE – SALES

## LEVEL 2

### **WHOLESALE SALES REPRESENTATIVE**

A WHOLESALE SALES REPRESENTATIVE IS DESIGNATED TO DEMONSTRATE AND SELL MERCHANDISE IN WHOLESALE ESTABLISHMENTS TO RETAILERS AND LARGE SCALE CONSUMER.

A WHOLESALE SALES REPRESENTATIVE IS EMPLOYED BY WHOLESALE COMPANY AND MAY BE EMPLOYED BY RETAIL ESTABLISHMENTS, AS WELL AS STORES AND OTHER ESTABLISHMENTS.

**In particular he/she:**

1. Relocate merchandise to be sold from storage area to sales area;
2. Recommends products to customers, based on customers' need and interests;
3. Provide customers with product samples and catalogues;
4. Contact regular and prospective customers to demonstrate products, explain product features and solicit orders;
5. Answer customers' questions about products, prices, availability, product uses and credit terms;
6. Identify potential customers by using business directories, leads from existing customers and attending trade shows or conferences;
7. Arrange and direct delivery and installation of products and equipment;
8. Perform related tasks.

# WHOLESALE – PURCHASING

## LEVEL 2

### **WHOLESALE PURCHASER**

A WHOLESALE PURCHASER IS DESIGNATED TO BUY MERCHANDISE FOR RESALE BY WHOLESALE ESTABLISHMENTS. HE/SHE IS USUALLY RESPONSIBLE FOR THE MERCHANDISING OPERATIONS OF WHOLESALE ESTABLISHMENTS.

A WHOLESALE PURCHASER IS EMPLOYED BY WHOLESALE COMPANY AND MAY BE EMPLOYED BY RETAIL ESTABLISHMENTS, AS WELL AS STORES AND OTHER ESTABLISHMENTS.

**In particular he/she:**

1. Purchase merchandise for resale by wholesale establishments;
2. Negotiate prices, discount terms and transportation arrangement for merchandise;
3. Interview and work closely with vendors to obtain and develop desired products;
4. Inspect merchandise to determine value;
5. Discuss with sales and other purchasing personnel to obtain information about customer needs and preferences;
6. Review requirements of establishments and determine quantity and type of merchandise to purchase;
7. Establish and maintain contact with suppliers;
8. Propose mark-up and mark-down rates and selling prices for merchandise;
9. Study market reports and sales promotion materials and visit trade shows, showroom and factories;
10. Perform related tasks.

# WHOLESALE – SALES

## LEVEL 3

### **WHOLESALE SALES SUPERVISOR**

A WHOLESALE SALES SUPERVISOR IS DESIGNATED TO SUPERVISE AND COORDINATE OTHER WHOLESALE SALES WORKERS ON THE WHOLESALE ESTABLISHMENT'S SALES ACTIVITIES.

A WHOLESALE SALES SUPERVISOR IS EMPLOYED BY WHOLESALE COMPANY AND MAY BE EMPLOYED BY RETAIL ESTABLISHMENTS, AS WELL AS STORES AND OTHER ESTABLISHMENTS.

**In particular he/she:**

1. Monitor sales workers performance to ensure that goals are met;
2. Attend staff meetings with purchasing personnel to be introduced with new merchandise;
3. Prepare or oversee preparation of sales or contracts;
4. Review and adapt to information regarding product innovations, competitors and market condition;
5. Provide customers with presentations on the benefits and uses of merchandise;
6. Estimate or quote prices, credit or contract terms, warranties and delivery dates;
7. Propose pricing policies on merchandise according to profitability requirements;
8. Listen to and resolve customer complaints;
9. Perform related tasks.

# WHOLESALE – PURCHASING

## LEVEL 3

### **WHOLESALE PURCHASING SUPERVISOR**

A WHOLESALE PURCHASING SUPERVISOR IS DESIGNATED TO SUPERVISE AND COORDINATE OTHER WHOLESALE PURCHASING WORKERS ON THE WHOLESALE ESTABLISHMENT'S PURCHASING ACTIVITIES.

A WHOLESALE PURCHASING SUPERVISOR IS EMPLOYED BY WHOLESALE COMPANY AND MAY BE EMPLOYED BY RETAIL ESTABLISHMENTS, AS WELL AS STORES AND OTHER ESTABLISHMENTS.

**In particular he/she:**

1. Assign tasks to other wholesale purchasing workers;
2. Examine, select, order and purchase at the most favourable price merchandise consistent with quality, quantity, specification requirements;
3. Establish delivery schedules, monitor progress and contact clients and suppliers to resolve problems;
4. Assess requirements of establishments and determine quantity and type of merchandise to purchase;
5. Authorize payment of invoices or return of merchandise;
6. Set mark-up rates, mark-down rates and selling prices for merchandise;
7. Discuss with sales and purchasing personnel to obtain information about customer needs and preferences;
8. Conduct staff meetings with sales personnel to introduce new merchandise;
9. Establish and maintain contact with suppliers;
10. Train new workers;
11. Perform related tasks.

# WHOLESALE

## LEVEL 4

### **ASSISTANT WHOLESALE MANAGER**

AN ASSISTANT WHOLESALE MANAGER IS DESIGNATED TO ASSIST WHOLESALE MANAGER ON PLANNING, ORGANISING, DIRECTING, CONTROLLING AND EVALUATING THE OPERATIONS OF ESTABLISHMENTS ENGAGED IN WHOLESALE.

AN ASSISTANT WHOLESALE MANAGER IS EMPLOYED BY WHOLESALE COMPANY AND MAY BE EMPLOYED BY RETAIL ESTABLISHMENTS, AS WELL AS STORES AND OTHER ESTABLISHMENTS.

**In particular he/she:**

1. Listen to and resolve customer complaints regarding merchandise, services or personnel;
2. Manage other wholesale workers and assign duties;
3. Provide workers with assistance in performing difficult tasks;
4. Plan and prepare work schedules and assign workers to specific duties;
5. Prepare sales and inventory reports;
6. Study market on consumer demand, types of merchandise and potential sales volumes;
7. Implement marketing strategies;
8. Hire, train and evaluate workers;
9. Plan budgets and authorise expenditures;
10. Implement mark-up rates, mark-down rates and selling prices for merchandise;
11. Perform related tasks.

# WHOLESALE

## LEVEL 5

### **WHOLESALE MANAGER**

A WHOLESALE MANAGER IS DESIGNATED TO PLAN, ORGANISE, DIRECT, CONTROL AND EVALUATE THE OPERATIONS OF ESTABLISHMENTS INVOLVED IN WHOLESALING BUSINESSES. HE/SHE IS ALSO RESPONSIBLE TO MAKE SURE THAT CUSTOMERS RECEIVE SATISFACTORY SERVICE AND QUALITY GOODS.

A WHOLESALE MANAGER IS EMPLOYED BY WHOLESALE COMPANY AND MAY BE EMPLOYED BY RETAIL ESTABLISHMENTS, AS WELL AS STORES AND OTHER ESTABLISHMENTS.

**In particular he/she:**

1. Plan, direct and evaluate the operations of establishments engaged in wholesale;
2. Manage daily operations;
3. Negotiate with suppliers and customers and with other establishments;
4. Develop and implement marketing strategies;
5. Set mark-up rates, mark-down rates and selling prices for merchandise;
6. Resolve customer complaints;
7. Determine merchandise to be purchased and sold, and implement price and credit policies;
8. Monitor sales and purchasing workers performance to ensure that goals are met;
9. Attend company meetings to exchange product information and coordinate work activities;
10. Plan and control the use of resources and hiring wholesale workers;
11. Perform related tasks.

# WHOLESALE

## LEVEL 6

### **REGIONAL MANAGER – WHOLESALE**

A REGIONAL MANAGER – WHOLESALE IS DESIGNATED TO PLAN, ORGANISE, DIRECT, CONTROL AND EVALUATE THE ACTIVITY OF ESTABLISHMENTS AND DEPARTMENT INVOLVED IN WHOLESALE. HE/SHE IS RESPONSIBLE TO OVERSEE BUSINESS ACTIVITIES FOR DESIGNATED REGION SUCH AS EAST COAST, WEST COAST, NORTH AND SOUTH.

A REGIONAL MANAGER – WHOLESALE IS EMPLOYED BY WHOLESALE COMPANY AND MAY BE EMPLOYED BY RETAIL ESTABLISHMENTS, AS WELL AS STORES AND OTHER ESTABLISHMENTS.

#### **In particular he/she:**

1. Plan, direct and evaluate the business activities in wholesale establishments for designated region;
2. Establish distribution networks for products and services;
3. Review competitors performance and recommend any necessary course of action;
4. Develop and/or suggest new lines of business opportunity for the company;
5. Monitor and measure branches' activities including sales forecast, plans and targets;
6. Monitor customer preferences to determine focus of sales and purchasing efforts;
7. Review operational records and reports to project sales and purchasing to determine profitability;
8. Represent company at trade association meetings to promote products;
9. Perform related tasks.

# WHOLESALE

## LEVEL 7

### **MANAGING DIRECTOR – WHOLESALE**

A MANAGING DIRECTOR – WHOLESALE IS DESIGNATED TO DETERMINE AND FORMULATE POLICIES AND PLAN, DIRECT AND COORDINATE THE GENERAL FUNCTIONING OF THE ESTABLISHMENT USUALLY WITHIN THE GUIDELINES SET UP BY A BOARD OF DIRECTORS OR THE OWNER OF THE COMPANY. HE/SHE MAY BE ALSO OWNER OF THE COMPANY.

A MANAGING DIRECTOR – WHOLESALE IS EMPLOYED BY WHOLESALE COMPANY AND MAY BE EMPLOYED BY RETAIL ESTABLISHMENTS, AS WELL AS STORES AND OTHER ESTABLISHMENTS.

**In particular he/she:**

1. Determine and formulate policies of the establishment;
2. Plan, direct and coordinate the general functioning of the establishment;
3. Determine and direct a particular policy, through consultation with subordinate managers;
4. Review the operations and results of the establishment and report to the board of directors or the owner;
5. Represent the company in its dealing with outside bodies, including government or other authorities;
6. Interview, hire and oversee training of staff;
7. Direct and control corporate governance and regulatory compliance procedures within establishments;
8. Supervise other workers;
9. Perform related tasks.

**RETAIL**

# RETAIL – RETAILING (OUTLET)

## LEVEL 2

### **SHOPKEEPER**

A SHOPKEEPER IS DESIGNATED TO HELP CUSTOMERS FIND WHAT THEY ARE LOOKING FOR AND TRY TO INTEREST THEM IN BUYING THE MERCHANDISE. HE/SHE IS ABLE TO DESCRIBE A PRODUCT'S FEATURES, DEMONSTRATE ITS USE OR SHOW VARIOUS MODELS AND COLOURS.

A SHOPKEEPER IS EMPLOYED IN STORES AND OTHER RETAIL BUSINESS, AS WELL AS WHOLESALE BUSINESS THAT SELL ON RETAIL BASIS TO THE CUSTOMERS, RENTAL SERVICE ESTABLISHMENTS.

**In particular he/she:**

1. Move goods to be sold from storage area to sales area and placing them for display;
2. Assist customers in making a choice;
3. Quote prices, credit terms and discounts;
4. Prepare goods for purchase;
5. Pack and arrange delivery of goods;
6. Write bill or invoice;
7. Verify cashier's receipt;
8. Maintain sales record for inventory control;
9. Perform related tasks.

