



GUIDEBOOK

**TALENT DEVELOPMENT PROGRAMMES TO RECRUIT,
RETAIN AND IMPROVE THE QUALITY OF HUMAN
CAPITAL FOR RETAIL AND F&B SUBSECTOR**

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Jobs Profile Analysis

Academic and TVET courses mapping have been conducted to identify pre-requisite and preferred qualifications based on existing information available on public domain, while job descriptions have been extracted from existing NOSS for non-specialized retail stores and Hospitality and Tourism sector. The proposed salary range is determined by market pay rates from Senior HR practitioners in the industry without taking into account the amount of commission and incentives that might be awarded. Actual salary, compensation and benefit policies may differ according to the size of establishments and current HR practices within the organization. While this material is based on sources deemed to be reliable, PEMANDU Associates Sdn. Bhd. does not warrant its completeness or accuracy.

Proposed talent recruitment, development and retainment programmes

Factors beyond the companies' control, including but not limited to the market and economic conditions, changes in laws, rules or regulations and other challenges could limit individual company to achieve some or all of the expected benefits of the initiatives proposed in this guidebook.

Acknowledgements

We would like to thank the following organisations and government agencies for their support and contribution in sharing their insights and company practices as input to develop this handbook:

- AEON Co. (M)
- Big Onion Caterer
- Caring Pharmacy
- Habib Jewels
- MYDIN Mohamed Holdings
- KyoChon 1991
- Pastry Pro
- Senheng
- Tealive
- Tomei Gold & Jewellery Holdings
- Royal Selangor
- Valiram Group
- Zalora Group
- Human Resource Development Fund
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- Clara International Beauty Group
- DR Group Holdings
- Intensive Energy
- Jabatan Pembangunan Kemahiran
- KK Super Mart
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- Mydin Mohamed Holding
- Nilai Springs Resort Hotel
- Parkson Corporation
- Royal Selangor International
- Serai Group
- Servers Mansion Resources
- Siti Khadijah Apparel
- Suez Top Ventures
- TDST
- Thames Oxford Academy
- The Famous Amos Chocolate Chip Cookie Corp. (M)
- Tomei Consolidated

This handbook is intended for CEOs and HR Managers as a guide to practices that can be implemented in respective organisations. Ultimately, the decision to adopt the programmes is up to the individual organisation. The handbook is also intended as a reference for students and job seekers looking into a career in the retail and F&B sector.

Abbreviations

Asst.	Assistant	MSC	Malaysian Skills Certificate/ Sijil Kemahiran Malaysia (SKM)
Assc.	Associate	MoE	Ministry of Education
CBT	Competency Based Training	MoHR	Ministry of Human Resource
CSR	Corporate Social Responsibility	NDTS	National Dual Training System/ Sistem Latihan Dual Negara
DMO	Delivery Management Office	NOSS	National Occupational Skills Standard
DSD	Department of Skills Development/ Jabatan Pembangunan Kemahiran (JPK)	NGC	Nexus Governing Committee
F&B	Food and Beverages	NS	Non - Specialised Stores
HQ	Headquarters	OF	Occupational Framework
HPC	High Performing Club	PO	Purchase Orders
HRDF	Human Resource Development Fund	R&D	Research and Development
ICT	Information and Communications Technology	RoI	Return on Investment
MASCO	Malaysia Standards Classification of Occupations	SDFC	Skills Development Fund Corporation/ Perbadanan Tabung Pembangunan Kemahiran
MPC	Malaysia Productivity Corporation	SME	Small, Medium Enterprises
MRCA	Malaysia Retail Chain Association	SOP	Standards Operating Procedure
MRA	Malaysia Retailers Association	S	Specialised Stores
MQA	Malaysian Qualification Agency	TVET	Technical, Vocational, Education and Training
MSIC	Malaysia Standards Industrial Classifications		

Table of content

- **Sector Overview**
 - **Retail Sub - Sector**
 - **Food and Beverages Sub - Sector**
- **Career Pathways & Job Profiles**
 - **Retail Sub - Sector**
 - **Food and Beverages Sub – Sector**
- **Talent Development Programmes**
 - **Talent Recruitment Programmes**
 - **Talent Development Programmes**
 - **Talent Retention Incentives**
- **Industry Practices**
- **Appendix:**
 - **Malaysian Qualification Framework (MQF) and TVET Certification**
 - **List of training programmes (MQA and DSD) in the Retail and Food & Beverages**
 - **List of schemes provided by HRDF**
 - **Country practices**
 - **Syndication notes**
 - **References**
 - **List of Participating Companies**

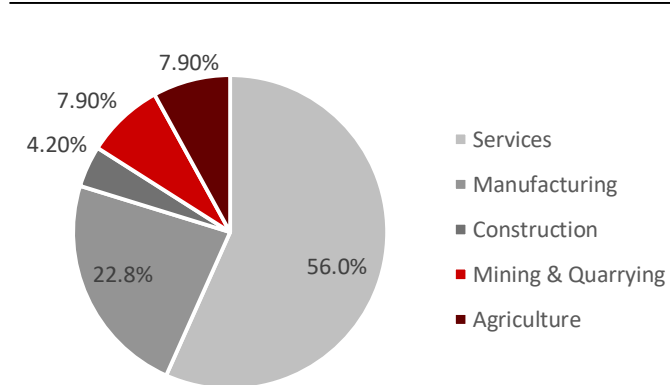
Overview of Retail and F&B sub-sector and its labor productivity

Retail and F&B sectors are key components in the **Services industry** in Malaysia.

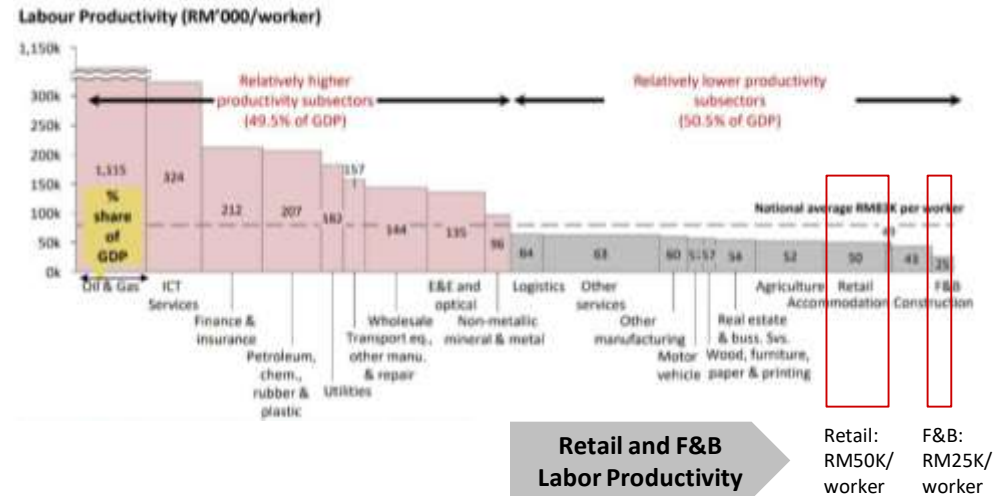
The Services industry continues to grow and has become the highest contributor to GDP. Based on Department of Statistics Malaysia (DOSM) report on Malaysia Economic Performance Fourth Quarter 2018, the Malaysian **Services industry share to GDP is 56%.**

However, the **Retail and F&B sectors' labor productivity remains low**, among the **bottom five** of the sectoral labor productivity performance; below the RMK11 revised target of RM 88,450 per worker and national average of RM 83,000 per worker in 2018

Malaysia GDP Contribution by Economic Activities Quarter 4, 2018



Malaysian Labor Productivity per worker by sector 2018



One of the government efforts to close the gap is through the **Productivity Nexus** programme which would address the challenges faced by industry players in getting and retaining the quality human capital for the sector.

11MP has set the revised target to achieve national labor productivity growth of 2.9% per annum. It is aim that the services sector productivity to grow steadily at 4.1% per annum in order to achieve the national target.

Industry associations have been tasked to be the change agents in their respective fields and have been empowered as the Chairpersons of the Productivity Nexus

Industry associations have strong connections and networks with sector players, have practical knowledge and represent the collective voice of the sectors.

Business as usual roles of industry associations

- **Strong connection and wide network within the sector**
 - The collective power of industry associations offers a strong bridge to connect with enterprises and knowledge experts in each sector.
- **Practical on-ground knowledge on a sector**
 - Associations have deep on-the-ground understanding of the sector and are able to articulate trends and best practices
- **Voice of the sector**
 - As advocates for the sector, associations understand the current agenda and issues within the sector and have a vested interest to grow and advance the sector

Role in Productivity Nexus

- Membership of associations need to be boosted, ensuring a better reach to spectrum of enterprises in the sector
- Provision of dedicated funding and manpower to focus on productivity efforts
- Embed performance management system to incentivise delivery while keeping associations accountable for funds

The Malaysia Productivity Blueprint has identified 3 broad challenges that need to be addressed by Retail and F&B subsector

Retail and F&B Subsector Key Productivity Challenges

1



WORKFORCE

- **High reliance on low-skill and low-wage workers**
 - 70% of the subsector's workforce are in clerical and related work.
 - Poor perception of the industry and lack of attractive career progression.
 - Long hours, low wages and poor career prospects hindering the ability to recruit skilled labour.
 - Lack of investment by employers in staff training programmes.

2



TECHNOLOGY

- **Low adoption of technology**
 - Limited resources and capability to invest in technology.
 - Low proportion of SMEs in Malaysia are involved in doing business online (e-commerce).

3

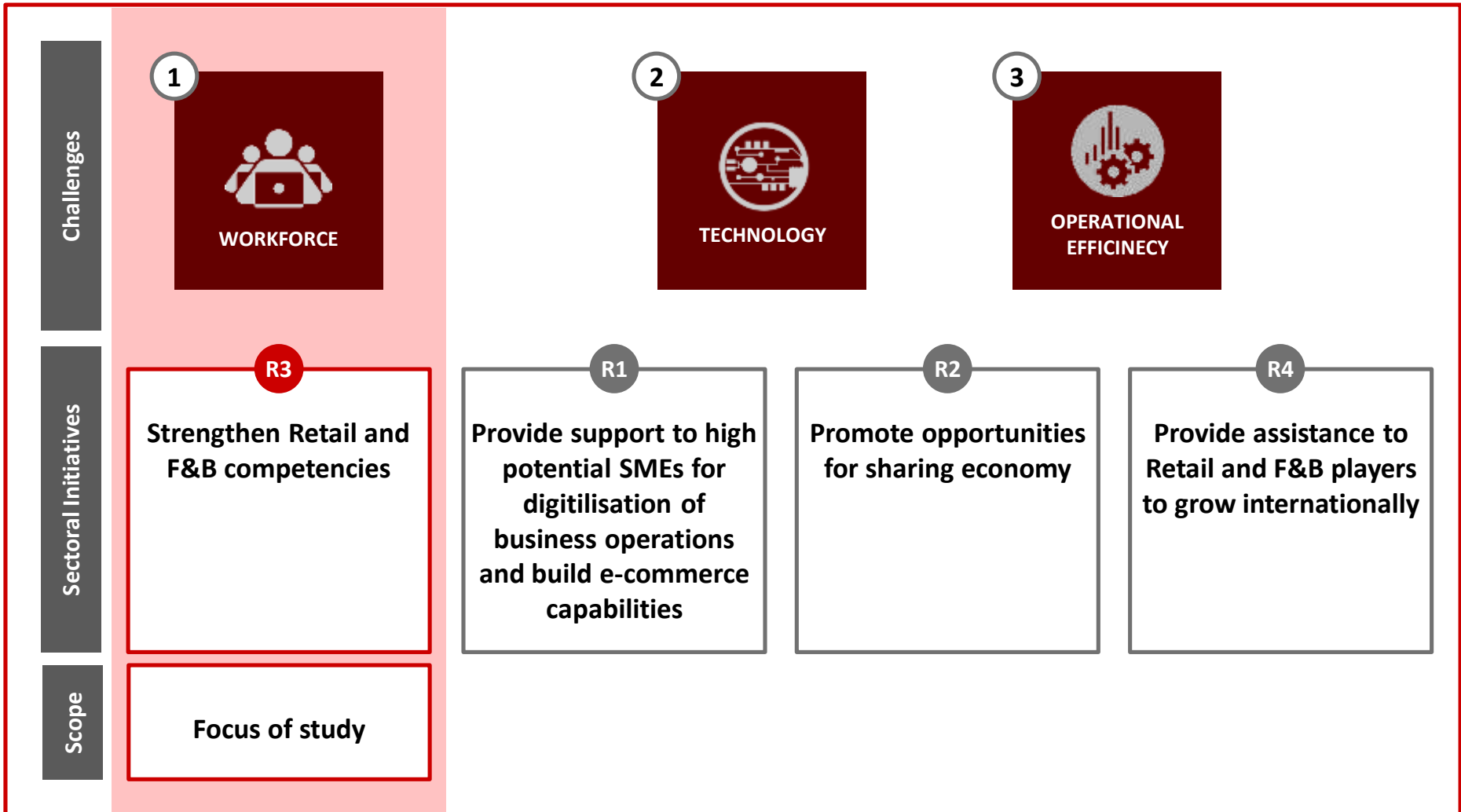


OPERATIONAL EFFICINECY

- **Lack of operational efficiency tracking**
 - Most companies (40% of survey respondents) do not have systems in place to effectively monitor the efficiency of processes and operations.
 - Perception that productivity enhancement requires large capital investments, not justified by the risk these investments entail.

To address these core issues, the Malaysia Productivity Blueprint recommends four (4) subsector-specific initiatives, which correspond with the national thrusts

Initiative R3 – Strengthen Retail and F&B competencies



On top of broad challenges, 4 key challenges relating to talent were highlighted by the industry representatives during interview sessions

Issue areas

Details

1

Language and communication skills

- During the recruitment process, graduates are found not to be competent in both speaking and writing basic English. This particular skill has been highlighted as a talent deficit.
- Companies also require employees to be proficient in other languages (as an added requirement) due to the increasing need of interaction with international customers.

2

Technical skills

- Retail and F&B jobs have always been portrayed as low-skilled. Despite obtaining a higher level of education, employees find themselves settling for jobs that do not require such education level.
- Most graduates are unable to apply their technical skills obtained from the learning institutions and ability to adapt and perform the functions required by the industry.
- Current employees of the retail workforce were not fully equipped with adequate technology skills due to the fact that the majority of business establishment (large and SMEs) have not embraced IR 4.0 in their business processes. In line with the growth of e-commerce, retailers and F&B practitioners will require more talents in online marketing space and business intelligence tools.

3

Work ethics

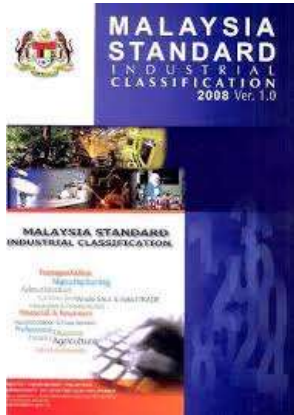
- Basic Retail and F&B work etiquette have not been properly practiced which is important to the industry. The industry is reliant on personal service interactions between the employee and customers. It led to the industry having to spend more time in training its new employees rather than investing in further upskilling and adoption of technology.

4

Wages

- One of the major reason for high employees turnover is partly due to the low wages that is currently being paid. The majority of industry players are currently paying their frontline employees at minimum wages rate as permitted by the law, with high expectations on their work commitment. (shift. Long hours, weekends work etc.) Employees do not have the tendency or interest to work long hours as required by the Retail and F&B industry, faced with various expectations of work-life balance arrangements.

The retail industry in Malaysia can be categorized into 9 groups and 25 classes



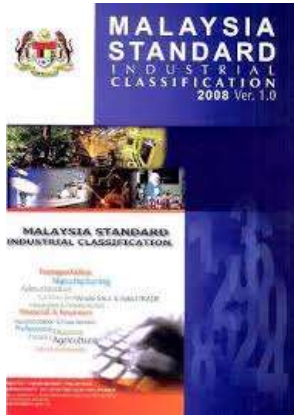
Division 47 Retail Trade

Definition:

- Includes the resale (sale without transformation) of new and used goods mainly to the general public for personal or household consumption or utilization.
- Retail trade is classified first by type of sale outlet.
- Sale not via stores is subdivided according to the forms of trade, such as retail sale via stalls and markets.



Whereas food and beverages can be categorized into 3 groups and 4 classes



Division 56 Food and Beverages

Group 561

- Class 5610: Restaurants and mobile food service activities

Group 562

- Class 5621: Event catering
- Class 5629: Other food service activities

Group 563

- Class 4630: Beverage serving activities

Definition:

- *Activities providing complete meals or drinks fit for immediate consumption, whether in traditional restaurants, self-service or take-away restaurants, whether as permanent or temporary stands with or without seating.*
- *Decisive is the fact that meals fit for immediate consumption are offered, not the kind of facility providing them.*

There are two sub-initiatives under Initiative R3 focused on human capital quality and a demand based Talent Development Programme



R3

Strengthen Retail and F&B competencies

To address the challenges faced by Retail and F&B sectors by managing the expectation of employees and introducing attractive benefits and training programmes

R3.1

To recruit, retain and improve the quality of existing human capital

Provides reference on the sectors' priority jobs career pathways, retention incentives and talent development initiatives based on industry best practices

R3.2

Talent Development Programme for future needs of Retail and F&B sub-sector

Identify the programmes and initiatives to address the requirement for the sector's future jobs

Career Pathways & Job Profiles (including Incentive Structures) for the Retail and F&B Sector Priority Jobs

The Retail and F&B sector career pathways reflect the dynamism of the sector. Although high turnover at the lower level positions are generally accepted by the industry, there are genuine attempts to promote talent from within to take up senior positions, especially those with strong individual competencies.

The dynamic nature of the sector means that enterprises will have the ultimate discretion of designing their own organisational structure to suit their needs.

The Career Pathways described in this section represent a general framework that incoming talent can use to understand their potential growth within the industry. It can also be used by new and existing Retail and F&B companies as a starting point to align with industry expectations.

The Career Pathways of the Retail and F&B Sector can be broadly summarised into 3 distinct categories:

The job profiles will include a general overview of the possible career progression, behavioural and technical competencies expected and also broad salary ranges and common benefits offered. Conventionally, employee's salary are determined through industry syndications, whereby inflation, forecasts and future potentiality of salary growth were not taken into account. Likewise, the basic salary stated is not inclusive of commission and any other performance based monetary incentives as different companies may practice and apply different quantum in terms of distribution rate. Moving forward, the industry recognises the continuous need to review salary scales in order to retain talent through attractive compensation and benefits.

These are designed to be a guide for awareness purposes. Employers within the sector are free to determine the actual job descriptions, compensation and benefits based on their specific requirements.



•Retail – Non-Specialised

•(i.e. Retail Operations, Customer Care, Merchandising, E-commerce, Marketing & Branding, Visual Merchandising and Receiving)



•Retail – Specialised Stores

•(i.e. Retail Operations, Merchandising, E-commerce, Marketing & Branding / Visual Merchandising and Receiving)

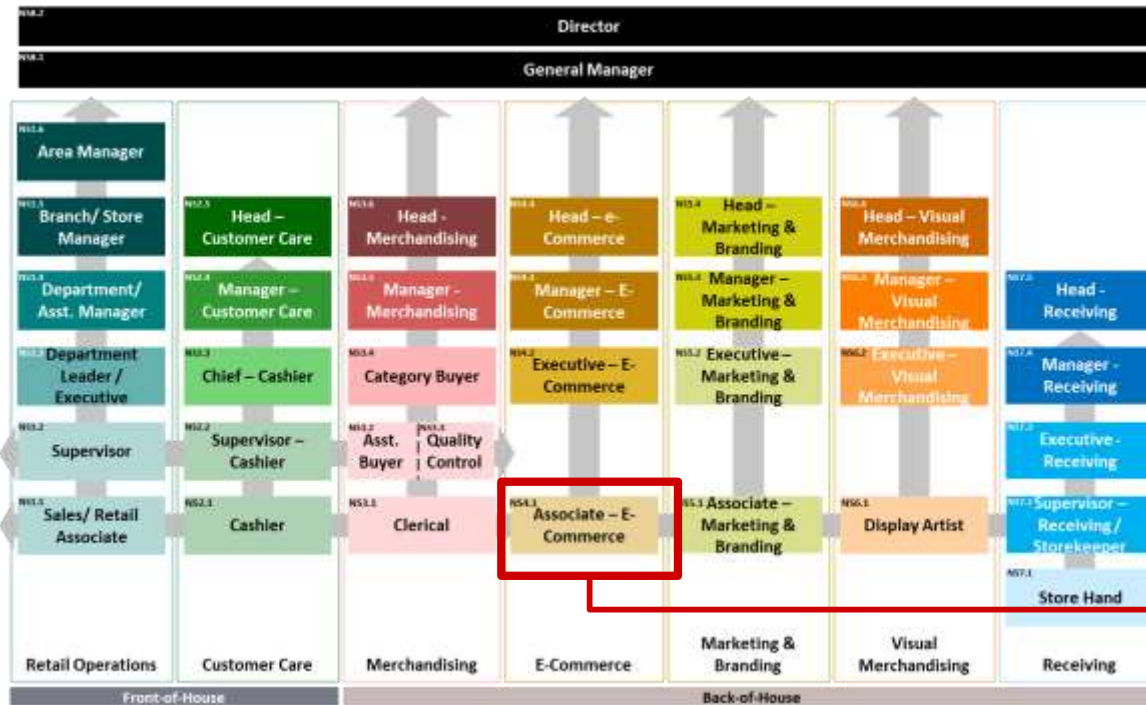


•F&B

•(i.e. Service, Beverage, Kitchen, Sales & Marketing and Management)

The following section will cover each of career frameworks, and their associated job profiles in detail

Vertical movements
Promotion of talent within the same vertical



Each job will have **Job Profile slide** to introduce information about each job including competencies, salary range and career mobility



Lateral movements

Where indicated, talents generally accepted to have the ability move across departments as long as they have the right competencies and experience.

The individual job profiles have the following components listed as reference

Job Description / Key Tasks

This provides a general explanation of the job roles and responsibilities

Skills & Competencies Required for Current Position

Pre-requisite:

This section lists down the preferred qualifications for the job role

Behavioural Competencies:

Competencies that employers generally look for with regards a prospective employee's personality

Technical Competencies:

Competencies that are generally associated to measurable skills acquired through education or skills training

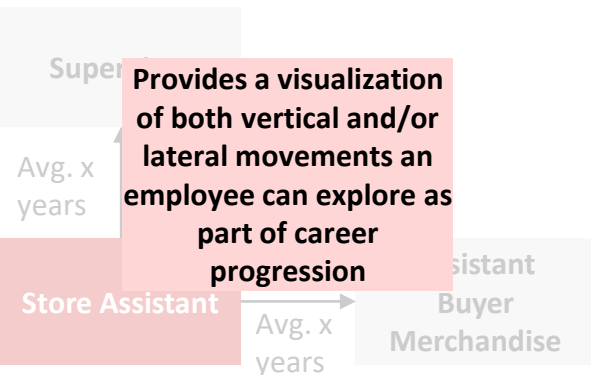
Salary Range

- Indicates the estimated salary range of the role and excludes commission and incentives

Career Benefits

- Benefits generally accorded to staff in this position. Additional benefits are included as part of the framework

Potential Career Pathway



Preferred Qualifications for Career Mobility

Supervisor

Academic:

- xxxxxxxxxx

LEVEL:

- xxxxxxxxxx

Asst. Buyer Merchandise

Academic:

- xxxxxxxxxx

LEVEL:

- xxxxxxxxxx

Indicative Academic and Skills qualifications that are preferred in order to be elevated into the new position

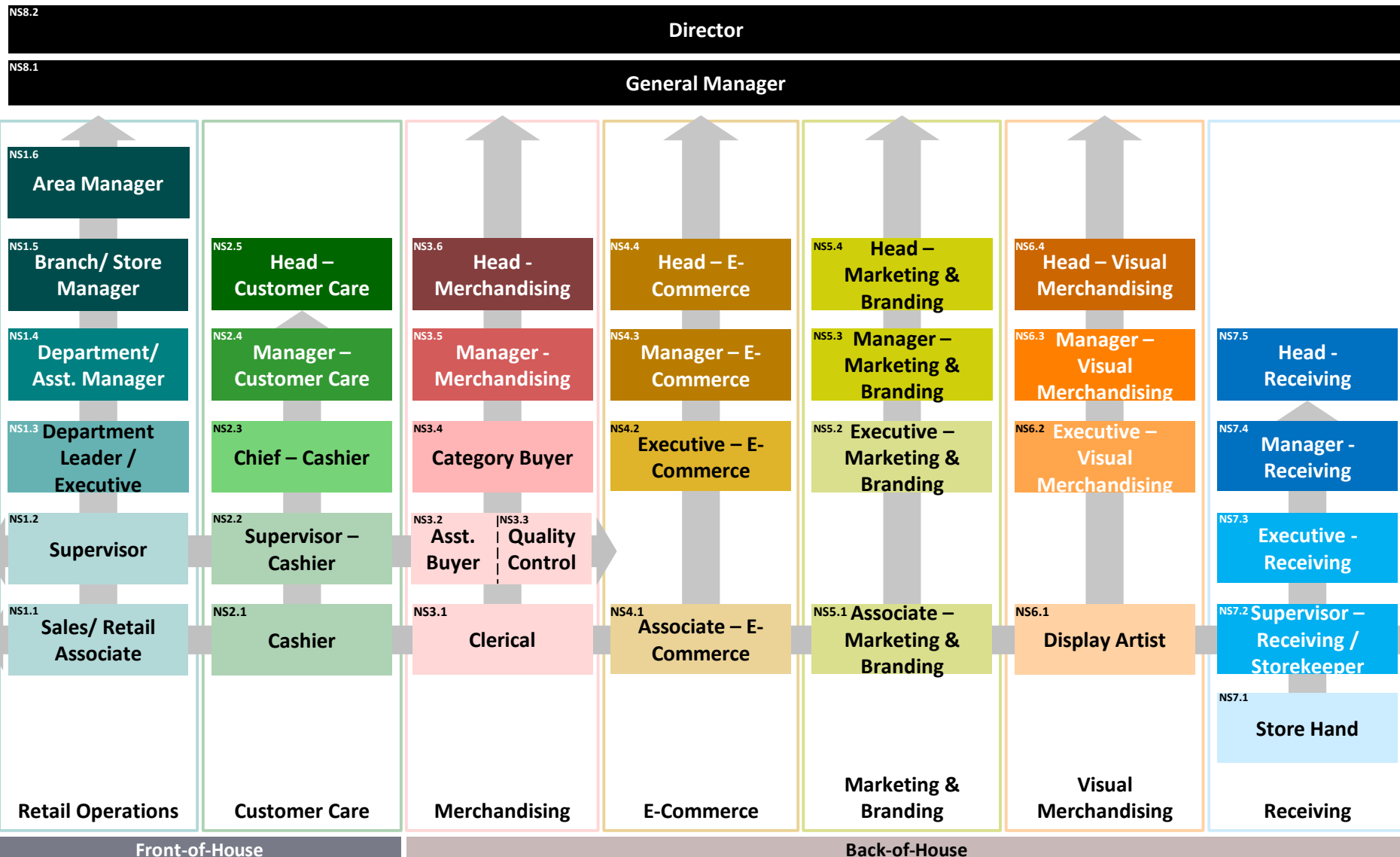
MSIC Categories

- Categories as per the Malaysian Standards of Industrial Classification (MSIC)



Career Pathways for Retail Industry

Career Pathways for Priority Jobs (Non – Specialised Stores)



The career pathways for non-specialised retail stores were constructed based on inputs from industry players within the following sub-sectors (supermarket, convenience stores, departmental stores, hypermarket). The above job titles have been identified as critical jobs regardless the differences in executing the task that were required. Exclusion have been made on the following career track: Store Planning/ Store Training/ Loss and Prevention and Security as those have been categorised as supporting functions.



Notes: e-commerce includes businesses in online retail stores and e-business

NS1.1 – Sales / Retail Associate

Job Description / Key Tasks:

- Greet customers who enter the store or outlet
- Assist shoppers to find the goods and products they are looking for
- Stock shelves with merchandise
- Ensure goods are well displayed
- Keep the store tidy and clean, this includes hovering and mopping
- Perform other sales operation duties assigned by superior

Skills & Competencies Required for Current Position

Pre-requisite:

- School leavers/ Higher Secondary / “O” Level certificates in any field
- Certificate in Retail Ops.
- Entry level (0 years' experience)
- Flexible working hours (weekends / festive seasons)

Behavioural Competencies:

- Having a friendly and engaging personality
- Positive attitude
- Able to learn new information and fast to adapt
- Actively looking for ways to meet the customer need
- Customer friendly adaptability
- Honesty and integrity

Technical Competencies:

- Using standard business English language
- Basic numerical skills
- Basic computer skills
- Physically fit to lift heavy items
- Able to assist in handling customer complaints
- Close sales
- Deep understanding of product knowledge
- Good observation skills
- Inventory techniques
- Good communication skills

Salary Range



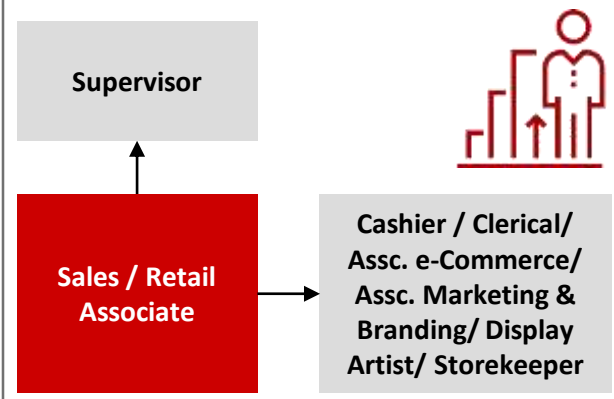
- RM1,100 – RM2,500

*excludes commission

Career Benefits

- Annual leave
- Medical coverage (Personal)
- Sales commission / incentives
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Supervisor

- Higher Secondary/ SPM / “O” Level in any field
- Retail Operations certificate - Level 3 or Diploma in Retail Management
- Min. 1 year exp.

