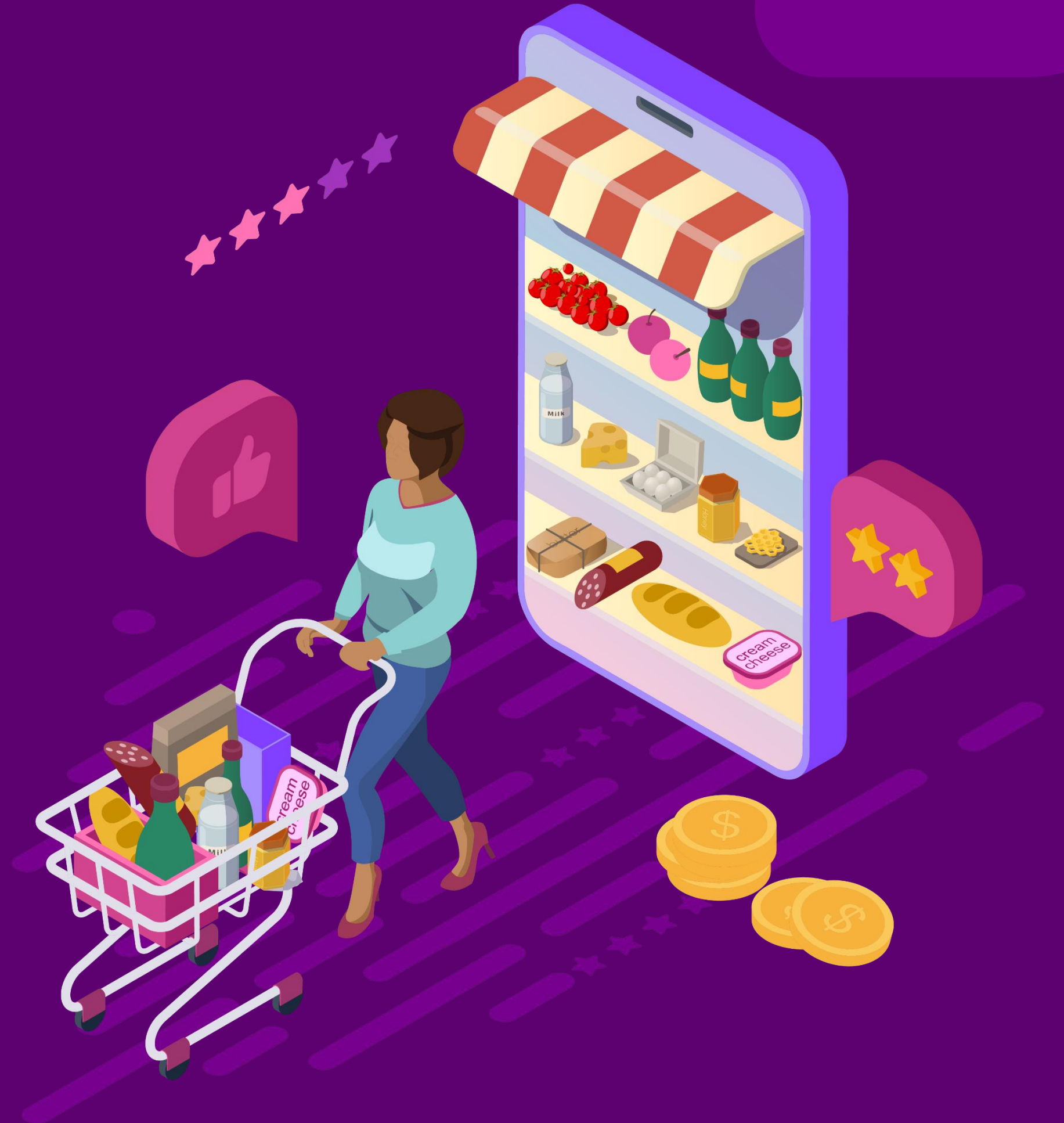


RecruitFirst

M A L A Y S I A 2 0 2 3

RETAIL SECTOR
SALARY TREND &
MARKET INTELLIGENCE

Insights to determine your value in the industry



MOVING FORWARD AND UPWARD

The retail industry in Malaysia has undergone significant changes in recent years, driven by the growth of e-commerce and the shifting consumer preferences.