## RETAIL – RETAILING (OUTLET)

### LEVEL 3

#### **RETAIL SUPERVISOR**

A RETAIL SUPERVISOR IS DESIGNATED TO SUPERVISE AND COORDINATE THE ACTIVITIES OF SALESPERSON AND CASHIER. HE/SHE IS ALSO RESPONSIBLE TO REPORT SALES ACTIVITY TO RETAIL MANAGER OR ASSISTANT RETAIL MANAGER.

A RETAIL SUPERVISOR IS EMPLOYED BY STORES AND OTHER RETAIL BUSINESSES, WHOLESALE BUSINESSES THAT SELL ON A RETAIL BASIS TO THE CUSTOMERS, RENTAL SERVICE ESTABLISHMENTS AND BUSINESSES INVOLVED IN DOOR-TO-DOOR SOLICITING AND TELEMARKETING.

**In particular he/she:**

1. Supervise and coordinate sales staff and cashier;
2. Assign sales staff to duties and prepare work schedules;
3. Monitor other sales staff;
4. Authorise payments by cheque and return of merchandise;
5. Sell merchandise to customers;
6. Maintain specified inventory and order merchandise;
7. Resolve problems that arise, such as customer complaints and supply shortages;
8. Prepare reports regarding sales volumes, merchandising and personnel matters;
9. Perform related tasks.

# RETAIL – RETAILING (OUTLET)

## LEVEL 4

### **RETAIL EXECUTIVE**

A RETAIL EXECUTIVE IS DESIGNATED TO ASSIST RETAIL MANAGER PLAN, ORGANISE, DIRECT, CONTROL AND EVALUATE THE OPERATIONS OF ESTABLISHMENTS THAT SELL MERCHANDISE OR SERVICES ON RETAIL BASIS. HE/SHE IS ALSO RESPONSIBLE TO LOOK AFTER ALL THE COMPLAINTS MADE BY CUSTOMERS.

A RETAIL EXECUTIVE IS EMPLOYED BY RETAIL SALES ESTABLISHMENTS AS WELL AS WHOLESALE BUSINESS THAT SELL ON RETAIL BASIS TO THE CUSTOMERS.

**In particular he/she:**

1. Schedule work hours;
2. Assign tasks duty to retail staff;
3. Manage and resolve customers' complaints;
4. Greet and assist customers and promote sales and good public relations;
5. Supervise other retail staff;
6. Oversee retail activities;
7. Determine staffing requirements;
8. Deposit daily income at the bank or securing them in a safe place;
9. Prepare sales report;
10. Implement price and credit policies;
11. Perform related tasks.

# RETAIL – MARKETING

## LEVEL 4

### **MARKETING EXECUTIVE**

A MARKETING EXECUTIVE IS DESIGNATED TO CARRY OUT THE MARKETING ACTIVITIES OF THE COMPANY'S PRODUCTS. HE/SHE IS WELL KNOWN WITH THE COMPANY'S PRODUCT LINE, MARKET, COST AND BUDGET.

A MARKETING EXECUTIVE IS EMPLOYED BY STORES AND OTHER RETAIL BUSINESSES, WHOLESALE BUSINESSES THAT SELL ON RETAIL BASIS TO THE CUSTOMERS AND BUSINESSES INVOLVED IN DIRECT SELLING.

**In particular he/she:**

1. Implement marketing strategies;
2. Study market research and trends to determine consumer demand, potential sales volumes and effect of competitor's operations on sales;
3. Organise and attend business events and product exhibitions;
4. Build and maintain relationship with customers;
5. Maintain and update customers' database;
6. Manage the production of marketing materials;
7. Monitor competitor activities;
8. Advise customers on use and care of merchandise, and provide advise on parts of services;
9. Resolve customers complaints;
10. Perform related tasks.

# RETAIL – RETAILING (OUTLET)

## LEVEL 5

### **RETAIL MANAGER**

A RETAIL MANAGER IS DESIGNATED TO PLAN, ORGANISE, DIRECT, CONTROL AND EVALUATE THE OPERATIONS OF ESTABLISHMENTS THAT SELL MERCHANDISE OR SERVICES ON RETAIL BASIS. HE/SHE ENSURES THAT CUSTOMERS RECEIVE SATISFACTORY SERVICE AND QUALITY GOODS.

A RETAIL MANAGER IS EMPLOYED BY RETAIL SALES ESTABLISHMENTS AS WELL AS WHOLESALE BUSINESS THAT SELL ON RETAIL BASIS TO THE CUSTOMERS.

**In particular he/she:**

1. Plan, direct and evaluate operations of establishments engaged in retail sales;
2. Set weekly/monthly/annual sales target;
3. Study market research and trends to determine consumer demand, potential sales volumes and effect of competitors operation on sales;
4. Determine merchandise and services to be sold, and implement price and credit policies;
5. Locate, select and procure merchandise for resale;
6. Develop and implement marketing strategies;
7. Plan budgets and authorise expenditures;
8. Tally cash and charge receipts and balance them against sales record;
9. Deposit daily income at the bank or securing them in a safe place;
10. Greet and assist customers and promote sales and good public relations;
11. Resolve customers complaints;
12. Determine staffing requirements and hire or oversee hiring of staff;
13. Perform related tasks.

# RETAIL – MARKETING

## LEVEL 5

### **MARKETING MANAGER**

A MARKETING MANAGER IS DESIGNATED TO DETERMINE THE DEMAND FOR PRODUCT OFFERED BY A COMPANY AND IT'S COMPETITORS AND IDENTIFY POTENTIAL CUSTOMER. HE/SHE IS ALSO RESPONSIBLE TO ENSURE THE CUSTOMERS' SATISFACTION WITH THE PRODUCT OFFERED.

A MARKETING MANAGER IS EMPLOYED BY STORES AND OTHER RETAIL BUSINESSES, WHOLESALE BUSINESSES THAT SELL ON RETAIL BASIS TO THE CUSTOMERS AND BUSINESSES INVOLVED IN DIRECT SELLING.

**In particular he/she:**

1. Develop pricing strategies, balancing company's objectives and customer satisfaction;
2. Consult with other workers on product specifications such as design, colour and packaging;
3. Advise customers on use and care of merchandise, and provide advice on parts of services;
4. Prepare reports regarding sales volume, merchandising and personnel matters;
5. Conduct market research and trends to determine consumer demand, potential sales volumes and effect of competitor's operations on sales;
6. Implement price and credit policies;
7. Implement marketing strategies;
8. Compile list describing product offerings;
9. Perform related tasks.

# RETAIL

## LEVEL 6

### **REGIONAL MANAGER – RETAIL**

A REGIONAL MANAGER – RETAIL IS DESIGNATED TO PLAN, ORGANISE, DIRECT, CONTROL AND EVALUATE THE ACTIVITY OF ESTABLISHMENTS AND DEPARTMENT INVOLVED IN RETAIL. HE/SHE IS RESPONSIBLE TO OVERSEE RETAIL ACTIVITIES FOR DESIGNATED REGION SUCH AS EAST COAST, WEST COAST, NORTH AND SOUTH.

A REGIONAL MANAGER – RETAIL IS EMPLOYED BY STORES AND OTHER RETAIL BUSINESSES, WHOLESALE BUSINESSES THAT SELL ON RETAIL BASIS TO THE CUSTOMERS AND BUSINESSES INVOLVED IN DIRECT SELLING.

#### **In particular he/she:**

1. Oversee the retail activities for designated region;
2. Co-ordinate product and stock issues to meet local needs;
3. Prepare up to date reports for accurate decision making;
4. Establish marketing networks for company's products;
5. Formulate and implement coherent retail development strategies to ensure optimum sales growth and profitability;
6. Review competitors performance and recommend any necessary course of action;
7. Develop and/or suggest new lines of business opportunity for the company;
8. Monitor and measure branches' activities including marketing strategies and business goals;
9. Perform related tasks.

# RETAIL

## LEVEL 7

### **MANAGING DIRECTOR – RETAIL**

A MANAGING DIRECTOR – RETAIL IS DESIGNATED TO DETERMINE AND FORMULATE POLICIES AND PLAN, DIRECT AND COORDINATE THE GENERAL FUNCTIONING OF THE ESTABLISHMENT USUALLY WITHIN THE GUIDELINES SET UP BY A BOARD OF DIRECTORS OR THE OWNER OF THE COMPANY. HE/SHE MAY ALSO BE THE OWNER OF THE COMPANY.

A MANAGING DIRECTOR – RETAIL IS EMPLOYED BY STORES AND OTHER RETAIL BUSINESSES, WHOLESALE BUSINESSES THAT SELL ON RETAIL BASIS TO THE CUSTOMERS AND BUSINESSES INVOLVED IN DIRECT SELLING.

#### **In particular he/she:**

1. Determine and formulate policies of the establishment;
2. Plan, direct and coordinate the general functioning of the establishment;
3. Determine and direct a particular policy, through consultation with subordinate managers;
4. Review the operations and results of the establishment and report to the board of directors or the owner;
5. Represent the company in its dealing with outside bodies, including government or other authorities;
6. Interview, hire and oversee training of staff;
7. Direct and control corporate governance and regulatory compliance procedures within establishments;
8. Supervise other workers;
9. Perform related tasks.

# **DIRECT SELLING**

# DIRECT SELLING

## LEVEL 3

### **SALES AGENT**

A SALES AGENT IS DESIGNATED TO ASSIST CUSTOMERS TO DETERMINE THEIR INTERESTS ON MERCHANDISE OR SERVICES THROUGH A SERIES OF QUESTIONS. HE/SHE IS RESPONSIBLE TO EXPLAIN AND DEMONSTRATE MERCHANDISE'S FEATURES AS STATED IN BROCHURES, CATALOGUES AND OTHER MEDIA. SALES AGENT ALSO KNOWN AS DISTRIBUTOR OR STOCKIST.

A SALES AGENT IS EMPLOYED BY STORES AND OTHER RETAIL BUSINESSES, WHOLESALE BUSINESSES THAT SELL ON RETAIL BASIS TO THE CUSTOMERS AND BUSINESSES INVOLVED IN DIRECT SELLING.

#### **In particular he/she:**

1. Greet customers and discuss type, quality and quantity or merchandise or services sought for purchase;
2. Advise customers on use and care of merchandise, and provide advice on parts of services;
3. Estimate or quote prices, credit terms, trade-in allowances, warranties and delivery dates;
4. Prepare merchandise for purchase;
5. Prepare sales contract and accept cash, cheque, credit and debit card payment;
6. Assist in display of merchandise;
7. Maintain sales records for inventory control;
8. Perform related tasks.

# DIRECT SELLING

## LEVEL 4

### **ASSISTANT SALES MANAGER**

AN ASSISTANT SALES MANAGER IS DESIGNATED TO ASSIST SALES MANAGER ON PLANNING, ORGANISING, DIRECTING, CONTROLLING AND EVALUATING THE OPERATIONS OF ESTABLISHMENTS THAT SELL MERCHANDISE OR SERVICES ON A DIRECT SALES BASIS.

AN ASSISTANT SALES MANAGER IS EMPLOYED BY DIRECT SELLING COMPANIES.

**In particular he/she:**

1. Manage sales agent and assign duties;
2. Implement marketing strategies;
3. Conduct market research and trends to determine consumer demand, potential sales volumes and effect of competitor's operations on sales;
4. Oversee sales budgets and expenditures;
5. Advise customers on use and care of merchandise, and provide advice on parts of services;
6. Prepare reports regarding sales volume, merchandising and personnel matters;
7. Resolve customers complaints;
8. Hire and train new staffs;
9. Perform related tasks.