Cashier/ Clerical/ Assc. e-Commerce/ Assc. Marketing & Branding/ Display Artist/ Storekeeper

- School leavers/ SPM / “O” Level certificates in any field
- Certificate in Retail Ops.
- Entry level (0 years' experience)

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS1.2 – Supervisor

Job Description / Key Tasks:

- Responsible to oversee retail operations for product lines
- Ensure sales activities run smoothly by providing excellent customer service
- Attend to customer's needs as and when required
- Supervise staff and ensure employees are customer focused and adhering to SOP
- Maintain accurate, updated records of product cost, production, and losses

Skills & Competencies Required for Current Position

Pre-requisite:

- Higher Secondary/ SPM / "O" Level in any field
- Retail Operations certificate - Level 3 (preferred) or Diploma in Retail Management (preferred)
- Minimum 1 year experience
- Flexible working hours (weekends / festive seasons)

Behavioural Competencies:

- Apply interpersonal skills to meet customer needs and expectations
- Actively looking for ways to meet the customer need
- Honesty and integrity
- Excellent sense of organization
- Perseverance and adapting to business requirements

Technical Competencies:

- Deep understanding of product knowledge
- Proficient in basic computer skills
- Good communication skills
- Effective selling techniques and providing consultation on product and services
- Ability to handle multiple demands
- Ability to document and close sales transactions
- Lead, managing and motivating team to contribute to productivity improvement and innovation
- Good observation skills

Salary Range



- RM2,000 – RM3,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Sales commission / incentives
- Staff discounts

Potential Career Pathway

Department
Leader/
Executive



Supervisor

Supervisor –
Cashier/ Asst.
Buyer/ Quality
Control

Preferred Qualifications for Career Mobility

Department Leader/ Executive

- Diploma in any related fields
- Skills Dip. in Retail Operations – Level 4
- Minimum 2 years' exp. at supervisory level
- Management trainee

Supervisor – Cashier/ Asst. Buyer/ Quality Control

- SPM / "O" Level in with 1 year experience
- Certificate in Retail Operations - Level 3
- Diploma in any related field (merchandising, etc)

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS1.3 – Department Leader/ Executive

Job Description / Key Tasks:

- Provide services to customers and addressing their changing needs
- Supervise staff to ensure all are customer focused and adhere to SOP and statutory requirement
- Ensure accurate up-to-date records of product cost, production & losses
- Manage records pertaining to shrinkages (e.g. markdowns, spoils, spills, etc.)
- Conduct monthly department inventory
- Conduct periodic price comparisons with other stores

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma in any related fields (preferred)
- Retail Operations (Division) – Level 4 (preferred)
- Minimum 2 years' experience at a supervisory level
- Flexible working hours (weekends / festive seasons)

Behavioural Competencies:

- Apply interpersonal skills to meet customer needs and expectations
- Relationship building
- Honesty and integrity
- Good team player and able to work together with all cross-functional team

Technical Competencies:

- Provide consultation on product and services
- Close sales transactions
- Understand document sales transactions
- Supervise and coach retail operations
- Lead and motivate team to contribute to productivity improvement and innovation
- Strong organisational skills, ability to plan, prioritise and multi-task
- Analytical and negotiation skills
- Good observation skills
- Knowledge in product storage, displays, servings, packaging and labelling
- Basic Microsoft Office computer skills

Salary Range



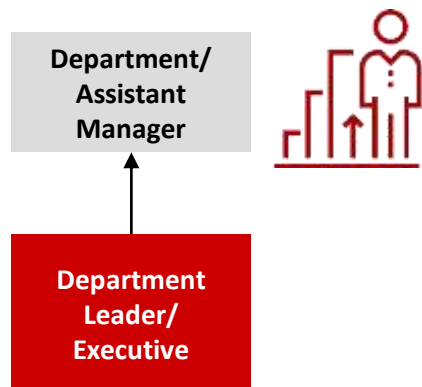
- RM2,500 – RM3,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Sales commission / incentives
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Department/ Assistant Manager

- Diploma / Bachelor's Degree in any related field
- Retail Operations (Division) – Level 4
- Minimum 3 years exp in related field

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket

NS1.4 – Department/ Assistant Manager

Job Description / Key Tasks:

- Plan and manage the retail operations of products to ensure provision of a high level of service and profitability of the business
- Ensure effective implementation of corporate processes and procedures
- Implement loss prevention and shrink procedures, managing inventory
- Ensure proper implementation of visual merchandising recommendations
- Analyse operational issues and recommend potential solutions
- Ensure high store standards according to requirements

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma / Bachelor's Degree in any related field
- Retail Operations (Division) – Level 4
- Minimum 3 years' experience in related field
- Flexible working hours (weekends / festive seasons)

Behavioural Competencies:

- Apply interpersonal skills to meet customer needs and expectations
- Relationship building
- Honesty and integrity
- Good team player and able to work together with all cross-functional team

Technical Competencies:

- Knowledge of business and management principles
- Manage store's/outlet's business performance
- Facilitate implementation of organisation strategies
- Interpret information on business goals and targets
- Communicate scheduled business reports in accordance with organisational standards
- Auditing skills
- Strong organisational skills, ability to plan, prioritise and multi-task

Salary Range



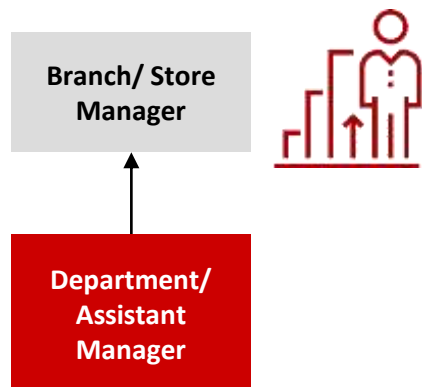
- RM3,500 – RM5,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Sales commission / incentives
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Branch/ Store Manager

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5
- Minimum 4-5 years' experience in related field

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket

NS1.5 – Branch/ Store Manager

Job Description / Key Tasks:

- Manage and oversee branch personnel
- Supervise branch operations and ensure efficient operations
- Improve productivity and streamline branch activities
- Organise and execute training programmes for branch personnel
- Evaluate employee performance and provide coaching as required
- Conduct regular sales and operations meeting
- Manage budget and branch funds and meet financial objectives
- Interact with customers on regular basis to ensure satisfaction

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5 (preferred)
- Minimum 4-5 years' experience in related field

Behavioural Competencies:

- Proficiency in hiring and training of sales team
- Expertise in sales techniques
- Ability to build a customer base and customer loyalty
- Business sense acumen
- High level of dedication and responsibility
- Able to motivate employees

Technical Competencies:

- Knowledge of business and management principles
- Leadership skill and people management skills
- Able to provide recommendations for store improvements
- Excellent analytical and problem solving skills
- Strong organisational skills, ability to plan, prioritise and multi-task
- Excellent communication and presentation skills
- Ability to recruit, select, conduct orientation and training of employees
- Understanding of financial objectives and ability to implement corrective actions to manage losses

Salary Range



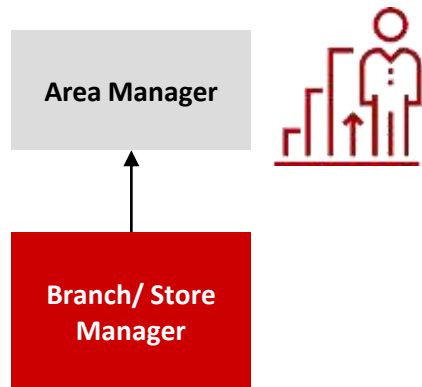
- RM5,500 – RM12,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Sales commission / incentives
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Area Manager

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5
- Minimum 5 years' experience in related field
- Able to travel

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS1.6 – Area Manager

Job Description / Key Tasks:

- Manage a number of stores in an allocated area and to manage and ensure the success of their stores
- Set sales target for outlets with regular monitoring
- Lead a team of branch/ store managers towards company goal
- Identify areas of improvements and conduct training for staff development
- Report sales performance to management team
- Empower store managers to maintain highest standard of performance and comply to policies, procedure and control

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5 (preferred)
- Minimum 5 years' experience in related field
- Able to travel

Behavioural Competencies:

- Confident, ability to drive and motivate team and enthusiastic
- Decision making ability and a sense of responsibility
- Planning & organisational skills
- Business sense / acumen and strategic thinking
- Ability to work under pressure

Technical Competencies:

- Knowledge of business and management principles
- Knowledge in retail operations management
- Excellent analytical and problem – solving ability
- Sales, marketing and customer service management
- Leadership and people management skills
- Coaching and mentoring

Salary Range



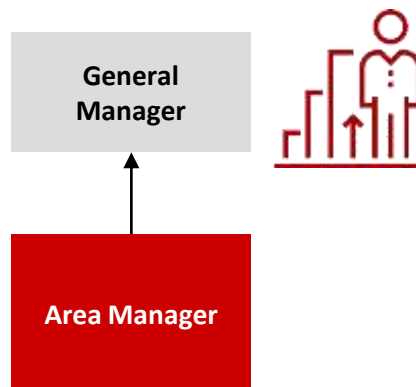
- RM6,000 – RM15,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Sales commission / incentives
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

General Manager

- Bachelor's Degree in any related field
- Minimum 10 years' experience in related field

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS2.1 – Cashier

Job Description / Key Tasks:

- Ensure all cashiering activities run smoothly
- Attend to customer's needs when required
- Compute and record total transactions
- Adhere to Cash Management guidelines when performing transaction at cashier counter
- Check all necessary consumption stocks such as printer cartridge, stationeries and other items required to perform cashier transactions

Skills & Competencies Required for Current Position

Pre-requisite:

- SPM/ Diploma and above
- Diploma/ Certificates in Basic Accounting (preferred)
- Entry level (0 years' experience)
- Flexible working hours (weekends / festive seasons)

Technical Competencies:

- Standards of cash and media handling
- Regulation of cash and media handling
- Retail product knowledge
- Good basic in Mathematics

Behavioural Competencies:

- Good team player and ability to work together with all levels of cross – functional teams
- Comply to non-disclosure policy of the company's confidential information
- Dedicated, responsible, withhold strong integrity

Salary Range



- RM1,200 – RM2,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Sales commission / incentives
- Staff discounts

Potential Career Pathway

Supervisor -
Cashier



Cashier

Retail Assc. /
Clerical/ Assc. e-
Commerce/ Assc.
Marketing &
Branding/ Display
Artist/ Storekeeper

Preferred Qualifications for Career Mobility

Supervisor – Cashier

- SPM/ Diploma and above
- Diploma/ Certificates in Basic Accounting
- Minimum 1 year experience

Retail Assc. / Clerical/ Assc. e-Commerce/ Assc. Marketing & Branding/ Display Artist/ Storekeeper

- School leavers/ SPM / "O" Level certificates in any field
- Certificate in Retail Operations
- Entry level (0 years' experience)

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS2.2 – Supervisor, Cashier

Job Description / Key Tasks:

- Assist Chief Cashier in ensuring all point of sales activities run smoothly
- Prepare daily and monthly roster
- Round selling area and cash register counters to ensure operations run smoothly
- Supervise staff performance at their work stations
- Train and coach team members to be able to meet the required service level

Skills & Competencies Required for Current Position

Pre-requisite:

- SPM/ Diploma and above
- Diploma/ Certificates in Basic Accounting (preferred)
- Minimum 1 year experience
- Flexible working hours (weekends / festive seasons)

Technical Competencies:

- Standards of cash handling
- Regulation of cash handling
- Documentation skills
- People management skills

Behavioural Competencies:

- Good team player and ability to work together across all levels of cross – functional teams
- Non-disclosure of the company's confidential information
- Dedicated, responsible and uphold strong integrity

Salary Range



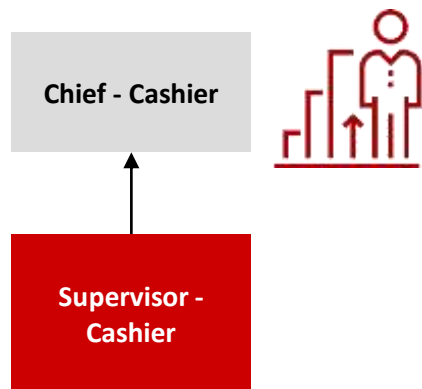
- RM1,500 – RM2,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Sales commission / incentives
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Chief – Cashier

- SPM/ Diploma and above
- Diploma/ Certificates in Basic Accounting
- Minimum 3 years' experience

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS2.3 – Chief Cashier

Job Description / Key Tasks:

- Check daily and monthly roster of teams
- Conduct cashier staff briefing on daily basis
- Ensure cashier operations run smoothly
- Liaise with HQ to establish standards operating procedures
- Compile and prepare reports to be submitted to Manager

Skills & Competencies Required for Current Position

Pre-requisite:

- SPM/ Diploma and above
- Diploma/ Certificates in Basic Accounting (preferred)
- Minimum 3 years' experience
- Flexible working hours (weekends / festive seasons)

Behavioural Competencies:

- Good team player and ability to work together across all levels of cross – functional teams
- Non-disclosure of the company's confidential information
- Dedicated, responsible and uphold strong integrity

Technical Competencies:

- Cash management
- Standards of cash handling
- Regulation of cash handling
- Problem solving skills
- People management skills and managing customers

Salary Range



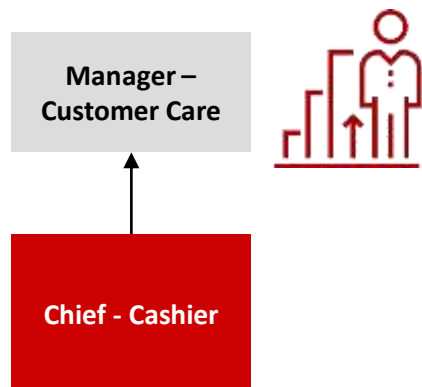
- RM2,500 – RM3,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Sales commission / incentives
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Manager – Customer Care

- Diploma or Bachelor's Degree in Public Relations or any other related fields
- Minimum of 3-4 years' experience in the customer relations

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS2.4 – Manager, Customer Care

Job Description / Key Tasks:

- Assist Store Managers in ensuring all customer care activities run smoothly
- Check daily and monthly roster of Customer Care team
- Monitor staff performance at their work stations
- Liaise with HQ to establish Standards Operating Procedures
- Train and coach team members to be able to meet required service level
- Attend meetings related to Customer Care team
- Forecast budget/ expenses on customer care

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma or Bachelor's Degree in Public Relations or any other related fields
- Minimum of 3-4 years' experience in the customer relations

Technical Competencies:

- Business processes of customer service
- Standards and regulations of customer service
- Strong people management skills
- Able to handle customer complaints

Behavioural Competencies:

- Engaging and customer centric
- Good team player and ability to work together across all levels of cross – functional teams
- Non-disclosure of the company's confidential information
- Dedicated, responsible and uphold strong integrity

Salary Range



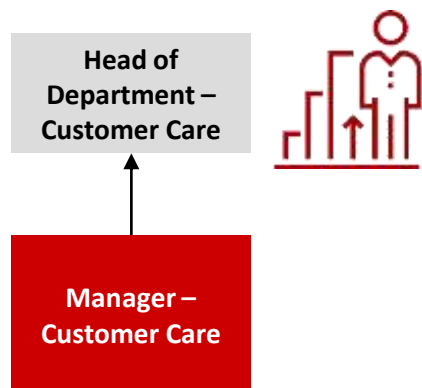
- RM3,500 – RM5,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Sales commission / incentives
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Head of Department – Customer Care

- Diploma or Bachelor's Degree in Public Relations or any other related fields
- Minimum of 5 years' experience in the customer relations

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS2.5 – Head of Department, Customer Care

Job Description / Key Tasks:

- Plan and establish customer care standards in line with company's brand and marketing strategy
- Analyse and review effectiveness of customer care plans to stay competitive in current environment
- Approve budget on customer care expenses
- Monitor and control all customer case and display cost according to budget

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma or Bachelor's Degree in Public Relations or any other related fields
- Minimum of 5 years' experience in the customer relations

Behavioural Competencies:

- Adaptive to change and innovation
- Engaging and customer centric
- Good team player and ability to work together across all levels of cross – functional teams
- Non-disclosure of the company's confidential information

Technical Competencies:

- Strong people management skills
- Strong interpersonal skills
- Good sense of marketing
- Business processes of customer service
- Standards and regulations of customer service
- Strong people management skills

Salary Range



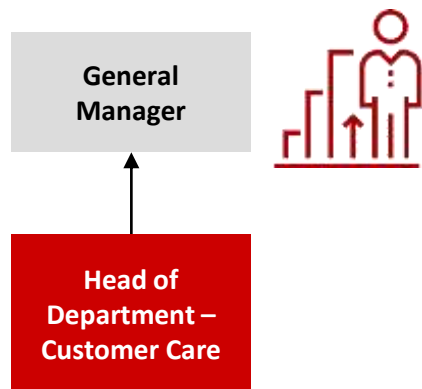
- RM5,000 – RM10,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Sales commission / incentives
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

General Manager

- Bachelor's Degree/ Masters/ Professional Certification in any related field
- Certificate in Retail Operations – Level 5

MSIC Categories

- Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS3.1 – Clerical

Job Description / Key Tasks:

- Perform administrative function for Merchandising department
- Maintain relationship with clients and vendors
- Handle documentation of product development, account servicing, sales and production management
- Ensure document and data control system is in accordance with internal document control standards
- Distribute documentations when required
- Undertake other duties and responsibilities, when assigned by superior

Skills & Competencies Required for Current Position

Pre-requisite:

- SPM / "O" Level in any field
- Entry level (0 years' experience)

Technical Competencies:

- Basic computer skills (Microsoft office)
- Good command of English language
- Basic numerical skills
- Basic administrative skills (photocopy, etc)

Behavioural Competencies:

- Friendly and engaging personality
- Positive attitude and self-motivated
- Able to learn new information and fast to adapt
- Good team player
- Able to work with cross-functional team

Salary Range



- RM1,100 – RM2,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Staff discounts

Potential Career Pathway

Asst Buyer/
Quality
Controller



Clerical

Retail Assc. /
Cashier/ Assc. e-
Commerce/ Assc.
Marketing &
Branding/ Display
Artist/ Storekeeper

Preferred Qualifications for Career Mobility

Asst Buyer/ Quality
Controller

- SPM / "O" Level in with 1 year experience
- Certificate in Retail Operations - Level 3
- Diploma in any related field (merchandising, etc)

Retail Assc. / Cashier/
Assc. e-Commerce/ Assc.
Marketing & Branding/
Display Artist/
Storekeeper

- School leavers/ SPM / "O" Level certificates in any field
- Certificate in Retail Operations
- Entry level (0 years' experience)

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS3.2 – Assistant Buyer

Job Description / Key Tasks:

- Assist respective departments (e.g. hardline, softline, foodline, personal care, etc) in sourcing and buying/ purchasing
- Prepare product reports based on monthly budget which includes sales target, profit, price alteration, inventory level, etc
- Assist in following up on purchases and documentations required
- Prepare and issue 'Purchase Order' according to requirements
- Coordinate merchant and supplier meeting and preparation of business contract documentations

Skills & Competencies Required for Current Position

Pre-requisite:

- SPM / "O" Level in with 1 year experience
- Retail Operations certificate (Department) - Level 3 (preferred)
- Diploma in any related field (merchandising, etc)
- Minimum 2-3 year experience

Behavioural Competencies:

- Friendly and engaging personality
- Positive attitude
- Able to learn new information and fast to adapt
- Good time management
- Good team player and able to work with all levels of cross-functional teams

Technical Competencies:

- Intermediate computer skills (Microsoft office)
- Intermediate numerical skills
- Good command of English language
- Able to perform basic administrative skills
- Basic negotiation skills
- Basic problem solving and analytical skills
- Knowledge in merchandising business processes

Salary Range



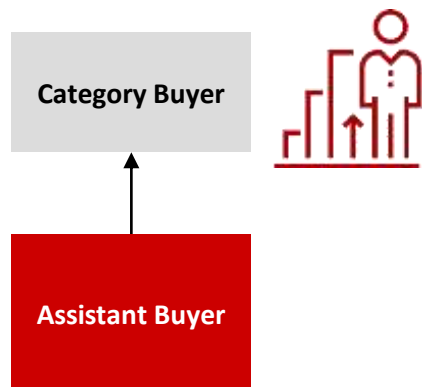
- RM2,000 – RM3,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Staff discounts
- Allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Category Buyer

- SPM / "O" Level in with 1 year experience
- Retail Operations certificate (Department) - Level 3 or
- Diploma in any related field (merchandising, etc)
- Minimum 1 year experience

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS3.3 – Quality Controller

Job Description / Key Tasks:

- Conduct inspection on the quality of goods
- Quality control on the produced to comply with customer requirement
- Quality testing/inspection
- General production documentation
- Monitor and analyse performance of production process
- Perform random quality inspection on incoming, in process, intermediate, bulk or finished products

Skills & Competencies Required for Current Position

Pre-requisite:

- SPM/STPM/Certificate in any discipline
- Minimum of 2 years working experience in the related field

Behavioural Competencies:

- Friendly and engaging personality, diligent
- Able to learn new information and fast to adapt
- Good time management
- Good team player and able to work with all levels of cross-functional teams
- Able to pay attention to details

Technical Competencies:

- Good interpersonal and communications skill
- Intermediate computer skills (Microsoft office)
- Intermediate numerical skills
- Good command of English language
- Able to perform basic administrative skills
- Basic negotiation skills
- Basic problem solving and analytical skills

Salary Range



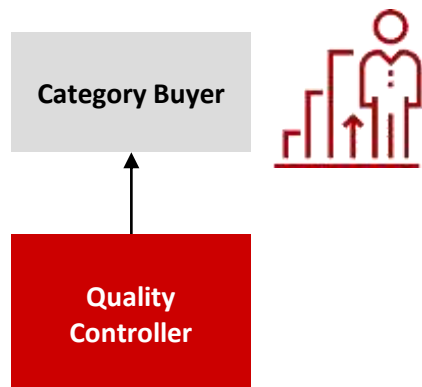
- RM2,500 – RM4,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Staff discounts
- Allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Category Buyer

- SPM / "O" Level in with 1 year experience
- Retail Operations certificate (Department) - Level 3 or
- Diploma in any related field (merchandising, etc)
- Minimum 1 year experience

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS3.4 – Category Buyer

Job Description / Key Tasks:

- Assist Merchandising Manager in all merchandising activities i.e. merchandise development planning, supplier planning and inventory planning are carried out based on established policies and guidelines
- Conduct store visits to check layout, assortment, and display of items
- Identify slow moving items, dead stocks, responses to sales promotions
- Monitor sales performance, merchandise pricing, stock turnover level
- Conduct market survey on competitors strategies

Skills & Competencies Required for Current Position

Pre-requisite:

- Retail Operations certificate (Department) - Level 3 (preferred)
- Diploma in any related field (merchandising, etc)
- Minimum 4-5 year experience

Behavioural Competencies:

- Able to work together with all levels of cross-functional team
- High level of dedication and trustworthy, versatile
- Friendly and engaging personality
- Positive attitude
- Willing to learn new information and ability to adapt

Technical Competencies:

- Intermediate computer skills (Microsoft office)
- Basic numerical skills
- Good command of English language
- Intermediate administrative skills
- Strong business negotiation skills
- Critical and analytical in solving problem
- Understand merchandising processes

Salary Range



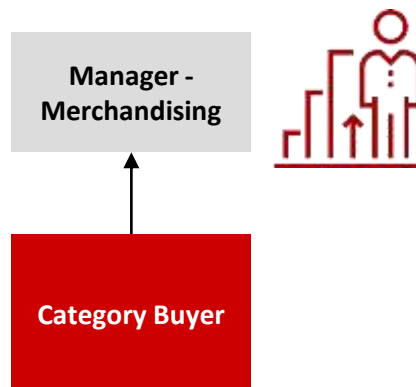
- RM3,000 – RM5,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Staff discounts
- Allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Manager – Merchandising

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5
- Minimum 4-5 years' experience in related field

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS3.5 – Manager, Merchandising

Job Description / Key Tasks:

- Assist Head of Merchandising in ensuring all merchandising activities i.e. merchandise development planning, supplier planning and inventory planning are carried out based on established policies and guidelines
- Source, negotiate, acquire and procure the best value products from local and oversea suppliers
- Review and evaluate product performance with vendors
- Manage team of Category Buyers and monitor staff performance

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma/ Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5 (preferred)
- Minimum 5-7 years' experience in related field

Behavioural Competencies:

- Able to work together with all levels of cross-functional team
- Dedicated and trustworthy
- Friendly and engaging personality
- Positive attitude
- Able to learn new information and fast to adapt

Technical Competencies:

- Intermediate computer skills (Microsoft office)
- Retail numerical skills
- Good command of English
- Intermediate administrative skills
- Analytical and understand market trends
- Able to conduct business reviews
- Knowledgeable in merchandise assortments
- Knowledge of company's and competing product lines and the methods to display them
- Good negotiation skills

Salary Range



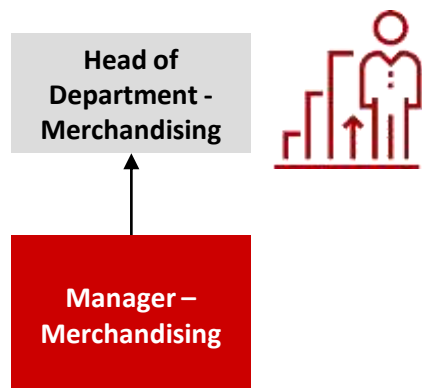
- RM6,000 – RM10,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts
- Allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Head of Department - Merchandising

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5
- Minimum 8 years' experience in related field

MSIC Categories

- Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS3.6 – Head of Department, Merchandising

Job Description / Key Tasks:

- Ensuring all merchandising activities i.e. merchandise development planning, promotion, supplier planning and inventory planning are carried out based on established policies and guidelines
- Develop annual business plan for merchandising department
- Analyse feasibility studies, review of customer behaviour and decide on merchandise assortment
- Monitor overall supply chain management and supplier performance
- Establish good sales and gross profit

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5 (preferred)
- Minimum 8 years' experience in related field

Behavioural Competencies:

- Able to work together with all levels of cross-functional team
- Dedicated and trustworthy
- Friendly and engaging personality
- Positive attitude
- Able to learn new information and fast to adapt

Technical Competencies:

- Intermediate computer skills (Microsoft office)
- Distinguished level of retail mathematics
- Good command of English language
- Intermediate administrative skills
- Understanding of market trends
- Able to conduct business reviews and presentation
- Knowledgeable in merchandise assortments
- Financial literacy (Profit and loss analysis)
- Knowledge in regulation and policy
- Strong business negotiation skills
- Versatile in changes, management across different functional roles

Salary Range



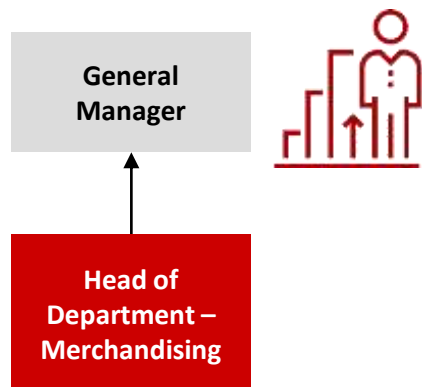
- RM10,000 and above

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts
- Allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

General Manager

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5
- Minimum 10 years' experience in related field

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS4.1 – Associate, e-Commerce

Job Description / Key Tasks:

- Assist Executives/ Manager to monitor the store's website operations
- Ensure customers receive their correct e-Commerce orders in good condition and on schedule
- Stay up to date in the knowledge of the sales floor and departments
- Analyse online market and collect data of competitors

Skills & Competencies Required for Current Position

Pre-requisite:

- SPM / "O" Level in any field
- 0 years of experience

Technical Competencies:

- Proficient in Microsoft Office tools
- Possess good communication skills, proactive and detail oriented

Behavioural Competencies:

- Friendly and engaging personality
- Able to learn new information and fast to adapt
- Actively looking for ways to meet the customer need

Salary Range



- RM1,500 – RM2,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway

Executive – e-Commerce



Associate – e-Commerce

Retail Assc. / Cashier/ Clerical/ Assc. Marketing & Branding/ Display Artist/ Storekeeper

Preferred Qualifications for Career Mobility

Executive – e-Commerce

- Bachelor's Degree in related fields (IT, etc)
- Minimum 1 year experience

Retail Assc. / Cashier/ Clerical/ Assc. Marketing & Branding/ Display Artist/ Storekeeper

- School leavers/ SPM / "O" Level certificates in any field
- Certificates in Retailing
- Entry level (0 years' experience)

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS4.2 – Executive, e-Commerce

Job Description / Key Tasks:

- To source, manage and monitor the store's website operations
- Posting/displaying of the goods, monitoring functionality of web links, updating the database, and customer service
- Respond to customer queries online and ensure operations run smoothly
- Generate results and performance of online business to measure success rate

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree in related fields (IT, etc)
- Minimum 1 year experience

Behavioural Competencies:

- Good interpersonal skills and able to communicate well within group
- Positive mindset
- Confident and comfortable working within a broad range of customers

Technical Competencies:

- Understanding of website analytics
- Intermediate computer skills
- Content creation
- Fulfillment of customer orders
- Reporting of online sales performance
- Innovative and creative
- Analytical

Salary Range



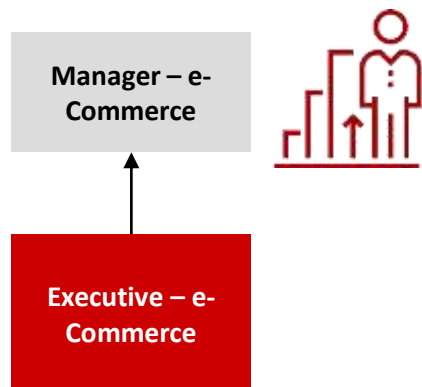
- RM2,500 – RM3,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Manager – e-Commerce

- Bachelor's Degree in related fields (IT, etc)
- Minimum 2 years' experience

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS4.3 – Manager, e-Commerce

Job Description / Key Tasks:

- Responsible for everything that goes on in the store's website. This includes the posting/displaying of the goods, monitoring functionality of web links, updating the database, and customer service
- Analyse reports on the results and performance of all online business to measure its success
- Work with marketing team or manage digital marketers to improve quality and traffic acquisition

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma/ Bachelor's Degree in related fields (IT, etc)
- Minimum 2 years' experience

Behavioural Competencies:

- Good interpersonal skills and able to communicate well within group
- Positive mindset
- Confident and comfortable working within a broad range of customers

Technical Competencies:

- Understanding of website analytics / market trends
- Intermediate computer skills
- Experienced in content creation and digital marketing strategies
- Fulfillment of customer orders
- Reporting of online sales performance
- Knowledge of business and management principles
- Manage online store's/outlet's business performance and promotion
- Cooperate with other functional departments on information to be uploaded / promoted
- Analytical

Salary Range



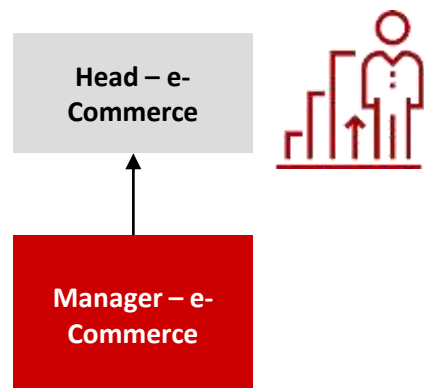
- RM3,500 – RM5,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Head – e-Commerce

- Bachelor's Degree in related fields (IT, etc)
- Minimum 2 years' experience

MSIC Categories

- Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS4.4 – Head of Department, e-Commerce

Job Description / Key Tasks:

- Responsible for everything that goes on in the store's website. This includes the posting/displaying of the goods, monitoring functionality of web links, updating the database, and of course, customer service.
- Overlook the team of e-Commerce managers on their respective delegated projects

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree in related fields (IT, etc)
- Minimum 8 years' experience in related field

Behavioural Competencies:

- Good interpersonal skills and able to communicate well within group
- Positive mindset
- Confident and comfortable working within a broad range of customers

Technical Competencies:

- Website Analytics / market trends
- Intermediate computer skills
- Content creation
- Fulfillment of customer orders
- Reporting of online sales performance
- Knowledge of business and management principles
- Manage online store's/outlet's business performance and promotion
- Cooperate with other functional departments on information to be uploaded / promoted
- Adapt in change management across different functional roles

Salary Range



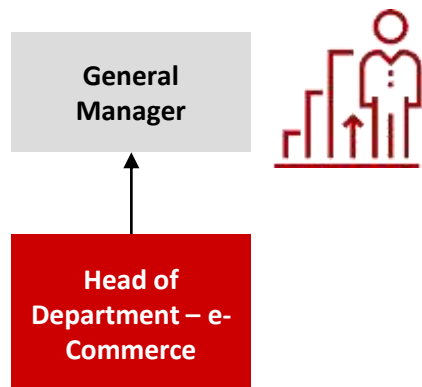
- RM5,000 – RM12,000

*excludes commission

Career Benefits

- Performance bonus
- Annual leaves
- Medical coverages
- Staff discount
- Allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

General Manager

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5
- Minimum 10 years' experience in related field

MSIC Categories

- Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS5.1 – Associate, Marketing & Branding

Job Description / Key Tasks:

- To achieve maximum exposure on products, promotions or activities of the organization
- Handle multiple marketing campaigns and promotions
- Assist in meeting with new clients and preparation of new promotions
- Stay up to date in the knowledge of the sales floor and departments
- Analyse online market and collect data of competitors

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma/ Bachelor's Degrees in related fields (Marketing, Advertising, Business, etc)
- Minimum 0 years of experience in related field

Behavioural Competencies:

- Good planning and project management skills
- Analytical and creative mind
- Actively looking for ways to identify market demands

Technical Competencies:

- Understanding of various digital file formats and printing terminology
- Understanding of digital channels and online marketing
- Uphold the company and product brand through building and maintaining customer relations
- Comply to marketing code of ethics

Salary Range



- RM 1,500 – RM2,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway

Executive –
Marketing and
Branding



Associate –
Marketing &
Branding

Retail Assc. /
Cashier/ Clerical/
Assc. e-Commerce/
Display Artist/
Storekeeper

Preferred Qualifications for Career Mobility

Executive – Marketing
and Branding

- Diploma/ Bachelor's Degrees in related fields (Marketing, Advertising, Business, etc)
- Minimum 1 year of experience in related field

Retail Assc. / Cashier/
Clerical/ Assc. e-
Commerce/ Display
Artist/ Storekeeper

- School leavers/ SPM / "O" Level certificates in any field
- Certificates in Retailing
- Entry level (0 years' experience)

MSIC Categories

- Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS5.2 – Executive, Marketing and Branding

Job Description / Key Tasks:

- To execute marketing and branding plans in order to achieve maximum exposure on products, promotions or activities of the organization
- Analyse and provide reports, insights on overall marketing performance
- Participate and involve in coming out with innovative ideas and effective designs without compromising the branding guidelines
- Identify possible avenues to derive income via digital platforms
- Mentor group of associates within the department

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma/ Bachelor's Degrees in related fields (Marketing, Advertising, Business, etc)
- Minimum 1 year of experience in related field

Behavioural Competencies:

- Good planning and project management skills
- Analytical and creative mind
- Actively looking for ways to identify market demands
- Confident and comfortable working with a broad range of customers

Technical Competencies:

- Have an analytical mind coupled with creativity
- Understanding of various digital file formats and printing terminology
- Understanding of digital channels and online marketing
- Uphold the company and product brand through building and maintaining customer relations
- Comply to marketing code of ethics

Salary Range



- RM2,500 – RM3,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Manager – Marketing and Branding

- Bachelor's Degree in related fields (Marketing, Advertising, Business, etc)
- Minimum 5 years' experience in related field

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS5.3 – Manager, Marketing and Branding

Job Description / Key Tasks:

- Execute marketing and branding plans to achieve maximum exposure on products, promotions or activities of the organization
- Analyse results, propose different strategies to improve lead quality and optimize the ROIs which has been set forth by the company
- Overlook on executive's projects and coach executives/ associates to be bold and innovative

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree in related fields (Marketing, Advertising, Business, etc)
- Minimum 5 years' experience in related field

Behavioural Competencies:

- Good planning and project management skills
- Analytical and creative mind
- Actively looking for ways to identify market demands
- Strong leadership qualities, positive mindset and confidence

Technical Competencies:

- Advanced knowledge of various digital file formats and printing terminology
- Broad understanding of digital channels and online marketing
- Uphold the company and product brand through building and maintaining customer relations
- Comply to marketing code of ethics
- Coaching skills

Salary Range



- RM3,500 – RM5,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Head of Department – Marketing and Branding

- Bachelor's Degree in related fields (Marketing, Advertising, Business, etc)
- Minimum 8 years' experience in related field

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS5.4 – Head of Department, Marketing and Branding

Job Description / Key Tasks:

- Responsible to plan, strategize and Lead the approved Digital Marketing planner based on Master Marketing Plan and Social Media Strategy to achieve maximum exposure on products, promotions or activities of the organization
- Analyse results, propose different strategies to improve lead quality and optimize the ROIs which has been set forth by the company
- Overlook on implementation of planned strategies

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree in related fields (Marketing, Advertising, Business, etc)
- Minimum 5 years' experience in related field

Behavioural Competencies:

- Good planning and project management skills
- Analytical and creative mind
- Actively looking for ways to identify market demands
- Strong leadership qualities, positive mindset and confidence

Technical Competencies:

- Intermediate computer skills (Microsoft office)
- Distinguished level of retail Mathematics
- Good command of English language
- Intermediate administrative skills
- Understanding of market trends
- Adapt in change management across different functional roles
- Comply to marketing code of ethics

Salary Range



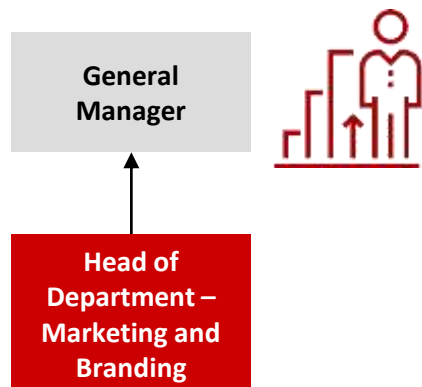
- RM5,000 – RM12,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

General Manager

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5
- Minimum 10 years' experience in related field

MSIC Categories

- Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS6.1 – Display Artist

Job Description / Key Tasks:

- To implement merchandise displays based on specific themes, occasions, promotion styles of respective merchandises
- Attend to store employees on any requisition for POP cards, signages
- Generate/ create displays using product accessories, mannequin styling, props, lighting and other display materials
- Maintenance and upkeep of display equipment
- Change signage and window displays daily

Skills & Competencies Required for Current Position

Pre-requisite:

- SPM/ Diploma/ Bachelor's Degree in any related field
- Certificate in Retail Operations – Level 3 (preferred)
- Entry level (0 years of experience)

Technical Competencies:

- Understand standards of visual merchandising
- Comply to regulation of visual merchandising
- Knowledge in design
- Proficient in using Photoshop and Illustrator software
- Good drawing and writing skills
- Good artistic sense

Behavioural Competencies:

- Strong creative mindset and passionate in co-creation
- Good team player and ability to work together across all levels of cross – functional teams
- Non-disclosure of the company's confidential information
- Dedicated, responsible and uphold strong integrity

Salary Range



- RM1,500 – RM2,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway

Executive –
Visual
Merchandising



Display Artist

Retail Assc. /
Cashier/ Clerical/
Assc. e-Commerce/
Assc. Marketing &
Branding/
Storekeeper

Preferred Qualifications for Career Mobility

Executive – Visual
Merchandising

- SPM/ Diploma in Art/ Design/ Creative Multimedia Graphic Design or equivalent
- Minimum 1-2 years working experience

Retail Assc. / Cashier/
Clerical/ Assc. e-
Commerce/ Assc.
Marketing & Branding/
Storekeeper

- School leavers/ SPM / "O" Level certificates in any field
- Certificates in Retailing
- Entry level (0 years' experience)

MSIC Categories

- Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS6.2 – Executive, Visual Merchandising

Job Description / Key Tasks:

- Implement visual merchandising standards that are in line with company's brand and marketing strategy plan
- Coordinate with Merchandising, Marketing and Branding team to carry out Merchandising displays
- Stay abreast in delivery visual merchandising creatively
- Administer visual merchandising cost incurred
- Supervise teams of display artist in arranging the appropriate assortment of merchandising displays