Despite facing challenges such as increased competition and the impact of COVID-19, the retail sector in Malaysia remains a key contributor to the country's economy, providing employment opportunities and driving economic growth.



MALAYSIA RETAIL INDUSTRY KEY FACTS

96%

Year on Year Sales Increase
in Q3 2022

CURRENT TREND

atome  **hoolah**  **SPayLater**

BNPL (Buy Now Pay Later) Partners



Increase unit per transactions



Offer cashback/voucher to attract customer spend

RISING STARS

FMCG



L'ORÉAL

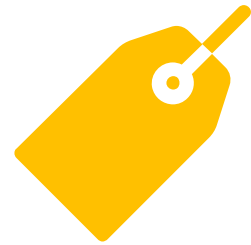
Luxury Retail

LVMH

BURBERRY

SEPHORA

How the sector managed to **push sales**?



Increase number of **promotions** during the festive seasons



Constant **freebies** given to returning customers

Once the Malaysian government relaxed the conditions on several sectors after the Movement Control Order (MCO), consumers almost immediately returned to their shopping behavior.

Companies in these industries are looking for candidates to be able to sharpen certain skills **especially interpersonal skills** which can be more important than their experiences.



CAREER ADVICE

for Jobseekers

While the Retail industry growth is projected to continue at a strong level, candidates will now have more opportunities to enter the industry.

With the minimum wage being increased in Malaysia, the demand to enter this industry is high and having a few set of strong skills will be able to put you ahead of other candidates.

Consider brushing up the following skills and competencies to make your next job search in the Retail industry a successful one.





CUSTOMER SERVICE

Customer Service is one of the top skills to acquire when working in this industry as you need to understand the importance of making the customer feel appreciated.

Brush up on these to deliver **top notch assistance** whenever needed:

Prepare possible scenarios

Answer to common questions

Learn policies of the store (refunds, returns and types of payment)

Greet customer and check in on them regularly

COMMUNICATIONS

Showing the customer how they're appreciated goes hand-in-hand with how you communicate with them. Show them that you're giving your full attention by understanding the business well and give them your **full attention** by conversing with them regarding the products/services.

The way you talk to customers has a big impact on your brand, so, when speaking to customers, think of the tone of your voice – try to always keep it positive.





PRODUCT KNOWLEDGE

Product knowledge ensures that there is an enhanced customer experience when they enter the store. This type of skills is critical in selling the products/services.

It's best to **understand** the type of product being sold to customers and relay that information in layman terms.

Being updated on all products helps give you the advantage and confidences when answering questions by customers.

PROACTIVE

Being proactive is a trait that many adore, as anyone working around you know that you're ahead of the tasks you've been assigned with and you're able to handle the tasks in an **efficient and timely manner**.

Being proactive isn't just that you're doing the tasks fast, it's also about planning and preparing in advance for scenarios and how you react to circumstances.

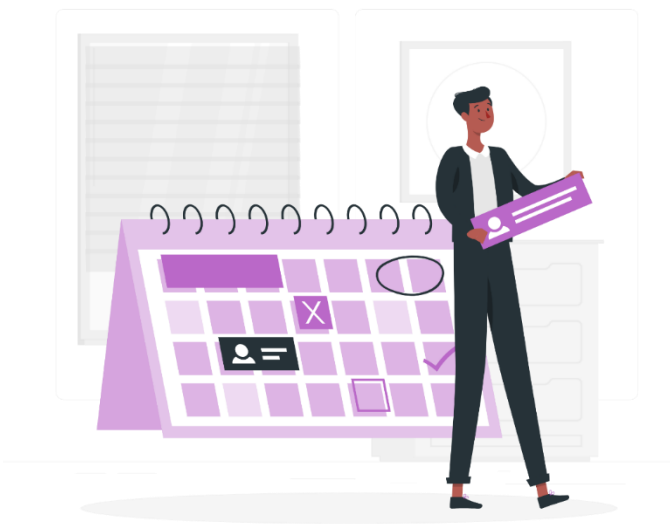
How to be proactive?