# DIRECT SELLING

## LEVEL 5

### **SALES MANAGER**

A SALES MANAGER IS DESIGNATED TO PLAN, ORGANISE, DIRECT, CONTROL AND EVALUATE THE OPERATIONS OF ESTABLISHMENTS THAT SELL MERCHANDISE OR SERVICES ON A DIRECT SALES BASIS. HE/SHE IS RESPONSIBLE FOR ALL OF THE ADMINISTRATIVE AND HUMAN RESOURCE FUNCTIONS OF RUNNING THE SALES ACTIVITY, INCLUDING RECRUITING NEW EMPLOYEES AND MONITORING EMPLOYEE PERFORMANCE.

A SALES MANAGER IS EMPLOYED BY DIRECT SELLING COMPANIES

**In particular he/she:**

1. Plan, direct and evaluate the operations of retail establishments;
2. Study market research and trends to determine consumer demand, potential sales volumes and effect of competitor's operations on sales;
3. Determine merchandise to be sold;
4. Prepare planogram for the sales establishment;
5. Determine and implement price and credit policies;
6. Develop and implement marketing strategies;
7. Plan budgets and authorise expenditures;
8. Resolve customers complaints;
9. Determine staffing requirements and hire or oversee hiring of staff;
10. Perform related tasks.

# DIRECT SELLING

## LEVEL 6

### **REGIONAL MANAGER – DIRECT SELLING**

A REGIONAL MANAGER – DIRECT SELLING IS DESIGNATED TO PLAN, ORGANISE, DIRECT, CONTROL AND EVALUATE THE ACTIVITY OF ESTABLISHMENTS AND DEPARTMENT INVOLVED IN DIRECT SELLING. HE/SHE IS RESPONSIBLE TO OVERSEE DIRECT SELLING ACTIVITIES FOR DESIGNATED REGION SUCH AS EAST COAST, WEST COAST, NORTH AND SOUTH.

A REGIONAL MANAGER – DIRECT SELLING IS EMPLOYED BY DIRECT SELLING COMPANIES.

**In particular he/she:**

1. Oversee the direct selling activities for designated region;
2. Co-ordinate product and stock issues to meet local needs;
3. Prepare up to date reports for accurate decision making;
4. Establish marketing networks for company's products;
5. Formulate and implement coherent sales and marketing strategies to ensure optimum sales growth and profitability;
6. Review competitors performance and recommend any necessary course of action;
7. Develop and/or suggest new lines of business opportunity for the company;
8. Monitor and measure branches' activities including marketing strategies and business goals;
9. Perform related tasks.

# DIRECT SELLING

## LEVEL 7

### **MANAGING DIRECTOR – DIRECT SELLING**

A MANAGING DIRECTOR – DIRECT SELLING IS DESIGNATED TO DETERMINE AND FORMULATE POLICIES AND PLAN, DIRECT AND COORDINATE THE GENERAL FUNCTIONING OF THE ESTABLISHMENT USUALLY WITHIN THE GUIDELINES SET UP BY A BOARD OF DIRECTORS OR THE OWNER OF THE COMPANY.

A MANAGING DIRECTOR – DIRECT SELLING IS EMPLOYED BY DIRECT SELLING COMPANIES.

#### **In particular he/she:**

1. Determine and formulate policies of the establishment;
2. Plan, direct and coordinate the general functioning of the establishment;
3. Determine and direct a particular policy, through consultation with subordinate managers;
4. Review the operations and results of the establishment and report to the board of directors or the owner;
5. Represent the company in its dealing with outside bodies, including government or other authorities;
6. Interview, hire and oversee training of staff;
7. Direct and control corporate governance and regulatory compliance procedures within establishments;
8. Supervise other workers;
9. Perform related tasks.

# **MOTOR VEHICLES**

# MOTOR VEHICLES – AFTER SALES

## LEVEL 1

### **MOTOR VEHICLES MECHANIC**

A MOTOR VEHICLES MECHANIC IS DESIGNATED TO PERFORM ACTIVITIES SUCH AS SERVICING, OVERHAULING AND REPLACING OF DETECTIVE COMPONENTS INCLUDING RECOMMENDING TO CUSTOMER THE LIFE SPAN OF PARTS AND THEIR DURABILITY.

A MOTOR VEHICLES MECHANIC IS EMPLOYED BY MOTOR VEHICLES COMPANY, MOTOR VEHICLES SERVICE CENTRE, TRANSPORTATION COMPANY AND OTHER ESTABLISHMENTS.

#### **In particular he/she:**

1. Perform vehicles maintenance;
2. Service carburetion system, diesel fuel system, and vehicle electrical system;
3. Perform engine repair by service cooling and lubrication system and carry out top overhaul;
4. Repair manual drive train by checking transaxle, transmission and rear axle;
5. Repair break system by bleeding break system;
6. Repair steering and suspension system;
7. Perform related tasks.

# MOTOR VEHICLES – CRM

## LEVEL 1

### **CALL CENTRE ASSISTANT**

A CALL CENTRE ASSISTANT IS DESIGNATED TO INTERACT WITH CUSTOMERS TO PROVIDE INFORMATION IN RESPONSE TO INQUIRIES ABOUT PRODUCTS OR SERVICES AND TO HANDLE AND RESOLVE COMPLAINTS. HE/SHE IS RESPONSIBLE FOR ENSURING THAT THEIR COMPANY'S CUSTOMERS RECEIVE AN ADEQUATE LEVEL OF SERVICE OR HELP WITH THEIR QUESTIONS AND CONCERNS.

A CALL CENTRE ASSISTANT IS EMPLOYED BY MANY DIFFERENT TYPES OF COMPANIES TO SERVE AS A DIRECT POINT OF CONTACT FOR CUSTOMERS.

**In particular he/she:**

1. Confer with customers by telephone in order to provide information about products and services;
2. Keep records of customer interactions and transactions, recording details of inquiries, complaints, and comments, as well as actions taken;
3. Check to ensure that appropriate changes were made to resolve customers' problems;
4. Contact customers to respond to inquiries or to notify them of claim investigation results and any planned adjustments;
5. Record customer orders for goods or services and promote goods.
6. Perform related tasks.

# MOTOR VEHICLES – SALES

## LEVEL 2

### **MOTOR VEHICLES SALESPERSON**

A MOTOR VEHICLES SALESPERSON IS DESIGNATED TO ASSIST CUSTOMERS TO DETERMINE THEIR INTERESTS ON MERCHANDISE OR SERVICES THROUGH A SERIES OF QUESTIONS. HE/SHE IS RESPONSIBLE TO EXPLAIN AND DEMONSTRATE VEHICLES' FEATURES IN THE SHOWROOM AND ON THE ROAD.

A MOTOR VEHICLES SALESPERSON IS EMPLOYED BY MOTOR VEHICLES COMPANY AND MAY BE EMPLOYED BY OTHER RETAIL BUSINESSES, AS WELL AS STORES AND WHOLESALE BUSINESS THAT SELL ON RETAIL BASIS TO THE CUSTOMERS.

#### **In particular he/she:**

1. Greet customers and discuss type, quality and quantity or merchandise or services sought for purchase;
2. Advise customers on use and care of merchandise, and provide advice on parts of services;
3. Estimate or quote prices, credit terms, trade-in allowances, warranties and delivery dates;
4. Prepare merchandise for purchase;
5. Prepare sales contract and accept cash, cheque, credit and debit card payment;
6. Assist in display of merchandise;
7. Maintain sales records for inventory control;
8. Perform related tasks.

# MOTOR VEHICLES – AFTER SALES

## LEVEL 2

### **SENIOR MOTOR VEHICLES MECHANIC**

A SENIOR MOTOR VEHICLES MECHANIC IS DESIGNATED TO PERFORM ACTIVITIES SUCH AS SERVICING, OVERHAULING AND REPLACING OF DETECTIVE COMPONENTS INCLUDING RECOMMENDING TO CUSTOMER THE LIFE SPAN OF PARTS AND THEIR DURABILITY.

A SENIOR MOTOR VEHICLES MECHANIC IS EMPLOYED BY MOTOR VEHICLES COMPANY, MOTOR VEHICLES SERVICE CENTRE, TRANSPORTATION COMPANY AND OTHER ESTABLISHMENTS.

#### **In particular he/she:**

1. Service carburetion system;
2. Service diesel system;
3. Service vehicle electrical system;
4. Perform engine repair by carrying out engine overhaul;
5. Service electronic fuel injection system;
6. Repair clutch, break, steering, manual drive terrain system;
7. Perform related tasks.

# MOTOR VEHICLES – CRM

## LEVEL 2

### **CUSTOMER RELATION ASSISTANT**

A CUSTOMER RELATION ASSISTANT IS DESIGNATED TO INTERACT WITH CUSTOMERS TO PROVIDE INFORMATION IN RESPONSE TO INQUIRIES ABOUT PRODUCTS AND SERVICES AND TO HANDLE AND RESOLVE COMPLAINTS.

A CUSTOMER RELATION ASSISTANT IS EMPLOYED BY MANY DIFFERENT TYPES OF COMPANIES TO SERVE AS A DIRECT POINT OF CONTACT FOR CUSTOMERS.

#### **In particular he/she:**

1. Confer with customers by telephone or in person in order to provide information about products and services, to take orders or cancel accounts, or to obtain details of complaints;
2. Determine charges for services requested, collect deposits or payments, or arrange for billing;
3. Complete contract forms, prepare change of address records, and issue service discontinuance orders, using computers;
4. Solicit sale of new or additional services or products;
5. Refer unresolved customer grievances to designated departments for further investigation;
6. Change or update customer's profile or account information;
7. Perform related tasks.

# MOTOR VEHICLES – SALES

## LEVEL 3

### **MOTOR VEHICLES SALES SUPERVISOR**

A MOTOR VEHICLES SALES SUPERVISOR IS DESIGNATED TO SUPERVISE MOTOR VEHICLES SALES ACTIVITY. HE/SHE IS RESPONSIBLE TO PLAN, CONDUCT AND SCHEDULE THE SALES ACTIVITY FOR MOTOR VEHICLES SALESPERSON.

A MOTOR VEHICLES SALES SUPERVISOR IS EMPLOYED BY MOTOR VEHICLES COMPANY AND MAY BE EMPLOYED BY OTHER RETAIL BUSINESSES, AS WELL AS STORES AND WHOLESALE BUSINESS THAT SELL ON RETAIL BASIS TO THE CUSTOMERS.

#### **In particular he/she:**

1. Supervise all and coordinate motor vehicles sales staff;
2. Assign motor vehicles salesperson to duties and prepare work schedules;
3. Advise customers on use and care of merchandise, and provide advice on parts of services;
4. Estimate or quote prices, credit terms, trade-in allowances, warranties and delivery dates;
5. Maintain sales records for inventory control;
6. Prepare sales report;
7. Prepare sales contract and accept cash, cheque, credit and debit card payment;
8. Resolve problems that arise, such as customer complaints;
9. Perform related tasks.

# MOTOR VEHICLES – AFTER SALES

## LEVEL 3

### **MOTOR VEHICLES TECHNICIAN**

A MOTOR VEHICLES TECHNICIAN IS DESIGNATED TO PERFORM ACTIVITIES THAT INVOLVES ANALYSIS, SYNOPSIS AND PERFORMS DIAGNOSTIC TESTING FOR THE WHOLE MOTOR VEHICLES SYSTEM. HE/SHE ALSO DETERMINES THE SERVICEABILITY AND THE LIFE SPAN OF COMPONENT INCLUDING RECOMMENDING SUITABLE COMPONENTS FOR CHANGES. HE/SHE IS ALSO RESPONSIBLE FOR SUPERVISING, TRAINING AND GUIDING MECHANICS UNDER HIS SUPERVISION.