Skills & Competencies Required for Current Position

Pre-requisite:

- SPM/ Diploma in Art/ Design/ Creative Multimedia Graphic Design or equivalent (preferred)
- Minimum 1-2 years working experience

Behavioural Competencies:

- Strong creative mindset and passionate in co-creation
- Innovative and keeping up with change and trends
- Dedicated, responsible and uphold strong integrity
- Good team player and ability to work together across all levels of cross – functional teams

Technical Competencies:

- Visual merchandising process
- Standards of visual merchandising
- Regulations of visual merchandising
- Knowledge in design
- Proficient in using Photoshop and Illustrator software
- Good sense with fashion, experience with light, colour, texture and materials

Salary Range



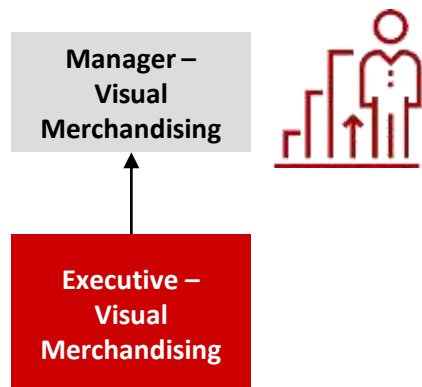
- RM2,500 – RM3,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Manager – Visual Merchandising

- SPM/ Diploma in Art/ Design/ Creative Multimedia Graphic Design or equivalent
- Minimum 3 years working experience

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS6.3 – Manager, Visual Merchandising

Job Description / Key Tasks:

- Conceptualization of visual merchandising plans
- Manage marketing activities in a creative environment and encapsulate eye-catching product displays
- Direct and advice stores on all aspects of visual presentation
- Forecast expenses and budget required on visual merchandising expenses at company level
- Manage cost on maintenance and fixtures
- Lead team of visual merchandisers

Skills & Competencies Required for Current Position

Pre-requisite:

- SPM/ Diploma in Art/ Design/ Creative Multimedia Graphic Design or equivalent (preferred)
- Minimum 3 years working experience

Behavioural Competencies:

- Strong creative mindset
- Innovative and keeping up with change and trends
- Dedicated, responsible and uphold strong integrity
- Good team player and ability to work together across all levels of cross – functional teams

Technical Competencies:

- Visual merchandising process
- Standards of visual merchandising
- Regulations of visual merchandising
- Knowledge in design
- Proficient in using Photoshop and Illustrator software
- Good sense with fashion, experience with light, colour, texture and materials
- Analytical and strong leadership qualities

Salary Range



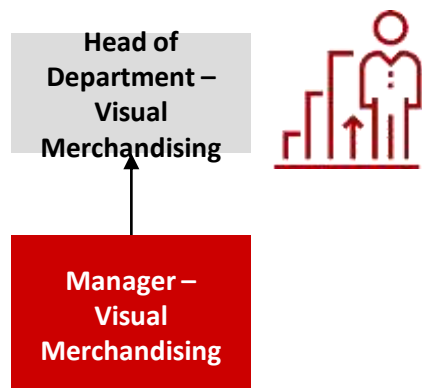
- RM3,500 – RM5,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Head of Department – Visual Merchandising

- SPM/ Diploma in Art/ Design/ Creative Multimedia Graphic Design or equivalent
- Minimum 4-5 years working experience

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS6.4 – Head of Department, Visual Merchandising

Job Description / Key Tasks:

- Plan and establish visual merchandising standards
- Decide on all aspects of visual presentation
- Monitor Merchandising, Marketing and Operations team in developing appropriate assortment
- Approve budget on Visual Merchandising expenses
- Develop training programmes on aspects of visual presentation
- Acknowledge team's success

Skills & Competencies Required for Current Position

Pre-requisite:

- SPM/ Diploma in Art/ Design/ Creative Multimedia Graphic Design or equivalent (preferred)
- Minimum 4-5 years working experience

Behavioural Competencies:

- Strong creative mindset
- Innovative and keeping up with change and trends
- Dedicated, responsible and uphold strong integrity
- Good team player and ability to work together across all levels of cross – functional teams

Technical Competencies:

- Visual merchandising process
- Standards of visual merchandising
- Regulations of visual merchandising
- Knowledge in design
- Proficient in using Photoshop and Illustrator software
- Good sense with fashion, experience with light, colour, texture and materials
- Leadership and coaching skills

Salary Range



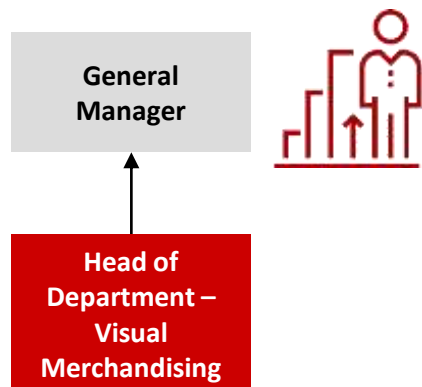
- RM5,500 – RM8,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

General Manager

- Bachelor's Degree/ Masters/ Professional Certification in any related field
- Retail Operations (Division) – Level 5

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS7.1 – Store Hand

Job Description / Key Tasks:

- To receive merchandises
- To receive, examine and unpack incoming shipments
- Operate lift truck from shipping and receiving platform to store area
- Sort, count, identify, verify and track all material to maintain accurate inventory records
- Dispatch items to various departments

Skills & Competencies Required for Current Position

Pre-requisite:

- Higher Secondary/ SPM/ Diploma in Warehouse Management or equivalent (preferred)
- Entry level (0 year of experience)
- Willingness to work overtime
- Have a Goods Driving License (GDL)

Behavioural Competencies:

- Good team player and ability to work together across all levels of cross – functional teams
- Dedicated, responsible and uphold strong integrity

Technical Competencies:

- Stock and inventory management
- Handling of heavy vehicles
- Inventory control skills

Salary Range



- RM1,100 – RM1,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Supervisor – Receiving/ Storekeeper

- Higher Secondary/ SPM/ Diploma in Warehouse Management or equivalent
- 1 year of experience in storekeeping, inventory control, or recordkeeping

MSIC Categories

- Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS7.2 – Supervisor, Receiving/ Storekeeper

Job Description / Key Tasks:

- Oversee the delivery of products and reviewing purchase orders
- Support and coordinate operations regarding unloading, intake, storing and distribution
- Monitor teams operating equipment such as forklift and pallet jacks
- Ensure products are properly tagged, labelled and stored safely
- Provide reports to management or other warehouse personnel to identify areas of improvements
- Contribute to personnel and staffing decisions during busy periods

Skills & Competencies Required for Current Position

Pre-requisite:

- Higher Secondary/ SPM/ Diploma in Warehouse Management or equivalent (preferred)
- 1 year of experience in storekeeping, inventory control, or recordkeeping
- Willingness to work overtime

Behavioural Competencies:

- Good team player and ability to work together with all levels of cross – functional teams
- Dedicated, responsible and uphold strong integrity

Technical Competencies:

- Product handling and distributions
- Product storage and display requirements
- Inventory management skills

Salary Range



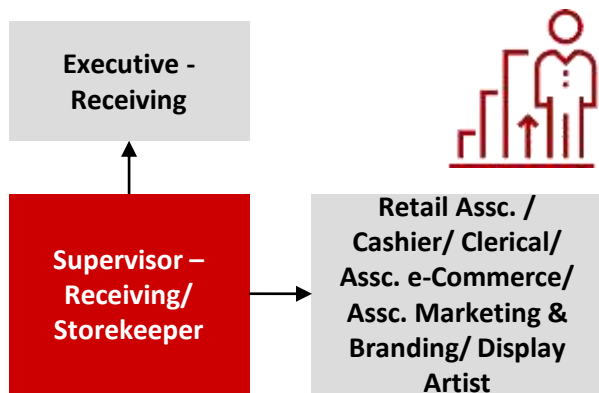
- RM1,500 – RM2,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Executive - Receiving

- Higher Secondary/ SPM/ Diploma in Warehouse Management or equivalent
- 1-2 years of experience

Retail Assc. / Cashier/ Clerical/ Assc. e-Commerce/ Assc. Marketing & Branding/ Display Artist

- School leavers/ SPM / "O" Level certificates in any field
- Certificates in Retailing
- Entry level (0 years' experience)

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS7.3 – Executive, Receiving

Job Description / Key Tasks:

- Review inventory and determine merchandises to be ordered
- Prepare PO to vendors, track and arrange shipments
- Oversee incoming items and match with purchase orders for discrepancies
- Ensure items are tagged, labelled and stored safely in warehouse
- Monitor receiving teams operating equipment such as forklifts and pallet jacks
- Ensure all safety procedures being followed and adhered

Skills & Competencies Required for Current Position

Pre-requisite:

- Higher Secondary/ SPM/ Diploma in Warehouse Management or equivalent (preferred)
- 1-2 years of experience in storekeeping, inventory control, or recordkeeping
- Willingness to work overtime

Behavioural Competencies:

- Good team player and ability to work together across all levels of cross – functional teams
- Dedicated, responsible and uphold strong integrity

Technical Competencies:

- Stock and inventory management
- Product handling and distribution
- Product storage, display and serving
- Basic computer skills
- Decision making
- Analytical skills

Salary Range



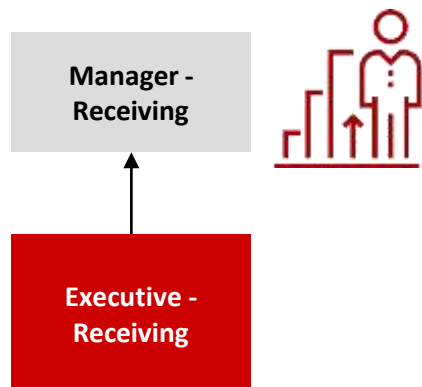
- RM2,000 – RM3,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Manager - Receiving

- Higher Secondary/ SPM/ Diploma in Warehouse Management or equivalent
- 3-4 years of experience in storekeeping, inventory control, or recordkeeping

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS7.4 – Manager, Receiving

Job Description / Key Tasks:

- Manage all aspects of delivery, transferring and receiving processes and communications with buying office and merchandise control
- Shares responsibility with management team with regards to damages, singles and merchandise back stock
- Forecast on expenses/budget required
- Comply with regulations on warehousing and material handling and advising management on required actions
- Complete warehouse operational requirements

Skills & Competencies Required for Current Position

Pre-requisite:

- Higher Secondary/ SPM/ Diploma in Warehouse Management or equivalent (preferred)
- 3-4 years of experience in storekeeping, inventory control, or recordkeeping
- Willingness to work overtime

Behavioural Competencies:

- Good team player and ability to work together across all levels of cross – functional teams
- Dedicated, responsible and uphold strong integrity
- Attention to details

Technical Competencies:

- Stock and inventory management
- Intermediate English verbal and writing skills
- Ability to read, write, perform numerical calculations
- Intermediate understanding of oral and written instructions
- Intermediate knowledge of Microsoft Office software
- Strong leadership skills

Salary Range



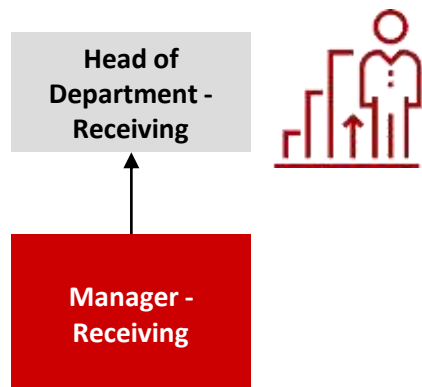
- RM4,000 – RM5,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Head of Department - Receiving

- Higher Secondary/ SPM/ Diploma in Warehouse Management or equivalent
- 4-5 years of experience in storekeeping, inventory control, or record keeping

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS7.5 – Head of Department, Receiving

Job Description / Key Tasks:

- Responsible in planning, managing, monitoring and controlling all aspects of delivery, transferring and receiving processes
- Ensure operations adhere to Government regulations
- Ensure backroom operations are safeguarded by security protocols
- Ensure inventory levels are controlled and reconciled with data storage system
- Finalise financial objectives by approving an annual budget
- Monitor department staff and its operations

Skills & Competencies Required for Current Position

Pre-requisite:

- Higher Secondary/ SPM/ Diploma in Warehouse Management or equivalent (preferred)
- 4-5 years of experience in storekeeping, inventory control, or record keeping
- Willingness to work overtime

Behavioural Competencies:

- Good leadership skills
- High level of dedication and responsibility

Technical Competencies:

- Stock and inventory management
- Product quality standard
- Documentation and analytical skills
- Intermediate English verbal and writing skills
- Ability to read, write, perform numerical calculations
- Intermediate understanding of oral and written instructions
- Intermediate knowledge of Microsoft Office software

Salary Range



- RM5,000 – RM8,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway

Not Applicable

Head of
Department -
Receiving



Preferred Qualifications for Career Mobility

Not Applicable

MSIC Categories

- Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS8.1 – General Manager

Job Description / Key Tasks:

- To establish organisational goal, performance objectives, guideline and best practices
- Propose operational improvements and sustainability of overall business operations
- Oversee store operations and ensure store provides a safe work environment for all staff and customers
- Oversee the monitoring and managing of staff and other controllable expenditure

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree/ Masters/ Professional Certification in any related field
- Retail Operations (Division) – Level 5 (preferred)
- Minimum 10 years' experience in related field

Behavioural Competencies:

- Confidence, drive and enthusiasm
- Decision-making ability and a sense of responsibility
- Planning & organisational skills
- Business sense / acumen and strategic thinking
- Strong vision and mindset of excellence
- Strong leadership skills

Technical Competencies:

- Knowledge of business and management principles
- Retail operation management
- Excellent problem – solving ability
- Sales, marketing and customer service management
- Leadership skill - people management, etc
- Analytical and problem solving skills
- Coaching and mentoring
- Financial literacy (Profit and loss analysis)
- Business Presentation
- Knowledge in existing Government regulation and policy
- Public relations

Salary Range



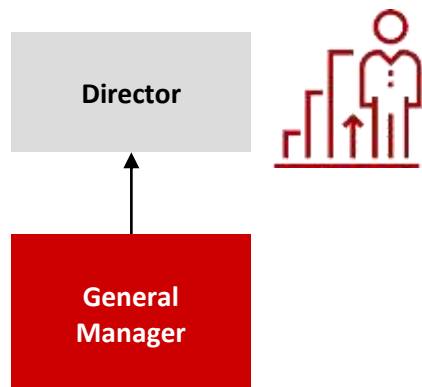
- RM15,000 – RM35,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts
- Allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Director

- Bachelor's Degree/ Masters/ Professional Certification in any related field
- Minimum 10 years' experience in related field

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

NS8.2 – Director

Job Description / Key Tasks:

- Sets the overall direction for the organisation, formulates strategic goals and drives organisational growth
- Review business operations to meet current and future business needs
- Review current and future organization challenges
- Drive organisation’s financial, innovation and productivity strategies
- Champions the organisation's service excellence aspirations and fosters strategic relationships with stakeholders
- Interpret and review company wide profit and loss

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree/ Masters/ Professional Certification in any related field
- Minimum 10 years' experience in related field

Behavioural Competencies:

- Confident and enthusiastic towards success
- Decision making ability and a sense of responsibility
- Planning & organisational skills
- Business sense / acumen and strategic thinking
- Strong vision and mindset of excellence
- Strong leadership skills/ people leader

Technical Competencies:

- Knowledge of business and management principles
- Retail operation management
- Excellent problem – solving ability
- Sales, marketing and customer service management
- Leadership and people management skills
- Analytical and problem solving skills
- Coaching and mentoring
- Financial literacy (Profit and loss analysis)
- Strong written and oral communication skills
- Knowledge in regulation and policy
- Public relations
- Adapt in change management across different functional roles

Salary Range



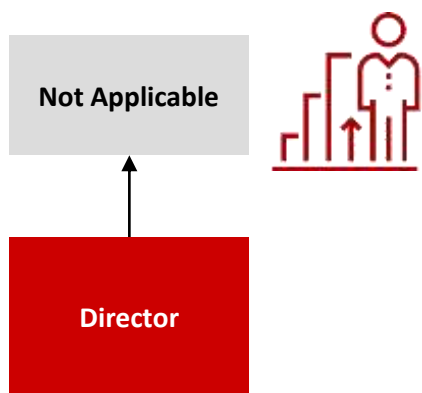
- RM15,000 and above

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts
- Allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Not Applicable

MSIC Categories

- **Group 471 – Retail Non-Specialised Store:**
 - Provision stores
 - Supermarket
 - Mini market
 - Convenience stores
 - Department stores
 - Department stores & supermarket
 - Hypermarket
 - News agents & others

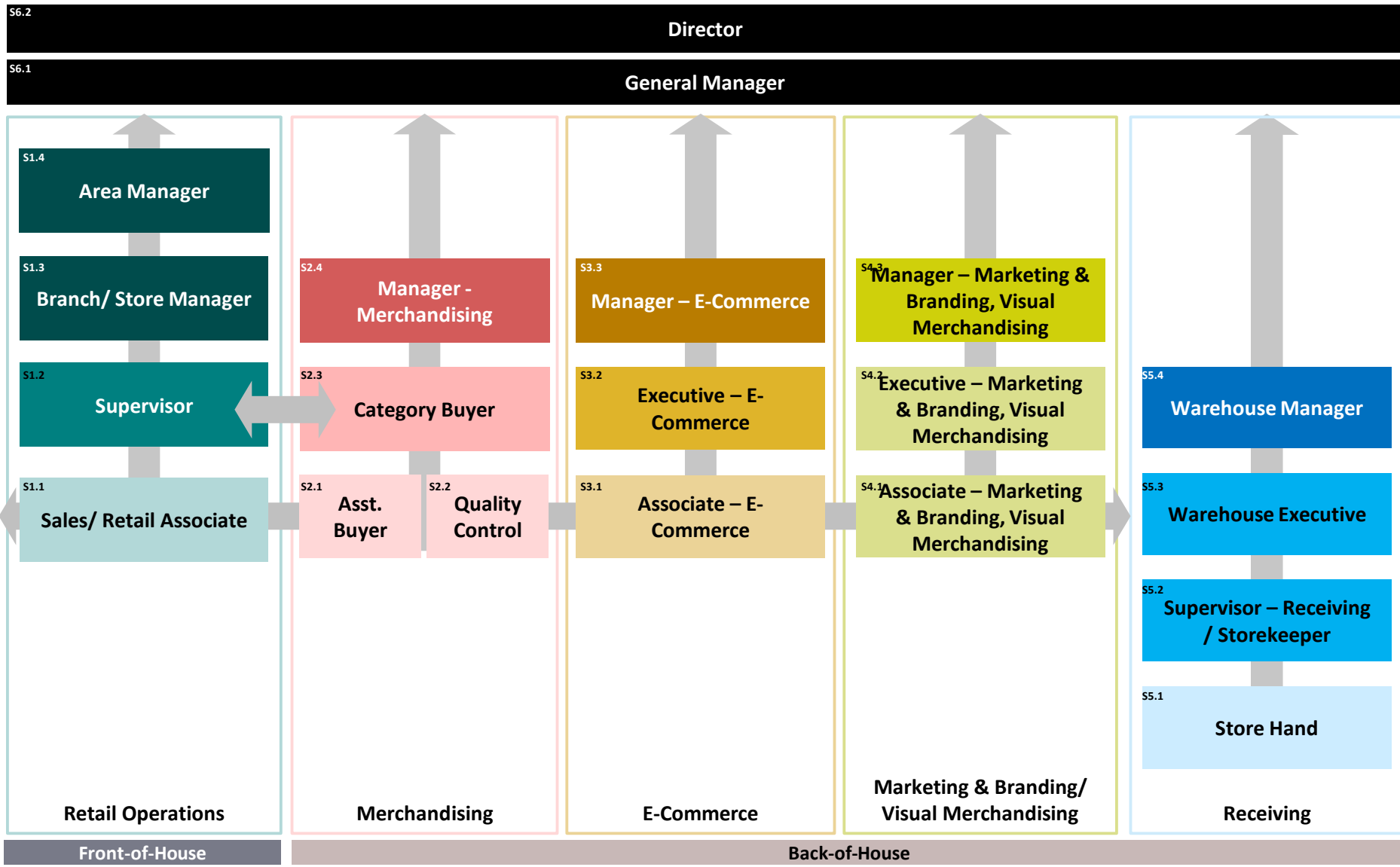
Summary

The non-specialised stores in Malaysia by virtue of scale and more mature brick-and-mortar based operations, tend to adopt more conventional business models. As such, talent requirements have remained largely unchanged over the years, with staff turnovers remaining relatively high for its frontliners, of which there are limited efforts in terms of possible automation. There is a need for companies to move away from classic 'micro-managing' of people management system.

The non-specialised stores in Malaysia are consciously aware of the consumer trend towards e-commerce. Adoption and implementation of e-commerce remains in 'pilot phase' and are largely treated as a 'virtual branch' when implemented by the Malaysian brick-and-mortar establishments. There is also a recognition that the proliferation of independent online e-commerce platforms will likely co-exist with brick-and-mortar stores as Malaysian consumers still prefer the latter for perishable and higher retail priced items.

Although there has been an overall industry push towards the adoption of business intelligence, the non-specialised stores in Malaysia have indicated that this function tends to be outsourced as specialised talent with retail experience remains very scarce. In recognising this opportunity, the industry notes that they are comfortable utilising specialised solution providers that currently exist in this space, with no short term plans as yet to develop in-house capabilities.

Career Pathways for Priority Jobs (Specialised Stores)



As there is currently no Occupational Framework available for MSIC G472 to G479, the career pathways for specialised stores were constructed based on inputs from industry players, with close reference to the list of 117 occupations listed in the Occupational Framework (MSIC G471) for non-specialised stores. Closed door interviews have been conducted with selected specialized companies to identify critical occupations.

S1.1 – Sales / Retail Associate

Job Description / Key Tasks:

- Greet customers who enter the store or outlet
- Assist shoppers to find the goods and products they are looking for
- Stock shelves with merchandise
- Ensure goods are well displayed
- Keep the store tidy and clean, this includes hovering and mopping
- Ensure the cash management transactions are according to company compliance at all times
- Perform other sales operation duties assigned by superior

Skills & Competencies Required for Current Position

Pre-requisite:

- School leavers/ Higher Secondary / “O” Level certificates in any field
- Certificate in Retail Ops.
- Entry level (0 years' experience)
- Flexible working hours (weekends / festive seasons)

Behavioural Competencies:

- Having a friendly and engaging personality
- Positive attitude
- Able to learn new information and fast to adapt
- Actively looking for ways to meet the customer need
- Customer friendly adaptability
- Honesty and integrity

Technical Competencies:

- Using standard business English language
- Basic numerical skills
- Basic computer skills
- Physically fit to lift heavy items
- Able to assist in handling customer complaints
- Close sales
- Deep understanding of product knowledge
- Good observation skills
- Inventory techniques
- Good communication skills

Salary Range



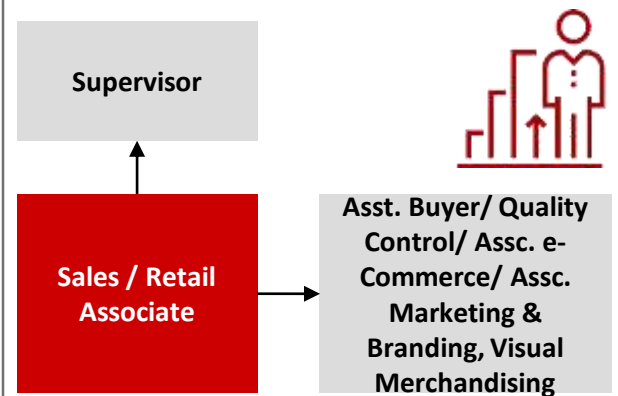
- RM1,100 – RM2,500

*excludes commission

Career Benefits

- Annual leave
- Medical coverage (Personal)
- Sales commission / incentives
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Supervisor

- Higher Secondary/ SPM / “O” Level in any field
- Retail Operations certificate - Level 3 or Diploma in Retail Management
- Min. 1 year exp.

Asst. Buyer/ Quality Control/ Assoc. e-Commerce/ Assoc. Marketing & Branding, Visual Merchandising

- School leavers/ SPM / “O” Level certificates in any field
- Certificate in Retail Ops.
- Entry level (0 years' experience)

MSIC Categories

- **Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S1.2 – Supervisor

Job Description / Key Tasks:

- Responsible to oversee retail operations for product lines
- Ensure sales activities run smoothly by providing excellent customer service
- Attend to customer's needs as and when required
- Supervise staff and ensure employees are customer focused and adhering to SOP
- Maintain accurate, updated records of product cost, production, and losses

Skills & Competencies Required for Current Position

Pre-requisite:

- Higher Secondary/ SPM / "O" Level in any field
- Retail Operations certificate - Level 3 (preferred) or Diploma in Retail Management (preferred)
- Minimum 1 year experience
- Flexible working hours (weekends / festive seasons)

Behavioural Competencies:

- Apply interpersonal skills to meet customer needs and expectations
- Actively looking for ways to meet the customer need
- Honesty and integrity
- Excellent sense of organization
- Perseverance and adapting to business requirements

Technical Competencies:

- Deep understanding of product knowledge
- Proficient in basic computer skills
- Good communication skills
- Effective selling techniques and providing consultation on product and services
- Ability to handle multiple demands
- Ability to document and close sales transactions
- Lead, managing and motivating team to contribute to productivity improvement and innovation
- Good observation skills

Salary Range



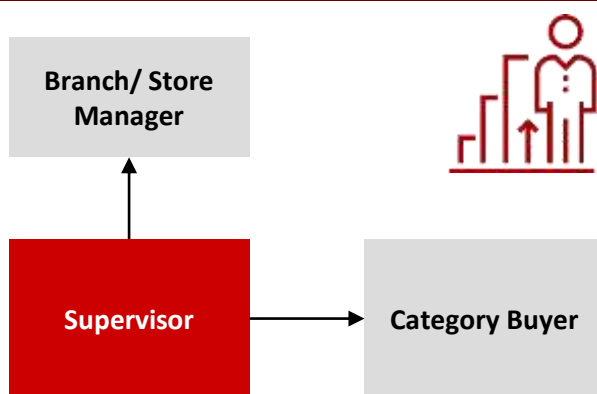
- RM2,000 – RM3,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Sales commission / incentives
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Branch/ Store Manager

- Diploma in any related fields
- Skills Dip. in Retail Operations – Level 4
- Minimum 2 years' exp. at supervisory level
- Management trainee

Category Buyer

- SPM / "O" Level in with 1 year experience
- Certificate in Retail Operations - Level 3
- Diploma in any related field (merchandising, etc)

MSIC Categories

- **Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S1.3 – Branch/ Store Manager

Job Description / Key Tasks:

- Manage and oversee branch personnel
- Supervise branch operations and ensure efficient operations
- Improve productivity and streamline branch activities
- Organise and execute training programmes for branch personnel
- Evaluate employee performance and provide coaching as required
- Conduct regular sales and operations meeting
- Manage budget and branch funds and meet financial objectives
- Interact with customers on regular basis to ensure satisfaction

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5 (preferred)
- Minimum 4-5 years' experience in related field

Behavioural Competencies:

- Proficiency in hiring and training of sales team
- Expertise in sales techniques
- Ability to build a customer base and customer loyalty
- Business sense acumen
- High level of dedication and responsibility
- Able to motivate employees

Technical Competencies:

- Knowledge of business and management principles
- Leadership skill and people management skills
- Able to provide recommendations for store improvements
- Excellent analytical and problem solving skills
- Strong organisational skills, ability to plan, prioritise and multi-task
- Excellent communication and presentation skills
- Ability to recruit, select, conduct orientation and training of employees
- Understanding of financial objectives and ability to implement corrective actions to manage losses

Salary Range



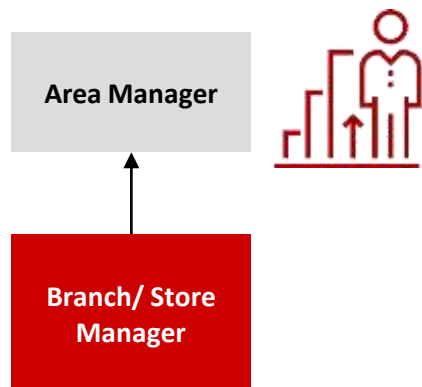
- RM5,000 – RM12,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Sales commission / incentives
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Area Manager

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5
- Minimum 5 years' experience in related field
- Able to travel

MSIC Categories

- **Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S1.4 – Area Manager

Job Description / Key Tasks:

- Manage a number of stores in an allocated area and to manage and ensure the success of their stores
- Set sales target for outlets with regular monitoring
- Lead a team of branch/ store managers towards company goal
- Identify areas of improvements and conduct training for staff development
- Report sales performance to management team
- Empower store managers to maintain highest standard of performance and comply to policies, procedure and control

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5 (preferred)
- Minimum 5 years' experience in related field
- Able to travel

Behavioural Competencies:

- Confident, ability to drive and motivate team and enthusiastic
- Decision making ability and a sense of responsibility
- Planning & organisational skills
- Business sense / acumen and strategic thinking
- Ability to work under pressure

Technical Competencies:

- Knowledge of business and management principles
- Knowledge in retail operations management
- Excellent analytical and problem – solving ability
- Sales, marketing and customer service management
- Leadership and people management skills
- Coaching and mentoring

Salary Range



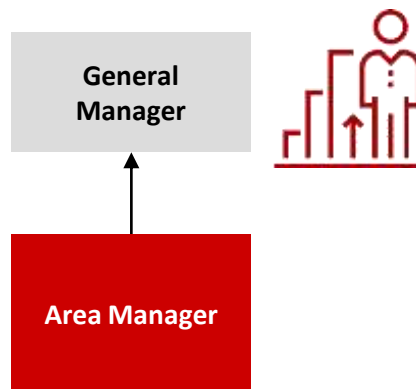
- RM6,000 – RM15,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Sales commission / incentives
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

General Manager

- Bachelor's Degree in any related field
- Minimum 10 years' experience in related field

MSIC Categories

- **Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S2.1 – Assistant Buyer

Job Description / Key Tasks:

- Assist respective departments (e.g. hardline, softline, foodline, personal care, etc.) in sourcing and buying/ purchasing
- Prepare product reports based on monthly budget which includes sales target, profit, price alteration, inventory level, etc.
- Assist in following up on purchases and documentations required
- Prepare and issue Purchase Order according to requirements
- Coordinate merchant and supplier meeting and preparation of business contract documentations

Skills & Competencies Required for Current Position

Pre-requisite:

- SPM / "O" Level in with 1 year experience
- Retail Operations certificate (Department) - Level 3 (preferred)
- Diploma in any related field (merchandising, etc.)
- Minimum 2-3 year experience

Behavioural Competencies:

- Friendly and engaging personality
- Positive attitude
- Able to learn new information and fast to adapt
- Good time management
- Good team player and able to work with all levels of cross-functional teams

Technical Competencies:

- Intermediate computer skills (Microsoft office)
- Intermediate numerical skills
- Good command of English language
- Able to perform basic administrative skills
- Basic negotiation skills
- Basic problem solving and analytical skills
- Knowledge in merchandising business processes

Salary Range



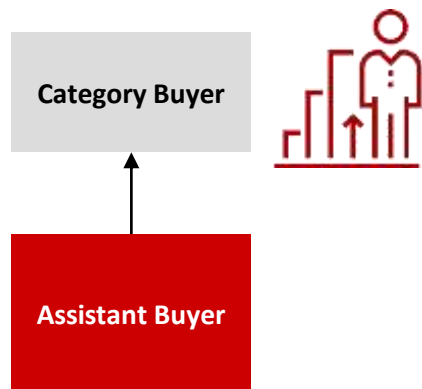
- RM2,000 – RM3,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Staff discounts
- Allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Category Buyer

- SPM / "O" Level in with 1 year experience
- Retail Operations certificate (Department) - Level 3 or
- Diploma in any related field (merchandising, etc)
- Minimum 1 year experience

MSIC Categories

- **Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S2.2 – Quality Controller

Job Description / Key Tasks:

- Conduct inspection on the quality of goods
- Quality control on the produced to comply with customer requirement
- Quality testing/inspection
- General production documentation
- Monitor and analyse performance of production process
- Perform random quality inspection on incoming, in process, intermediate, bulk or finished products

Skills & Competencies Required for Current Position

Pre-requisite:

- SPM/STPM/Certificate in any discipline
- Minimum of 2 years working experience in the related field

Behavioural Competencies:

- Friendly and engaging personality, diligent
- Able to learn new information and fast to adapt
- Good time management
- Good team player and able to work with all levels of cross-functional teams
- Able to pay attention to details

Technical Competencies:

- Good interpersonal and communications skill
- Intermediate computer skills (Microsoft office)
- Intermediate numerical skills
- Good command of English language
- Able to perform basic administrative skills
- Basic negotiation skills
- Basic problem solving and analytical skills

Salary Range



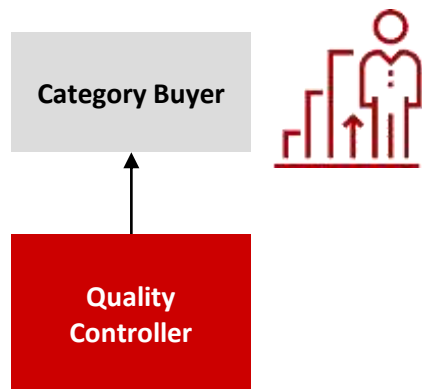
- RM2,500 – RM4,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Staff discounts
- Allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Category Buyer

- SPM / "O" Level in with 1 year experience
- Retail Operations certificate (Department) - Level 3 or
- Diploma in any related field (merchandising, etc)
- Minimum 1 year experience

MSIC Categories

- **Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S2.3 – Category Buyer

Job Description / Key Tasks:

- Assist Merchandising Manager in all merchandising activities i.e. merchandise development planning, supplier planning and inventory planning are carried out based on established policies and guidelines
- Conduct store visits to check layout, assortment, and display of items
- Identify slow moving items, dead stocks, responses to sales promotions
- Monitor sales performance, merchandise pricing, stock turnover level
- Conduct market survey on competitors strategies

Skills & Competencies Required for Current Position

Pre-requisite:

- Retail Operations certificate (Department) - Level 3 (preferred)
- Diploma in any related field (merchandising, etc.)
- Minimum 1 year experience

Behavioural Competencies:

- Able to work together with all levels of cross-functional team
- High level of dedication and trustworthy, versatile
- Friendly and engaging personality
- Positive attitude
- Willing to learn new information and ability to adapt

Technical Competencies:

- Intermediate computer skills (Microsoft office)
- Basic numerical skills
- Good command of English language
- Intermediate administrative skills
- Strong business negotiation skills
- Critical and analytical in solving problem
- Understand merchandising processes

Salary Range



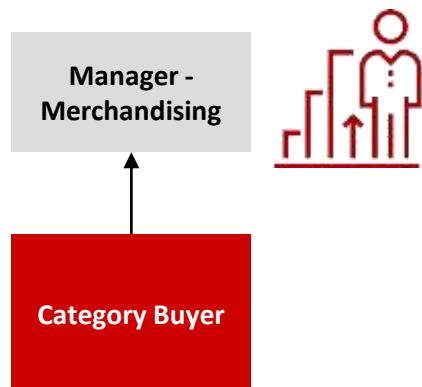
- RM3,000 – RM5,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Staff discounts
- Allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Manager – Merchandising