Be adaptable to change



Prioritize tasks



Manage your calendar



Learn from mistakes

IN-DEMAND SKILLS

IN RETAIL INDUSTRY



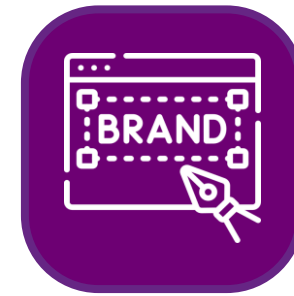
STRONG CUSTOMER RELATIONSHIP
MANAGEMENT EXPERIENCE



QUICK LEARNER



IN-DEPTH PRODUCT
KNOWLEDGE



ATTENTION TO BRAND
IDENTITY



PERSUASIVE



FAMILIAR WITH POS AND
STOCK INVENTORY
SYSTEM

IN-DEMAND ROLES

IN RETAIL INDUSTRY



RETAIL SALES ASSISTANT



STORE MANAGER



SUPERVISOR



DIGITAL MARKETING
EXECUTIVE

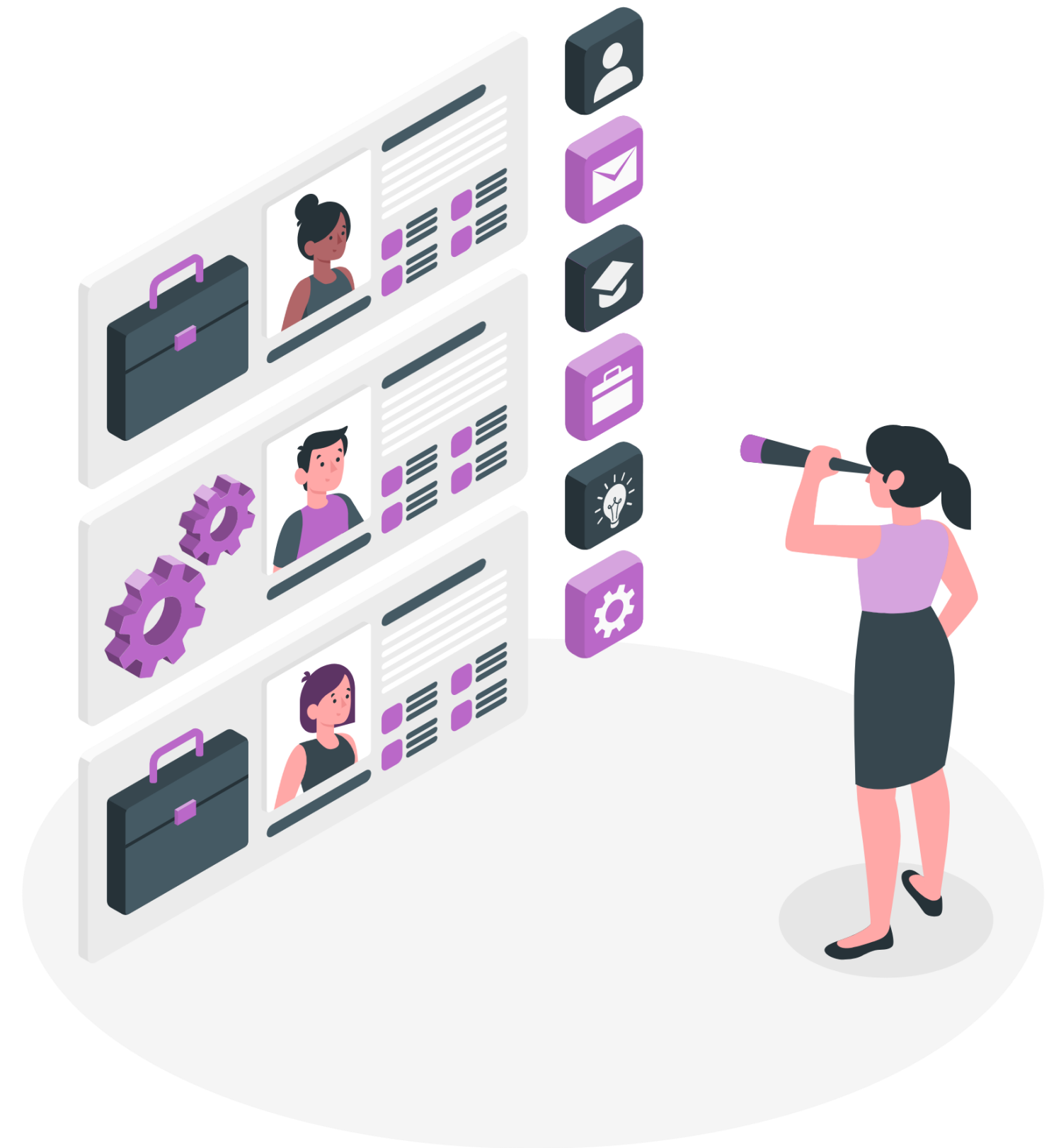


CUSTOMER RELATIONSHIP
SPECIALIST

WORK WITH A RECRUITER

With the booming retail industry and the numerous amount of shopping malls rising in Malaysia, Malaysia is standing out to be the next shopping paradise for many locals and tourists. Working with recruiters will be able to help you have a seamless mode of communication between you and your potential employer.

Recruiters are there to lend you a helping hand to give you tips and tricks that go beyond what you can find online to help you nail the interview and get you the job. When speaking to you, they're not only relaying information about the opportunity, but giving you an in-depth knowledge on the industry, the trends, the company's culture and more, giving you full insights to these jobs.



SALARY GUIDE - LUXURY

Job Title	Years of Experience	Salary
Administrator	1 – 2 years	RM3,500 – RM4,500
	3 – 4 years	RM4,500 – RM5,000
Retail Sales Assistant	1 year	RM2,500 – RM2,800