A MOTOR VEHICLES TECHNICIAN IS EMPLOYED BY MOTOR VEHICLES COMPANY, MOTOR VEHICLES SERVICE CENTRE, TRANSPORTATION COMPANY AND OTHER ESTABLISHMENTS.

**In particular he/she:**

1. Perform road test and analyse test result;
2. Service diesel dual system by overhaul fuel injection pump;
3. Repair manual drive train by overhaul transfer box;
4. Repair automatic transmission by conducting pressure and stall test, test drive, gear shift pattern and overhaul automatic transmission;
5. Overhaul turbocharger;
6. Perform supervisory functions;
7. Perform related tasks.

# MOTOR VEHICLES – CRM

## LEVEL 3

### **CUSTOMER RELATION EXECUTIVE**

A CUSTOMER RELATION EXECUTIVE IS DESIGNATED TO INTERACT WITH CUSTOMERS TO PROVIDE INFORMATION IN RESPONSE TO INQUIRIES ABOUT PRODUCTS OR SERVICES AND TO HANDLE AND RESOLVE COMPLAINTS. THEY COMMUNICATE WITH CUSTOMERS THROUGH A VARIETY OF MEANS — BY TELEPHONE; BY E-MAIL, FAX, REGULAR MAIL; OR IN PERSON.

A CUSTOMER RELATION EXECUTIVE IS EMPLOYED BY MANY DIFFERENT TYPES OF COMPANIES TO SERVE AS A DIRECT POINT OF CONTACT FOR CUSTOMERS.

#### **In particular he/she:**

1. Analyse specific problems or complaints by customers and suggests possible solutions;
2. Create rapport and maintains friendly and warm relationships with customers;
3. Collect and forward customer feedback to the relevant departments;
4. Identify the customers' needs to ensure that goods and services offered meet their diverse needs;
5. Validate the complaints made by the customers;
6. Conduct market research, analyse external industry/market trends and competitor activities;
7. Perform related tasks.

# MOTOR VEHICLES – SALES

## LEVEL 4

### **BRANCH MANAGER – MOTOR VEHICLES**

A BRANCH MANAGER – MOTOR VEHICLES IS DESIGNATED TO ASSIST MOTOR VEHICLES SALES MANAGER ON PLANNING, ORGANISING, DIRECTING, CONTROLLING AND EVALUATING THE OPERATIONS OF ESTABLISHMENTS THAT SELL MOTOR VEHICLES.

A BRANCH MANAGER – MOTOR VEHICLES IS EMPLOYED BY MOTOR VEHICLES COMPANY AND MAY BE EMPLOYED BY OTHER RETAIL BUSINESSES, AS WELL AS STORES AND WHOLESALE BUSINESS THAT SELL ON RETAIL BASIS TO THE CUSTOMERS.

**In particular he/she:**

1. Manage sales staff and assign duties;
2. Implement price and credit policies;
3. Implement marketing strategies;
4. Study market research and trends to determine consumer demand, potential sales volumes and effect of competitor's operations on sales;
5. Oversee sales budgets and expenditures;
6. Advise customers on use and care of merchandise, and provide advice on parts of services;
7. Prepare sales contract and accept cash, cheque, credit and debit card payment;
8. Resolve customers complaints;
9. Hire and train new staffs;
10. Perform related tasks.

# MOTOR VEHICLES – AFTER SALES

## LEVEL 4

### **SERVICE CENTRE MANAGER**

A SERVICE CENTRE MANAGER IS DESIGNATED TO MANAGE THE SERVICE CENTRE OPERATIONS SUCH AS HIRING STAFF, PREPARE REPORT ON CUSTOMERS' COMPLAINTS, AND SUPERVISE OTHER WORKERS AND OTHER ADMINISTRATIVE ACTIVITIES.

A SERVICE CENTRE MANAGER IS EMPLOYED BY MOTOR VEHICLES COMPANY, MOTOR VEHICLES SERVICE CENTRE, TRANSPORTATION COMPANY AND OTHER ESTABLISHMENTS.

#### **In particular he/she:**

1. Interact with customer on a regular basis to understand their concerns and issues;
2. Deal with various external regulatory authorities regarding regulations;
3. Evaluate service quality by conducting discussion with staff and identifies areas of improvements;
4. Plan and implement business strategies to make sure profitability;
5. Set sales target to be achieved periodically;
6. Communicate with other centre managers to discuss customer feedback, issues and seeks and provides suggestions for improvement;
7. Hire and train staff;
8. Perform related tasks.

# MOTOR VEHICLES – CRM

## LEVEL 4

### **CUSTOMER RELATION ASSISTANT MANAGER**

A CUSTOMER RELATION ASSISTANT MANAGER IS DESIGNATED TO ASSIST CUSTOMER RELATION MANAGER EVALUATE, CONTROL AND MONITORING THE ACTIVITY OF CUSTOMER RELATIONSHIP MANAGEMENT DEPARTMENT. HE/SHE IS RESPONSIBLE TO FORMULATE POLICIES AND STANDARDS TO BE FOLLOWED BY THE STAFFS.

A CUSTOMER RELATION ASSISTANT MANAGER IS EMPLOYED BY MOTOR VEHICLES COMPANY, MOTOR VEHICLES SERVICE CENTRE, TRANSPORTATION COMPANY AND OTHER ESTABLISHMENTS.

#### **In particular he/she:**

1. Check to ensure that appropriate changes were made to resolve customers' problems;
2. Keep records of customer interactions and transactions, recording details of inquiries, complaints, and comments, as well as actions taken;
3. Resolve customers' service or billing complaints by performing activities such as exchanging merchandise, refunding money, and adjusting bills;
4. Contact customers to respond to inquiries or to notify them of claim investigation results and any planned adjustments;
5. Check to ensure that appropriate changes were made to resolve customers' problems;
6. Solicit sale of new or additional services or products;
7. Perform related tasks.

# MOTOR VEHICLES – SALES

## LEVEL 5

### **MOTOR VEHICLES SALES MANAGER**

A MOTOR VEHICLES SALES MANAGER IS DESIGNATED TO PLAN, ORGANISE, DIRECT, CONTROL AND EVALUATE THE OPERATIONS OF ESTABLISHMENTS THAT SELL MOTOR VEHICLES. HE/SHE IS RESPONSIBLE FOR ALL OF THE ADMINISTRATIVE AND HUMAN RESOURCE FUNCTIONS OF RUNNING THE SALES ACTIVITY, INCLUDING RECRUITING NEW EMPLOYEES AND MONITORING EMPLOYEE PERFORMANCE.

A MOTOR VEHICLES SALES MANAGER IS EMPLOYED BY MOTOR VEHICLES COMPANY AND MAY BE EMPLOYED BY OTHER RETAIL BUSINESSES, AS WELL AS STORES THAT SELL ON RETAIL BASIS TO THE CUSTOMERS.

#### **In particular he/she:**

1. Plan, direct and evaluate the operations of establishments engaged in motor vehicles sales;
2. Manage sales staff and assign duties;
3. Study market research and trends to determine consumer demand, potential sales volumes and effect of competitor's operations on sales;
4. Determine merchandise to be sold;
5. Prepare planogram for the sales establishment;
6. Determine and implement price and credit policies;
7. Develop and implement marketing strategies;
8. Plan budgets and authorize expenditures;
9. Resolve customers complaints;
10. Determine staffing requirements and hire or oversee hiring of staff;
11. Perform related tasks.

# MOTOR VEHICLES – AFTER SALES

## LEVEL 5

### **AFTER SALES MANAGER**

AN AFTER SALES MANAGER IS DESIGNATED TO PLAN, EVALUATE, CONTROL AND MONITOR THE ACTIVITY OF AFTER SALES DEPARTMENT. HE/SHE IS RESPONSIBLE TO FORMULATE POLICIES AND STANDARDS TO BE FOLLOWED BY THE STAFFS.

A SERVICE CENTRE MANAGER IS EMPLOYED BY MOTOR VEHICLES COMPANY, MOTOR VEHICLES SERVICE CENTRE, TRANSPORTATION COMPANY AND OTHER ESTABLISHMENTS.

#### **In particular he/she:**

1. Plan, evaluate, control and monitoring the after sales activities;
2. Verify all claims, payments, proposal and other documents with regards to the company's business transactions;
3. Set daily, weekly, monthly performance targets;
4. Identify opportunities for continuous improvements and oversee implementation of change initiatives;
5. Set and implement policy guidelines and standard operating procedures;
6. Monitor and support the department in achieving their performance target;
7. Perform related tasks.

# MOTOR VEHICLES – CRM

## LEVEL 5

### **CUSTOMER RELATION MANAGER**

A CUSTOMER RELATION MANAGER IS DESIGNATED TO PLAN, EVALUATE, CONTROL AND MONITOR THE ACTIVITY OF CUSTOMER RELATIONSHIP MANAGEMENT DEPARTMENT. HE/SHE IS RESPONSIBLE TO FORMULATE POLICIES AND STANDARDS TO BE FOLLOWED BY THE STAFFS.

A CUSTOMER RELATION MANAGER IS EMPLOYED BY MOTOR VEHICLES COMPANY, MOTOR VEHICLES SERVICE CENTRE, TRANSPORTATION COMPANY AND OTHER ESTABLISHMENTS.

#### **In particular he/she:**

1. Set daily/weekly/monthly performance target;
2. Plan, evaluate, control and monitor the activities of Customer Relationship Management;
3. Prepare department report;
4. Solve staff grievances;
5. Plan budgets and authorize expenditures;
6. Manage staff and assign duties;
7. Determine charges for services requested;
8. Obtain and examine all relevant information to assess validity of complaints and to determine possible causes;
9. Perform related tasks.

# MOTOR VEHICLES

## LEVEL 6

### **GENERAL MANAGER – MOTOR VEHICLES**

A GENERAL MANAGER – MOTOR VEHICLES IS DESIGNATED TO PLAN, DIRECT AND COORDINATE THE OPERATIONS OF THE COMPANY. HE/SHE IS ALSO RESPONSIBLE TO FORMULATE POLICIES, MANAGE DAILY OPERATIONS AND PLAN THE USE OF MATERIALS AND HUMAN RESOURCES.

A GENERAL MANAGER – MOTOR VEHICLES IS EMPLOYED BY MOTOR VEHICLES COMPANY AND MAY BE EMPLOYED BY OTHER RETAIL BUSINESSES, AS WELL AS STORES THAT SELL ON RETAIL BASIS TO THE CUSTOMERS.

#### **In particular he/she:**

1. Direct and coordinate activities of business concerned with the sales of motor vehicles;
2. Establish objectives for the company and formulate or approve policies and programs;
3. Manage staff, prepare work schedule and assign specific tasks;
4. Determine staffing requirements, interview, hire and train new employees;
5. Oversee activities directly related to selling products or providing services;
6. Co-ordinate the work of regions, divisions or departments;
7. Represent the company in negotiations of other official functions;
8. Monitor company's sales activity to measure productivity and goal achievement;
9. Perform related tasks.