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5
- Minimum 8 years' experience in related field

MSIC Categories

- **Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S2.4 – Manager, Merchandising

Job Description / Key Tasks:

- Assist Head of Merchandising in ensuring all merchandising activities i.e. merchandise development planning, supplier planning and inventory planning are carried out based on established policies and guidelines
- Source, negotiate, acquire and procure the best value products from local and overseas suppliers
- Review and evaluate product performance with vendors
- Manage team of Category Buyers and monitor staff performance

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5 (preferred)
- Minimum 8 years' experience in related field

Behavioural Competencies:

- Able to work together with all levels of cross-functional team
- Dedicated and trustworthy
- Friendly and engaging personality
- Positive attitude
- Able to learn new information and fast to adapt

Technical Competencies:

- Intermediate computer skills (Microsoft office)
- Retail numerical skills
- Good command of English
- Intermediate administrative skills
- Analytical and understand market trends
- Able to conduct business reviews
- Knowledgeable in merchandise assortments
- Knowledge of company's and competing product lines and the methods to display them
- Good negotiation skills

Salary Range



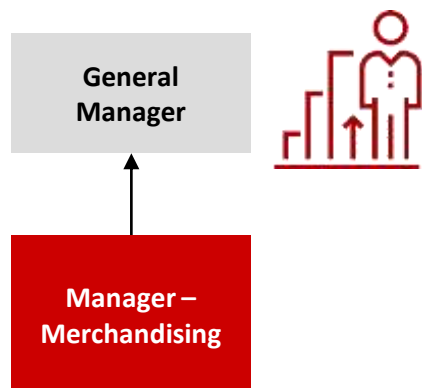
- RM10,000 and above

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts
- Allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

General Manager

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5
- Minimum 10 years' experience in related field

MSIC Categories

- Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S3.1 – Associate, e-Commerce

Job Description / Key Tasks:

- Assist Executives/ Manager to monitor the store's website operations
- Ensure customers receive their correct e-Commerce orders in good condition and on schedule
- Stay up to date in the knowledge of the sales floor and departments
- Analyse online market and collect data of competitors

Skills & Competencies Required for Current Position

Pre-requisite:

- SPM / "O" Level in any field
- 0 years of experience

Technical Competencies:

- Proficient in Microsoft Office tools
- Possess good communication skills, proactive and detail oriented

Behavioural Competencies:

- Friendly and engaging personality
- Able to learn new information and fast to adapt
- Actively looking for ways to meet the customer need

Salary Range



- RM1,500 – RM2,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway

Executive – e-Commerce



Associate – e-Commerce

Retail Assc. / Asst. Buyer/ Assc. e-Commerce/ Assc. Marketing & Branding, Visual Merchandising

Preferred Qualifications for Career Mobility

Executive – e-Commerce

- Diploma/ Bachelor's Degree in related fields (IT, etc)
- Minimum 2 years' experience

Retail Assc. / Asst. Buyer/ Assc. e-Commerce/ Assc. Marketing & Branding, Visual Merchandising

- School leavers/ SPM / "O" Level certificates in any field
- Certificates in Retailing
- Entry level (0 years' experience)

MSIC Categories

- **Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S3.2 – Executive, e-Commerce

Job Description / Key Tasks:

- Responsible for everything that goes on in the store's website. This includes the posting/displaying of the goods, making sure that all links are working, updating the database, and customer service
- Analyse reports on the results and performance of all online business to measure its success
- Work with marketing team or manage digital marketers to improve quality and traffic acquisition

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma/ Bachelor's Degree in related fields (IT, etc.)
- Minimum 2 years' experience

Behavioural Competencies:

- Good interpersonal skills and able to communicate well within group
- Positive mindset
- Confident and comfortable working within a broad range of customers

Technical Competencies:

- Understanding of website analytics / market trends
- Intermediate computer skills
- Experienced in content creation and digital marketing strategies
- Fulfillment of customer orders
- Reporting of online sales performance
- Knowledge of business and management principles
- Manage online store's/outlet's business performance and promotion
- Cooperate with other functional departments on information to be uploaded / promoted
- Analytical

Salary Range



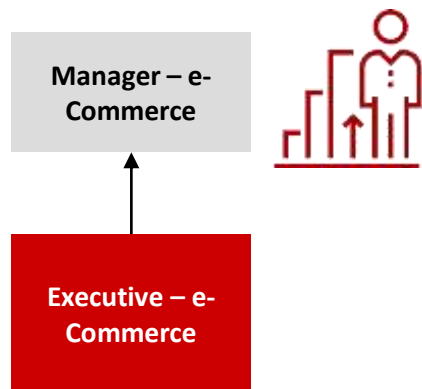
- RM3,500 – RM5,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Manager – e-Commerce

- Bachelor's Degree in related fields (IT, etc)
- Minimum 8 years' experience in related field

MSIC Categories

- Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S3.3 – Manager, e-Commerce

Job Description / Key Tasks:

- Responsible for everything that goes on in the store's website. This includes the posting/displaying of the goods, monitoring functionality of web links, updating the database, and of course, customer service.
- Overlook the team of e-Commerce managers on their respective delegated projects

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree in related fields (IT, etc.)
- Minimum 3-5 years' experience in related field

Behavioural Competencies:

- Good interpersonal skills and able to communicate well within group
- Positive mindset
- Confident and comfortable working within a broad range of customers

Technical Competencies:

- Intermediate computer skills
- Content creation
- Fulfillment of customer orders
- Reporting of online sales performance
- Knowledge of business and management principles
- Manage online store's/outlet's business performance and promotion
- Cooperate with other functional departments on information to be uploaded / promoted
- Adapt in change management across different functional roles

Salary Range



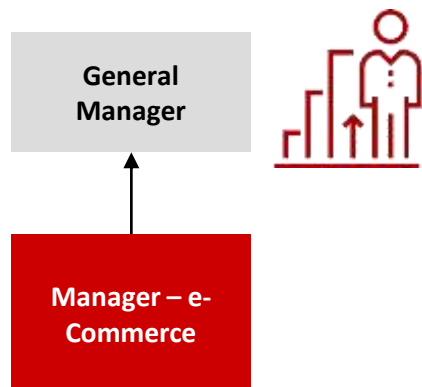
- RM5,000 – RM12,000

*excludes commission

Career Benefits

- Performance bonus
- Annual leaves
- Medical coverages
- Staff discount
- Allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

General Manager

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5
- Minimum 10 years' experience in related field

MSIC Categories

- Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S4.1 – Associate, Marketing & Branding, Visual Merchandising

Job Description / Key Tasks:

- To achieve maximum exposure on products, promotions or activities of the organization
- Handle multiple marketing campaigns and promotions
- Assist in meeting with new clients and preparation of new promotions
- Stay up to date in the knowledge of the sales floor and departments
- Analyse online market and collect data of competitors

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma/ Bachelor's Degrees in related fields (Marketing, Advertising, Business, etc.)
- Minimum 0 years of experience in related field

Behavioural Competencies:

- Good planning and project management skills
- Analytical and creative mind
- Actively looking for ways to identify market demands

Technical Competencies:

- Understanding of various digital file formats and printing terminology
- Understanding of digital channels and online marketing
- Uphold the company and product brand through building and maintaining customer relations
- Comply to marketing code of ethics

Salary Range



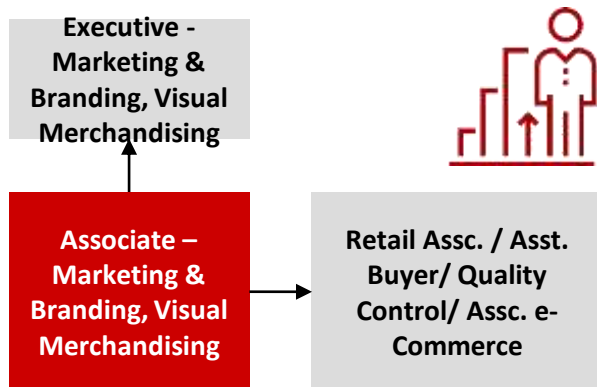
- RM 1,500 – RM2,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Executive – Marketing and Branding

- Bachelor's Degree in related fields (Marketing, Advertising, Business, etc.)
- Minimum 5 years' experience in related field

Retail Assc. / Asst. Buyer/ Quality Control/ Assc. e-Commerce

- School leavers/ SPM / "O" Level certificates in any field
- Certificates in Retailing
- Entry level (0 years' experience)

MSIC Categories

- **Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S4.2 – Executive, Marketing & Branding, Visual Merchandising

Job Description / Key Tasks:

- Execute marketing and branding plans to achieve maximum exposure on products, promotions or activities of the organisation
- Analyse results, propose different strategies to improve lead quality and optimize the ROIs which has been set forth by the company
- Overlook on executive's projects and coach executives/ associates to be bold and innovative

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree in related fields (Marketing, Advertising, Business, etc.)
- Minimum 5 years' experience in related field

Behavioural Competencies:

- Good planning and project management skills
- Analytical and creative mind
- Actively looking for ways to identify market demands
- Strong leadership qualities, positive mindset and confidence

Technical Competencies:

- Advanced knowledge of various digital file formats and printing terminology
- Broad understanding of digital channels and online marketing
- Uphold the company and product brand through building and maintaining customer relations
- Comply to marketing code of ethics
- Coaching skills

Salary Range



- RM3,500 – RM5,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Manager – Marketing & Branding, Visual Merchandising

- Bachelor's Degree in related fields (Marketing, Advertising, Business, etc)
- Minimum 5 years' experience in related field

MSIC Categories

- Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S4.3 – Manager, Marketing & Branding, Visual Merchandising

Job Description / Key Tasks:

- Responsible to plan, strategize and Lead the approved Digital Marketing planner based on Master Marketing Plan and Social Media Strategy to achieve maximum exposure on products, promotions or activities of the organization
- Analyse results, propose different strategies to improve lead quality and optimize the ROIs which has been set forth by the company
- Overlook on implementation of planned strategies

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree in related fields (Marketing, Advertising, Business, etc.)
- Minimum 5 years' experience in related field

Behavioural Competencies:

- Good planning and project management skills
- Analytical and creative mind
- Actively looking for ways to identify market demands
- Strong leadership qualities, positive mindset and confidence

Technical Competencies:

- Intermediate computer skills (Microsoft office)
- Distinguished level of retail Mathematics
- Good command of English language
- Intermediate administrative skills
- Understanding of market trends
- Adapt in change management across different functional roles
- Comply to marketing code of ethics

Salary Range



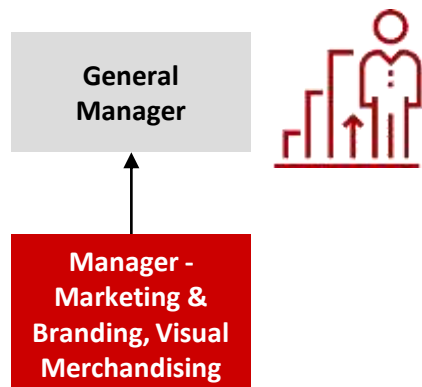
- RM5,000 – RM12,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

General Manager

- Bachelor's Degree in any related field
- Retail Operations (Division) – Level 5
- Minimum 10 years' experience in related field

MSIC Categories

- Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S5.1 – Store Hand

Job Description / Key Tasks:

- To receive merchandises
- To receive, examine and unpack incoming shipments
- Operate lift truck from shipping and receiving platform to store area
- Sort, count, identify, verify and track all material to maintain accurate inventory records
- Dispatch items to various departments

Skills & Competencies Required for Current Position

Pre-requisite:

- Higher Secondary/ SPM/ Diploma in Warehouse Management or equivalent (preferred)
- Entry level (0 year of experience)
- Willingness to work overtime
- Have a Goods Driving License (GDL)

Behavioural Competencies:

- Good team player and ability to work together across all levels of cross – functional teams
- Dedicated, responsible and uphold strong integrity

Technical Competencies:

- Stock and inventory management
- Handling of heavy vehicles
- Inventory control skills

Salary Range



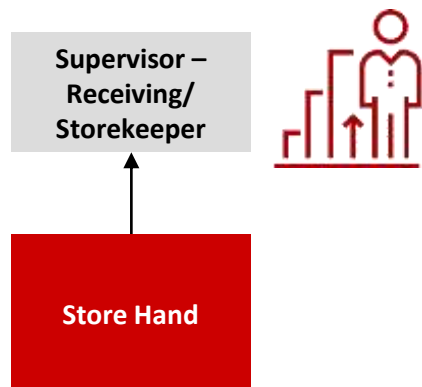
- RM1,100 – RM1,500

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Supervisor – Receiving/ Storekeeper

- Higher Secondary/ SPM/ Diploma in Warehouse Management or equivalent
- 1 year of experience in storekeeping, inventory control, or recordkeeping

MSIC Categories

- Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S5.2 – Supervisor, Receiving/ Storekeeper

Job Description / Key Tasks:

- Oversee the delivery of products and reviewing purchase orders
- Support and coordinate operations regarding unloading, intake, store and distribution
- Monitor teams operating equipment such as forklift and pallet jacks
- Ensure products are properly tagged, labelled and stored safely
- Provide reports to management or other warehouse personnel to identify areas of improvements
- Contribute to personnel and staffing decisions during busy periods

Skills & Competencies Required for Current Position

Pre-requisite:

- Higher Secondary/ SPM/ Diploma in Warehouse Management or equivalent (preferred)
- 1 year of experience in storekeeping, inventory control, or recordkeeping
- Willingness to work overtime

Behavioural Competencies:

- Good team player and ability to work together across all levels of cross – functional teams
- Dedicated, responsible and uphold strong integrity

Technical Competencies:

- Product handling and distributions
- Product storage and display requirements
- Inventory management skills

Salary Range



- RM1,500 – RM2,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway

Executive - Receiving

Supervisor – Receiving/ Storekeeper

Retail Assc. / Cashier/ Clerical/ Assc. e-Commerce/ Assc. Marketing & Branding/ Display Artist



Preferred Qualifications for Career Mobility

Executive - Receiving

- Higher Secondary/ SPM/ Diploma in Warehouse Management or equivalent
- 1-2 years of experience

Retail Assc. / Cashier/ Clerical/ Assc. e-Commerce/ Assc. Marketing & Branding/ Display Artist

- School leavers/ SPM / “O” Level certificates in any field
- Certificates in Retailing
- Entry level (0 years' experience)

MSIC Categories

- **Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S5.3 – Warehouse Executive

Job Description / Key Tasks:

- Responsibility for the operation and supervision of stores facility
- Supervise other Storekeepers; and are responsible for work of greater complexity and responsibility
- Involved in receiving, inspecting, and delivering shipments
- Assist the Warehouse Manager in planning budgetary needs, and determine appropriate stock control methods and operating policies and procedures

Skills & Competencies Required for Current Position

Pre-requisite:

- Higher Secondary/ SPM/ Diploma in Warehouse Management or equivalent (preferred)
- 2 year of experience in storekeeping, inventory control, or recordkeeping
- Willingness to work overtime

Behavioural Competencies:

- Able to be proactive with time and balancing stores functions within the daily work cycle
- Good team player
- Dedication and responsible to company's objective

Technical Competencies:

- Intermediate English verbal and writing skills
- Ability to read, write, perform numerical calculations
- Intermediate understanding of oral and written instructions
- Intermediate knowledge of Microsoft Office software

Salary Range



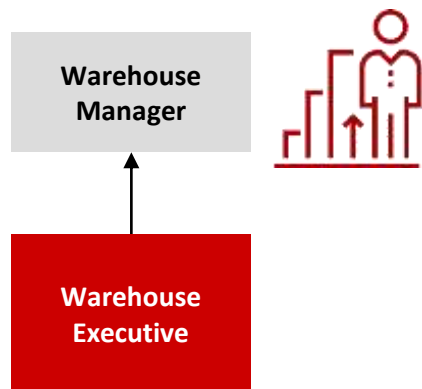
- RM3,500 – RM5,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway



Preferred Qualifications for Career Mobility

Warehouse Manager

- Higher Secondary/ SPM/ Diploma in Warehouse Management or equivalent
- 3 years of experience in storekeeping, inventory control, or record keeping
- Willingness to work overtime

MSIC Categories

- **Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S5.4 – Warehouse Manager

Job Description / Key Tasks:

- Plan, organise and direct space and staffing requirements, stock selection and procurement, customer service, customer and vendor relations, planned purchasing coordination, and inventory management
- Work closely with production and purchasing department
- Plan budgetary needs and determine appropriate stock control methods and operating policies and procedures
- Managing warehouse team and ensure staff work according to its objectives

Skills & Competencies Required for Current Position

Pre-requisite:

- Higher Secondary/ SPM/ Diploma in Warehouse Management or equivalent (preferred)
- 3 years of experience in storekeeping, inventory control, or record keeping
- Willingness to work overtime

Behavioural Competencies:

- Able to be proactive with time and balancing stores functions within the daily work cycle
- Good team player
- Dedication and responsible to company's objective
- Honesty and integrity

Technical Competencies:

- Intermediate English verbal and writing skills
- Ability to read, write, perform numerical calculations
- Advanced understanding of oral and written instructions
- Basic knowledge of Microsoft Office software
- Able to work independently and handle multiple projects

Salary Range



- RM5,000 – RM8,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts

Potential Career Pathway

Not Applicable

Warehouse Manager



Preferred Qualifications for Career Mobility

Not Applicable

MSIC Categories

- **Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S6.1 – General Manager

Job Description / Key Tasks:

- Responsible to establish organisational goal, performance objectives, guideline and best practices
- Propose operational improvements and sustainability of overall business operations
- Oversee store operations and ensure store provides a safe work environment for all staff and customers
- Oversee the monitoring and managing of staff and other controllable expenditure

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree/ Masters/ Professional Certification in any related field
- Retail Operations (Division) – Level 5 (preferred)
- Minimum 10 years' experience in related field

Behavioural Competencies:

- Confidence, drive and enthusiasm
- Decision making ability and a sense of responsibility
- Planning & organisational skills
- Business sense / acumen and strategic thinking
- Strong vision and mindset of excellence

Technical Competencies:

- Knowledge of business and management principles
- Retail operation management
- Excellent problem – solving ability
- Sales, marketing and customer service management
- Leadership skill - people management, etc.
- Analytical and problem solving skills
- Coaching and mentoring
- Financial literacy (Profit and loss analysis)
- Business Presentation
- Knowledge in regulation and policy
- Public relations

Salary Range



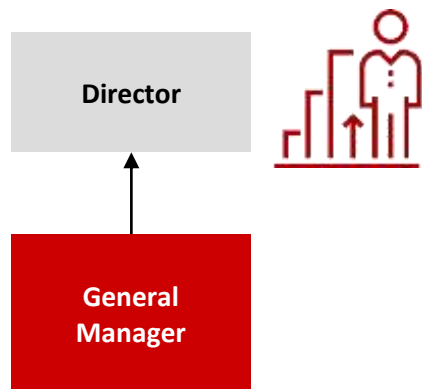
- RM15,000 – RM35,000

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts
- Allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Director

- Bachelor's Degree/ Masters/ Professional Certification in any related field
- Minimum 10 years' experience in related field

MSIC Categories

- Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

S6.2 – Director

Job Description / Key Tasks:

- Sets the overall direction for the organisation, formulates strategic goals and drives organisational growth
- Review business operations to meet current and future business needs
- Review current and future organization challenges
- Drive organisation's financial, innovation and productivity strategies
- Champions the organisation's service excellence aspirations and fosters strategic relationships with stakeholders
- Interpret and review company wide profit and loss

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree/ Masters/ Professional Certification in any related field
- Minimum 10 years' experience in related field

Behavioural Competencies:

- Confidence, drive and enthusiasm
- Decision making ability and a sense of responsibility
- Planning & organisational skills
- Business sense / acumen and strategic thinking
- Strong vision and mindset of excellence

Technical Competencies:

- Knowledge of business and management principles
- Retail operation management
- Excellent problem – solving ability
- Sales, marketing and customer service management
- Leadership and people management skills
- Analytical and problem solving skills
- Coaching and mentoring
- Financial literacy (Profit and loss analysis)
- Business Presentation
- Knowledge in regulation and policy
- Public relations
- Adapt in change management across different functional roles

Salary Range



- RM20,000 and above

*excludes commission

Career Benefits

- Annual leaves
- Medical coverage
- Performance bonus
- Staff discounts
- Allowances

Potential Career Pathway

Not Applicable

Director



Preferred Qualifications for Career Mobility

Not Applicable

MSIC Categories

- **Group 472 to 479 – Retail Specialised Store:**
 - Food, beverages and tobacco
 - Automotive fuel
 - ICT equipment
 - Household equipment
 - Cultural & recreation goods
 - Other goods
 - Via stalls & markets
 - Not in store, stalls, markets

Summary

The specialised stores in Malaysia offer a high degree of flexibility for staff mobility across their organisation. As these organisations have a smaller footprint in terms of total manpower as compared to non-specialised stores, employees are encouraged to explore and also take up opportunities in different department tracks. Lateral movements within the organisation be it for front-office or back-office are common practice, with the exception of Warehousing.

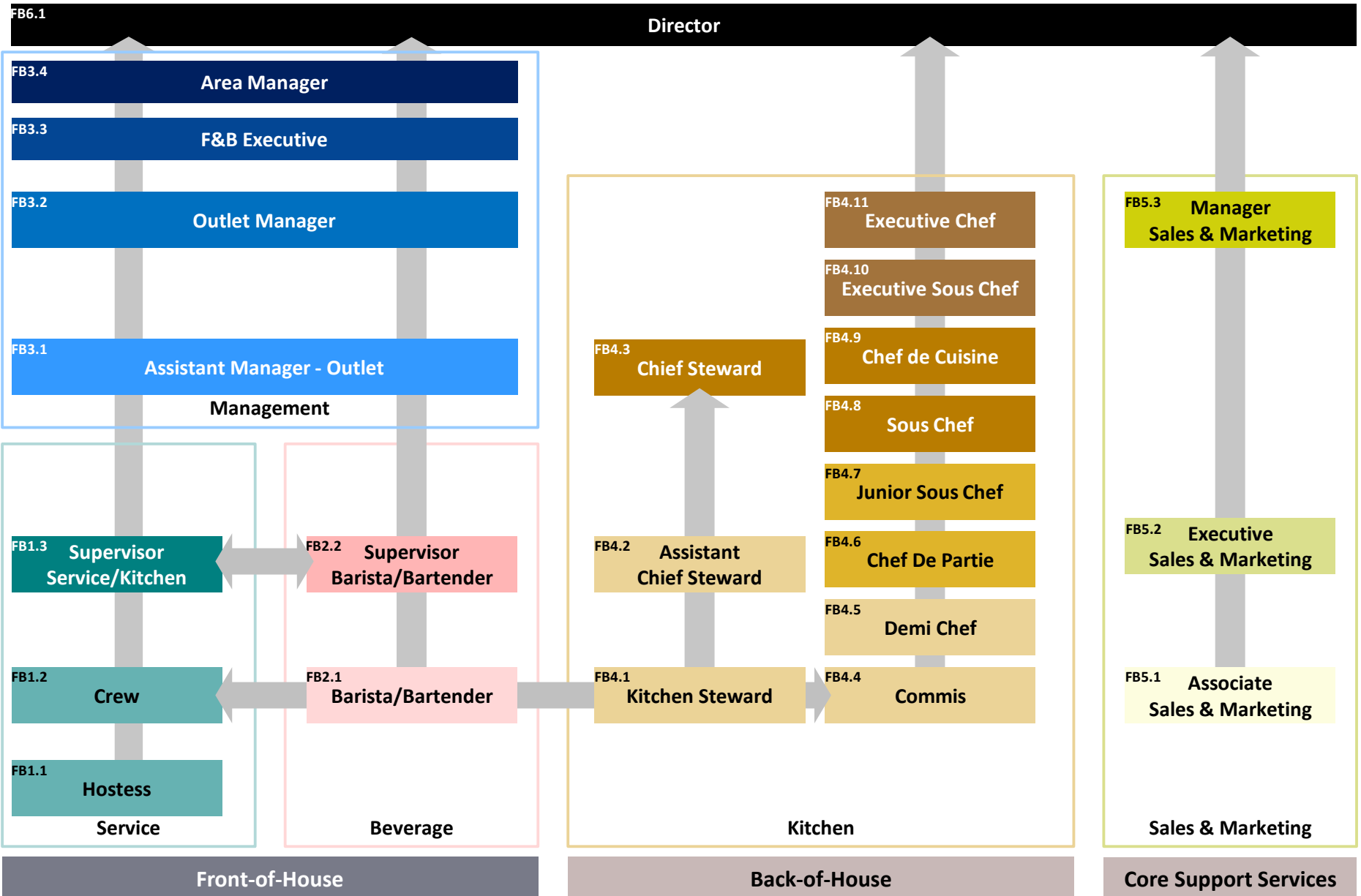
The specialised stores in Malaysia have recognized that there is an increasing requirement for expertise in dedicated Marketing and Branding functions, particularly on online platforms and many are actively pursuing this space. In spite of the dynamic career pathways in specialised stores, talent recruitment remains a chief concern amongst Malaysian specialised stores. This is compounded with high turnover observed at the entry level positions.

In recognition of this, specialised stores in Malaysia are progressively adopting innovative ways to retain and develop their existing staff. This includes the model on offering business opportunities to encourage their long-serving employees whom wish to become their own entrepreneurs as a means of retaining talent.



Career Pathways For F&B Industry

Career Pathways for Priority Jobs – F&B Sector



FB1.1 – Hostess

Job Description / Key Tasks:

- To provide assistance to the crew at restaurants
- Assist busy crew members to deliver orders to customers in a timely manner
- Resolve customer complaints / issues promptly
- Monitors all bookings and confirmation
- Receive customers and recommend food for their selection
- Complete all daily report timely and accurately

Skills & Competencies Required for Current Position

Pre-requisite:

- Primary / Secondary School / SPM / “O” Level in any field
- SKM Level 2
- No prior experience required

Behavioural Competencies:

- Good team player and able to work together with entire team
- Possess high customer oriented knowledge
- Willing to learn and take instruction
- Provide idea for improvement.
- Possess high hospitality attitude

Technical Competencies:

- The ability to work quickly and adapt on the go
- Understanding of hygiene and food safety rules
- Multilingual
- Basic people handling skills
- Ability to recover customer complaint and take actions accordingly
- Able to communicate in writing and verbal
- Administrative skills
- Excellent customer service skills

Salary Range

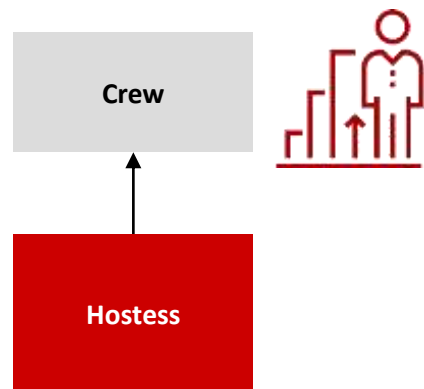


- RM1,200 – RM2,000

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Crew

- Primary / Secondary School / SPM / “O” Level in any field
- SKM Level 2
- No prior experience required

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities

FB1.2 – Crew

Job Description / Key Tasks:

- Provide excellent wait service to ensure satisfaction
- Taking customer orders and delivering food and beverages
- Reports customer complaint to the manager in-charge immediately
- Making menu recommendations, answering questions and sharing additional information with restaurant patrons
- Assist restaurant team if required by the supervisor or manager

Skills & Competencies Required for Current Position

Pre-requisite:

- Primary / Secondary School / SPM / “O” Level in any field
- SKM Level 2
- No prior experience required

Behavioural Competencies:

- Common-sense
- Attentive
- Courteous
- Friendly
- Honest
- Punctual

Technical Competencies:

- Understanding customer needs and provide personalised service
- Working cooperatively with others to complete work assignments
- Adaptability and appreciation of diversity
- Good product knowledge
- Understanding of hygiene and food safety rules
- Complying with procedures for a safe and healthy work environment

Salary Range

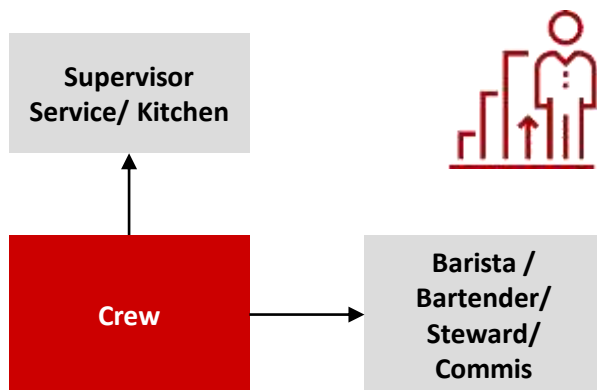


- RM1,200 – RM2,500

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Supervisor Service/ Kitchen

- Primary / Secondary School / SPM / “O” Level in F&B Services Management or equivalent
- SKM Level 3
- Minimum 2 year working experience in F&B industry

Barista / Bartender/ Steward/ Commis

- Certificate/ Diploma in Food and Beverages Services
- SKM Level 2
- No prior experience required

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 562:**
 - Event catering and other food service activities
- **Group 563:**
 - Beverage serving activities

FB1.3 – Supervisor, Service/Kitchen

Job Description / Key Tasks:

- Oversee all front/back of the house restaurant operations
- Ensure customer satisfaction through promoting excellent service
- Analyse staff performance and feedback to improve customer experience
- Seek ways to cut waste and decrease operational cost
- Train new employees and provide on-going training for all staff

Skills & Competencies Required for Current Position

Pre-requisite:

- Primary / Secondary School / SPM / “O” Level in F&B Services Management or equivalent
- SKM Level 3
- Minimum 2 year working experience in F&B industry

Behavioural Competencies:

- Physically and mentally fit.
- High confident
- Open to suggestions
- Willingness to accept criticism

Technical Competencies:

- Thorough knowledge of F&B outlet operations including foods, beverages, supervisory aspects, service techniques and guest interaction
- Cost, quality and safety conscious
- Understanding of hygiene and food safety rules
- Good team player and able to work together with all level of cross functional team
- To ensure consistency
- To assist planning manpower and operations
- People management skill

Salary Range

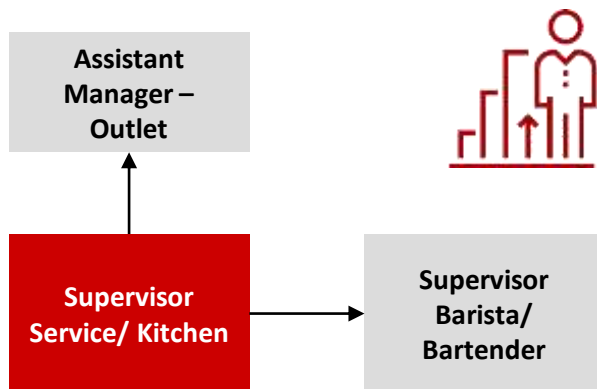


- RM1,800 – RM4,000

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Assistant Manager – Outlet

- Diploma in F&B Services Management or equivalent
- SKM Level 3
- Minimum 3 years of administrative work experience

Supervisor Barista / Bartender

- Certificate/ Diploma in Food and Beverages Services
- SKM Level 3
- Minimum 1 year supervisory experience and 2 years barista/bartender experience

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 562:**
 - Event catering and other food service activities
- **Group 563:**
 - Beverage serving activities

FB2.1 – Barista/Bartender

Job Description / Key Tasks:

- Take order and serve customer when order is ready
- Recommend customers with add-on item or promote other products
- Prepare drinks according to customer's order
- Maintain cleanliness and product quality

Skills & Competencies Required for Current Position

Pre-requisite:

- Certificate/ Diploma in Food and Beverages Services
- SKM Level 2
- No prior experience required

Behavioural Competencies:

- Good interpersonal skills and Team Player
- Able to work under pressure
- High level of commitment
- Good Appearance
- High level of Integrity
- Willing to work under strict standard operating procedure and safety compliance

Technical Competencies:

- Understand basic food safety and hygiene standard
- Know how to carry out equipment start up and cleaning
- Understand how to prepare product menu
- Understand cash management process
- Customer service
- Understand procedure in handling cash register
- Understand how to do department opening and closing duty

Salary Range

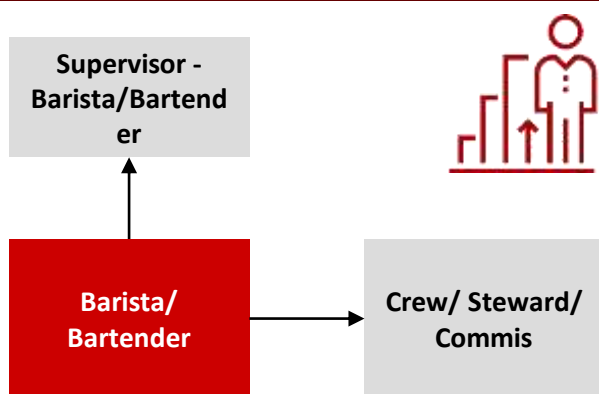


- RM1,100 – RM2,000

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Supervisor - Barista/Bartender

- Certificate/ Diploma in Food and Beverages Services
- SKM Level 3
- Minimum 1 year supervisory experience and 2 years barista/bartender experience

Crew/ Steward/ Commis

- Certificate/ Diploma in Food and Beverages Services
- SKM Level 2
- No prior experience required

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 562:**
 - Event catering and other food service activities
- **Group 563:**
 - Beverage serving activities

FB2.2 – Supervisor, Barista/Bartender

Job Description / Key Tasks:

- Supervise the outlet and make daily business operations run smoothly with responsibilities such as supervising staff, training service standards, resolving guest concerns, forecasting, ordering, inventory and scheduling
- Take orders and prepare drinks according to customer's order

Skills & Competencies Required for Current Position

Pre-requisite:

- Certificate/ Diploma in Food and Beverages Services
- SKM Level 3
- Minimum 1 year supervisory experience and 2 years barista/bartender experience

Behavioural Competencies:

- Friendly and customer oriented
- Team Player
- Good Communication & Interpersonal Skills
- Problem Solver
- Able to work in flexible shift and long hours
- Able to work under minimum supervision

Technical Competencies:

- Strong product knowledge
- Understand food safety and hygiene requirements
- Set up work station and carry out opening and closing of café
- Identify training needs and conduct training Customer service
- Handle cash and bank in procedure
- Excellent skills in people management

Salary Range

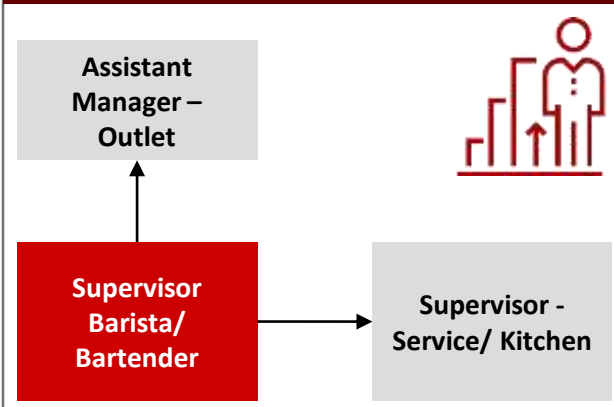


- RM1,800 – RM2,000

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Assistant Manager – Outlet

- Diploma in F&B Services Management or equivalent
- SKM Level 3
- Minimum 3 years of administrative work experience