	2 years	RM3,000 – RM3,500
Senior Sales Assistant	3 years	RM3,800 – RM4,200
	> 4 years	RM 4,500 – RM5,000
Supervisor	5 years	RM4,500
	6 – 7 years	RM4,800 - RM5,000
	8 – 10 years	RM5,000 – RM7,000
Assistant Store Manager	7 years	RM5,000 – RM6,000
	8 – 10 years	RM7,000 – RM10,000
Store Manager	10 – 15 years	RM8,000 – RM10,000

SALARY GUIDE – MASS & PREMIUM

Job Title	Years of Experience	Salary
Administrator	1 – 2 years	RM3,000 – RM3,500
	3 – 4 years	RM3,500 – RM4,000
Retail Sales Assistant	1 year	RM2,000 – RM2,500
	2 years	RM2,300 – RM2,800
	> 3 years	RM3,000 – RM3,500
Senior Sales Assistant	5 years	RM3,200 – RM3,500
	6 – 7 years	RM3,500 – RM4,000
Supervisor	7 years	RM4,000 – RM4,200
Assistant Store Manager	7 – 10 years	RM5,000 – RM6,000
Store Manager	10 – 15 years	RM7,000 – RM8,000

SALARY GUIDE – BACKEND SUPPORT

Job Title	Years of Experience	Salary
Logistics	1 – 4 years	RM4,000 – RM4,500
	> 5 years	RM5,000 – RM7,000
Human Resource Coordinator	1 – 2 years	RM3,000 – RM3,500
	3 – 4 years	RM4,000 – RM5,500
	> 5 years	RM6,000 – RM10,000
Retail Trainer	1 – 2 years	RM3,000 – RM4,000
	3 – 4 years	RM4,000 – RM5,000
	> 5 years	RM5,000 – RM6,000
E-Commerce Digital Marketing	1 – 2 years	RM4,000 – RM5,000
	3 – 4 years	RM5,000 – RM6,000
	> 5 years	RM6,000 – RM10,000
Retail Merchandiser	1 – 2 years	RM4,000 – RM4,500
	3 – 4 years	RM4,500 – RM6,000
	> 5 years	RM6,000 – RM10,000

MEET OUR TEAM



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