# **ACCOUNTING**

# ACCOUNTING

## LEVEL 2

### **ACCOUNTS CLERK/CASHIER**

AN ACCOUNTS CLERK/CASHIER IS DESIGNATED TO OPERATE CASH REGISTERS, OPTICAL PRICE SCANNERS, COMPUTERS OR OTHER EQUIPMENT TO RECORD AND ACCEPT PAYMENT FOR THE PURCHASE OF GOODS AND SERVICES.

AN ACCOUNTS CLERK/CASHIER IS EMPLOYED IN RETAIL STORES, RESTAURANTS, THEATRES, RECREATIONAL AND SPORTS ESTABLISHMENTS, CURRENCY EXCHANGE BOOTHS, GOVERNMENT OFFICES AND WHOLESALE ESTABLISHMENTS.

**In particular he/she:**

1. Greet customer;
2. Establish or identify price of goods and services, and tabulate total payment required using electronic or other cash register, optical cash register or other equipment;
3. Receive and process payments by cash, cheque, credit or debit card;
4. Wrap or place merchandise in bags;
5. Issue receipt to customers;
6. Provide information to customers;
7. Perform related tasks.

# ACCOUNTING

## LEVEL 3

### **ACCOUNTS ASSISTANT**

AN ACCOUNTS ASSISTANT IS DESIGNATED TO CALCULATE, PREPARE AND PROCESS BILLS, INVOICES, ACCOUNTS PAYABLE AND RECEIVABLE, BUDGETS AND OTHER RECORDS ACCORDING TO ESTABLISHED PROCEDURES.

AN ACCOUNTS ASSISTANT IS EMPLOYED BY RETAIL STORES, BANK, THEATRES, RECREATIONAL AND SPORTS ESTABLISHMENTS, CURRENCY EXCHANGE BOOTHS, GOVERNMENT OFFICES AND WHOLESALE ESTABLISHMENTS.

**In particular he/she:**

1. Calculate, prepare and issue documents related to accounts such as bills, invoices, inventory reports, account statements and other financial statements using computerized and manual systems;
2. Code, total, batch, enter, verify and reconcile transactions such as accounts payable and receivable, payroll, purchase orders, cheques, invoices, cheque requisitions, and bank statements in a ledger or computer system;
3. Prepare period or cost statements or reports;
4. Perform related clerical duties, such as word processing, maintaining filing and record systems, faxing and photocopying;
5. Calculate costs of materials, overhead and other expenses based on estimates, quotations, and price lists;
6. Compile budget data and documents based on estimated revenues and expenses and previous budgets;
7. Perform related tasks.

# ACCOUNTING

## LEVEL 4

### **ACCOUNTS EXECUTIVE**

AN ACCOUNTS EXECUTIVE IS DESIGNATED COMPUTE, CLASSIFY, AND RECORD NUMERICAL DATA TO KEEP FINANCIAL RECORDS COMPLETE. HE/SHE PERFORMS ANY COMBINATION OF ROUTINE CALCULATING, POSTING, AND VERIFYING DUTIES TO OBTAIN PRIMARY FINANCIAL DATA FOR USE IN MAINTAINING ACCOUNTING RECORDS.

AN ACCOUNTS EXECUTIVE IS EMPLOYED BY RETAIL STORES, BANK, THEATRES, RECREATIONAL AND SPORTS ESTABLISHMENTS, CURRENCY EXCHANGE BOOTHS, GOVERNMENT OFFICES AND WHOLESALE ESTABLISHMENTS.

**In particular he/she:**

1. Check figures, postings, and documents for correct entry, mathematical accuracy, and proper codes;
2. Check the accuracy of figures, calculations, and postings pertaining to business transactions recorded by account clerk;
3. Operate computers programmed with accounting software to record, store, and analyse information;
4. Comply with federal, state, company policies, procedures, and regulations, and also compliance with Malaysian and International accounting standards and financial reporting standards;
5. Compile statistical, financial, accounting or auditing reports and tables pertaining to such matters as cash receipts, expenditures, accounts payable and receivable, and profits and losses;
6. Code documents according to company procedures;
7. Perform related tasks.

# ACCOUNTING

## LEVEL 5

### **ACCOUNTS MANAGER**

AN ACCOUNTS MANAGER IS DESIGNATED TO PLAN, ORGANISE, DIRECT, CONTROL AND EVALUATE THE OPERATION OF FINANCIAL AND ACCOUNTING DEPARTMENTS. HE/SHE DEVELOPS AND IMPLEMENTS THE FINANCIAL POLICIES AND SYSTEMS OF ESTABLISHMENTS.

AN ACCOUNTS MANAGER IS EMPLOYED BY RETAIL STORES, BANK, THEATRES, RECREATIONAL AND SPORTS ESTABLISHMENTS, CURRENCY EXCHANGE BOOTHS, GOVERNMENT OFFICES AND WHOLESALE ESTABLISHMENTS.

#### **In particular he/she:**

1. Plan, organise, direct, control and evaluate the operation of an accounting, audit or other financial department;
2. Develop and implement the financial policies, systems and procedures of an establishment;
3. Prepare or co-ordinate the preparation of financial statements, summaries, and other cost-benefit analyses and financial management reports;
4. Co-ordinate the financial planning and budget process, and analyse and correct estimates;
5. Evaluate financial reporting systems, accounting procedures and investment activities and make recommendations for changes to procedures, operating systems and budgets;
6. Oversee the flow of cash and financial instruments;
7. Review collection reports to determine the status of collections and the amounts of outstanding balances;
8. Perform related tasks.

# **RESTAURANT & CATERING**

# RESTAURANT & CATERING – BACK OF HOUSE

## LEVEL 1

### **COMMIS**

A COMMIS IS DESIGNATED TO PERFORM ROUTINE, REPETITIVE TASKS UNDER THE DIRECTION OF COOK AND ASSISTANT COOK. A COMMIS SPENDS THEIR TIME AT WORK PREPARING FOR ALL THE DISHES THAT WILL BE SERVED DURING MEAL SERVICE, WHETHER IT IS BREAKFAST, LUNCH OR DINNER. HE/SHE NEEDS TO BE ORGANISED AND QUICK, AS HE/SHE SUPPORT THE REST OF THE COOKS.

A COMMIS IS EMPLOYED IN RESTAURANTS, HOTELS, HOSPITALS, CAFE, CANTEEN AND OTHER ESTABLISHMENTS.

#### **In particular he/she:**

1. Wash, slice, trim and weighting all the required ingredients;
2. Butcher chickens, fish and shellfish;
3. Cut, trim and bone meat prior to cooking;
4. Wash, peel, cut and shred vegetables and fruits;
5. Assist cook and assistant cook to prepare dishes;
6. Clean the kitchen, equipment, utensils and dishes;
7. Maintain the hygiene standard within guidelines that all food items are properly covered at all time;
8. Follow proper safety procedure;
9. Perform related tasks.

# RESTAURANT & CATERING – FRONT OF HOUSE

## LEVEL 2

### **RESTAURANT WAITER**

A RESTAURANT WAITER IS DESIGNATED TO SERVE FOOD AND BEVERAGES FOR CUSTOMERS IN COMMERCIALY OPERATED DINING AND DRINKING PLACES. THE RESTAURANT WAITER PROVIDES MORE FORMAL SERVICE EMPHASIZING PERSONAL, ATTENTIVE TREATMENT AND AT A MORE LEISURELY PACE. HE/SHE MAY RECOMMEND CERTAIN DISHES AND IDENTIFY INGREDIENTS OR EXPLAIN ON HOW VARIOUS ITEMS ON THE MENU ARE PREPARED. HE/SHE ALSO ASSISTS CASHIER TO RECEIVE PAYMENT FROM THE CUSTOMER.

A RESTAURANT WAITER IS EMPLOYED IN RESTAURANTS, HOTELS, CAFE, CANTEEN AND OTHER ESTABLISHMENTS.

#### **In particular he/she:**

1. Take customers' order;
2. Advise on the choice of food and beverages;
3. Serve food and beverages to customers and follow proper service procedure set by the management;
4. Escort customer to tables;
5. Clear and set up tables;
6. Accept payment from customer;
7. Perform related tasks

# RESTAURANT & CATERING – BACK OF HOUSE

## LEVEL 2

### **ASSISTANT COOK**

AN ASSISTANT COOK IS DESIGNATED TO ASSIST COOK TO PREPARE AND COOK A WIDE VARIETY OF FOODS ACCORDING TO RECIPES. HE/ SHE PREPARES DISHES OR FOODS AS INSTRUCTED BY THE COOK. AN ASSISTANT COOK IS RESPONSIBLE TO RUN THE KITCHEN AS USUAL IN THE ABSENCE OF THE COOK.

AN ASSISTANT COOK IS EMPLOYED IN LARGER RESTAURANTS AND FOOD SERVICES ESTABLISHMENTS.

#### **In particular he/she:**

1. Prepare and cook complete meals or individual dishes and foods;
2. Maintain inventory and records of food, supplies and equipment;
3. Supervise other kitchen workers;
4. Train kitchen workers;
5. Estimate food requirements and costs;
6. Set up and oversee buffet;
7. Check kitchen prior to leaving to ensure cleanliness, proper disposal/ removal of food and proper storing and labelling;
8. Perform related tasks.

# RESTAURANT & CATERING – CATERING

## LEVEL 2

### **CATERING WAITER**

A CATERING WAITER IS DESIGNATED TO PERFORM A VARIETY OF FOOD PREPARATION DUTIES OTHER THAN COOKING, SUCH AS PREPARING COLD FOODS AND SHELLFISH, SERVE FOODS AND DRINKS, PREPARE BUFFET TABLE AND BREWING COFFEE OR TEA.

A CATERING WAITER IS EMPLOYED IN RESTAURANTS, HOTELS, CAFE, CANTEEN AND OTHER ESTABLISHMENTS.

#### **In particular he/she:**

1. Clean work areas, equipment, utensils, dishes, and silverware;
2. Prepare a variety of foods according to supervisors' instructions, following approved procedures;
3. Serve foods and drinks for the guests or/and customers;
4. Portion and wrap the food, or place it directly on plates for service to patrons;
5. Place food trays over food warmers for immediate service, or store them in refrigerated storage cabinets;
6. Inform supervisors when supplies are getting low or equipment is not working properly.
7. Prepare and set dining area;
8. Perform related tasks.

# RESTAURANT & CATERING – FRONT OF HOUSE

## LEVEL 3

### **CASHIER**

A CASHIER IS DESIGNATED TO RECEIVE, DIRECTLY FROM CUSTOMER, PAYMENTS FOR GOODS OR SERVICES BOUGHT BY THE CUSTOMER. FORMS OF PAYMENT INCLUDE CASH, PERSONAL CHEQUES, CREDIT AND DEBIT CARDS. WHEN THE SALE IS COMPLETE, CASHIER ISSUES A RECEIPT TO THE CUSTOMER AND RETURNS THE APPROPRIATE CHANGE. HE/SHE IS ALSO RESPONSIBLE TO SUPERVISE OTHER WORKERS.

A CASHIER IS EMPLOYED IN RETAIL STORES, RESTAURANTS, THEATRES, RECREATIONAL AND SPORTS ESTABLISHMENTS, CURRENCY EXCHANGE BOOTHS, GOVERNMENT OFFICES AND WHOLESALE ESTABLISHMENTS.

#### **In particular he/she:**

1. Receive and verify cash, cheque, credit and debit card payments;
2. Give change and issue receipt;
3. Keep records and reconcile them with cash balance;
4. Receive incoming cash, check it against sales slips and other documents, and prepare it for deposit at bank;
5. Operate cash register;
6. Handle customers' complaints;
7. Perform related tasks;
8. Supervise other workers.