Supervisor - Service/ Kitchen

- Food and Beverages Services SKM Level 3
- Minimum 1 year supervisory experience and 2 years barista/bartender experience
- Certificate/ Diploma in Food and Beverages Services

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 563:**
 - Beverage serving activities

FB3.1 – Assistant Manager, Outlet

Job Description / Key Tasks:

- Assist in managing the outlet's environment, maintenance, upkeep, etc.
- Manage allocation of duties and shift to staff for outlet efficiency
- Manage restaurant inventory levels, handling purchasing of item
- Schedule staff roster and allocation of manpower
- Assist the Outlet Manager in planning and implementing strategies to attract customers

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma in F&B Services Management or equivalent
- SKM Level 3
- Minimum 3 years of administrative work experience

Behavioural Competencies:

- Good team player and able to work together with entire team
- Physically and mentally fit, healthy and alert all the times
- Dedication and responsible person
- Willing to learn and take instruction explicitly

Technical Competencies:

- standards and regulations
- Know how to handle customer complaint
- Cost, quality and safety management
- Administrative skills
- Supervisory skills
- Ability to provide coaching and feedback for improvement
- Ability to perform food quality check and food safety practices as per guidelines

Salary Range

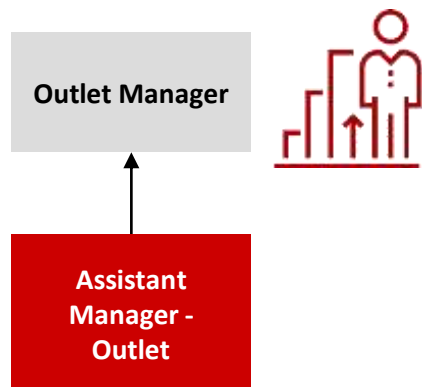


- RM2,500 – RM4,800

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Outlet Manager

- Diploma in F&B Services Management or equivalent
- SKM Level 4
- Minimum 6 years of administrative work experience

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 563:**
 - Beverage serving activities

FB3.2 – Outlet Manager

Job Description / Key Tasks:

- Coordinate daily operations to deliver superior service
- Review product quality and ensure compliance with sanitation and safety
- Appraise staff performance and provide feedback for improvement
- Create detailed report - weekly to annual revenue and expenses
- Implement policies and protocol to maintain outlet operations

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma in F&B Services Management or equivalent
- SKM Level 4
- Minimum 6 years of administrative work experience

Behavioural Competencies:

- Quick thinking
- Continuous learner
- Cost quality and safety conscious.
- Motivated
- Wise decision making

Technical Competencies:

- Leadership and organisational abilities
- Familiarity with financial and customer service principles
- Understanding of hygiene and food safety rules
- Training and coaching of subordinates
- Financial skills – Budgeting, P&L, Forecasting, Cost Control
- IT Skills – Microsoft Office
- Data Analysis
- Entrepreneurship skills

Salary Range

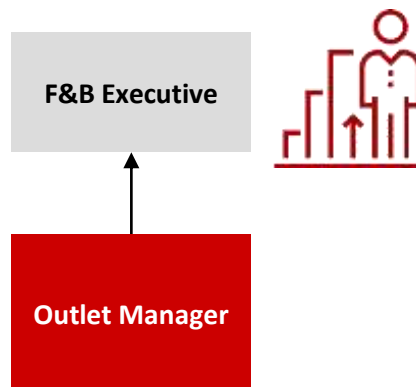


- RM3,000 – RM6,000

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

F&B Executive

- Certificate/Diploma in F&B Services or equivalent
- Minimum 7 year working experience in F&B industry

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 563:**
 - Beverage serving activities

FB3.3 – F&B Executive

Job Description / Key Tasks:

- Assist the Area Manager with relevant operational tasks
- Oversee operations of outlets to ensure positive financial results
- Plan, organise and coordinate different operations strategies
- Assist Area Manager in manpower resourcing for outlets
- Ensure smooth implementation of new products
- Ensure all policies and procedures of outlets are adhered to

Skills & Competencies Required for Current Position

Pre-requisite:

- Certificate/Diploma in F&B Services or equivalent
- Minimum 7 year working experience in F&B industry

Behavioural Competencies:

- Confidence, drive an enthusiasm
- Decision making ability and a sense of responsibility
- Planning & organisational skills

Technical Competencies:

- Assist in interviewing, hiring, training, scheduling and managing employees
- Oversee inventory, including food and beverages, supplies and other restaurant equipment
- Familiarity with Finance / Accounting principles
- IT Skills – Microsoft Office Functions
- Strong business acumen

Salary Range

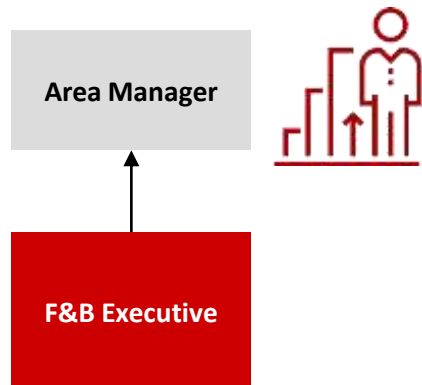


- RM4,000 – RM7,000

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Area Manager

- Degree in F&B Services, Business or equivalent
- 8 years of working experience in related field with 3 years' experience working in an outlet

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 562:**
 - Event catering and other food service activities
- **Group 563:**
 - Beverage serving activities

FB3.4 – Area Manager

Job Description / Key Tasks:

- Responsible for a number of outlet in an allocated area and to manage and assume overall responsibility for the success of their outlet by directing all operational aspect for each store and driving sales while minimising cost

Skills & Competencies Required for Current Position

Pre-requisite:

- Degree in F&B Services, Business or equivalent
- 8 years of working experience in related field with 3 years experience working in an outlet

Behavioural Competencies:

- Confidence, drive an enthusiasm
- Decision making ability and a sense of responsibility
- Planning & organisational skills

Technical Competencies:

- Leadership skills
- Ability to provide coaching and feedback
- Critical thinking and analysing skills
- Entrepreneurship skills
- Knowledge of business and management principles
- Restaurant operation management
- Excellent problem – solving ability
- Sales, marketing and customer service management

Salary Range

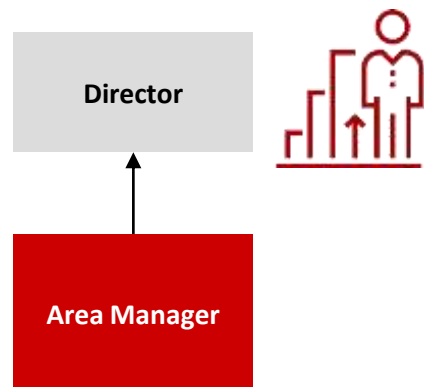


- RM6,000 – RM8,000

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Director

- Bachelor's Degree/ Masters/ Professional Certification in any related field
- Minimum 10 years of working experience with 5 in a management position

MSIC Categories

- Group 561:**
 - Restaurants and mobile food service activities
- Group 562:**
 - Event catering and other food service activities
- Group 563:**
 - Beverage serving activities

FB4.1 – Kitchen Steward

Job Description / Key Tasks:

- Operate and maintain cleaning equipment and tools, such as dish washing machine, hand wash stations, pot-scrubbing station, etc.
- Wash and disinfect kitchen and store room areas, tables, tools and equipment
- Ensure the cleanliness of the whole kitchen and back area of the restaurant
- Manage waste receptacles throughout the building

Skills & Competencies Required for Current Position

Pre-requisite:

- Primary / Secondary School / SPM / “O” Level in any field
- SKM Level 2
- No prior experience required

Behavioural Competencies:

- Adhere to instruction and rules & regulations
- Responsibility
- Team work
- Willing to learn and take and take instruction explicitly

Technical Competencies:

- Attention to detail
- Great organisational skills
- Understanding of cleanliness, hygiene and food safety rules
- Commitment to safety and security procedures
- Skill to operate machine
- Skill of handling chemical, equipment and waste
- Cleaning skills

Salary Range

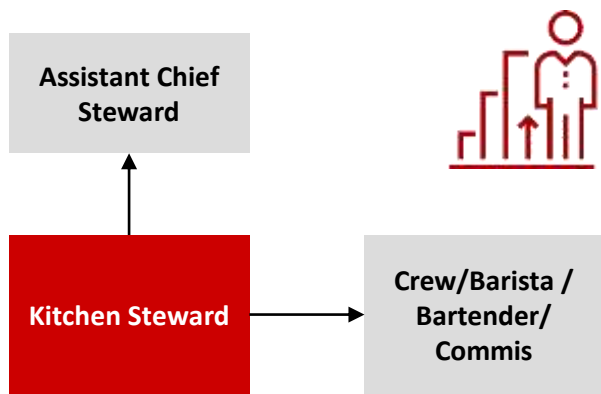


- RM1,100 – RM1,300

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Assistant Chief Steward

- Primary / Secondary School / SPM / “O” Level in any field
- SKM Level 2
- Minimum 1 year work experience

Crew/Barista / Bartender/ Commis

- Certificate/ Diploma in Food and Beverages Services
- SKM Level 2
- No prior experience required

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 562:**
 - Event catering and other food service activities

FB4.2 – Assistant Chief Steward

Job Description / Key Tasks:

- Manages the hygiene in all food preparation area, kitchens, buffet counters and pest control in F&B
- Monitoring staffing levels to ensure adequate amount of staff for each stewarding section.
- Manages the cleanliness, maintenance and storage of operating equipment and utensils
- Train the new staff on proper cleaning and safety procedures

Skills & Competencies Required for Current Position

Pre-requisite:

- Primary / Secondary School / SPM / "O" Level in any field
- SKM Level 2
- Minimum 1 year work experience

Behavioural Competencies:

- Adhere to instruction and rules & regulations
- Responsibility
- Team work
- Willing to learn and take and take instruction explicitly

Technical Competencies:

- Attention to detail
- Great organisational skills
- Understanding of cleanliness, hygiene and food safety rules
- Commitment to safety and security procedures
- Coordination skill
- Documentation skill
- Technique operating skill
- Supervisory skill

Salary Range

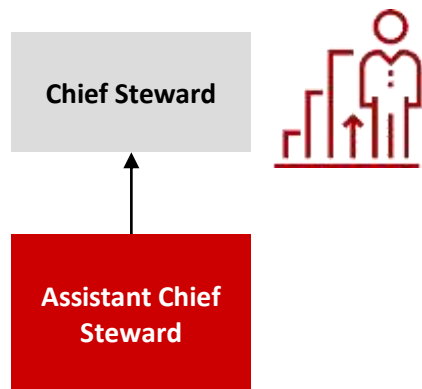


- RM1,300 – RM1,600

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Chief Steward

- Primary / Secondary School / SPM / "O" Level in any field
- SKM Level 2
- Minimum 2 years work experience

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 562:**
 - Event catering and other food service activities

FB4.3 – Chief Steward

Job Description / Key Tasks:

- Responsible for hygiene in all food preparation area, kitchens, buffet counters and pest control in F&B
- Lead and manage the stewarding team in all aspect of the department operation.
- Monitor and train the assistant stewards and stewards
- Manage and prepare monthly report on breakages, inventory and control of proper use of all cleaning compound (chemical)

Skills & Competencies Required for Current Position

Pre-requisite:

- Primary / Secondary School / SPM / "O" Level in any field
- SKM Level 2
- Minimum 2 years work experience

Behavioural Competencies:

- Responsibility
- Leadership
- Good Commitment
- Good attitude

Technical Competencies:

- Attention to detail and quality control
- Understanding of cleanliness, hygiene and food safety rules
- Commitment to safety and security procedures
- Leadership quality
- Skill of inventory control
- Skill of scheduling and delegation
- Skill of operation monitoring
- Skill of reporting and documentation
- Problem solving

Salary Range

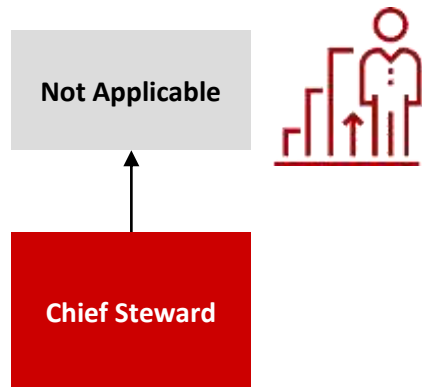


- RM1,800 – RM2,200

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Not Applicable

MSIC Categories

- Group 561:**
 - Restaurants and mobile food service activities
- Group 562:**
 - Event catering and other food service activities

FB4.4 – Commis

Job Description / Key Tasks:

- Prepare mise en place according to standards of quality, recipe, consistency, portion sizes and timelines set by Chef
- Work closely and cooperate with other staffs in order to achieve highest possible satisfaction of food items
- Follow all health and safety policies

Skills & Competencies Required for Current Position

Pre-requisite:

- Certificate/ Diploma in Culinary Arts
- SKM Level 2
- No prior experience required

Behavioural Competencies:

- Adhere to instruction and rules & regulations
- Responsibility
- Team work
- Willing to learn and take and take instruction explicitly

Technical Competencies:

- Understand how to receive supplies and store them properly, rotating old and new stock to ensure freshness
- Able to prepare every dish on the menu, and practice safe food handling
- Health and safety, and food hygiene responsibilities
- Recipe Standardization
- Taste and Food Artistry

Salary Range

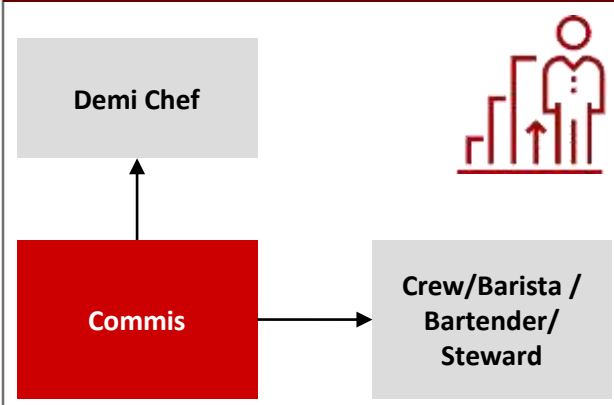


- RM1,300 – RM1,600

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Demi Chef

- Diploma in Culinary Arts
- SKM Level 2
- Min 2 years working experience in related field

Crew/Barista / Bartender / Steward

- Certificate/ Diploma in Food and Beverages Services
- SKM Level 2
- No prior experience required

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 562:**
 - Event catering and other food service activities

FB4.5 – Demi Chef

Job Description / Key Tasks:

- Lead in menu implementation, food production and executions
- Monitor stock movement and ordering own section
- Ensure all statutory regulations are adhered to, such as food hygiene policies
- Liaise with Executive Chef to implement new dish/menu
- Daily marketing for cooking materials
- Monitor rank and file staff / commis

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma in Culinary Arts
- SKM Level 2
- Min 2 years working experience in related field

Behavioural Competencies:

- Adhere to instruction and rules & regulations
- Responsibility
- Team work
- Willing to learn and take and take instruction explicitly

Technical Competencies:

- Understand how to receive supplies and store them properly, rotating old and new stock to ensure freshness
- Able to prepare every high quality dish on the menu and practice safe food handling
- Health and safety, and food hygiene responsibilities
- Mentoring and Training
- Food artistry

Salary Range

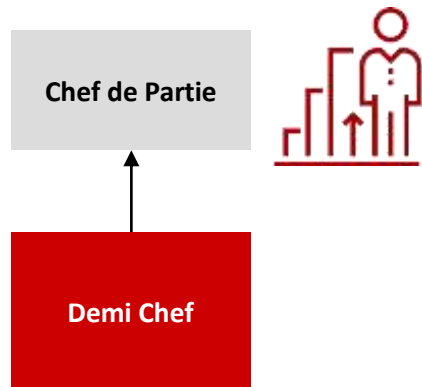


- RM2,000 – RM3,000

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Chef de Partie

- Diploma in Culinary Arts
- Fundamental skills in Culinary Arts
- SKM Level 3
- Min 5 years working experience in related field

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 562:**
 - Event catering and other food service activities

FB4.6 – Chef De Partie

Job Description / Key Tasks:

- Run one of the kitchen's service stations
- Managing and training any demi-chef or commis
- Helping the sous chef to develop new dishes and menus
- Monitoring portion and waste control to maintain profit margins
- Ensure all statutory regulations are adhered to, such as food hygiene policies

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma in Culinary Arts
- Fundamental skills in Culinary Arts
- SKM Level 3
- Min 5 years working experience in related field

Behavioural Competencies:

- Adhere to instruction and rules & regulations
- Responsibility
- Team work
- Willing to learn and take and take instruction explicitly
- Leaderships and Managerial Qualities

Technical Competencies:

- Deliver quality food for customers
- Excellent use of various cooking methods, ingredients, equipment, tools and processes
- Ability to multitask
- Knowledge of best and latest cooking practices
- Health and safety, and food hygiene responsibilities
- Time management

Salary Range

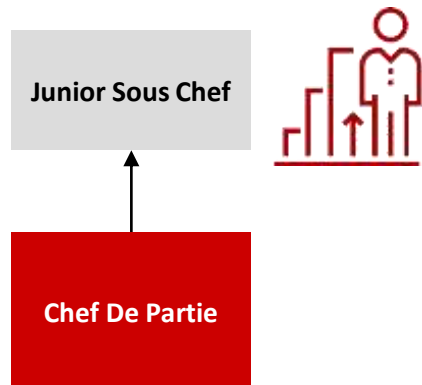


- RM2,500 – RM3,500

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Junior Sous Chef

- Diploma in Culinary Arts
- Fundamental skills in Culinary Arts
- SKM Level 4
- Min 6 years working experience in related field

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 562:**
 - Event catering and other food service activities

FB4.7 – Junior Sous Chef

Job Description / Key Tasks:

- Supporting the sous chef in the general running of the kitchen
- Maintain and improve the standard of product, introduce more variety in menu while control expenses including food cost
- Ensure all statutory regulations are adhered to, such as food hygiene policies
- Implement and monitor training and development of kitchen staff
- Supervising kitchen staff and scheduling

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma in Culinary Arts
- Fundamental skills in Culinary Arts
- SKM Level 4
- Min 6 years working experience in related field

Behavioural Competencies:

- Adhere to instruction and rules & regulations
- Responsibility
- Team work
- Willing to learn and take and take instruction explicitly
- Leaderships and Managerial Qualities

Technical Competencies:

- Deliver quality food for customers
- Excellent use of various cooking methods, ingredients, equipment and menu reengineering
- Knowledge of best and latest cooking practices
- Full understanding of food controls and experience in ordering and menu pricing
- Health and safety, and food hygiene responsibilities
- Financial skills – Costing, Budgeting, Forecasting

Salary Range

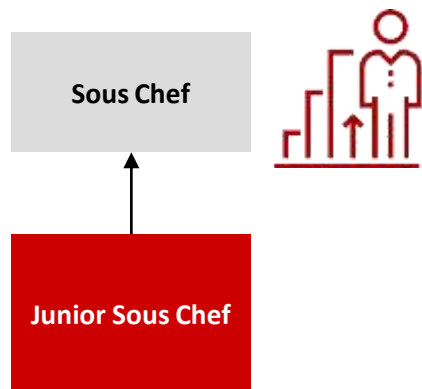


- RM3,500 – RM4,500

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Sous Chef

- Diploma in Culinary Arts
- Experienced in local and/or international cuisine
- SKM Level 4
- Min 6 years working experience in related field

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 562:**
 - Event catering and other food service activities

FB4.8 – Sous Chef

Job Description / Key Tasks:

- Assist the head chef with the day-to-day operations on the kitchen
- Oversee daily food preparation and daily tasks with the team
- Responsible to lead, supervise and guide junior chefs
- Ensure highest level of customer satisfaction. quality, operating and food costs
- Operate and maintain all department equipment at all times
- Independently operate and manage different kitchen sections

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma in Culinary Arts
- Experienced in local and/or international cuisine
- SKM Level 4
- Min 6 years working experience in related field

Behavioural Competencies:

- Adhere to instruction and rules & regulations
- Responsibility
- Team work
- Willing to learn and take and take instruction explicitly
- Leaderships and Managerial Qualities

Technical Competencies:

- Excellent food detail and presentation
- Follow highest standard of food handing, health & safety and food hygiene responsibilities
- Excellent knowledge into menu creation, whilst maintaining quality and controlling cost
- Good leadership ability
- Time management
- Financial skills – Costing, Budgeting, Forecasting
- Training and mentoring

Salary Range

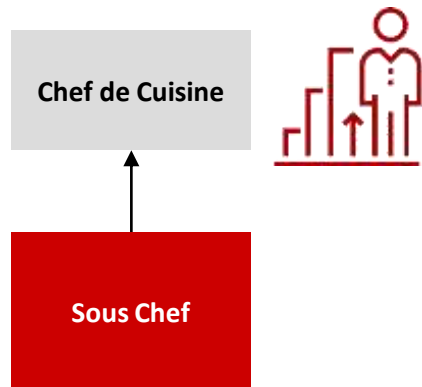


- RM5,000 – RM6,000

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Chef de Cuisine

- Diploma in Culinary Arts
- SKM Level 4
- Experienced in local and/or international cuisine
- Min 7 years working experience in related field

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 562:**
 - Event catering and other food service activities

FB4.9 – Chef De Cuisine

Job Description / Key Tasks:

- Manages overall kitchen operations to ensure food standards
- Direct production of food items for various kitchen sections
- Lead and motivate kitchen staff in operations and ensure discipline
- Prepare reports, conduct administrative work and general matters
- Plan and organise successful F&B activities and promotions
- Work closely with HR for recruitment of necessary staff

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma in Culinary Arts
- SKM Level 4
- Experienced in local and/or international cuisine
- Min 7 years working experience in related field

Behavioural Competencies:

- Adhere to instruction and rules & regulations
- Responsibility
- Team work
- Willing to learn and take and take instruction explicitly
- Leaderships and Managerial Qualities

Technical Competencies:

- Excellent food detail and presentation
- Follow highest standard of food handing, health & safety and food hygiene responsibilities
- Excellent knowledge into menu creation, whilst maintaining quality and controlling cost
- Food production and operations
- Well versed in specific food production, meals and dishes
- Leadership capability
- Finance management

Salary Range

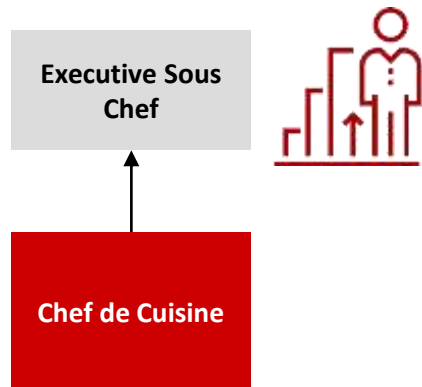


- RM7,000 – RM10,000

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Executive Sous Chef

- Diploma in Culinary Arts
- SKM Level 4
- Experienced in local or international cuisine
- Min 12 years working experience in related field

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 562:**
 - Event catering and other food service activities
- **Group 563:**
 - Beverage serving activities

FB4.10 – Executive Sous Chef

Job Description / Key Tasks:

- Responsible for planning, directing and controlling all kitchen activities and functions for the restaurant and production, preparation, and presentation of all food items
- Prepare operational reports, statistic and analyses for progress, trends and make appropriate recommendations
- Ensure all statutory regulations are adhered
- Assist the Executive Chef in managing multiple outlets

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma in Culinary Arts
- SKM Level 4
- Experienced in local or international cuisine
- Min 12 years working experience in related field

Behavioural Competencies:

- Confidence, drive an enthusiasm
- Decision making ability and a sense of responsibility
- Planning & organisational skills
- Leaderships and Managerial Qualities

Technical Competencies:

- Ability to operate multiple outlets
- Follow highest standard of food handling, health & safety and food hygiene responsibilities
- Excellent knowledge into menu creation, whilst maintaining quality and controlling cost
- Leadership capability and management skills
- Well versed in Food Production
- Food accounting and cost control
- Training and education
- Customer Relationships

Salary Range

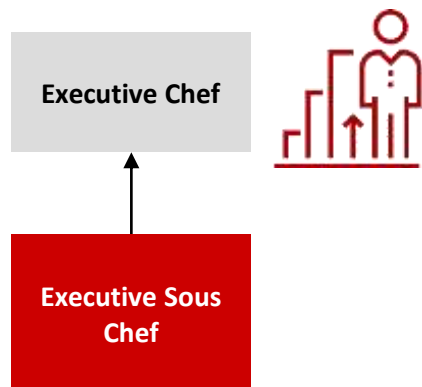


- RM10,000 – RM12,000

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Executive Chef

- Diploma in Culinary Arts
- SKM Level 4
- Experienced in local or international cuisine
- Min 12 years working experience in related field

MSIC Categories

- Group 561:**
 - Restaurants and mobile food service activities
- Group 562:**
 - Event catering and other food service activities
- Group 563:**
 - Beverage serving activities

FB4.11 – Executive Chef

Job Description / Key Tasks:

- Responsible for planning, directing and controlling all kitchen activities and functions for the restaurant and production, preparation, and presentation of all food items
- Prepare operational reports, statistic and analyses for progress, trends and make appropriate recommendations
- Ensure all statutory regulations are adhered
- Responsible in managing multiple outlets

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma in Culinary Arts
- SKM Level 4
- Experienced in local or international cuisine
- Min 12 years working experience in related field

Behavioural Competencies:

- Confidence, drive an enthusiasm
- Decision making ability and a sense of responsibility
- Planning & organisational skills
- Leaderships and Managerial Qualities

Technical Competencies:

- Ability to operate multiple outlets
- Follow highest standard of food handing, health & safety and food hygiene responsibilities
- Excellent knowledge into menu creation, whilst maintaining quality and controlling cost
- Leadership capability and management skills
- Well versed in Food Production
- Food Accounting and Cost Control
- Training and Education
- Customer Relationships

Salary Range

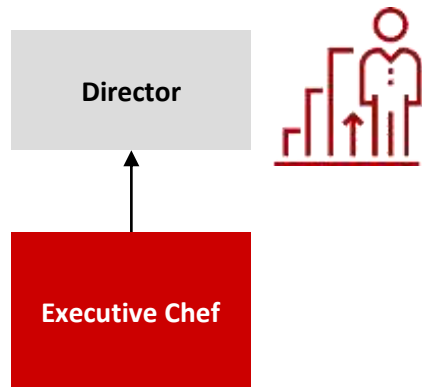


- RM12,000 – RM15,000

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Director

- Bachelor of Hotel and Restaurant Management (Hons)
- Minimum 10 years of working experience with 5 in a management position

MSIC Categories

- Group 561:**
 - Restaurants and mobile food service activities
- Group 562:**
 - Event catering and other food service activities

FB5.1 – Associate, Sales & Marketing

Job Description / Key Tasks:

- Responsible to assist Manager to achieve maximum exposure on products, promotions or activities of the organisation
- Responsible for the acquisition of new customers on the website
- Main point of contact between the business and the digital agency in ensuring the management of Pay Per Click (PPC), SEO, Paid Social and Affiliate Marketing activity
- Assist Sales & Marketing Executive

Skills & Competencies Required for Current Position

Pre-requisite:

- Diploma in Marketing or related field
- No prior experience required

Behavioural Competencies:

- Good planning and project management skills
- Analytical and creative mind
- Actively looking for ways to identify market demands

Technical Competencies:

- E-commerce and social media understanding
- Understanding of various digital file formats and printing terminology
- A basic understanding of spreadsheets, databases, website design & analytics, and marketing strategy
- Implementing sales strategies
- Customer relationship management

Salary Range



- RM2,000 – RM3,000

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway

Executive - Sales & Marketing

Associate - Sales & Marketing



Preferred Qualifications for Career Mobility

Executive - Sales & Marketing

- Degree in Marketing or related field
- Fresh graduates

MSIC Categories

- Group 561:**
 - Restaurants and mobile food service activities
- Group 562:**
 - Event catering and other food service activities
- Group 563:**
 - Beverage serving activities

FB5.2 – Executive, Sales & Marketing

Job Description / Key Tasks:

- Oversee the marketing strategy and responsible for planning and executing of marketing campaigns
- Engage the public through social media and ensuring visitor flow to digital sites
- Analyse and report and devise new ways to market products
- Assist with sales/marketing and advertising campaigns
- Evaluate accounts of clients and partners

Skills & Competencies Required for Current Position

Pre-requisite:

- Degree in Marketing or related field
- Fresh graduates

Behavioural Competencies:

- Good planning and project management skills
- Analytical and creative mind
- Actively looking for ways to identify market demands
- Strong leadership qualities, positive mindset and confidence

Technical Competencies:

- Ability to coordinate with cross-functional teams on execution of brand, marketing and e-commerce activities
- A good understanding of spreadsheets, databases, website design & analytics and marketing strategy
- Manage and direct a sales and marketing team.
- Planning and implementing sales strategies
- Customer relationship management

Salary Range



- RM3,000 – RM6,000

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway

Manager - Sales & Marketing

Executive - Sales & Marketing



Preferred Qualifications for Career Mobility

Manager - Sales & Marketing

- Degree in Marketing, Business or related field
- Minimum 3 years working experience in equivalent role
- Minimum of 6 years of total work experience

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 562:**
 - Event catering and other food service activities
- **Group 563:**
 - Beverage serving activities

FB5.3 – Manager, Sales & Marketing

Job Description / Key Tasks:

- Plan, strategise and lead the approved marketing planner based on Master Marketing Plan and Social Media Plan Strategy to achieve maximum exposure on products, promotions or activities
- Manage, maintain and monitor social media to ensure consistent posts and presence across all digital channels
- Deliver sales proposals to prospective clients and close the deal
- Develop and manage client & agency relationships

Skills & Competencies Required for Current Position

Pre-requisite:

- Degree in Marketing, Business or related field
- Minimum 3 years working experience in equivalent role
- Minimum of 6 years of total work experience

Behavioural Competencies:

- Good planning and project management skills
- Analytical and creative mind
- Actively looking for ways to identify market demands
- Strong leadership qualities, positive mindset and confidence

Technical Competencies:

- Lead a sales and marketing team
- Planning and implementing sales strategies
- Customer relationship management
- An expert understanding of spreadsheets, databases, financial analysis, website design and marketing strategy

Salary Range

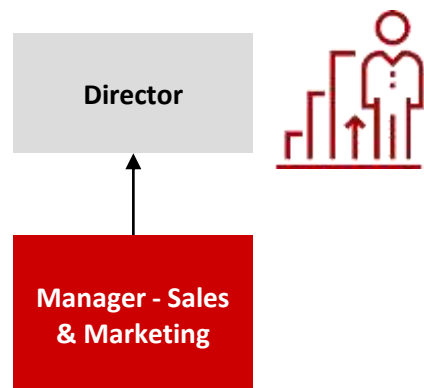


- RM5,000 – RM8,000

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway



Preferred Qualifications for Career Mobility

Director

- Bachelor's Degree/ Masters/ Professional Certification in any related field
- Minimum 10 years of working experience with 5 in a management position

MSIC Categories

- **Group 561:**
 - Restaurants and mobile food service activities
- **Group 562:**
 - Event catering and other food service activities
- **Group 563:**
 - Beverage serving activities

FB6.3 – Director

Job Description / Key Tasks:

- Responsible to report to the Managing Director on operations and proposing recommendation for operational improvement and sustainability of overall business operations

Skills & Competencies Required for Current Position

Pre-requisite:

- Bachelor's Degree/ Masters/ Professional Certification in any related field
- Minimum 10 years of working experience with 5 in a management position

Behavioural Competencies:

- Confidence, drive an enthusiasm
- Decision making ability and a sense of responsibility
- Planning & organisational skills
- Leaderships and Managerial Qualities

Technical Competencies:

- Leadership skills
- Knowledge of business and management principles and F&B operations
- Business local and international exposure
- Financial Planning and Management
- Set and enforce organisation wide policies and procedures such as quality and safety
- People Management
- Critical thinking and analysing skills
- Entrepreneurship skills

Salary Range



- RM15,000 and above

Career Benefits

- Annual leave
- Medical coverage
- Staff discount
- Performance bonus
- Miscellaneous allowances

Potential Career Pathway

Not Applicable

Director



Preferred Qualifications for Career Mobility

Not Applicable

MSIC Categories

- Group 561:**
 - Restaurants and mobile food service activities
- Group 562:**
 - Event catering and other food service activities
- Group 563:**
 - Beverage serving activities

Summary

Although there are specific companies within the F&B sector that offer more competitive remuneration packages, wages on average remain low amongst Malaysian industry practitioners. Feedback from interviews with industry stakeholders validated that a majority of F&B enterprises still offer close to the recommended minimum hourly/ monthly wages as stipulated in the Minimum Wage Order (Amendment) 2018 by-laws for their front liners.

The Malaysian F&B sector is also under significant pressure to keep prices affordable for their customers, and this in turn puts cost pressure on their operations. An unfortunate effect of this is the translation to unattractive salary and wages which causes a vicious cycle in talent recruitment and retention. More advanced enterprises are now looking into deploying more technology, particularly in terms of supplementing front line staff for receiving orders and handling payments. In the back of line, franchise operations are also employing food technologists as part of their expansion to ensure consistency of offerings as well as cost efficiency via lower wastage across their branches. Examples of these practices however, remain relatively scarce in the Malaysian F&B industry, and will likely be led by larger Franchise enterprises.

There will need to be a concerted effort from the industry to invest more financially into their human capital whilst continuously seeking cost optimisations in other areas. From a policy perspective, there may also be a need to review the existing wage guidelines and to evaluate its impact on the business viability.



Enterprise Level Talent Development Programmes

Targeted enterprise level Talent Development Programmes

Enterprises within the Retail and F&B Sector recognise that talent retention hinges greatly on compensation and benefits. Incentives offered encapsulate both financial and non-financial benefits, with the intent of rewarding talent for good performance and also building a pathway for the employee to be part of the longer term plans of the organisation.

This guidebook covered various approaches that are practised across the industry, which have been gathered via targeted industry interviews locally and also best practice analysis regionally and globally.

The approaches have been categorised into 3 programmes:

- **Recruit** – Initiatives that enterprises may undertake to attract the initial talent to join their workforce
- **Develop** – Initiatives that enterprises may undertake to strengthen their personnel development efforts and incentivise the personal growth of the talent recruited
- **Retain** – Initiatives designed to encourage the retention of skilled talent within the organisation.

These programmes listed in this book are designed to be a guide for enterprises and these can be ultimately tailored to suit the individual requirements and abilities of their respective companies.

The next section covers the details of the **13 initiatives** under the **3 programmes** described above.