# RESTAURANT & CATERING – BACK OF HOUSE

## LEVEL 3

### **COOK**

A COOK IS DESIGNATED TO MEASURE, MIX, AND COOK INGREDIENTS ACCORDING TO RECIPES USING A VARIETY OF EQUIPMENT. HE/SHE MAY BE RESPONSIBLE TO COOK AND PREPARE ANY DESIGNATED CUISINE.

A COOK IS EMPLOYED IN RESTAURANTS, HOTELS, HOSPITALS, CAFE, CANTEEN AND OTHER ESTABLISHMENTS.

**In particular he/she:**

1. Prepare and cook complete meals or individual dishes and foods;
2. Schedule and supervise other kitchen workers;
3. Oversee kitchen operations;
4. Maintain inventory and records of food, supplies and equipment;
5. Set up and oversee buffet;
6. Plan menus, and estimate food requirements and costs;
7. Monitor and order supplies;
8. Train kitchen workers;
9. Perform related tasks;

# RESTAURANT & CATERING – CATERING

## LEVEL 3

### **CATERING SUPERVISOR**

A CATERING SUPERVISOR IS DESIGNATED TO FOOD SERVICE SUPERVISORS, SUPERVISE, DIRECT AND CO-ORDINATE THE ACTIVITIES OF WORKERS WHO PREPARE, PORTION AND SERVE FOOD.

A CATERING SUPERVISOR IS EMPLOYED BY HOSPITALS AND OTHER HEALTH CARE ESTABLISHMENTS AND BY CAFETERIAS, CATERING COMPANIES AND OTHER FOOD SERVICE ESTABLISHMENTS.

#### **In particular he/she:**

1. Supervise, co-ordinate and schedule the activities of staff who prepare, portion and serve food;
2. Train staff in job duties, and sanitation and safety procedures;
3. Identify and order ingredients and supplies required for meal preparation
4. Establish methods to meet work schedules;
5. May participate in the selection of catering staff and assist in the development of policies, procedures and budgets;
6. Suggest or plan menus;
7. Supervise other catering staffs so that food and service meet quality control standards;
8. Maintain records of stock, repairs, sales and wastage;
9. Perform related tasks.

# RESTAURANT & CATERING – FRONT OF HOUSE

## LEVEL 4

### **ASSISTANT RESTAURANT MANAGER**

AN ASSISTANT RESTAURANT MANAGER IS DESIGNATED TO ASSIST RESTAURANT MANAGER IN DAILY OPERATIONS. HE/SHE IS RESPONSIBLE TO SUPERVISE FOOD PREPARATION, SERVICE IN THE DINING AREA AND ALSO OTHER EMPLOYEES. ASSISTANT RESTAURANT MANAGER IS ALSO RESPONSIBLE TO PLAN, DISTRIBUTE AND SCHEDULE TASKS FOR EVERY WORKER, FRONT AND BACK OF HOUSE. IN SOME CIRCUMSTANCES, ASSISTANT RESTAURANT MANAGER MAY CARRY OUT THE TASKS OF RESTAURANT & CATERING MANAGER.

**In particular he/she:**

1. Supervise routine food preparation operation;
2. Monitor orders in the kitchen;
3. Oversee service in the dining area;
4. Plan and manage resources;
5. Supervise other workers;
6. Schedule work hours;
7. Make sure all company and government sanitation standard is complied;
8. Plan for supply purchase;
9. Perform related tasks.

# RESTAURANT & CATERING – BACK OF HOUSE

## LEVEL 4

### **CHIEF COOK**

A CHIEF COOK IS DESIGNATED TO PREPARE, SEASON, AND COOK SOUPS, MEATS, VEGETABLES, DESSERTS, OR OTHER FOODSTUFFS IN RESTAURANTS. HE/SHE IS ALSO RESPONSIBLE FOR DIRECTING THE WORK OF OTHER KITCHEN WORKERS, ESTIMATING FOOD REQUIREMENTS AND ORDERING FOOD SUPPLIES.

A CHIEF COOK IS EMPLOYED IN RESTAURANTS, HOTELS, HOSPITALS, CAFE, CANTEEN AND OTHER ESTABLISHMENTS.

#### **In particular he/she:**

1. Inspect food preparation and serving areas to ensure observance of safe, sanitary food-handling practices;
2. Season and cook food according to recipes or personal judgment and experience;
3. Observe and test foods to determine if they have been cooked sufficiently, using methods such as tasting, smelling, or piercing them with utensils;
4. Schedule and supervise other kitchen workers;
5. Oversee kitchen operations;
6. Maintain inventory and records of food, supplies and equipment;
7. Plan menus, determine size of food portions, estimate food requirements and costs, and monitor and order supplies;
8. Train kitchen workers;
9. Find new recipes;
10. Perform related tasks.

# RESTAURANT & CATERING – CATERING

## LEVEL 4

### **ASSISTANT CATERING MANAGER**

AN ASSISTANT CATERING MANAGER IS DESIGNATED TO PLAN, DIRECT, OR COORDINATE ACTIVITIES OF AN ORGANIZATION OR DEPARTMENT THAT SERVES FOOD AND BEVERAGES.

AN ASSISTANT CATERING MANAGER IS EMPLOYED BY HOSPITALS AND OTHER HEALTH CARE ESTABLISHMENTS AND BY RESTAURANTS, CAFETERIAS, CATERING COMPANIES AND OTHER FOOD SERVICE ESTABLISHMENTS.

**In particular he/she:**

1. Set catering staff work schedules and monitor staff performance;
2. Resolve customer complaints and ensure health and safety regulations are followed;
3. Negotiate arrangements with suppliers for food and other supplies;
4. Negotiate arrangements with clients for catering or use of facilities for banquets or receptions;
5. Schedule and receive food and beverage deliveries, checking delivery contents to verify product quality and quantity;
6. Monitor food preparation methods, portion sizes, and garnishing and presentation of food to ensure that food is prepared and presented in an acceptable manner;
7. Determine type of services to be offered and implement operational procedures;
8. Train new staff;
9. Perform related tasks.

# RESTAURANT & CATERING

## LEVEL 5

### **RESTAURANT & CATERING MANAGER**

A RESTAURANT & CATERING MANAGER IS RESPONSIBLE FOR THE DAILY OPERATIONS OF RESTAURANT & CATERING AND OTHER ESTABLISHMENTS THAT PREPARE AND SERVE MEALS AND BEVERAGES TO CUSTOMERS. RESTAURANT & CATERING MANAGER GENERALLY IS RESPONSIBLE FOR ALL OF THE ADMINISTRATIVE AND HUMAN RESOURCE FUNCTIONS OF RUNNING THE BUSINESS, INCLUDING RECRUITING NEW EMPLOYEES AND MONITORING EMPLOYEE PERFORMANCE AND TRAINING.

A RESTAURANT & CATERING MANAGER IS EMPLOYED BY HOSPITALS AND OTHER HEALTH CARE ESTABLISHMENTS AND BY RESTAURANTS, CAFETERIAS, CATERING COMPANIES AND OTHER FOOD SERVICE ESTABLISHMENTS.

#### **In particular he/she:**

1. Plan and implement policies;
2. Manage daily operations;
3. Prepare budget;
4. Coordinate activities among various departments;
5. Make sure customers are satisfied with their dining experience;
6. Oversee inventory and ordering food, equipment and supplies and arrange for the routine maintenance;
7. Plan and control the use of resources and hiring workers;
8. Tally cash and charge receipts received and balance them against record of sales;
9. Deposit daily income at the bank or securing them in a safe place;
10. Perform related tasks;

# RESTAURANT & CATERING

## LEVEL 6

### **OPERATIONS MANAGER**

AN OPERATIONS MANAGER IS DESIGNATED TO PLAN, ORGANISE, DIRECT, CONTROL AND EVALUATE THE OPERATIONS OF RESTAURANTS. HE/SHE IS RESPONSIBLE FOR THE DAILY OPERATIONS OF A RESTAURANT, INCLUDING MANAGE SUPPLIES AND RESOURCES, AND CUSTOMER SERVICE.

AN OPERATIONS MANAGER IS EMPLOYED BY RESTAURANTS, CAFETERIAS, CATERING COMPANIES AND OTHER FOOD SERVICE ESTABLISHMENTS.

**In particular he/she:**

1. Plan, organise, direct, control and evaluate the operations of a restaurant;
2. Determine type of services to be offered and implement operational procedures;
3. Resolve customer complaints and ensure health and safety regulations are followed;
4. Control inventory, monitor revenues and modify procedures and prices;
5. Conduct market research;
6. Manage and solve customers' complaints;
7. Negotiate arrangements with suppliers for food and other supplies;
8. Plan and order supplies;
9. Determine staffing requirements, and interview, hire and train new employees, or oversee those personnel processes;
10. Perform any related tasks.

# RESTAURANT & CATERING

## LEVEL 7

### **REGIONAL MANAGER – RESTAURANT & CATERING**

A REGIONAL MANAGER – RESTAURANT & CATERING IS DESIGNATED TO PLAN, ORGANISE, DIRECT, CONTROL AND EVALUATE THE ACTIVITY OF RESTAURANTS. HE/SHE IS RESPONSIBLE TO OVERSEE BUSINESS ACTIVITIES FOR DESIGNATED REGION SUCH AS EAST COAST, WEST COAST, NORTH AND SOUTH.

A REGIONAL MANAGER – RESTAURANT & CATERING IS EMPLOYED BY HOSPITALS AND OTHER HEALTH CARE ESTABLISHMENTS AND BY RESTAURANTS, CAFETERIAS, CATERING COMPANIES AND OTHER FOOD SERVICE ESTABLISHMENTS.

#### **In particular he/she:**

1. Plan, direct and evaluate the business activities for restaurants for designated region;
2. Establish distribution networks for supplies;
3. Review competitors performance and recommend any necessary course of action;
4. Develop and/or suggest new lines of business opportunity for the company;
5. Monitor and measure branches' activities including sales, services and customer satisfaction;
6. Monitor customer preferences to determine the menu for restaurant and catering services;
7. Review operational records and reports to project sales and to determine profitability;
8. Perform related tasks.

# RESTAURANT & CATERING

## LEVEL 8

### **CHIEF EXECUTIVE OFFICER – RESTAURANT & CATERING**

A CHIEF EXECUTIVE OFFICER – RESTAURANT & CATERING IS DESIGNATED TO DETERMINE AND FORMULATE POLICIES AND PROVIDE THE OVERALL DIRECTION OF THE COMPANY WITHIN THE GUIDELINES SET UP BY THE BOARD OF DIRECTORS. HE/SHE MAY ALSO BE THE OWNER OF THE RESTAURANT.

A CHIEF EXECUTIVE OFFICER – RESTAURANT & CATERING IS EMPLOYED BY HOSPITALS AND OTHER HEALTH CARE ESTABLISHMENTS AND BY RESTAURANTS, CAFETERIAS, CATERING COMPANIES AND OTHER FOOD SERVICE ESTABLISHMENTS.

**In particular he/she:**

1. Direct and coordinate company's financial and budget activities;
2. Direct, plan and implement policies, objectives and activities of organization and businesses in order to ensure continuing operations;
3. Review reports submitted by staff members in order to recommend approval or suggestions;
4. Direct human resources activities, including the approval of human resource plans and activities, the selection of directors and other high-level staff, and establishment and organization of major departments;
5. Analyse operations to evaluate performance of a company and its staff in meeting objectives, and to determine areas of potential cost reduction, program improvement, or policy change;
6. Confer with board members, organization officials, and staff members to discuss issues, coordinate activities, and resolve problems;
7. Perform related tasks.

**LOGISTIC**

# LOGISTIC – TRANSPORTATION

## LEVEL 1

### **DRIVER**

A DRIVER IS DESIGNATED TO OPERATE VANS AND LORRIES TO PICK UP AND DELIVER VARIOUS PRODUCTS. A DRIVER IS RESPONSIBLE FOR PICK UP AND DELIVER MERCHANDISE OR PACKAGES WITHIN SPECIFIC AREA AND TO MAKE SURE ALL DELIVERY ITEMS ARE IN GOOD CONDITION.

A DRIVER IS EMPLOYED BY NEWSPAPER DISTRIBUTORS, MOBILE CATERERS, COURIER AND MESSENGER COMPANIES, WHOLESALER AND MANY OTHER TRANSPORTATION ESTABLISHMENTS.

#### **In particular he/she:**

1. Operate and drive automobiles, vans and lorry to pick up and deliver various products;
2. Perform pre-trip inspection of vehicles;
3. Record information on pick-ups and deliveries, vehicle mileage, fuel costs and any problems encountered;
4. Load and unload goods to/from vehicles;
5. Handle hazardous goods;
6. Send vehicles for service and maintenance;
7. Sell products over established routes and accept or make payments for goods;
8. Perform related tasks.

# LOGISTIC – TRANSPORTATION

## LEVEL 2

### **MATERIAL HANDLER**

A MATERIAL HANDLER IS DESIGNATED TO HANDLE, MOVE, LOAD AND UNLOAD MATERIALS BY HAND OR USING A VARIETY OF MATERIAL HANDLING EQUIPMENTS. HE/SHE IS EMPLOYED BY TRANSPORTATION, STORAGE AND MOVING COMPANIES, AND BY A VARIETY OF MANUFACTURING AND PROCESSING COMPANIES AND RETAIL AND WHOLESALE WAREHOUSE.

#### **In particular he/she:**

1. Load, unload and move goods by hand or other material handling equipments;
2. Handle hazardous goods;
3. Attach identifying tags to container or mark them with identifying information;
4. Read work orders or receive oral instructions to determine work assignments and material and equipment need;
5. Record numbers of units handled and moved, using daily production sheet;
6. Perform other material handling activities such as counting, weighing, sorting, packing and unpacking;
7. Perform related tasks.

# LOGISTIC – WAREHOUSE

## LEVEL 2

### **STOREKEEPER/WAREHOUSE CLERK**

A STOREKEEPER/WAREHOUSE CLERK IS DESIGNATED TO SORT, STORE AND ISSUE PARTS AND SUPPLIES FOR USE BY THE ESTABLISHMENT IN WHICH THEY WORK FOR AND FOR SALE TO OTHERS. HE/SHE ALSO RESPONSIBLES TO COMPILE AND MAINTAIN RECORDS OF QUANTITY, COST AND TYPE OF MATERIALS RECEIVED AND PREPARES MATERIAL REQUISITIONS.

A STOREKEEPER/WAREHOUSE CLERK IS EMPLOYED BY MANUFACTURING COMPANIES, WAREHOUSE, RETAIL AND WHOLESALE ESTABLISHMENTS, MINING, FORESTRY AND CONSTRUCTION COMPANIES, REPAIR SHOPS, HOSPITALS AND OTHER ESTABLISHMENTS.

#### **In particular he/she:**

1. Receive and sort incoming goods;
2. Store items in an orderly and accessible manner at designated locations;
3. Inspect and verify incoming goods against invoices or other documents;
4. Pack, unpack, code and route goods to appropriate storage areas;
5. Compile and maintain inventory of material received, stocked and issued;
6. Mark identifying information on material;
7. Handle hazardous goods;
8. Operate forklift, hand truck or other equipment to load, unload, transport and store goods;
9. Clean warehouse area;
10. Ensure warehouse area is safe from hazardous items;
11. Perform related tasks.

# LOGISTIC – OPERATION ADMINISTRATION

## LEVEL 2

### **ADMINISTRATIVE CLERK**

AN ADMINISTRATIVE CLERK IS DESIGNATED TO COMPILE, VERIFY, RECORD AND PROCESS FORMS AND DOCUMENTS, SUCH AS APPLICATIONS, LICENCES, PERMITS, CONTRACTS, REGISTRATIONS AND REQUISITIONS.

HE/SHE IS EMPLOYED THROUGHOUT THE PRIVATE AND PUBLIC SECTOR.

#### **In particular he/she:**

1. Compile, verify, record and process applications, licences, permits, contracts, registrations, insurance, requisitions, and other forms and documents in accordance with established procedures and schedules;
2. Maintain inventory of office supplies and order supplies as required;
3. Assist in the coordination of administrative procedures such as budget submissions, contracts administration and work schedules;
4. Photocopy and collate documents for distribution, mailing and filing;
5. Send and receive messages and documents using fax machine or email;
6. Perform basic accounting tasks;
7. Perform related tasks.

# LOGISTIC – TRANSPORTATION

## LEVEL 3

### **TRANSPORTATION SUPERVISOR**

A TRANSPORTATION SUPERVISOR IS DESIGNATED TO PREPARE OPERATIONAL AND CREW SCHEDULES FOR TRANSPORTATION EQUIPMENT AND OPERATING PERSONNEL. HE/SHE SUPERVISES AND COORDINATES ACTIVITIES OF WORKERS IN THE TRANSPORTATION DEPARTMENT.

A TRANSPORTATION SUPERVISOR IS EMPLOYED BY DELIVERY AND COURIER COMPANY, RAILWAYS, AIRLINES AND BY OTHER TRANSPORTATION ESTABLISHMENTS IN BOTH THE PRIVATE AND PUBLIC SECTORS.

#### **In particular he/she:**

1. Assign personnel to routes and schedule work shifts;
2. Compile vehicles, equipment and personnel records, including hours in service, distances, maintenance, repairs required and other data;
3. Incorporate into route plan factors such as peak travel periods, holidays, special events and construction with emphasis on time and cost efficiency;
4. Resolve work-related problems and prepare and submit progress and other reports;
5. Supervise other transportation workers;
6. Train workers in job duties, safety procedures and company's policies;
7. Train new workers;
8. Ensure smooth operation delivery system, vehicles and equipment and arrange for maintenance and repair works;
9. Perform related tasks.

# LOGISTIC – WAREHOUSE

## LEVEL 3

### **WAREHOUSE SUPERVISOR**

A WAREHOUSE SUPERVISOR IS DESIGNATED TO SUPERVISE AND COORDINATE ACTIVITIES OF WORKERS ENGAGED IN RECEIVING, TRANSPORTING, STACKING, ORDER FILLING, SHIPPING AND MAINTAINING STOCK RECORD IN WAREHOUSE. HE/SHE IS ALSO RESPONSIBLE FOR SUPERVISES LABELLING AND CASING OR PACKING OF GOODS.

A WAREHOUSE SUPERVISOR IS EMPLOYED BY MANUFACTURING COMPANIES, WAREHOUSE, RETAIL AND WHOLESALE ESTABLISHMENTS, MINING, FORESTRY AND CONSTRUCTION COMPANIES, REPAIR SHOPS, HOSPITALS AND OTHER ESTABLISHMENTS.

#### **In particular he/she:**

1. Assign tasks to other warehouse workers;
2. Supervise other warehouse workers;
3. Develop schedule for material handling activities;
4. Prepare report on warehousing space available;
5. Train new worker;
6. Process documents related to warehousing;
7. Handle general warehouse administration works and support where necessary;
8. Verify or prepare records such as delivery order, material requisitions, and invoices;
9. Check and ensure that warehouse area is clean and safe from hazardous items;
10. Perform related tasks.

# LOGISTIC – OPERATION ADMINISTRATION

## LEVEL 3

### **ADMINISTRATIVE EXECUTIVE**

AN ADMINISTRATIVE EXECUTIVE IS DESIGNATED TO OVERSEE AND IMPLEMENT ADMINISTRATIVE PROCEDURES, ESTABLISH WORK PRIORITIES AND COORDINATE THE ACQUISITION OF ADMINISTRATIVE SERVICE SUCH AS OFFICE SPACE, SUPPLIES AND SECURITY SERVICES.

HE/SHE IS EMPLOYED BY THROUGHOUT THE PRIVATE AND PUBLIC SECTOR.

#### **In particular he/she:**

1. Oversee and coordinate office administrative procedure and review, evaluate and implement new procedures;
2. Establish work priorities, delegate work to other administrative staff and ensure deadlines are met and procedures are followed;
3. Coordinate and plan for office services, such as equipments, supplies, maintenance and security services;
4. Assist in preparation of operating budget and maintain inventory and budgetary controls;
5. Assemble data and prepare periodic and special reports;
6. Perform related tasks.

# LOGISTIC – TRANSPORTATION

## LEVEL 4

### **ASSISTANT TRANSPORTATION MANAGER**

AN ASSISTANT TRANSPORTATION MANAGER IS DESIGNATED TO ASSIST TRANSPORTATION MANAGER TO PLAN, ORGANISE, DIRECT, CONTROL AND EVALUATE THE OPERATIONS OF TRANSPORTATION COMPANY. HE/SHE MAY IN SOME CIRCUMSTANCES ACTS AS TRANSPORTATION MANAGER.

AN ASSISTANT TRANSPORTATION MANAGER IS EMPLOYED BY DELIVERY AND COURIER COMPANY, RAILWAYS, AIRLINES AND BY OTHER TRANSPORTATION ESTABLISHMENTS IN BOTH THE PRIVATE AND PUBLIC SECTORS.

**In particular he/she:**

1. Establish work schedules and procedures and coordinate activities with other work unit or departments;
2. Coordinate, assign and review the work of other transportation workers;
3. Train workers in job duties, safety procedures and company's policies;
4. Develop plans and procedures for the transportation and storage of goods;
5. Control company or department budget;
6. Resolve work-related problems;
7. Perform hiring and training activities;
8. Prepare various types of report;
9. Perform related tasks.

# LOGISTIC – WAREHOUSE

## LEVEL 4

### **ASSISTANT WAREHOUSE MANAGER**

AN ASSISTANT WAREHOUSE MANAGER IS DESIGNATED TO ASSIST WAREHOUSE MANAGER TO PLAN, ORGANISE, DIRECT, CONTROL AND EVALUATE THE OPERATIONS OF WAREHOUSE. HE/SHE ALSO RESPONSIBLE TO KEEP WAREHOUSE INVENTORY CURRENT.

AN ASSISTANT WAREHOUSE MANAGER IS EMPLOYED BY MANUFACTURING COMPANIES, WAREHOUSE, RETAIL AND WHOLESALE ESTABLISHMENTS, MINING, FORESTRY AND CONSTRUCTION COMPANIES, REPAIR SHOPS, HOSPITALS AND OTHER ESTABLISHMENTS.

#### **In particular he/she:**

1. Oversee daily warehouse operations such as storage, inventory control and documentations;
2. Assist Warehouse Manager formulate, review and implement Standard Operating Procedures;
3. Improve warehouse system if necessary;
4. Check inventory record system and ensure its accuracy;
5. Plan, coordinate and oversee overall shipment and delivery activities;
6. Prepare or verify inventory reports;
7. Update warehouse inventory for daily warehouse movements and operations;
8. Oversee and resolve any shipment or delivery problem;
9. Train new warehouse workers;
10. Perform related tasks.