13 initiatives have identified as industry practices for recruitment, development and retention of talent in the Retail & F&B sector

	Initiatives (13)	Brief Descriptions
 Recruitment Programme	1 Transparent Recruitment Process	Career pathway, job expectations and other key areas to be provided to a potential recruit
	2 Partnership with Institutions	Partnerships to be conducted with nearby institutions to complement talent needs
	3 Employee Ambassador	High performing employees to be featured as company recruitment spokesperson
 Development Programme	4 Productivity Based Personnel Development	Performance management and appraisal framework to drive employees development
	5 Comprehensive Onboarding Programmes	Full-fledged onboarding during probationary period instead of a 2-day session
	6 Personalised Internal Communication Engagement	Increased communication effort via utilization of technology
	7 Personalised Development Programmes	Creation of development programmes that focuses on individual personal growth – e.g. soft skills learning
	8 Digitising Customer Journey	Preparation for employees to move into the digital retail and marketing space
 Retention Incentive	9 Business Opportunity Scheme	Opportunity for employee to be a franchisee or start a new business providing services/products
	10 Monetary Incentives	Monetary based rewards for high performing employees
	11 Education Support Scheme	Further education for employees supported by the employers
	12 Reward and Recognition	High performing employees earmarked for management/leadership roles
	13 Employee Exposure Programmes	International exposure via training/conferences for employees as well as cross-department posting

Each initiative is detailed with relevant industry best practices and proposed KPIs

Initiative # <Initiative Name>

Case for change:

This section explain the issues and why employers should embark on the proposed initiative

Concept:

Describe the concept of proposed initiatives

- Tasked to unpacking boxes, sorting racks, wiping shelves, steaming and hanging clothes, and zipping between change rooms, the shop front and the store room
- Dealing with various types of customers
- On top of that, employees will also be required to undergo a competency based assessment framework, developed by the trade associations.

2 Employees Referral Programme

- Employees who move upwards within the organization, should be able to make referrals of new hires and given opportunities to receive a reward for a recruitment that qualifies.
- The company will be able to secure potential pipeline that will fit its culture and values. Understanding of work expectations can also be managed as it would've already be pre-filtered when the current employees seek a potential hire.

Recommended KPI to measure the initiative's effectiveness

Acceptance rate

Best Practices/ Reference:

References on initiative's best practices implemented by other companies

- and helping to minimize recruitment effort and shortlisting of candidates
- A cash incentive of \$1,600 for successful referrals of new bus captains or bus trainers to the company
- Incentive of \$3,000 if the employees refer an engineer who ends up working for the company

Relevant Organizations

Organisation that may involve in the implementation of the initiative

Initiative 1 – Transparent Recruitment Process

Case for change:

Mismatch of expectations was cited as a frequent reason for higher attrition rate amongst front liners in the retail sector. Employees (new recruits with little or no experience in the working world) tend to claim that they are not aware of the needs of the Retail and F&B industry or the expectations required to fulfil a particular job role.

Concept:

1 Job Advertisements and Situational Interviews

- Employers to conduct the interview with a role-play exercise and case studies of the mandatory pre-requisite task listed below that is often referred a point of contention for frontlines:
 - Employee career pathway/ benefits and allowances
 - No sitting down during a shifts
 - Tasked to unpacking boxes, sorting racks, wiping shelves, steaming and hanging clothes, and zipping between change rooms, the shop front and the store room
 - Dealing with various types of customers
- On top of that, employees will also be required to undergo a competency based assessment framework, developed by the trade associations.

2 Employees Referral Programme

- Employees who move upwards within the organisation, should be able to make referrals of new hires and given opportunities to receive a reward for a recruitment that qualifies.
- The company will be able to secure potential pipeline that will fit its culture and values. Understanding of work expectations can also be managed as it would've already be pre-filtered when the current employees seek a potential candidate.

Proposed KPI: % of job offers acceptance rate

Best Practices/ Reference:

- SMRT Corporation Ltd., Singapore adopted the referral bonus strategy for its bus transportation recruitment due to the nature of the careers (e.g. long hours, unattractive). Benefits to existing employees:
 - Recognition as “recruiter” to the company and helping to minimize recruitment effort and shortlisting of candidates
 - A cash incentive of \$1,600 for successful referrals of new bus captains or bus trainers to the company
 - Incentive of \$3,000 if the employees refer an engineer who ends up working for the company

Relevant Organizations

- Individual companies

A transparent recruitment process may deter candidates initially but will lead to hiring efficiency gains

Scenarios

Current

- Employers tend to be brief in the description of job advertisements in order to attract mass candidates for a particular position that the organization would require.
- Subsequently, filtering of candidates would then commence to eliminate candidates that were not suited for a particular role.
- The traditional approach have not been 100% sufficient in registering real candidates' interest.

Best Practice

Recruitment Advertisements



- Put up transparent advertisements on platforms such as JobsMalaysia, FastJobs, Graduan, MauKerja in communicating key areas such as:
 - Organisation background
 - Task and responsibilities of candidates
 - Career pathway
 - Career benefits aside from those mandatory by law
- Potential candidates should be able to get a grasp on the background of the employer as well as an indication on career expectations.
- This will further reduce the incidence of time wastage in submission of unsuitable job applications.



- Develop structured employee referral programme.
- Conduct an internal briefing campaign to drive expectations from current employee.
- Referral candidates will then be interviewed to reduce the time required for new hires as they would've already been pre-filtered in advance.
- Organisations that have successfully implemented this have managed to improve their quality of hiring.

Situational Interviews



- Incorporate role-play and case study exercise, inside of traditional interview approach.
- While some organisations may think that it is time-consuming and doesn't commensurate the need for a low-skilled job, the exercise is a reflection of the organisation's commitment in hiring the right candidate on board.
- Provide role – play situations to effectively assess potential candidates reaction towards customer dealing and handling of real-life scenarios.
- Role – play situations and case studies also increases employee's preparedness beforehand with actual and accurate judgement.

Initiative 2 – Partnership with Institutions

Case for change:

There exist an academic and skills training gap between graduates' skills sets versus the requirement of the Retail and F&B sector where customer service skills and language proficiency have been touted as the crucial pre-requisite to efficiently serve the services industry.

Concept:

1 Informal establishment of feeder students

- Conduct partnerships with nearby skills based institutions to secure talent requirements during peak seasons. E.g. students from nearby academic and skills institution will be able to work part-time, obtain wages and also opportunities for on-the-job training.

2 Leverage on existing National Dual Training System (SLDN)

- An apprenticeship programme designed as 70% on-the-job skills development and 30% Nasional Occupational Skills Standard (NOSS) certified knowledge training .
- Retailers and F&B organisations will work with institutions located nearby and offer relevant capacity and capabilities building to graduates
- Incentives provided: Inland Revenue Board Tax Deduction for purchase of machineries and HRDF Reimbursement.

3 Introduction of Structured Internship Programme/ Management Trainee

- Provide practical experience to students/ potential employee and emphasise the development of specific knowledge or skills to make them more employable

Proposed KPI: % of conversion to permanent employees

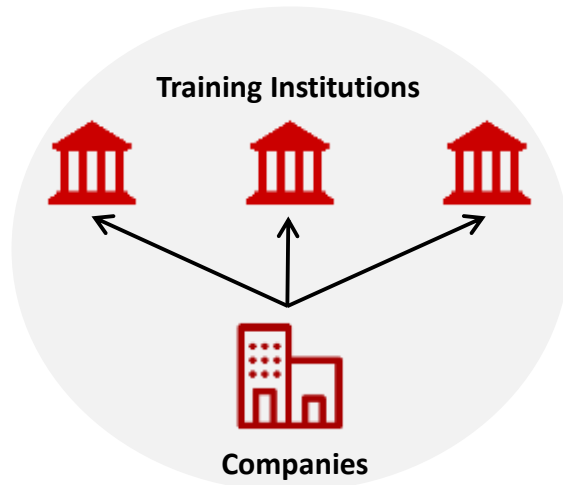
Best Practices/ Reference:

- Langkawi Tourism Academy Langkawi builds on a Public Private Partnership (“PPP”) model
- Main partners in the PPP:
 - Kolej Komuniti Langkawi as the premise owner
 - Taylor’s University as the private entity acting as the programme consultant
 - Hoteliers (> 18 hotels) in Langkawi via facilitation from Ministry of Higher Education and Economic Planning Unit
- The strength of the programmes were tied to the active participation of hotel partners in the implementation of internship and continuous engagements.

Relevant Organizations

- Individual companies
- Department of Skills Development
- Human Resource Development Fund
- Ministry of Education

Partnerships between companies and training institutions are essential in ensuring the right talent requirements for future hiring



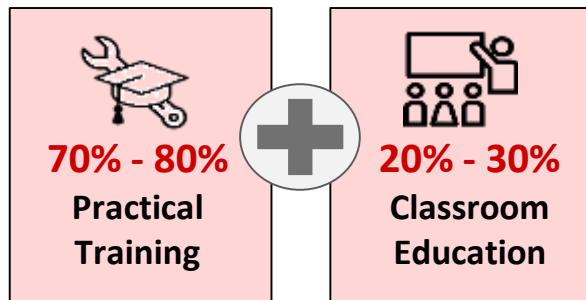
Partnership with an Established Training Center

- Companies to identify public and private training institutions within its vicinity and with the right talent pool.
- Aside from participation in career fairs, the company to also establish a relationship (informal or formal via MoU) with the institution and provide spaces for part-time employment or training. This will reduce the time required for new employee onboarding session as they would've already be familiar with the processes involved.
- Companies to provide the following specific details to institutions:
 - Number of employees required for part-time work based on geographical locations
 - Duration of service and work benefits (basic salary and allowances)



National Dual Training System

- NDTs is an industry-oriented training program that combines workplace and institutional training.
- School leavers or existing workers who meet the criteria can be offered as apprentices by a sponsoring company to undergo training.
- A contract is then signed between the company and the apprentices prior to the training.
- Apprentices are given an allowance throughout the training by the company and to work with the company if offered an employment opportunity.
- Apprentices will be provided with hands-on training coupled with a final test that will be conducted at the end of the training. Successful apprentices will then be awarded with the National Skills Qualification by the Department of Skills Development.



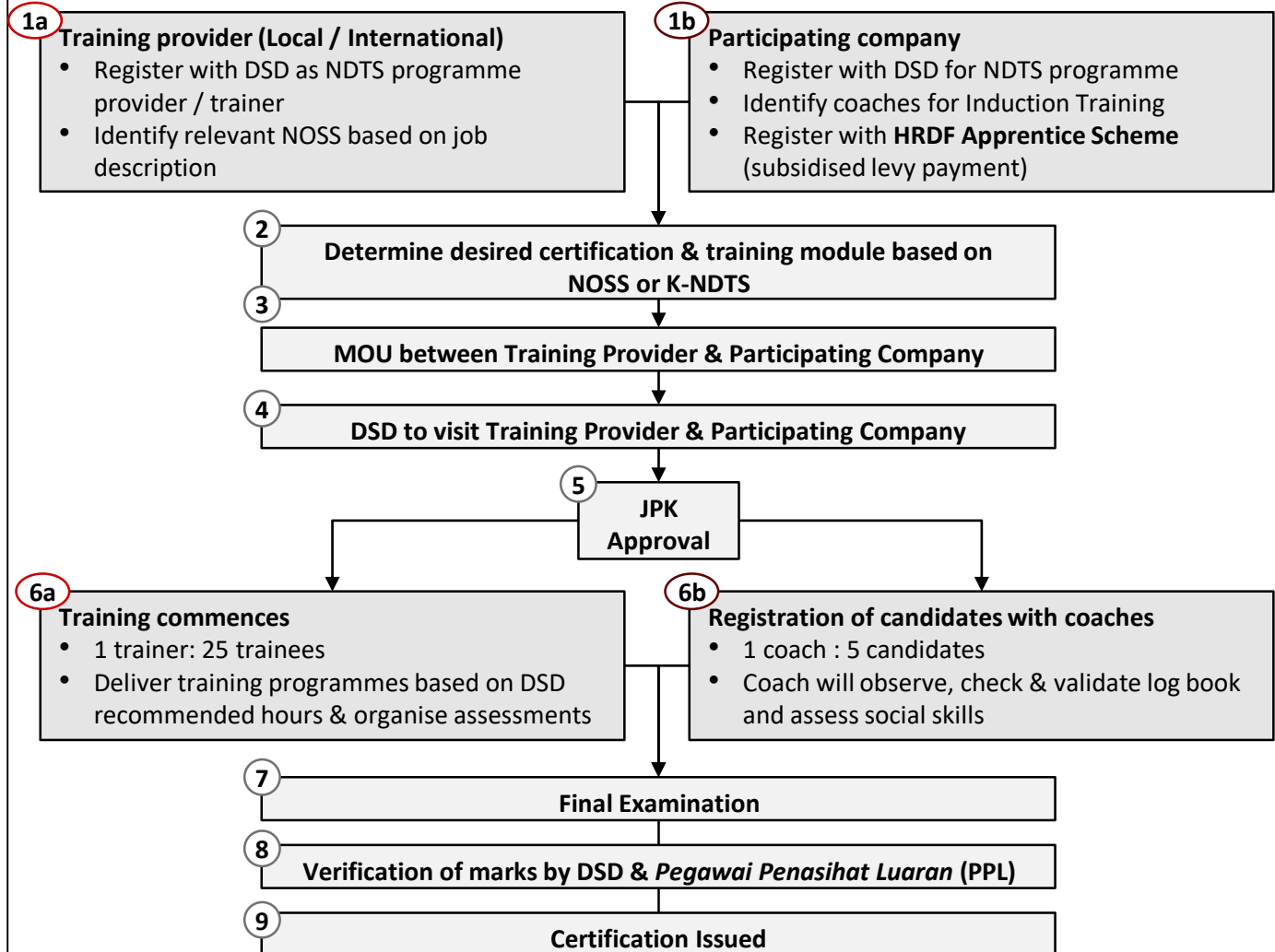
To qualify as a NDTs training provider, participating companies need to be registered with DSD and assigned to specific roles

Prior to application



- Interested companies can approach the Department of Skills Development (DSD) for an **introductory briefing session prior to registration**.
- The briefing session aims to communicate the series of programmes offered under NDTs, option of utilising identified Training Provider, and financial incentives available to be leveraged.

SLDN application process



Initiative 3 – Employee Ambassador

Case for change:

Although companies and leaders worldwide recognise the advantages of engaging employees, many have instituted surveys (traditional ways) to measure engagement. According to Gallup's study in 2017, approximately only 13% of employees working for an organization are engaged by their employers. Companies tend to focus exclusively on measuring engagement rather than on improving engagement with its employees.

Concept:

Social Media Portrayal - Trustworthy and Authenticity

- Employee ambassadors who are often active on social media and informing others of their own experiences with a particular company, will indirectly increase employers branding.
- The content shared using employees own social networks generates engagement levels higher than corporate profiles. Customers tend to perceive staff as more trustworthy than corporate marketing, and an employee ambassador is usually given more credibility and authenticity.

Employee – Customer Personalised Connection

- Companies to focus on employee, which are seen as the organisation's most important asset, rather than on product or services offered.
- Employee should be given a choice to promote content they can embrace and to offer feedback and suggestions. It allows them to portray their challenge in managing personal and professional development and at the same time, aligning to their employer's vision.
- Motivated employees can be an advantage to deliver a powerful message that reinforces the key values of a company and its brand, via a trusted channel

Proposed KPI: Retaining of xx% high performing employees

Best Practices/ Reference:

- McDonald's has an inclusive and engaging culture which has helped drive employee retention and instilled a sense of pride and belonging. Every employee is part of the McFamily and plays a crucial role in the organisation.
- "People are our ambassadors" - emphasis on the importance of employees that represents a promise behind the brand. The company empowers its employees to tell the brand's story through relating their own experiences working for the brand.
- HR managers were trained and then worked with employees to train them on ways to improve their online profiles and 'humanization' of the brand.

Relevant Organizations

- Individual companies

Branding and communication is important to address perception, and to ensure a clear positive messaging is communicated



Defining Target Audience

Youths

- Pool of youths which can fulfill organisation's demand for more skills-based and service-based workers through the development of critical and creative thinking skills, soft skills, and certified technical skills

Recommendation



Highlight testimonials from employees

- Share employment experience, benefits and opportunities gained, individual improvements, and integration with other cultures



Live - Experience Sharing

- Provide a live reality experience of the work environment via video streaming
- Highlight types of activities involved day-to-day



Feature social impact stories

- Incorporate glimpse of organisation efforts in community outreach programmes and role in instilling core values

Initiative 4 – Productivity Based Personnel Development

Case for change:

Most organisations have issues relating to performance management and people development. Key reasons relating to goals were not clearly defined, not measurable, or it does not help in structuring an employee's career development and identifying the weakness and strength of an employee.

Concept:

1 **To improve the current performance management framework and appraisal format including quantitative measurements to raise the overall performance level of staff. 3 key approaches to be undertaken:**

- **Comprehensive and Transparent Performance Appraisal**
 - Integrated performance management tool (e.g. Goal Setting and Goal Review, Self-Assessment, Performance Appraisal).
 - Incorporate and align competencies (e.g. The MRA will be rolling out a mandatory retailers competency framework) as part of the tool.
- **Customised Performance Targets for Individuals**
 - Incorporate and embed technical competencies required for employees as part of its development target.
 - Enforce employee - manager relationship as it is vital in effective performance management.
- **Customer Satisfaction Measurement**
 - Maintaining the drive on customer personalisation and holding teams accountable for practicing day-to-day performance management.

Keep performance management simple with two-way communication; feedback delivery; and coaching.

Proposed KPI: Increase in employee satisfaction survey by x% in 20XX

Best Practices/ Reference:

- Cargill Inc. was struggling to engage and motivate its 155,000 employees worldwide.
- It introduced its “Everyday Performance Management” system, designed to incorporate daily encouragement and feedback into on-the-job conversations.
- Key principles:
 - Simplified performance management process and requirements
 - Focus on everyday performance management behavior and practices
 - Strengthen Manager capabilities in providing daily feedback to employees

Relevant Organizations

- Individual companies

Performance management is important as high performing staff and higher productivity can lead to operating cost reductions

Illustrations



Performance Incentives



Individuals

Customised Performance Targets for Individuals:

Sales Output × Quality of service × Compliance to HQ standards



Branch

Assessment Area	Characteristics of a 5-Star Branch Store
Facility Management	<ul style="list-style-type: none"> ✓ Strong internal leadership ✓ implements best practices for managing resources ✓ appropriate skilled staffing ✓ excellent working conditions/environment for staff including appropriate incentives
Use of organisation data	<ul style="list-style-type: none"> ✓ accurate and comprehensive data ✓ staff who can perform data analysis ✓ staff who uses data for service improvements
Performance assessment	<ul style="list-style-type: none"> ✓ functioning performance system for staff ✓ staff who have met over 80% of their performance targets
Organization of services	<ul style="list-style-type: none"> ✓ well-organized setup for service delivery ✓ well-organized and efficient process for maintaining and accessing records

As expectations grow for better customer services to be offered, the performance of branch outlets – encompassing employees and outlook of store is important in improving operational efficacy.

Initiative 5 – Comprehensive Onboarding Programmes

Case for change:

Most companies have an internal onboarding for its new employees to bring them up to speed on the various processes. However, HR professionals often overwhelm new recruits with materials and information at the new employee orientation. Poor onboarding culture tends to lead employees to leave prematurely.

1 Structured Onboarding Process

- Aside from a 2-3 days typical onboarding session, companies should also incorporate the entire duration of the probationary period with activities involving all key managers (aside from HR Department) in session – “an ongoing process rather than a session”
- Each employee must be tasked to reduce the attrition rate within the organisation besides the HR team.
- Companies can utilize technology can streamline the administrative process so that more time can be spent for one-on-one interactions with Branch Managers and Human Resource Team from the HQ to elevate the onboarding experiences.
- New hires are also given the opportunity to have rotational assignments, cross – departmental exposure to develop further interest in the organization.

2 Organisation Culture Assimilation

- Companies to empower employees at all levels and create opportunity for them to innovate.
- High expectations and empowerment will drive employees to be proud of their work and thus making customers satisfied. E.g. Trader Joe employees are empowered to make decisions based on what is best for the customer. It involves personal interaction on the products utilisation.

Proposed KPI: Increase in employee satisfaction survey by x% in 20XX

Best Practices/ Reference:

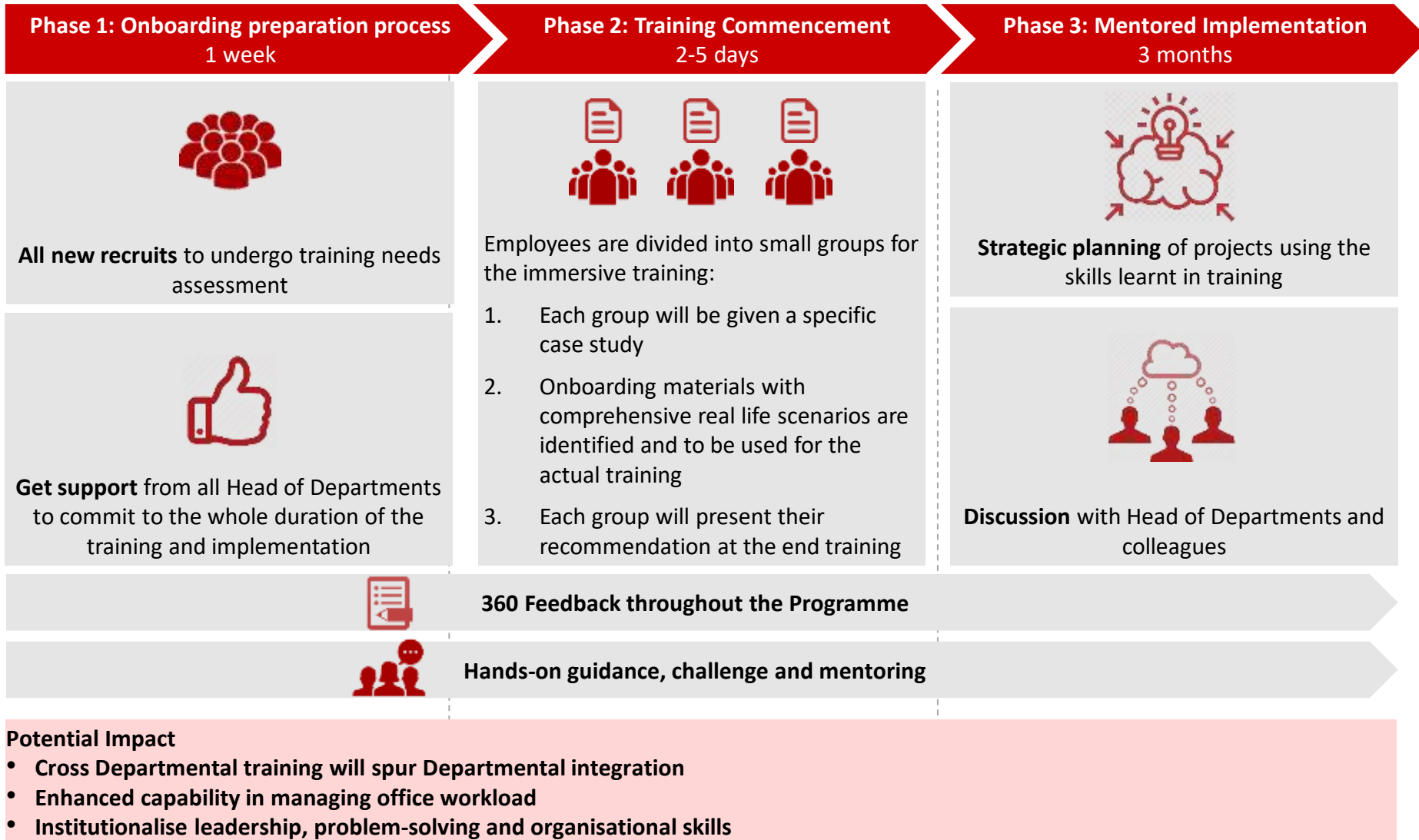
- Pal's Sudden Service, is one of America's leading fast food restaurant chains.
- The company has ~900-plus employees in 26 locations, with 90% of its employees are part timers, and 40 percent are between the ages of 16 and 18.
- The turnover rate for assistant managers at Pal's Sudden Service is 1.4% has only lost 7 general managers in the 34 years of business.
- New employees (including part-timers):
 - receive 120 hours of training before they're allowed to work on their own
 - prove competence in role through an internal certification (and recertification) process
 - weekly check-ins to ensure expectations are met

Relevant Organizations

- Individual companies

Employee onboarding is key towards strengthening the employee's contributions and dedication towards the company

Illustrations



Initiative 6 – Personalised Internal Communication Engagement

Case for change:

Communication, immediate managerial effectiveness and leadership are the top 3 identified areas for employee attrition. A staff communication framework is necessary to keep staff engaged, informed and ascertain of the company mission.

Concept:

- 1 **Develop and deploy the staff communication framework** while keeping it brief and precise, to connect and reach the new workforce that consists mainly of millennials, which includes :
 - Continue monthly staff engagement in HQ and branch level
 - Review objectives and procedures of Monthly Alignment Meeting
 - Introduce a Townhall meeting for Group Leadership to engage staff (biannually)
 - Quarterly leadership newsletter from the Managing Director/ Group CEO covering:
 - Business updates
 - Priorities
 - Current issues and action plan
 - Support required
- 2 **Open Door Policy/ Townhalls**
 - Employees feel empowered when they have access to company executives and can talk to them directly about the issues that impact them

Best Practices/ Reference:

- **Experian, a global information service firm**
 - In order to manage employees who do not understand the goals they wanted to achieve, the company realises the need to enable communication that inspires employees across the business
 - This led to the company collecting stories from around the business to communicate Experian’s values and culture to its workforce of over 17,000 known as “Experian Live”
 - Experian TV was later on introduced as a mobile experience to showcase stories, interviews and how-to guides from across the business
 - It freshens up internal comms and thus producing sharp contents required

Relevant Organizations

- Individual companies

Proposed KPI: Increase in employee satisfaction survey by x% in 20XX

Internal communications system should include leveraging on available digital platforms such as social media accounts, emails and also to conduct engagement surveys

Available digital channels



Surveys

- Yearly engagement survey link sent to all employers
- Survey to judge workplace culture (transparency, timeliness, sincerity and accessibility of management) and development opportunities
- Survey to request for suggestions on organisation improvements.



e-mails

- Quarterly leadership newsletter from the Managing Director/ Group CEO



Social Media

- Aside from social media account for external use, some organisation have an internal social media page as means of an informal outreach.
- Ongoing queries and complaints on social media must be followed up and attended to within 24 working hours.

Potential Impact

- Consistently engaging employees from all levels and listening to their grievances
- Allowing an open dialogue with employees
- Real-time feedback can be provided
- Improves responsibility and accountability of all leadership tiers



Initiative 7 – Personalised Development Programmes

Case for change:

Personal development plans (PDPs) are approaches that involves individuals taking primary responsibility with HR and Line Managers supporting the effort. Although the idea of personal development planning is not new, there does seem to have been a rapid increase in the number of large organisations seeking to introduce some kind of PDP scheme. Organisations no longer feel they can take prime responsibility for the careers and development of their employees.

Concept:

1 Coaching/ Mentoring

- To review, enhance and implement a mentoring framework as a developmental support system for high performing employees.
- Mentees to be assessed on professional competence and experience, attitude and character, communication skills, and interpersonal skills
- Soft skills coaching: mentors to encourage mentee to increase effort in speaking comfortably and confidently, understanding money, product and financial knowledge; and being a reliable team player who is keen to problem-solve

2 Specialised Training Abroad

- High performing individuals in the retail sector, who has experienced different job roles may be given an opportunity to attend a training abroad (aside from buyers and merchandisers).

Best Practices/ Reference:

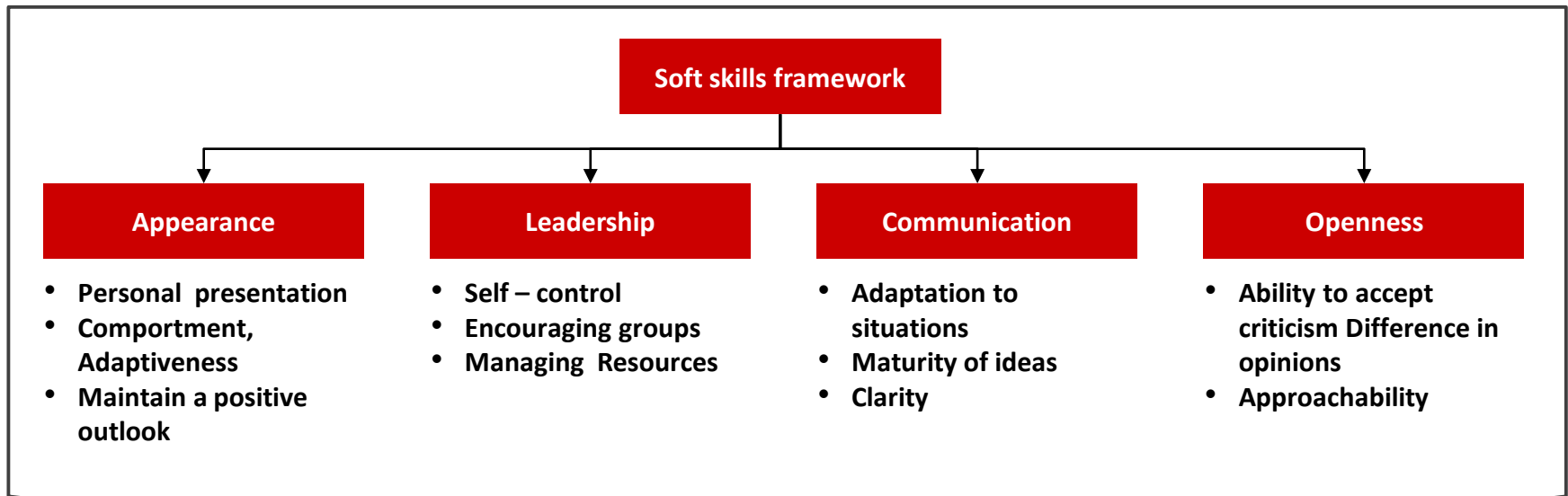
- Oporto, is a technology company based on the USA that works with retailers and manufacturers to manage and then resell their returned and excess merchandise.
 - The company encourages its employees to participate in the conferences, organisations and learning programs that will keep them at the top of their field
 - Employees work with their manager and department head to determine what programs are appropriate for their development while also providing business impact.
 - The organisation also provides internal management training through an intense 10+ week class

Relevant Organizations

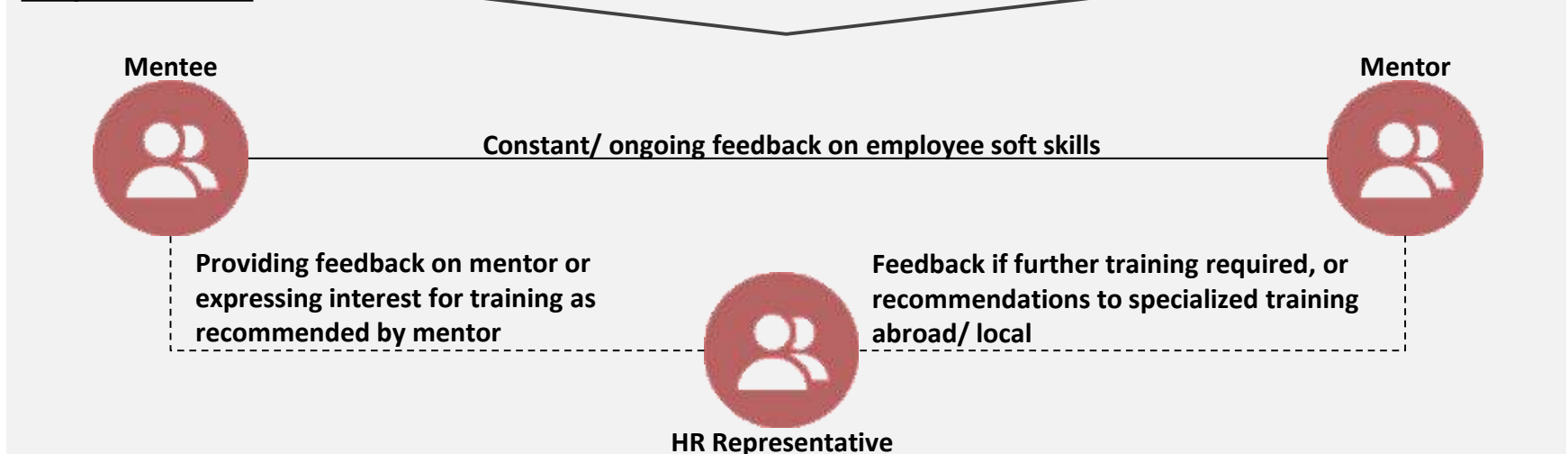
- Individual companies

Proposed KPI: Increase in employee satisfaction survey by x% in 20XX

Mentoring/ coaching on soft skills should be a priority for organisations due its essential need in the Retail and F&B industry



Sample Framework



Initiative 8 – Digitising Customer Journey

Case for change:

Retailers that are slow in moving into digital are fast losing ground to the new digitally native direct-consumer (D2C) organisations such as Amazon, Lazada and Zalora. Retail and F&B organisations look at digitising customer's journey to stay relevant.

Concept:

1 E-commerce Training

- To understand the concept of a e-commerce store and learn the skills needed to setup one.
- Designing online store, insert products, setup payment system and fulfilling the order.

2 Digital Marketing

- Gaining traffic through various social media sites to increase the awareness of brands, products or services.
- Basic uses of Google Analytics to look at how the product works and structure the account correctly to collect as much useful data as possible.
- Set up landing page, choose the best keywords, write effectively ad copy, and track and optimized the performance of the ads.

3 Digital Customer Experience

- Shape a journey that satisfies the customer and accelerate their path to purchase.
- A quicker, simpler digital experience for customer to increase sales.
- Using customer data to predict next stapes and provide proactive assistance.
- Provide tailored recommendations for a personalised feel.

Proposed KPI: XX% increase of employees skilled in social and digital technology

Best Practices/ Reference:

- Walmart Canada redesigned their multichannel shopping experience for the customers, resulting in 20% increase in customer conversion to digital and a 98% increase in mobile orders.
- Designs in their newly developed app includes features such as:
 - A real-time slot booking engine for grocery pickup
 - A fixed grocery-list style shopping cart
 - The ability to save customers' carts across devices and channel
- After customers place their order online, a Walmart Associate fills the order and places it in a Grab & Go lockers located in select Walmart stores, 7-Eleven locations and Canada Post retail outlets for pick-up








Relevant Organizations

- Individual companies




The increase in consumer demand for online purchases will fuel future revenue growth across all B2B and B2C transactional E-commerce in the retail and F&B sector

To ensure organisations do not fall behind, various training providers and training modules are available to assist employees in building their competencies and skill in E-commerce and Retail Digital Marketing





Example E-Commerce Training

- Modules
-  Introduction to E-commerce
 -  Web Fundamentals
 -  Theme Set Up
 -  E-Commerce Set Up
 -  Product insertion
 -  Product marketing
 -  Order fulfillment

Example Digital Marketing Training

- Modules
- Search Engine Optimisation**
 -  Digital Marketing Overview
 -  Online Display Advertising
 - Social Media Optimisation**
 -  Online Reputation Management
 -  Interest Marketing Strategy
 - Social Media Marketing**
 -  Mobile Marketing
 -  Email Marketing
 - Pay-Per-Click**
 -  Google Analytics
 -  E-Commerce Marketing

Example Digital Customer Experience

- Modules
-  Optimise the Customer Journey
 -  Digitization
 -  Anticipation
 -  Personalisation

Initiative 9 – Business Opportunity Scheme

Case for change:

Loss of high performing staff may be due to personal or family issues whereby they are forced to resign from the company and move back to their hometown.

Concept:

- **To maintain the high performing staff within the company's network, outgoing staff will be given the opportunity to open up a franchise or a new business with an opportunity to provide services for the company (sharing economy).**
 - **Option to open a franchise or a complimentary business**
 - Outstanding and long service employees are offered the chance to be a franchisee.
 - Assistance and business intelligence support provided by the parent company.
 - Franchisee fee can be paid in installments.
 - **Supporting new businesses**
 - Outstanding employees that opt to set up a company will sign a contract with the company offering their services. E.g. logistic company to manage delivery of goods for the parent organisation.

Proposed KPI: XX number of former staff generating profit from their business

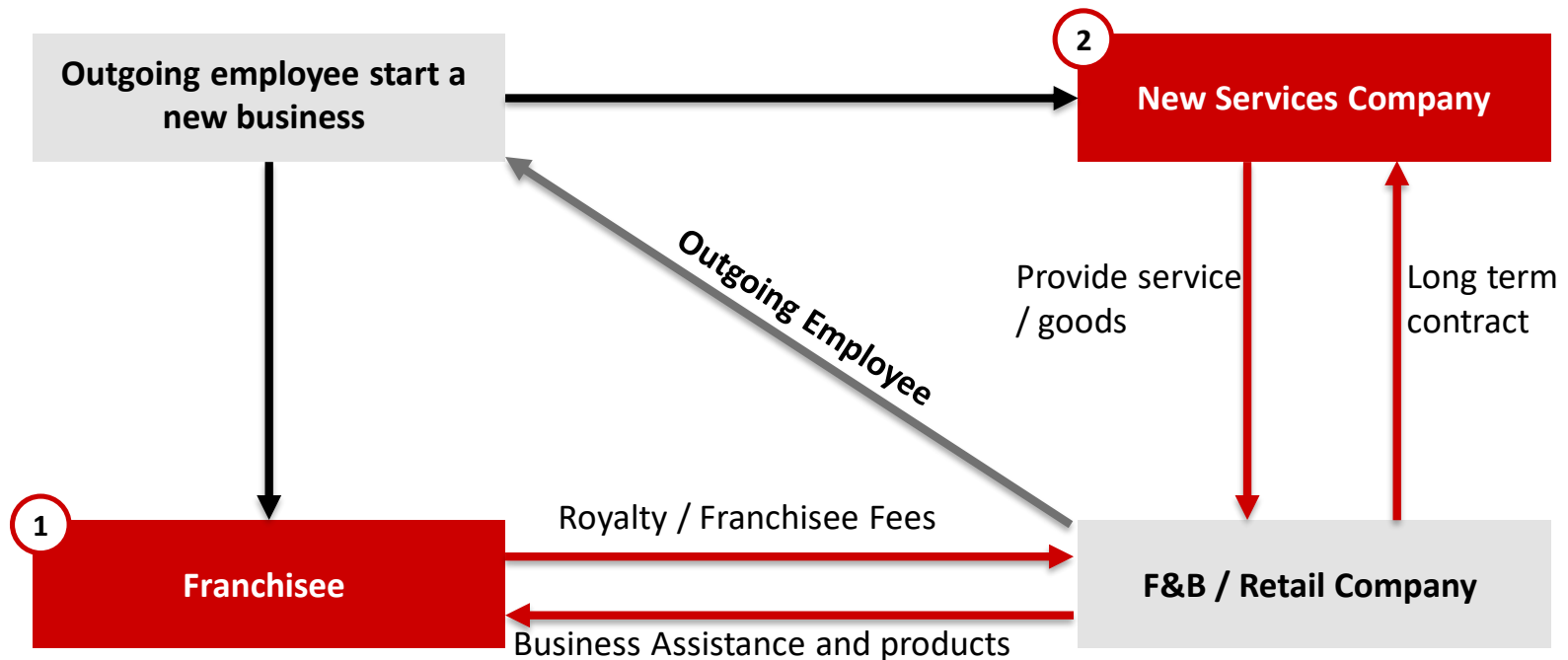
Best Practices/ Reference:

- A local specialised store has been offering to high-performing long service employees an offer to be a franchisee with continued support from the parent company
- The annual franchisee fee is allowed to be paid in installments

Relevant Organizations

- Malaysian Franchise Association

An outgoing employee may continue to be within the organisation's system when they are given an opportunity to be a franchisee or set up a new business and provide services to the organisation



Malaysia could stand to gain by leveraging more on the sharing economy and expanding its networks through such business expansions and franchisees.

- Malaysia currently ranks 69 out of 213 countries in the Timbro Index of Sharing Economy¹
- By undertaking more synergistic efforts as described, the Retail and F&B sector may improve Malaysia's ranking

Initiative 10 – Monetary Incentives

Case for change:

All employees sustain a certain standard of living by affording basic expenses such as housing, food, and healthcare. A monetary incentives beyond their take home salary and is one of the main driving factor on how motivated they will be to be a high achieving employee.

Concept:

- **To encourage friendly competition between employees linked to job performance through monetary incentives . This will motivate employees to perform optimally.**

1 Tiered commission

- The amount of sales commission increases as the employee sells more product.
- It also provides sales employees with additional incentive to sell or upgrade to new products and to stay in contact with potential repeat customers.

2 Hurdle-Rate Profit-Sharing Plans

- A percentage of total excess profit achieved by the company during the year will be shared among all employees.

3 Loyalty reward

- Staff working for certain number of years gets monetary reward.

4 Idea Generation Scheme

- Staff recommend improvements in the company's processes or propose business ideas.
- For ideas that are accepted, employees will be rewarded with cash incentives.

5 Private Retirement Scheme (PRS) Contribution

- Employer contributes part of the 10% monthly salary into PRS.

Proposed KPI: Retaining of xx% high performing employees

Best Practices/ Reference:

- Huawei launched Time-based Unit Plan (TUP). TUP is a profit-sharing and bonus plan based on employee performance for all eligible employees.
- Under TUP, time-based units (“TBUs”) are granted to the recipients, which entitle the recipients to receive cash incentive calculated based on the annual profit-sharing amount and the cumulative end-of-term gain amount.

Relevant Organizations

- Individual companies
- Malaysia Productivity Corporation for Productivity-Linked Wage System (PLWS)

Some employees are motivated only by monetary gains and improvements – such monetary incentives are mostly given based on the performance of an employee

Programmes	1	2	3	4	5
Description / Method	<ul style="list-style-type: none"> • Unlike flat commission plans, tiered commissions encourage employees to hit sales milestones. • As performance increases, employees earn a higher commission rate. 	<ul style="list-style-type: none"> • Establishes a minimum-profit threshold and then shares the gain with employees when the threshold is exceeded. • The threshold is a predetermined level of profits, or some other financial return measure, rather than a productivity baseline, as in gain-sharing. 	<ul style="list-style-type: none"> • Long-service awards are designed to recognise and/or reward lengthy periods of service. • Employers must decide at what intervals they will make awards, and what the awards will be. 	<ul style="list-style-type: none"> • A platform will be provided to generate new ideas for the Management to explore business opportunities • A successful business idea will receive a cash incentive of up to Management's discretion 	<ul style="list-style-type: none"> • An employer may channel contributions to one particular PRS provider while its employees can choose the type of fund they prefer to contribute to by the said PRS provider
Benefits	<ul style="list-style-type: none"> • This type of compensation plan is meant to motivate staffs to meet quota, exceed quota, and continue closing deals. 	<ul style="list-style-type: none"> • This type of compensation plan to motivate staffs to exceed their quota and promote teamwork with their colleagues. 	<ul style="list-style-type: none"> • This type of compensation plan promotes loyalty and meant to retain staff in the organisation 	<ul style="list-style-type: none"> • This type of compensation plan encourage and channel ideas from employee for business development in a structured manner 	<ul style="list-style-type: none"> • Additional savings for employee retirement. • Individual Tax Relief of up to RM3,000 per assessment year • Income received from PRS funds are tax exempted from Malaysia Income Tax.

Initiative 11 – Education Support Scheme

Case for change:

As high performing staff rises up the career ladder, future job positions may require certain level of qualification or competencies. This will become a barrier for staff to have further career advancement.

Concept:

- **To provide support for staff that wishes to further their education. In return, the employees will contractually be bonded to the organisation for certain duration.**
 - **Bonded Scholarship**
 - Provide current staff with sponsorship (half to full) for further study (part time) in retail courses.
 - Employee undertake an academic course on a part-time basis while working for their employer.
 - The Sponsorship is applicable to even Bachelor Degrees or MBA and the employee will be bonded for a certain number of years as decided by the management.
 - **Study Loan Contribution**
 - Applicable for Diploma courses related to retail (first time tertiary study).
 - Staff enrolled into Diploma courses identified by the company will be subsidised and further subsidy provided upon completion of the course.
 - Example: Subsidy of 40% by company during the course of the study and an additional 20% when completed.

Proposed KPI: XX number of staff complete their further studies

Best Practices/ Reference:

- The Starbucks College Achievement Plan (SCAP) provides all eligible U.S. partners (employee) the opportunity to receive 100% tuition coverage to Arizona State University.
- Employee will receive a 42% scholarship from ASU toward their undergraduate tuition each semester.
- Near the end of the semester, Starbucks will issue a reimbursement for any tuition costs outside of the ASU scholarship and not covered by any need-based financial aid into the employee's paycheck.

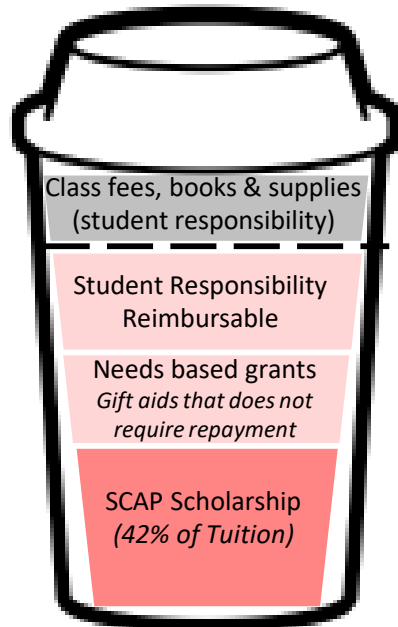
Relevant Organizations

- JPK, PTPK (MOHR)
- MOE

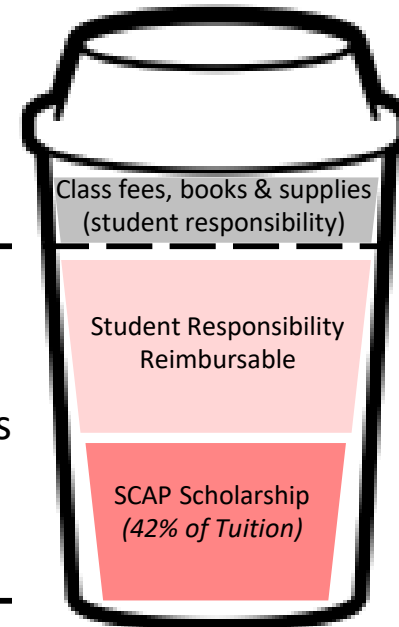
Case Study: Starbucks College Achievement Plan (SCAP) provides all eligible U.S. partners (employees) the opportunity to receive 100% tuition coverage to Arizona State University.

- As a benefits eligible Starbucks partner (employee), they receive a 42% scholarship from ASU toward their undergraduate tuition each semester.
- Near the end of the semester, Starbucks will issue a reimbursement for any tuition costs not covered by need-based financial aid¹ in their paycheck.
- While the reimbursement doesn't cover some costs such as books or special course fees, most partners discover that their financial aid will finance these additional costs

Partner 1:
Eligible for need-based grants



Partner 2:
Not eligible for need-based grants



Tuition and applicable fees

1. Need-based aid includes grants like the Pell Grant or University Grant that are awarded based on the financial need of the student/family.

Initiative 12 – Reward and Recognition

Case for change:

In a competitive business environment, more business owners are looking at improvements in quality while reducing costs. Employees not only want good pay and benefits; they also want to be treated fairly, to make a substantial contribution to the organisation through their work, and to be valued and appreciated for their efforts. This will also identify deserving employees for accelerated career growth and as part of succession planning

Concept:

- **To give reward and recognition to outstanding employees which will motivate their peers to change work habits and key behaviors that will benefit the organisation.**
 - **High Performer Club Programme**
 - Top achiever employees will have access to top management and given recognition and perks for their distinguished performance.
 - They will need to maintain the exemplary performance to maintain the privileges.
 - **Leadership Development Programme**
 - High performing employees identified and earmarked for the programme.
 - They will undergo training and development courses for leadership positions.
 - **Fast-tracked Performance Based Promotion**
 - Outstanding employees that has consistently overachieved to be promoted earlier than the usual performance review cycle.
 - **Employee Recognition**
 - Recognition by the management to high performing employee via the company's official communication channel or newsletter.

Proposed KPI: Retaining of xx% high performing employees

Best Practices/ Reference:

- McDonalds President's Award recognises the achievements of the top 1% of McDonald's Corporate and Market employees globally.
- It celebrates high achieving individuals who, through ongoing purposeful collaboration and in helping others shine, also inspire and enable those around them to deliver better results.

Relevant Organizations

- Individual companies

High performing employees are given recognition via official acknowledgement as well as the opportunity for accelerated career growth within the organisation

REWARD AND RECOGNITION

1. High Performer Club Programme

Exclusive club strictly for high performers

2. Leadership Development Programme

Identified and earmarked for succession

3. Fast-tracked Performance Based Promotion

Accelerated career advancement

4. Employee Recognition

Recognition by the management

- Top achiever employees will have access to top management and given recognition and perks for their distinguished performance.
- Once an employee maintained their position in the club for 2 years in a row, they will potentially be earmarked for leadership.

- In the Leadership Development Programme, identified employees will participate in strategic interactive sessions top managers (HPC supervisors), as well as received specialised training program for management knowledge and skills.

- High performing employees that has undergone the Leadership Development Programme will be fast tracked to management position as part of the succession planning.
- This will be subjected to availability of position within the organisation and the business needs.

- High performing employees will be given recognition by the management via the company's official communication channel or newsletter.
- They may also be the face of the organisation for both within and outside of the organisation.

Initiative 13 – Employee Exposure Programmes

Case for change:

A high-performing employee who has not been given enough exposure will have a higher chance of being stagnant in their performance, which will effect the company's performance.

Concept:

- **To give industry / best practices exposure to high-performing staff so that they will return to HQ and provide a platform to share the knowledge gained or create new business ideas for the benefit of the entire organisation.**
 - **Exposure to Overseas Assignments**
 - High performing employees are given exposure through participation in international conferences that will provide better understanding of the particular industry they are working in.
 - During these conferences, they will be exposed to new products, processes and new ideas which can then be developed back in Malaysia for the benefit of the companies.
 - **Master Trainer Knowledge Sharing**
 - Selected high performing staff may also be sent overseas for specialised training that is not available locally.
 - Helps funnel new perspectives, ideas and business practices back to headquarters where the employee is expected to share these insights and knowledge with the company , recommend business process improvement and apply them in their day-to-day work.
 - **Cross-department Training**
 - Top performing employees will be selected to attend study trips across other organisation's/ industry best practice.

Proposed KPI: XX number of staff sharing knowledge in the company

Best Practices/ Reference:

- More than 50% companies interviewed has implemented employee exposure programme whereby they send their employees for overseas exposure or training and provide a platform for these employees to share their knowledge with other employees.

Relevant Organizations

- Individual companies

High performing employees are given the opportunity for further exposure via training(s) and/or conferences to broaden their knowledge of their field and expand their networks

High Performing Employee



Types of Exposure

International Conferences

- Gives employee the chance to listen to different points of view and learn new ideas and trends in their field
- Allows employees to learn new information
- Great opportunities to connect with attendees for networking

Overseas Training

- Employees sent to overseas trainings not available locally
- Only 1-2 high performing employees selected to attend the training to minimise cost
- Training participants to record the knowledge for download to their team

Cross-department Training

- Instill into employees a healthy understanding and respect for different job positions.
- Preparing employees for multiple roles within your company

Expectation

Knowledge Sharing

- Employee to share the knowledge and training materials through presentation in HQ
- Training materials to be uploaded into the organisation's knowledge repository for all employees to access

Process Improvement

- To explore the possibility to simplify existing process across departments
- Propose new process that can add value to the organisation such as shorter turn around time or reduction of cost

The success of the 13 proposed initiatives to recruit and retain quality human capital can be measured with these four metrics

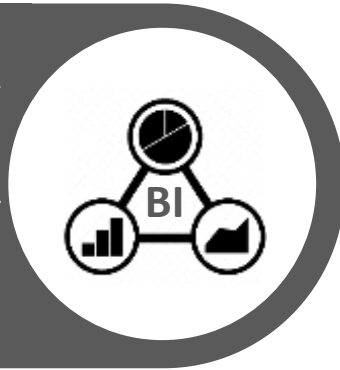
Metric	Description	Formula
Time to Fill	<ul style="list-style-type: none"> The time it takes to find and hire a new candidate, often measured by the number of days between publishing a job opening and hiring the candidate 	$\frac{\text{Total \# of days an open job goes unfilled}}{\text{\# of unfilled positions}}$
Offer Acceptance Rate	<ul style="list-style-type: none"> Compares the number of candidates who successfully accepted a job offer with the number of candidates who received an offer 	$\frac{\text{\# of candidates who accept job offer}}{\text{\# of candidates who are sent an offer}} \times 100$
Quality of Hire	<ul style="list-style-type: none"> Often measured by employee's performance rating, gives an indicator of first-year performance of a candidate 	$\text{Success Ratio} = \frac{\text{Number of hired candidates considered satisfactory}}{\text{Total number of candidates hired}}$
Retention Rate	<ul style="list-style-type: none"> The ability of an organisation to retain its employees. 	$\frac{\text{\# of workers employed over a set period of time}}{\text{\# of workers employed at the start of that set period of time}} \times 100$

There are projected trends towards new/future jobs, however the local industry is still hampered heavily by current needs i.e. cost, readiness and talent availability

New/ Future Jobs

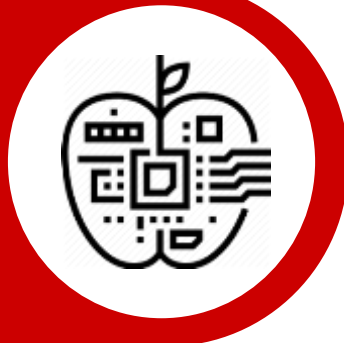
Business Intelligence

A technology-driven process for analysing data and presenting actionable information to help executives, managers and other corporate end users make informed business decisions.



Food Technology

Food technology conducts research and develop new food and beverage products and/or improve the quality of existing products.



Job Roles/ Description

- **Head of Analytics**
 - Applies advanced analytic techniques combined with computer science and statistics. Mapping the problems with solutions.
- **Data Analyst**
 - Involved in data manipulation for the purpose of generating reports or insights. May be responsible for developing and disseminating reports and insights
- **Data Engineer**
 - Individuals in the role of managing data, managing data storages or moving/ transferring data. Typically, the role holder need to understand data wrangling and manipulation
- **Senior Food Technologist**
 - Lead and execute flavour selection and product evaluation according to specified requirement (i.e. customer, regulatory, legislation, cost) and suggest improvements
- **Food Technologist**
 - Conduct research work and new product development, assist in planning and implementing the development of a new product, improvements with product cost information

Value Proposition

- Better match supply and demand
- Improve sourcing abilities
- Drive efficiencies
- Improve sales effectiveness
- Manage enterprise performance
- More and better product offerings



It is recommended that a more detailed study is conducted to see what can be done to encourage more companies to move towards proactively planning for future needs



Industry Practices

Overview



- **Entry Point Salary:**
 - RM1,100



- **Staff Headcount:**
 - Malaysian: 9,354
 - Non-Malaysian: 1,023

Key Success Factors

1 Professional Development

2 Total Employee Experience

Details

- **Grade Training**
 - Employees are required to attend mandatory training according to their grades. E.g. Grade G (fresh entry), Grade J (executives), Grade M (managerial), Grade S (senior management).
- **Retail Centre**
 - The setting up of Retail Business Academy and Bakery School.
 - The Retail Centre is a special academic facility dedicated to cater to the learning and training of its employees. It consists of three schools which are School of Management, School of Operations and School of Hospitality.
- **Leadership Training**
 - Training are often conducted for leadership positions such as Mall Manager, Store Manager, Team Leader, Line Leader.
 - **Overseas Trainee**
 - Selected leaders are sent abroad to prepare for the ever-changing retail environment, by exposing them to overseas working condition.
 - **Succession Programme**
 - High potential executives coaching are done directly by the Executive Director.
- **Group Training by Regional Company**
 - High performing employees according to their levels are selected for regional training session, representing the nation. (E.g. JMP/ BMP/NMP)
- **Periodical engagements**
 - Leaders engagement or “TeaTalk” where senior management will engage outlet supervisors
 - “Family Day” events, Welfare meeting, Club meeting

Overview



- **Entry Point Salary:**
 - RM1,100



- **Staff Headcount:**
 - Malaysian: 9,354
 - Non-Malaysian: 1,023

Key Success Factors

Details

3

Recruitment Strategies

- **Open – Counter Recruitment Drive**
 - Aside from regular hiring processes, residents that are staying close to the Mall are able to apply via an open – counter recruitment drive. Residents/ Housewives are able to serve as part – time workers.

4

Employees Profiling and Nurturing

- **Life-long learning**
 - Partnerships are done with educational institutions to train and upskill workforce specialising in Business Unit areas. The company will fund 80% of the course fees while 20% comes from the respective employees. E.g. Clara International (pharmaceutical courses), OUM-ED course (executives), ILSAS-TNB (charge man), UM-MBA (management).

5

Attractive Remuneration Packages

- **Long Service/ Best Employee Award**
 - Recognition to employee
- Contribution to marriage/ new born/ bereavement/ calamity
- **Skills allowance**
 - Employees specializing as pharmacist/ chargeman/ food and beverage will obtain additional allowances
- **Regular sales incentives and performance bonus**

Overview



- **Entry Point Salary:**
 - RM1,100



- **Staff Headcount:**
 - Malaysian: 7,150
 - Non-Malaysian: 2,100

Key Success Factors

Details

1

Professional Development

- **Training Academy**
 - approximately 40 training sessions are provided monthly by the Academy. Each staff is required to take 2 compulsory trainings upon employment and were required to undergo 2 trainings per year.
- **Management Training Programme (MTP)**
 - The organisation has a 2 year MTP where the sales associates can undergo an on-the-job training to move upwards and into different department such as Merchandising. They will immediately earn a salary ranging from RM1,100 - RM2,000.

2

Total Employee Experience

- **Social Media Connectivity**
 - Workplace by Facebook which is close group for staff only. The workplace is set up by branches where communications / announcement are made.
- A monthly floor meeting is conducted at the branch for all staff and a monthly Townhall at the branch for supervisors and above to provide announcements and company updates.
- Team building events at the branch level are conducted to keep staff motivated.

3

Recruitment Strategies

- **Critical Occupations Approach**
 - Cashiers are their critical job roles in the organisation and with the highest turnover rate. To attract employment, cashiers are given higher wages and additional allowances. The starting salary for a cashier is RM2,010 with additional allowances e.g. attendance, shortage and performance.
- Foreigner are brought in to take on jobs such as packers and movers as these are low level jobs that locals are not interested.

Overview



- **Entry Point Salary:**
 - RM1,100



- **Staff Headcount:**
 - Malaysian: 7,150
 - Non-Malaysian: 2,100

Key Success Factors

Details

4

Employees Profiling and Nurturing

- **Life-long Learning**
 - Staff receives sponsorship (half to full) for further study (part time) in retail courses. Sponsorship applicable to even Bachelor Degrees or MBA and will be bonded for 3 years.
- Employment of people with disabilities with a one month probation to confirm suitability.

5

Attractive Remuneration Packages

- **Performance Bonus**
 - Bonus for all staff by Branch each month provided the branch meets the target KPIs. Reward provided in a form of store credit to be utilised in the company.
- Staff discounts / price for all company products and other selected products.
- Critical areas staff gets transport and staff quarters. This is based on the location of the branch.

Overview



- **Entry Point Salary:**
 - RM2,000



- **Staff Headcount:**
 - Malaysian: 68
 - Non-Malaysian: 1

Key Success Factors

Details

1 Professional Development

- **Product-Based Training**
 - The organisation provides training for the employees such as product training and sales techniques for staff improvement.

2 Total Employee Experience

- Team building sessions where management brief the company's direction, milestones, roles and responsibility.
- Annual dinners with performances by staff.
- Open communication – practices an open door policy where any staff can interact with the management at any time.

3 Recruitment Strategies

- Provide internships to students from institutions such as Taylors, UNITAR and HELP Institute. The interns will then be offered a full time employment upon completion of their studies.
- Recruitment through job portals e.g. Jobstreet, Fastjobs.

4 Employees Profiling and Nurturing

- **International Conferences**
 - Staff gets to attend international conferences where they are exposed to new products. The new product will then be developed in the test kitchen for commercialisation.

5 Attractive Remuneration Packages

- **Loyalty Reward**
 - Staff working for more than 5 years gets an additional RM500, 10 year gets RM800 and more than 20 years gets RM1,000.
- Staff quarters for staff working outstation.
- Ex-gratia – annual bonus.
- Performance awards – RM2,000.reward for performing for staff that has worked minimum 3 years in the company.
- Panel clinics and insurance for hospitalisation.

Overview



- **Entry Point Salary:**
 - RM1,100



- **Staff Headcount:**
 - Malaysian: 2,062
 - Non-Malaysian: 0

Key Success Factors

Details

1

Professional Development

- 80% of HQ Head of Departments and 100% of outlet Team Managers are internally promoted.
- **Life-long Learning (no contractual bonds)**
 - Employees are incentivized to further studies via a higher education allowance and will further obtain a higher education allowance if completed.
- **Study trips (Local and Abroad)**
 - Top performing employees will be selected to attend study trips across other organisation's/ industry best practice.
- **Development of training materials**
 - Executive MBA Programme, Management Training Programme, Advanced Retail Marketing Class were developed by institutes in Taiwan and Japan, and adopted locally at company's expense.
 - The company sponsors managerial employees under the EMBA Programme. The lecturers were flown in to ensure quality and consistency in delivering to employees. Over 80 employees graduated from the programme and are currently Master's Degree holders.

2

Total Employee Experience

- Branch manager will meet at HQ every month for company updates. Information will then cascade down to the branch via the branch manager.

3

Recruitment Strategies

- **Referral programs and "Recruitment from East Malaysia"**
 - The organisation targets the hiring of frontliners from East Malaysia as most candidates found to be more stable in their employment. Employees who meet the criteria will often be transferred to KL office.
- **Education Assistance**
 - Scholarships amounting to RM 20,000 are provided to students with financial hardships, enrolling in Bachelor Degree/ Master programmes. The organisation works with education institutions to identify students to receive the scholarship with 3 years bond, where they will also be given an internship placement and a secured employment upon graduation.

Overview



- **Entry Point Salary:**
 - RM1,100



- **Staff Headcount:**
 - Malaysian: 2,062
 - Non-Malaysian: 0

Key Success Factors

4 **Employees Profiling and Nurturing**

5 **Attractive Remuneration Packages**

Details

- **Read, Learn and Grow Programme**
 - The organisation will purchase reading resources for its employees. Employees who complete their reading and able to provide a summary presentation to their superiors will obtain an incentive ranging from RM 500 – RM 1,000, on top of being featured to the management team.
- **Franchisee Scheme**
 - Outstanding and long service employees are offered the chance to be a franchisee with business intelligence support from the parent company
 - Franchisee fee amounting to RM 25,000 can be paid in installment
 - Since its inception, the Franchise Programme has created 24 millionaires from within its employees with accumulated profit of over RM67 million.
- **Sharing Economy Scheme**
 - Outstanding employees that chose not to be franchisee can also opt to set up a logistic company to manage delivery of goods for the parent organisation.
- **Idea Generation Scheme**
 - Monthly meetings are held to recommend improvements in the company's processes. For ideas that are accepted, employees will be rewarded with cash incentives.
- **Excess Profit Sharing Scheme**
 - A percentage of total excess profit achieved by the company during the year will be shared among all employees. This percentage is determined by the Managing Director.
 - In 2016, the percentage was 10% and RM1 million cash was distributed to all employees. In 2017, the percentage was 15% thus RM1.05 million cash was distributed to all employees. For 2018, the percentage will increase to 20%.
 - Additionally, the company has also allocated RM 2mil special incentive to reward the management in conjunction with upcoming Anniversary Celebration.

Overview



- **Entry Point Salary:**
 - RM1,300



- **Staff Headcount:**
 - Malaysian: 762
 - Non-Malaysian: 3

Key Success Factors

Details

1 Professional Development

- **Generic Learning and Development Programme**
 - The organisation developed its own specialised training modules and trainings are usually conducted for 1-2 days.
- For HQ staff, training is based on specific role needs.
- Leaders or staff with potential can undergo an essential leadership development program.
- Opportunities are given to staff for cross - functional or job rotations.

2 Total Employee Experience

- The organisation looks into providing a work life balance to the staff. Branch staff are entitled to an extra one day off on the weekend per month.
- Flexible starting working hours (8am or 9am) were also provided.

3 Recruitment Strategies

- Online job portal and advertisement posters.
- Partnership with universities /colleges.
- Launch of the Employee Referral Program.

4 Employees Profiling and Nurturing

- **Exposure to Overseas Assignments**
 - The support staff are also given exposure trips that will provide better understanding of the industry e.g. designers / purchasing merchandiser travels abroad to attend product fairs.

5 Attractive Remuneration Packages

- **Staff discount**
 - Product discount percentage is based on years of service.
- The branch staff are given sales commission, incentive trips and bonus subject to achieving the sales target.
- Dental benefits are given to Branch Manager and health insurance to Assistant Managers and above.
- Accommodation are provided for staff in certain areas only.
- Performance bonus for all employees.

Overview



- **Entry Point Salary:**
 - RM1,500



- **Staff Headcount:**
 - Malaysian: 1,300
 - Non-Malaysian: 3

Key Success Factors

Details

1 Professional Development

- **The Learning and Training Academy**
 - Training modules developed and conducted in-house with training programmes such as customer service, selling skills, product knowledge, leadership training (delegate, EQ, situational leadership), functional training in Microsoft office, grooming and etiquette.
- Mandatory training during induction conducted in 3 days to 5 days. Topics are branding, HR policies, SOP, security, product knowledge, customer service.

2 Total Employee Experience

- Organise a bi-annual Dinner event and bi-annual Sports Day (alternate years).
- Branch manager will meet at HQ every month for company updates. Information will then cascade down to the branch via the branch manager.
- Publish a **corporate magazine annually**
- Branch managers get yearly allowance to run social event for the team – e.g. Zumba, baking class, futsal.

3 Recruitment Strategies

- Recruitment through Jobstreet, organization website's career page and through walk-in. **Advertisement flyer not used to retain exclusive image.**

4 Employees Profiling and Nurturing

- Opportunities for staff to move between brands owned/carried by the organization.
- **Branch managers that move to HQ is still eligible for commissions if they have a customer coming to them for sales.** This is to entice good branch managers to be promoted to HQ but not lose their commissions.

5 Attractive Remuneration Packages

- Each staff given health, medical, hospitalisation coverage.
- Staff discount with an annual limit.
- Phone allowance – applicable to HQ staff and some branch manager.
- Parking allowance.
- Commission for sales assistants up to branch manager.
- High performers gets performance bonus and excursions / trips as reward.

Overview



- **Entry Point Salary:**
 - RM1,800



- **Staff Headcount:**
 - Malaysians: 225
 - Non – Malaysians: 1

Key Success Factors

Details

1 Professional Development

- **Retail Excellence Programme**
 - A 5 – 8 days compulsory in-house orientation for new staff in areas of building customer relationships, steps in sales, conversion rate, training on product articulation, product campaigning programme for sales staff.

2 Total Employee Experience

- **Exclusive Club**
 - Top achievers/ Category A employees will obtain access to top management and recognised for their distinguished performance. Occasionally, employees will be given ad-hoc assignments to visit Branch stores abroad to conduct audit or knowledge sharing session.
- **Open Door Policy**
 - Engagement by Human Resource Department or grievances handling by in-house Union.

3 Recruitment Strategies

- Hire experienced candidates in the Retail sector with a proven track record.
- Rebranded the Sales Assistant job title into Retail Support Executive to make it attractive and reflective of the job value.

4 Employees Profiling and Nurturing

- **Comprehensive Performance Appraisals**
 - Annual performance appraisal are conducted in January with a mid-term review in June. The grades of each employee are tabled amongst the Head of Department and Supervisors, followed by a moderation exercise to justify the achievement of an employee. Employee achievements would also cover areas beyond sales.

5 Attractive Remuneration Packages

- Annual performance review with bonus.
- **Acting Allowances**
 - If an executive employee is doing a job for the next level (manager), an acting allowance is provided.
- **Skills allowances**
 - For individuals that are proficient in other foreign languages.

Overview



- **Entry Point Salary:**
 - RM1,100



- **Staff Headcount:**
 - Malaysians: 1,032
 - Non-Malaysians: 0

Key Success Factors

Details

1 Professional Development

- **In-house training**
 - Every employee needs to undergo a 2-day induction training chaired by all Head of Departments.
 - Subsequently, all trainings on product or soft skills are conducted internally by related Head of Departments to Branch Manager and this will cascade downwards to sales associates in the outlet.

2 Total Employee Experience

- **Annual Job Employee Engagement**
 - Survey conducted to gauge the satisfaction of employees, especially among sales assistant.
- Annual dinner and sports carnival.
- Internal sport activities (e.g. yoga, badminton) are funded by the company.

3 Recruitment Strategies

- **Referrals**
 - Engagements are done via word-of-mouth or reaching out to alumni's of a particular institution. This is done predominantly by the Head of Department for executives who has a background in the required industry.

4 Employees Profiling and Nurturing

- **Subsidised Education Loan**
 - Sales assistant who enrolled into Diploma courses identified by the company will be subsidised (60% by company and an additional 20% if completed) .

5 Attractive Remuneration Packages

- Annual increment on an average of 6 – 8%
- **Supplier incentives** based on sales of the product. Incentives are divided equally, depending on outlet performance
- Monthly outlet sales incentives, meal allowances, attendance incentives, overtime allowances

Overview



- **Entry Point Salary:**
 - RM2,000



- **Staff Headcount:**
 - Malaysians: 2,150
 - Non-Malaysians: 1,030

Key Success Factors

Details

1

Professional Development

- **In-house training**
 - Brand and product related training for new launches or new products provided to staff. The training is conducted by the brand principals
 - Soft-skills training provided to all staff e.g. sales and service, communication, image, grooming, etc.
- **Future training**
 - A new Learning and Development unit has been established to look into e-learning platforms
 - This is to bridge the distance as well as consistency in the content and method of training.