# LOGISTIC – OPERATION ADMINISTRATION

## LEVEL 4

### **ASSISTANT ADMINISTRATIVE MANAGER**

AN ASSISTANT ADMINISTRATIVE MANAGER IS DESIGNATED TO ASSIST ADMINISTRATIVE MANAGER COORDINATE AND DIRECT THE ADMINISTRATIVE DEPARTMENT TO ALLOW ORGANIZATIONS TO BE OPERATING EFFICIENTLY.

AN ASSISTANT ADMINISTRATIVE MANAGER IS EMPLOYED BY THROUGHOUT THE PRIVATE AND PUBLIC SECTOR.

#### **In particular he/she:**

1. Review records and reports pertaining to activities such as transaction, travel logs and shipping to verify details, monitor work activities, and evaluate performance;
2. Evaluate employees' job performance and conformance to regulations and recommend appropriate personnel action;
3. Provide employees with guidance in handling difficult or complex problems and in resolving escalated complaints or disputes;
4. Prepare reports and briefs for management committees evaluating administrative services;
5. Interpret and communicate work procedures and company policies to staff;
6. Interview, hire and oversee training for staff;
7. Perform related tasks.

# LOGISTIC – TRANSPORTATION

## LEVEL 5

### **TRANSPORTATION MANAGER**

A TRANSPORTATION MANAGER IS DESIGNATED TO PLAN, ORGANISE, DIRECT, CONTROL AND EVALUATE THE OPERATIONS OF TRANSPORTATION COMPANY. HE/SHE FORMULATES POLICIES, WHICH ESTABLISH THE DIRECTION TO BE TAKEN BY TRANSPORTATION DEPARTMENT AS SET BY THE COMPANY.

A TRANSPORTATION MANAGER IS EMPLOYED BY DELIVERY AND COURIER COMPANY, RAILWAYS, AIRLINES AND BY OTHER TRANSPORTATION ESTABLISHMENTS IN BOTH THE PRIVATE AND PUBLIC SECTORS.

#### **In particular he/she:**

1. Manage, organise, direct, control and evaluate the performance of all transportation workers;
2. Oversee all the transportation operations;
3. Set operations policies and standards, including safety procedures and ensure compliance with transport regulations;
4. Set performance goals, oversee the setting of transportation service rates and monitor revenue;
5. Develop plans and procedures for the transportation and storage goods;
6. Monitor department's performance, prepare reports for senior management;
7. Negotiate with carriers, warehouse operators and insurances company for services and preferential rates;
8. Control the department budget;
9. Recruit personnel and oversee their hiring and training;
10. Perform related tasks.

# LOGISTIC – WAREHOUSE

## LEVEL 5

### **WAREHOUSE MANAGER**

A WAREHOUSE MANAGER IS DESIGNATED TO PLAN, ORGANISE, DIRECT, CONTROL AND EVALUATE THE OPERATIONS OF WAREHOUSE. HE/SHE IS ALSO RESPONSIBLE TO ESTABLISH WAREHOUSE STANDARD OPERATING PROCEDURES TO BE FOLLOWED BY ALL THE WAREHOUSE WORKERS.

A WAREHOUSE MANAGER IS EMPLOYED BY MANUFACTURING COMPANIES, WAREHOUSE, RETAIL AND WHOLESALE ESTABLISHMENTS, MINING, FORESTRY AND CONSTRUCTION COMPANIES, REPAIR SHOPS, HOSPITALS AND OTHER ESTABLISHMENTS.

#### **In particular he/she:**

1. Plan, organise, direct, control and evaluate warehouse operations;
2. Prepare Standard Operating Procedures for warehouse operations;
3. Plan and manage warehouse operations budget;
4. Formulate and review operational strategies and tactics to provide quality service;
5. Prepare or oversee the preparation of reports and statistics related to warehouse operations;
6. Hire, train and supervise other workers;
7. Direct the maintenance and repair of warehouse's machinery, equipment and systems;
8. Develop and implement schedules and procedures for safety inspections and preventive maintenance programs;
9. Administer contracts related to warehouse operations;
10. Perform related tasks.

# LOGISTIC – OPERATION ADMINISTRATION

## LEVEL 5

### **ADMINISTRATIVE MANAGER**

AN ADMINISTRATIVE MANAGER IS DESIGNATED TO COORDINATE AND DIRECT THE MANY SUPPORT SERVICES THAT ALLOW ORGANIZATIONS TO OPERATE EFFICIENTLY. HE/SHE PERFORMS A BROAD RANGE OF DUTIES SUCH AS OVERSEE SECRETARIAL AND RECEPTION SERVICES, ADMINISTRATION, INFORMATION AND DATA PROCESSING, CUSTOMER RELATIONS, MAIL, MATERIALS SCHEDULING AND DISTRIBUTION, PRINTING AND REPRODUCTION, RECORDS MANAGEMENT, SECURITY, PARKING, INSURANCE AND ENERGY CONSUMPTION. AN ADMINISTRATIVE MANAGER IS EMPLOYED THROUGHOUT THE PRIVATE AND PUBLIC SECTOR.

#### **In particular he/she:**

1. Resolve customer complaints and answer customers' questions regarding policy and procedures.
2. Supervise the work of office or administrative to ensure adherence to quality standards, deadlines, and proper procedures, correcting errors or problems;
3. Implement corporate and departmental policies, procedures, and service standards in conjunction with management;
4. Train and instruct employees in job duties and company policies or arrange for training to be provided;
5. Evaluate employees' job performance;
6. Discuss job performance problems with employees to identify causes and issues and to work on resolving problems;
7. Recruit, interview, and select employees;
8. Perform related tasks.

*Addendum 6:*  
Critical & Non-Critical Job for  
Distributive Trade Services

## DISTRIBUTIVE TRADE SERVICES

### Contents

	SUB SECTOR		LEVEL									
			NL	L1	L2	L3	L4	L5	L6	L7		L8
1.	Wholesale	<i>Critical</i>		0	2	2	0	0	0	0	0	4
		<i>Non-Critical</i>		1	0	0	1	1	1	1	0	5
2.	Retail	<i>Critical</i>		0	1	0	1	0	0	0	0	2
		<i>Non-Critical</i>		0	0	1	1	2	1	1	0	6
3.	Direct Selling	<i>Critical</i>		0	0	1	0	0	0	0	0	1
		<i>Non-Critical</i>		0	0	0	1	1	1	1	0	4
4.	Motor Vehicles	<i>Critical</i>		1	2	0	0	0	0	0	0	3
		<i>Non-Critical</i>		1	1	3	3	3	1	0	0	12
4.	Accounting	<i>Critical</i>		0	0	0	0	0	0	0	0	0
		<i>Non-Critical</i>		0	1	1	1	1	0	0	0	4
5.	Restaurant & Catering	<i>Critical</i>		0	3	1	1	0	0	0	0	5
		<i>Non-Critical</i>		1	0	2	2	1	1	1	1	9
6.	Logistic	<i>Critical</i>		1	1	0	0	0	0	0	0	2
		<i>Non-Critical</i>		0	2	3	3	3	0	0	0	11
<b>Total</b>				<b>6</b>	<b>13</b>	<b>14</b>	<b>14</b>	<b>12</b>	<b>5</b>	<b>4</b>	<b>1</b>	<b>68</b>

### Total Number of Job Titles DISTRIBUTIVE TRADE SERVICES

<b><i>Job Titles</i></b>	<b>Number</b>
<b><i>Non-critical</i></b>	<b>51</b>
<b><i>Critical</i></b>	<b>17</b>
<b>Total</b>	<b>68</b>

CRITICAL

**SUB SECTOR: Wholesale**

<b>No.</b>	<b>Job Title</b>	<b>Level</b>
1.	Wholesale Sales Representative	2
2.	Wholesale Purchaser	2
3.	Wholesale Sales Supervisor	3
4.	Wholesale Purchasing Supervisor	3

**SUB SECTOR: Retail**

<b>No.</b>	<b>Job Title</b>	<b>Level</b>
1.	Shopkeeper	2
2.	Marketing Executive	4

**SUB SECTOR: Direct Selling**

<b>No.</b>	<b>Job Title</b>	<b>Level</b>
1.	Sales Agent	3

**SUB SECTOR: Motor Vehicles**

<b>No.</b>	<b>Job Title</b>	<b>Level</b>
1.	Call Centre Assistant	1
2.	Motor Vehicles Salesperson	2
3.	Customer Relation Assistant	2

**SUB SECTOR: Restaurant/Catering**

<b>No.</b>	<b>Job Title</b>	<b>Level</b>
1.	Restaurant Waiter	2
2.	Assistant Cook	2
3.	Catering Waiter	2
4.	Catering Supervisor	3
5.	Chief Cook	3

**SUB SECTOR: Logistic**

<b>No.</b>	<b>Job Title</b>	<b>Level</b>
1.	Driver	2
2.	Storekeeper/Warehouse Clerk	2

## NON CRITICAL

### SUB SECTOR: Wholesale

No.	Job Title	Level
1.	General Clerk	1
2.	Assistant Wholesale Manager	4
3.	Wholesale Manager	5
4.	Regional Manager – Wholesale	6
5.	Managing Director – Wholesale	7

### SUB SECTOR: Retail

No.	Job Title	Level
1.	Retail Supervisor	3
2.	Retail Executive	4
3.	Retail Manager	5
4.	Marketing Manager	5
5.	Regional Manager – Retail	6
6.	Managing Director – Retail	7

### SUB SECTOR: Direct Selling

No.	Job Title	Level
1.	Assistant Sales Manager	4
2.	Sales Manager	5
3.	Regional Manager – Direct Selling	6
4.	Managing Director – Direct Selling	7

**SUB SECTOR: Motor Vehicles**

<b>No.</b>	<b>Job Title</b>	<b>Level</b>
1.	Motor Vehicles Mechanic	1
2.	Motor Vehicles Sales Supervisor	3
3.	Motor Vehicles Technician	3
4.	Customer Relation Executive	3
5.	Branch Manager – Motor Vehicles	4
6.	Service Centre Manager	4
7.	Customer Relation Assistant Manager	4
8.	Motor Vehicles Sales Manager	5
9.	After Sales Manager	5
10.	Customer Relation Manager	5
11.	General Manager	6

**SUB SECTOR: Accounting**

<b>No.</b>	<b>Job Title</b>	<b>Level</b>
1.	Accounts Clerk/Cashier	2
2.	Accounts Assistant	3
3.	Accounts Executive	4
4.	Accounts Manager	5

**SUB SECTOR: Restaurant/Catering**

<b>No.</b>	<b>Job Title</b>	<b>Level</b>
1.	Commis	1
2.	Cashier	3
3.	Cook	3
4.	Assistant Restaurant Manager	4
5.	Assistant Catering Manager	4
6.	Restaurant & Catering Manager	5
7.	Operations Manager	6
8.	Regional Manager – Restaurant & Catering	7
9.	Chief Executive Officer – Restaurant & Catering	8

**SUB SECTOR: Logistic**

<b>No.</b>	<b>Job Title</b>	<b>Level</b>
1.	Material Handler	2
2.	Administrative Clerk	2
3.	Transportation Supervisor	3
4.	Warehouse Supervisor	3
5.	Administrative Executive	3
6.	Assistant Transportation Manager	4
7.	Assistant Warehouse Manager	4
8.	Assistant Administrative Manager	4
9.	Transportation Manager	5
10.	Warehouse Manager	5
11.	Administrative Manager	5