2

Total Employee Experience

- **Periodical engagements**
 - Townhall conducted annually where the Director and management travel to all the outlets globally. This allows the staff to be able to meet face-to-face with the Directors.
 - Team building events
- **Social Media Connectivity**
 - Connecting staff through Instagram and Facebook

3

Recruitment Strategies

- **Referrals**
 - Word-of-mouth or recommendations by existing/ former staff to work for the company.
- **Recruitment Platform**
 - Recruitment through job portals e.g. Jobstreet and LinkedIn. HR will scan the online recruitment platforms upon request by departments

Overview



- **Entry Point Salary:**
 - RM2,000



- **Staff Headcount:**
 - Malaysians: 2,150
 - Non-Malaysians: 1,030

Key Success Factors

Details

4

Employees Profiling and Nurturing

- **Career Mobility**
 - Opportunities for staff to move between brands owned/carried by the organisation.
- **Quality and SOP Team**
 - To maintain quality in looks, service and safety, a quality control unit within the operations team is deployed to the branches for inspection
 - They will evaluate the performance of each branch and their employees to ensure the SOP and standards set by the organisation as well as brand principal are met.

5

Attractive Remuneration Packages

- **Performance bonus**
 - Employees receive bonus based on annual performance.
- **Employee Discount**
 - Employee discount up to 30% for all staff and for all brands under the organisation
- **Additional Annual Leave**
 - Employee gets a day off on their birthday

Overview



- **Entry Point Salary:**
 - RM 1,200 (Warehousing)
 - Rm2,500 (Non-Warehousing Executives)



- **Staff Headcount:**
 - Malaysians: 540
 - Non-Malaysians: 40 Expatriates

Key Success Factors

Details

1

Professional Development

- **In-house training**
 - For executives, they undergo Executive Development Programme and given trainings to improve communication and presentation skills.
 - Managers undergo the Manager Development Programme focusing on coaching and hiring.
- **External training**
 - For Director levels and above, they will attend leadership summit and conferences.
- **On-boarding programme**
 - For new employees, the on-boarding requires them to undergo an introduction course on google tools / applications as this is crucial for their job.

2

Total Employee Experience

- On-going employee engagement survey conducted on 1st and 3rd quarter of the year. The survey's findings is discussed and action taken to improve employee's engagement level.
- Employee led activities done throughout the year such as Zumba, classes etc. To ensure employees participate in group activities, this is factored into their annual performance score which is 10%.
- Townhalls and Zoom meetings with local and global employees.
- Company Facebook page for key announcement and communications.
- Flexible work hours / work from home provided, subject to approval from the Manager.

3

Recruitment Strategies

- Platforms such as LinkedIn used for global employee search and JobStreet for local employees and Operations job roles.
- Internship programme for universities (public and private) where outstanding interns are then absorbed by the company, offered full time employment
- Employee referral programmes.
 - Employees are informed of any vacant positions. These can be filled either via referrals or as a lateral move for interested employees

Overview



- **Entry Point Salary:**
 - RM 1,200 (Warehousing)
 - Rm2,500 (Non-Warehousing Executives)



- **Staff Headcount:**
 - Malaysians: 540
 - Non-Malaysians: 40 Expatriates

Key Success Factors

Details

4

Employees Profiling and Nurturing

- **Cross country / division transfer**
 - Eligible employees will be given an opportunity to be transferred to a different division or even country for their career development

5

Attractive Remuneration Packages

- 25% staff discount
- Product giveaway. Occasionally, the organisation's labels are given to employees for free
- Annual Bonus
- Intern receive store credits on top of their internship allowance
- Insurance coverage – Employees and dependent
- Incentive scheme
 - E.g. Warehouse incentive scheme – picker and packer upon hitting their KPI will receive a monthly bonus of up to RM1,000.

Overview



- **Entry Point Salary:**
 - RM1,600



- **Staff Headcount:**
 - Malaysians: 327
 - Non – Malaysians: 50

Key Success Factors

Details

1

Professional Development

- **Dedicated Training Manager and Trainer**
 - Retraining of employees according to company requirements despite candidates having the qualifications or experience prior to entry
 - Employees need to undergo a monthly compulsory training and undergo a refresher course in kitchen and service operations.
- Horizontal career mobility is allowed within the organisation without any demotion of position or impact to salary earned (kitchen – front service).

2

Total Employee Experience

- **“Family oriented”**
 - Foster close relations between HQ and outlet employees via first name basis and presence of social media.
- **Bonding allowance**
 - Outlet managers and supervisors can claim up to RM 500 per year to utilise on team building activities.
- **Additional leave plans**
 - Employees are given a day-off each week and subsequently obtain an additional day if they do not go on leave for 3 weeks.
- **Employee meals**
 - The company employs a permanent HQ chef to provide healthy staff meals within the Klang Valley region. For those working out of the Klang Valley region, employees will be given meal allowance.
- Accommodations/ Hostels are provided to some outlets.

3

Recruitment Strategies

- Stringent recruitment drive with a 3 months' probation requirement
- Partnership with UiTM and obtaining talent specializing in Diploma Food and Beverages.

Overview



- **Entry Point Salary:**
 - RM1,600



- **Staff Headcount:**
 - Malaysians: 327
 - Non – Malaysians: 50

Key Success Factors

4 **Employees Profiling and Nurturing**

5 **Attractive Remuneration Packages**

Details

- Appraisal is conducted every 6 months via a 2 pronged approach (Level 1 – Manager, Level 2 – Operations Director) with all employees graded according to their performance.
- Candidates for outlet managers will be evaluated by a panel consisting of different divisions and required to sit for an ad-hoc examination.
- **General benefits**
 - Supervisors are entitled to staff meals, life and personal accident insurance, medical card.
- **Career Mobility/ Promotion**
 - Promotion exercise takes place every 6 months (upward promotion or salary increment) .
 - An employee who achieves the maximum salary for a particular job title (no promotion due to lack of vacancy) will be given a skills incentive starting RM 100.
- **Company trips**
 - Employees who serve more than 2 years are entitled to company trips within the country.
- **Performance bonus**
 - Employees receive additional salary according to annual performance.
 - **Company Anniversary scheme**
 - Each year during the anniversary of the company, employees from the Headquarter are invited to provide their service in the outlet of their choice. 50% of the total sales from that particular day will be shared equally with all employees who work on that day.
 - **Outstanding service commission**
 - The company collects a 10% service charge which are then shared with all employees according to their performance, on monthly basis. The average additional service incentive that can be obtained by a service crew ranges from RM 100 – RM 300, while a Manager level service crew ranges from RM 1,000 – RM 1,500.
- In due course, outstanding employees will be given a chance to be a franchisee.

Overview



- **Entry Point Salary:**
 - RM1,500



- **Staff Headcount:**
 - Malaysians: 38
 - Non – Malaysians: 2

Key Success Factors

Details

1 Professional Development

- Training are conducted in-house for its employees during off-peak seasons to drive service oriented mindset despite some employees having/ no prior qualifications. The organisation spends time cultivating the right culture and mindset of its employees.

2 Total Employee Experience

- Various impromptu celebrations are often held to drive employee motivation
- Team building activities, training and annual dinner are used as means to connect employees from HQ and Operations.

3 Recruitment Strategies

- **Engagement with TVET institutions**
 - Conduct partnerships with nearby skills based institutions to secure talent requirements during peak seasons. E.g. Culinary students from SG Academy will be able to work part-time, obtain wages and also opportunities for on-the-job training.
- **Youth Development Programme:**
 - Hiring, training and coaching of disadvantaged youth in culinary arts.

4 Employees Profiling and Nurturing

- **Celebrity Chefs**
 - The organisation allow chefs to attend functions to promote and communicate with customers. It services as a platform to profile local celebrity chef.
 - Recently, MoU was signed with China caterers to feature Malaysia halal cuisines. Chef will obtain opportunity to be feature on an international platform.
- **Service Crew**
 - Employees obtain opportunity to work with reputable restaurants and fine-dining restaurants.

Food and Beverages 2 (2/2)

Overview



- **Entry Point Salary:**
 - RM1,500



- **Staff Headcount:**
 - Malaysians: 38
 - Non – Malaysians: 2

Key Success Factors

Details

5

**Attractive
Remuneration
Packages**

- Double and triple pay for overtime deliverables.
- Incentives are provided to customer service team for closing sales deals
- Yearly performance bonus and opportunity to convert company trips to cash incentives.
- Introduced productivity link-wage system (PLWS) e.g. Incentives for reducing kitchen operation cost.

Overview



- **Entry Point Salary:**
 - RM1,100



- **Staff Headcount:**
 - Malaysians: 743
 - Non – Malaysians: 33

Key Success Factors

Details

1 Professional Development

- **Learning Mobile application**
 - Digital learning and communication platform to ensure timely and accurate learning content is disseminated to all employees.
- **Management Trainee Programme**
 - Students from Community Colleges are trained for 6 months as part of their curriculum requirement.
- Supervisors are allowed to be trainers in outlets that have been categorized as “training outlets” with incentives provided.

2 Total Employee Experience

- **Medical insurance**
 - Employees and their dependents.

3 Recruitment Strategies

- All employees will undergo a 3 months' probation. At the end of the session, the Training and Quality Assurance team will assess the employee on soft skills test as part of the confirmation appraisal.

4 Employees Profiling and Nurturing

- High performing supervisors are allowed to lead his/her team in the opening of new outlets. Most of the Area Supervisors in company were groomed internally since the start of the establishment.

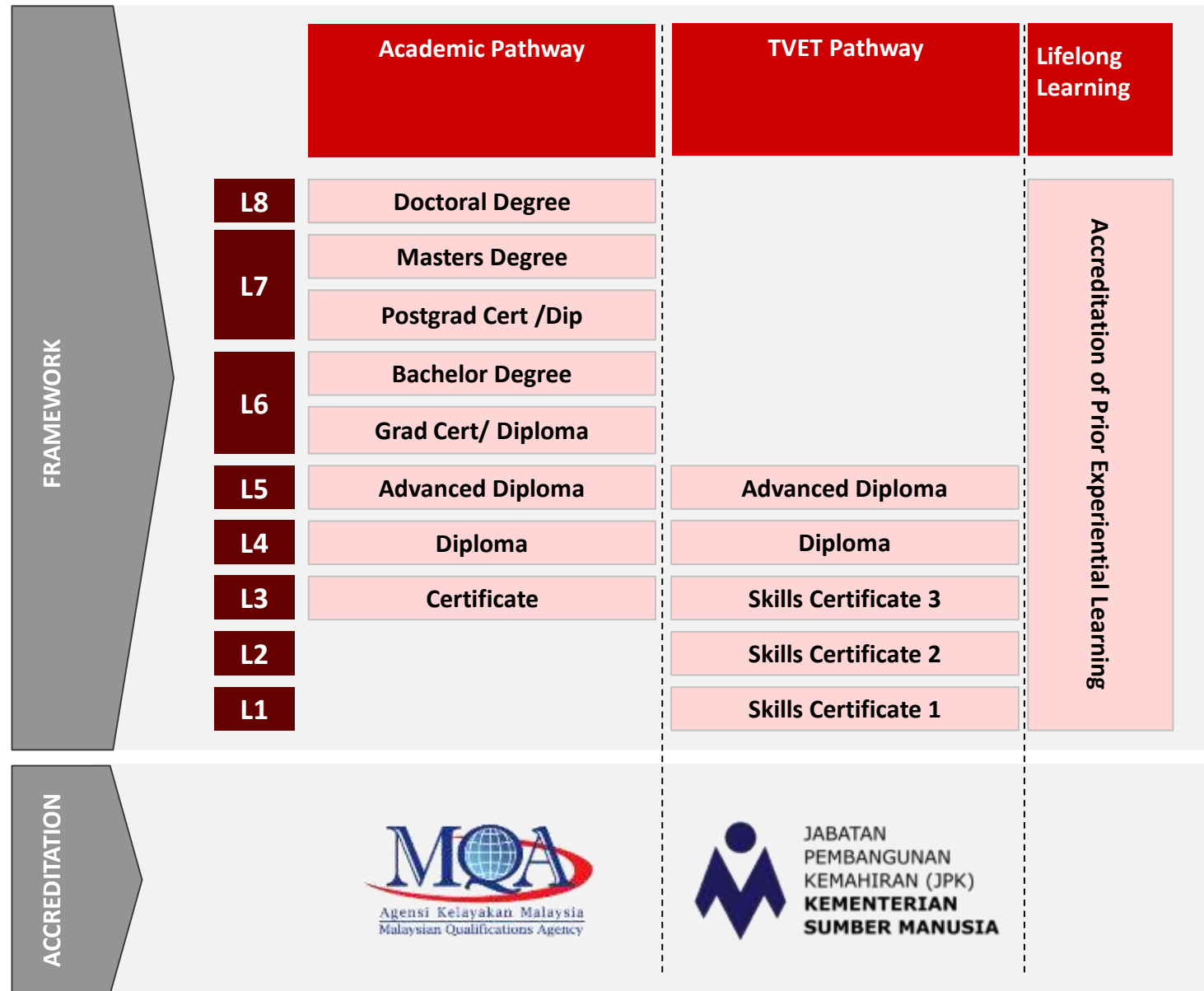
5 Attractive Remuneration Packages

- Performance incentives comprise bonuses and sales performance incentives are paid monthly to performing outlet staff that have exceeded their base-target.
- Supervisors are entitled to quarterly performance bonus based on outlet performance.
- Incentives are also provided based on HQ’s promoted drinks.

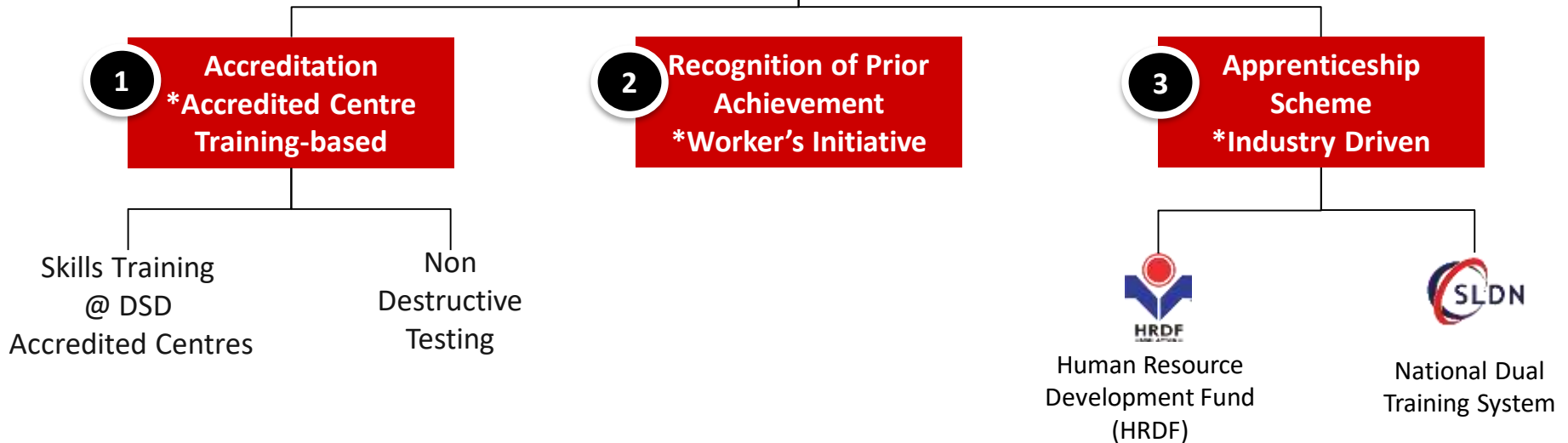
Appendix:

- 1) Malaysian Qualification Framework (MQF) and TVET Certification**
- 2) List of training programmes (MQA and DSD) in the Retail and Food & Beverages**
- 3) List of schemes provided by HRDF**
- 4) Country practices**
- 5) Syndication notes**
- 6) References**
- 7) List of Participating Companies**

Malaysia Qualifications Framework



Pathways to obtain the Malaysian Skills Certification (TVET)



List of Programmes accredited by MQA (Retail)

Retail	Providers
Advanced Diploma in Retail Management	Tunku Abdul Rahman University College, Kuala Lumpur (Main Campus)
Bachelor in Business Administration (Hons) (Retail Management)	Universiti Teknologi MARA (UiTM) (Shah Alam)
Bachelor of Entrepreneurship (Retailing) with Honours	BERJAYA University College Management and Science University (MSU) Tunku Abdul Rahman University College, Kuala Lumpur (Main Campus)
Certificate in Retailing	Institut Optopreneur
Diploma in Automotive Retail Management	DRB-HICOM University of Automotive Malaysia
Diploma in Business Studies (Retail Management)	Tunku Abdul Rahman University College, Kuala Lumpur (Main Campus)
Diploma in Procurement Management	DRB-HICOM University of Automotive Malaysia
Diploma in Retail Management	BERJAYA University College Institut Optopreneur Kolej Antarabangsa AlmaCrest Kolej Poly-Tech MARA Cawangan Kuantan Management and Science University (MSU) METrO Kuala Lumpur Polytechnic Nilai Polytechnic Sultan Azlan Shah Polytechnic Ungku Omar Polytechnic
Master of Business Administration (Retail and Hypermarket)	Universiti Tun Abdul Razak (UNIRAZAK)

List of Programmes accredited by MQA (F&B)

Programmes	Providers
Advanced Diploma in Culinary Management	ATI College
Bachelor in Culinary Arts (Hons)/ Culinary Management/ Culinary Arts Management	BERJAYA University College
Bachelor in Culinary Arts (Hons)/ Culinary Management/ Culinary Arts Management	KDU University College
Bachelor in Culinary Arts (Hons)/ Culinary Management/ Culinary Arts Management	Management and Science University (MSU)
Bachelor in Culinary Arts (Hons)/ Culinary Management/ Culinary Arts Management	Sunway University
Bachelor in Culinary Arts (Hons)/ Culinary Management/ Culinary Arts Management	Taylor's University
Bachelor in Culinary Arts (Hons)/ Culinary Management/ Culinary Arts Management	Universiti Teknologi MARA (UiTM) (Shah Alam)
Bachelor in Food Service Technology (Hons)	Management and Science University (MSU)
Bachelor of Culinary Management (Honours)	Taylor's University
Bachelor Of Food Science	Taylor's University
Bachelor Of Food Science	Tunku Abdul Rahman University College, Kuala Lumpur (Main Campus)
Bachelor Of Food Science	UCSI University
Bachelor Of Food Science	Universiti Kebangsaan Malaysia (UKM) (Bangi)
Bachelor Of Food Science	Universiti Malaysia Sabah (UMS)
Bachelor Of Food Science	Universiti Tunku Abdul Rahman (UTAR), Perak Campus
Bachelor of Food Science (Food Service and Nutrition)	Universiti Kebangsaan Malaysia (UKM) (Bangi)
Bachelor of Food Science (Food Service and Nutrition)	Universiti Malaysia Terengganu (UMT)
Bachelor of Food Science and/ Technology	Monash University Malaysia
Bachelor of Food Science and/ Technology	Universiti Sultan Zainal Abidin (UniSZA) (Gong Badak Campus)
Bachelor of Food Science and/ Technology	Universiti Teknologi MARA (UiTM) (Shah Alam)
Bachelor of Food Science and/ Technology	Universiti Tun Hussein Onn Malaysia (UTHM)
Bachelor of Food Science and/ Technology	University College of Technology Sarawak
Bachelor Of Food Science With Honours (Food Science/Service & Nutrition)	Universiti Malaysia Sabah (UMS)
Bachelor of Science (Food Catering Management) (Hons)	UNITAR International University
Bachelor of Science (Food Catering Management) (Hons)	Universiti Tun Abdul Razak (UNIRAZAK)
Bachelor of Science (Hons) (Food Service Management) /Bachelor of Science (Hons) - Food Service Management / Bachelor of Hotel and Tourism Management (Hons) in Food Service Management	Universiti Teknologi MARA (UiTM) (Shah Alam)
Bachelor of Science With Honours (Food Sciences with Business Management)	Universiti Kebangsaan Malaysia (UKM) (Bangi)
Bachelor of Technology (Honours) (Food)	Universiti Sains Malaysia (USM) (Minden)

List of Programmes accredited by MQA (F&B)

Programmes	Providers
Certificate in Commercial Food Processing	Arau Community College
Certificate in Commercial Food Processing	Lahad Datu Community College
Certificate in Culinary/ Culinary Arts	ATI College
Certificate in Culinary/ Culinary Arts	Bandar Tenggara Community College
Certificate in Culinary/ Culinary Arts	Beaufort Community College
Certificate in Culinary/ Culinary Arts	Bukit Beruang Community College
Certificate in Culinary/ Culinary Arts	Chenderoh Community College
Certificate in Culinary/ Culinary Arts	Food Institute of Malaysia
Certificate in Culinary/ Culinary Arts	Kuantan Community College
Certificate in Culinary/ Culinary Arts	Langkawi Tourism Academy@Kolej Komuniti Langkawi
Certificate in Culinary/ Culinary Arts	Nibong Tebal Community College
Certificate in Culinary/ Culinary Arts	Rompin Community College
Certificate in Culinary/ Culinary Arts	Sarikei Community College
Certificate in Culinary/ Culinary Arts	Sungai Petani Community College
Certificate in Food & Beverage Services	Nilai University
Certificate in Food and Beverage Service Joint Certificate with Taylor's University	Langkawi Tourism Academy@Kolej Komuniti Langkawi
Certificate in Food Processing and Quality Control	Arau Community College
Certificate in Food Processing and Quality Control	Arau Community College
Certificate in Food Processing and Quality Control	Jelebu Community College
Certificate in Food Processing and Quality Control	Jelebu Community College
Certificate in Food Processing and Quality Control	Kolej Komuniti Sik
Certificate in Food Processing and Quality Control	Lahad Datu Community College
Certificate in Food Processing and Quality Control	Pasir Salak Community College
Certificate in Food Processing and Quality Control	Pasir Salak Community College
Certificate in Food Processing and Quality Control	Sabak Bernam Community College
Certificate in Food Processing and Quality Control	Sabak Bernam Community College
Certificate in Food Technology	Sultan Haji Ahmad Shah Polytechnic
Certificate in Hospitality Management (Foodservice)	Tunku Abdul Rahman University College Perak Branch Campus
Certificate of Food Processing and Quality Control	Jerantut Community College

List of Programmes accredited by MQA (F&B)

Programmes	Providers
Diploma in Culinary Arts	ATI College
Diploma in Culinary Arts	ATIC International College
Diploma in Culinary Arts	BERJAYA University College
Diploma in Culinary Arts	City University
Diploma in Culinary Arts	Cosmopoint College Kota Kinabalu
Diploma in Culinary Arts	East West International College
Diploma in Culinary Arts	Flamingo International College
Diploma in Culinary Arts	Food Institute of Malaysia
Diploma in Culinary Arts	Food Institute of Malaysia
Diploma in Culinary Arts	Genting INTI International College
Diploma in Culinary Arts	Global Institute Of Studies
Diploma in Culinary Arts	HELP College of Arts and Technology
Diploma in Culinary Arts	Imperia College
Diploma in Culinary Arts	Institut Teknologi Tun Abdul Razak (ITTAR Petaling Jaya)
Diploma in Culinary Arts	International College of Yayasan Melaka
Diploma in Culinary Arts	International Institute of Management and Technology
Diploma in Culinary Arts	INTI College Nilai
Diploma in Culinary Arts	INTI College Sabah
Diploma in Culinary Arts	INTI International College Penang
Diploma in Culinary Arts	INTI International College Subang
Diploma in Culinary Arts	KDU University College
Diploma in Culinary Arts	Kolej Negeri Chedang Campus
Diploma in Culinary Arts	Kolej PTPL Penang
Diploma in Culinary Arts	Kuala Lumpur Metropolitan University College (KLMUC)
Diploma in Culinary Arts	Kuching Vocational College
Diploma in Culinary Arts	Legend International College of Hospitality & Tourism
Diploma in Culinary Arts	Malaysian College of Hospitality and Management
Diploma in Culinary Arts	Management and Science University (MSU)
Diploma in Culinary Arts	MSU College Kota Bharu
Diploma in Culinary Arts	MSU College Sabah

List of Programmes accredited by MQA (F&B)

Programmes	Providers
Diploma in Culinary Arts	MSU College Sarawak
Diploma in Culinary Arts	MSU College Shah Alam
Diploma in Culinary Arts	MSU College Terengganu
Diploma in Culinary Arts	Nilai University
Diploma in Culinary Arts	Perak College of Technology
Diploma in Culinary Arts	SATT College
Diploma in Culinary Arts	SATT College
Diploma in Culinary Arts	SEGi College Kota Damansara
Diploma in Culinary Arts	SEGi College Kuala Lumpur
Diploma in Culinary Arts	SEGi College Penang
Diploma in Culinary Arts	SEGi College Sarawak
Diploma in Culinary Arts	SEGi College Seri Kembangan
Diploma in Culinary Arts	Sunway University
Diploma in Culinary Arts	Taylor's University
Diploma in Culinary Arts	Tunku Abdul Rahman University College Perak Branch Campus
Diploma in Culinary Arts	UCSI University
Diploma in Culinary Arts	UCSI University, Sarawak Campus
Diploma in Culinary Arts	UNIFIELD International College
Diploma in Culinary Arts	UNITAR International University
Diploma in Culinary Arts	Universiti Teknologi MARA (UiTM) (Shah Alam)
Diploma in Culinary Arts	Universiti Tun Abdul Razak (UNIRAZAK)
Diploma in Culinary Arts	Universiti Tun Abdul Razak (UNIRAZAK) PINTAR Campus
Diploma in Culinary Arts	University College Bestari
Diploma in Culinary Arts	Victoria International College
Diploma in Culinary Arts	Yayasan Pelajaran Johor College
Diploma in Culinary Arts	YTL International College of Hotel Management
Diploma in Food and Beverage Management	Disted College
Diploma in Food Preparation and Culinary	Yayasan Pelajaran Johor College
Diploma in Food Science and Technology	Malaysian College of Hospitality and Management
Diploma in Food Science	Tunku Abdul Rahman University College, Kuala Lumpur (Main Campus)

List of Programmes accredited by MQA (F&B)

Programmes	Providers
Diploma In Food Service (Halal Practice)	Politeknik Merlimau Melaka
Diploma In Food Service (Halal Practice)	Politeknik METrO Kuantan
Diploma In Food Service (Halal Practice)	Politeknik Tuanku Syed Sirajuddin
Diploma In Food Service and/ Restaurant Management	Food Institute of Malaysia
Diploma In Food Service and/ Restaurant Management	International University College Of Technology Twintech (IUCTT) Kelantan Campus
Diploma In Food Service and/ Restaurant Management	MSU College Shah Alam
Diploma In Food Service and/ Restaurant Management	Universiti Teknologi MARA (UiTM) (Shah Alam)
Diploma In Food Service and/ Restaurant Management	Universiti Tun Abdul Razak (UNIRAZAK)
Diploma in Food Technology/ Food Technology Halal Management	Sultan Haji Ahmad Shah Polytechnic
Diploma in Food Technology/ Food Technology Halal Management	Tun Syed Nasir Syed Ismail Polytechnic
Diploma in Food Technology/ Food Technology Halal Management	Universiti Teknologi MARA (UiTM) (Shah Alam)
Diploma in Halal Food Management and Services	Islamic College of Science & Technology
Diploma in Hospitality Management (Foodservice)	Tunku Abdul Rahman University College Perak Branch Campus
Diploma in Hotel Management and Halal Food Services	INSANIAH University College (KUIN)
Doctor of Philosophy (Food Science)	Universiti Kebangsaan Malaysia (UKM) (Bangi)
Doctor of Philosophy (Food Science)	Universiti Malaysia Sabah (UMS)
Doctor of Philosophy (Food Science)	Universiti Malaysia Terengganu (UMT)
Doctor of Philosophy (Food/ Service Technology)	Management and Science University (MSU)
Doctor of Philosophy (Food/ Service Technology)	Universiti Malaysia Sabah (UMS)
Master in Foodservice Management	Universiti Teknologi MARA (UiTM) (Shah Alam)
Master in Science Food Service Technology	Management and Science University (MSU)
Master of Food Technology	Universiti Putra Malaysia (UPM)
Master of Philosophy (Food Studies)	Taylor's University
Master of Science (Food Biotechnology)	Universiti Sains Islam Malaysia (USIM)
Master of Science (Food Science and Technology)	Universiti Teknologi MARA (UiTM) (Shah Alam)
Master of Science (Food Science with Business Management)	UCSI University
Master of Science (Food Science)	Universiti Kebangsaan Malaysia (UKM) (Bangi)
Master of Science (Food Science)	Universiti Malaysia Sabah (UMS)
Master of Science (Food Technology)	Universiti Malaysia Pahang (UMP)
Master of Science (Food Technology)	Universiti Malaysia Sabah (UMS)
Master of Science (Food Technology)	Universiti Sains Malaysia (USM) (Minden)
Master of Science (Foodservice Management)	Universiti Teknologi MARA (UiTM) (Shah Alam)
Master of Science Food Science	Universiti Malaysia Terengganu (UMT)

List of Programmes accredited by DSD (Retail)

Programmes	Providers
Skills Certificate in Retail Operations	Ascent Skills College
	Techterrain College
	International Business College
	SBA Professionals
	Solis International Academy
Skills Diploma in Retail Operations	Techterrain College
	Kolej Vokasional Gombak
	Kolej Vokasional Pasir Mas
	SBA Professionals

List of Programmes accredited by DSD (F&B)

Programmes	Providers
Skills Certificate in Food and Beverage Service Operations	Stradford College
	Kolej Breyer KL
	Imperia Academy of Tourism
	Kolej CQ Breyer
	Kolej CQ-TEC Sunway
	Institute Hospitality and Tourism
	SST & Consultancy Academy
	Kolej Yayasan Felda Kampus Mempaga
	Asiana Hospitality Academy
	Pusat Latihan Yakim Kerjaya
	Miraj Academy
	SG Academy
	Ethos Academy of Skills Development
	Institut Kemahiran Tinggi Belia Negara Bachok
	Kuching Skills College
	City Advance Skill Academy
	PLP Skill Institute
	Top Skills College
	Sincere Skills Academy
	Malvern International College
Merit Skills Academy	
Rimbunan Hijau Academy Sdn. Bhd	

List of Programmes accredited by DSD (F&B)

Programmes	Providers
Skills Certificate in Food and Beverage Service Operations	College MCS
	STI College
	Institut Perhotelan dan Pelancongan
	Ranaco Vocational Training Centre
	Kolej Inforana
	City Advance Skill Academy
	Kolej Perhebat
	Montfort Boys Town
	Tharshal Training Academy
	Akademi Kemahiran Minda ISBA UK
	Institut Teknologi Perak
	Kolej Masa
	Asean Hospitality and Tourism College - Gold Coast Morib
	Berjaya College
	Sea Academy College
	Hanis Hotel and Tourism Training Institute
	Mont Royale College - Technical and Vocational Education and Training (Perak)
	Institut Kemahiran Belia Negara Peretak
	Institut Kemahiran Belia Negara Bandar Penawar
	MSU College Shah Alam
	S.A.I. International College
Kolej Vokasional Tanah Merah	
Kolej Antarabangsa Greencity	
Pusat Latihan JPK	
ETVA Centre	
Institut Kemahiran Belia Negara Miri	
Pusat Latihan Yakin Kerjaya (Penang)	
Skills Diploma in Food and Beverages Management	Kolej Breyer KL
	Kolej Yayasan Felda Kampus Mempaga
	Institut Kemahiran Tinggi Belia Negara Alor Gajah
	City Advance Skill Academy
	Asian Tourism International College
	Merit Skills Academy
	College MCS
	Kolej CQ-TEC Sunway
Kolej Autoracer	

List of schemes offered by HRDF for HRDF Registered Employers

Employer Grant Schemes

SBL (Skim Bantuan Latihan)

To assist employer to retrain and upgrade their employees (reimbursement basis)

SBL-Khas (Skim Bantuan Latihan Khas)

To assist employer to retrain and upgrade their employees (HRDF pays directly to training provider)

SLB (Skim Latihan Bersama)

To assist employer to organise joint trainings with other registered employers and facilitated by either an in-house or external trainer

ITS (Industrial Training Scheme)

Targeted at trainees undergoing practical training at the premises of an employer before graduating

FWT (Future Workers Training)

To train future workers with the required skills and competencies before entering employment

OJT (On Job Training)

To encourage a skilled worker/supervisor to train and equip a new employee with relevant skills

CBT (Computer-based Training)

To enable employers to purchase / develop training software to retrain and upgrade the knowledge and skills of their workforce

IT (Information Technology)

To retrain their employees in IT whereby financial assistance will be provided to purchase desktop or laptop, webcam & internet (1st year)

RPL (Recognition of Prior Learning)

To certify workers who do not have formal certification but have obtained the relevant knowledge, experience & skills in the workplace based on their competency levels

ALAT (Training facilities & renovation)

To encourage in-house retraining & skills upgrading of their employees by purchasing of training aids for the purpose of setting up, renovating/ enhancing training rooms

Strategic Initiatives Scheme

INDCERT (Industry Certification)

High value added professional certification that would enhance their career development

SLDN Apprenticeship (Skim Latihan Dual Nasional)

To train school leavers with specific skills that would enable them to work with employers upon completion of training

RPEL (Recognition of Prior Experiential Learning)

Experience & skills certification for workers with education level of Secondary and lower

Generate 2.0 (Graduate Enhancement Programme for Employability)

To equip graduates with Relevant skill set & knowledge as required by the industries

SME Graduate (Management Skills):

To develop management skills as well as analytical and creative decision-making competencies for SME owners.

OTEP (OKU Talent Enhancement Programme)

To assist People with Disabilities (PWD) in securing employment by furnishing them with appropriate knowledge, skills and competencies that are required by the industry

For more information, visit:

<https://www.hrdf.com.my/employer/hrdf-schemes/>

Appreciation for the participating companies who contribute to the successful of the this framework & job profiles

Num.	Organisation
1	AEON Co. (M) Bhd
2	Azam Pandan Sdn Bhd
3	Berjaya Roasters (M) Sdn Bhd
4	Big Onion Food Caterer Sdn Bhd
5	BONIA CBF
6	BookXcess Sdn Bhd
7	Caring Pharmacy Retail Management Sdn Bhd
8	CB Franchising Sdn Bhd
9	Central Sugar Refinery
10	Clara International Beauty Group Sdn Bhd
11	DR Group Holdings
12	Intensive Energy Sdn Bhd
13	Habib Jewels Sdn. Bhd.
14	Jabatan Pembangunan Kemahiran
15	KK Super Mart
16	Kyochon Sdn Bhd
17	Lianbee-Jeco (M) Sdn Bhd
18	Loob Holding Sdn. Bhd. (Tealive)

Num.	Organisation
17	Malaysia Retailers Association
18	Mydin Mohamed Holding Berhad
19	Nilai Springs Resort Hotel
20	Parkson Corporation Sdn Bhd
21	Pasaraya Borong Sakan Sdn Bhd
22	Pastry Pro Sdn. Bhd.
23	Royal Selangor International Sdn Bhd
24	Serai Group Sdn Bd
25	Servers Mansion Resources
26	Siti Khadijah Apparel Sdn Bhd
27	Suez Top Ventures Sdn Bhd
28	Senheng
29	TDST Sdn Bhd
30	Thames Oxford Academy
31	The Famous Amos Chocolate Chip Cookie Corp. (M) Sdn Bhd
32	Tomei Consolidated Berhad
33	Total Meal Solution Sdn Bhd
34	Valiram Group
35	Zalora Group (Jade Eservices Malaysia Sdn Bhd)

