

RecruitFirst

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

RETAIL SECTOR
SALARY TREND &
MARKET INTELLIGENCE

Insights for top talent recruitment and retention 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

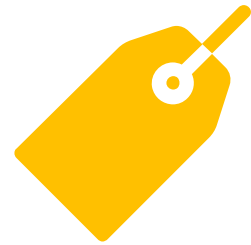
Luxury Retail

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.



HIRING ADVICE

While this industry is slowly recovering due to the numerous lockdowns from the past two years, it has not completely gone back to normal yet.

Recruiting and retaining top talents are important as these are the people that are the backbone of the company - selling more products and serving the customers.

WHAT TO DO

- ✓ Understand candidate background
- ✓ What set of skills and knowledge they're bringing to the table
- ✓ Know how they handle customer service



SHOWCASE YOUR VALUES-DRIVEN WORKPLACE

Employees, especially with the Millennial and Gen-Z generation, expect to have a conducive working environment that focuses on **diversity, inclusion and equality**.

Showcase your working environment by including information on actions you're taking to promote this and how everyone in the organisation shares the same values.



EMPOWER EMPLOYEE GROWTH

Employees tend to show interest and stay for a longer period whenever companies have a clear path to their career growth. Some employees enter the workforce to move forward while others prefer a more lateral move.

Provide your employees with training and development programs, mentorship opportunities and a variety of career paths to choose from.

NOTE FOR EMPLOYERS

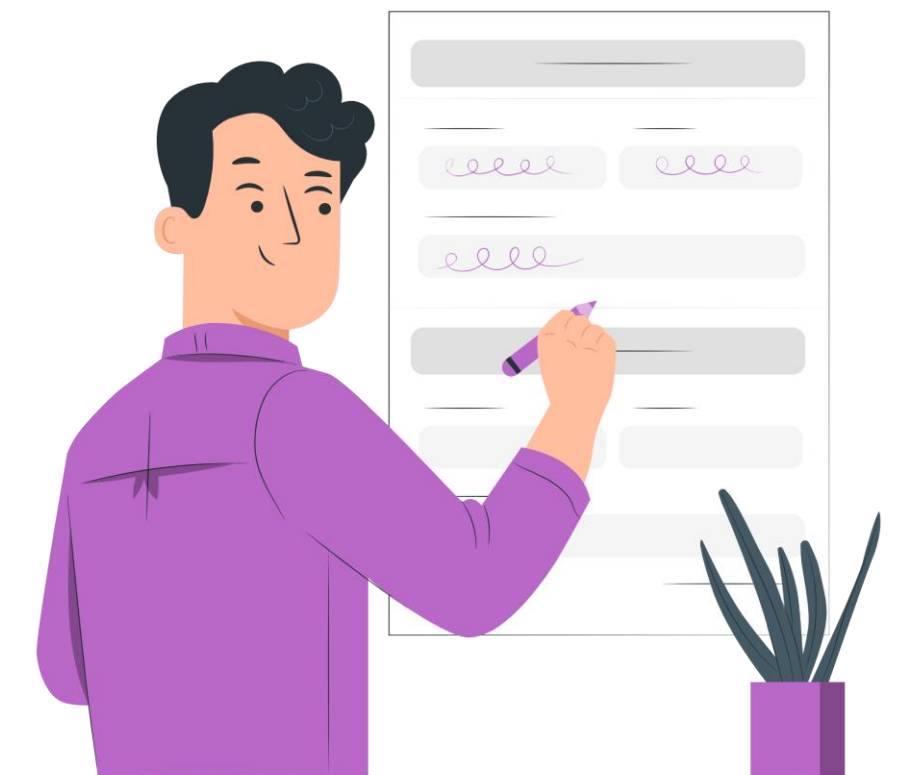
Employee Value
Proposition Plan =
Hire & engage with
top talents



SIMPLIFY THE HIRING PROCESS

It's important to note that most employees want a **simple candidate experience** which helps to kick start the employer-employee relationship.

Try incorporating using pre-recorded video interviews or having an easy one-pager application form.



RETENTION & ATTRACTION

As employers, it is extremely important to understand what makes an employee continue to stay in the long run and those that are there for a shorter term.

It's best to **understand the reasons** behind this to help the management team and the company as a whole, create a better work culture, in order to retain the best talents in the industry and to work towards attracting new talents to the growing team.



REASONS TO STAY

- Positive career progression
- Competitive salary and commission scheme
- Acclaimed employer branding
- Products and services
- Store location



REASONS TO LEAVE

- Lack of brand awareness
- Salary and commission scheme are not competitive
- Unhealthy working environment
- Lack of opportunity to transfer to backend roles
- Inconvenient access to store

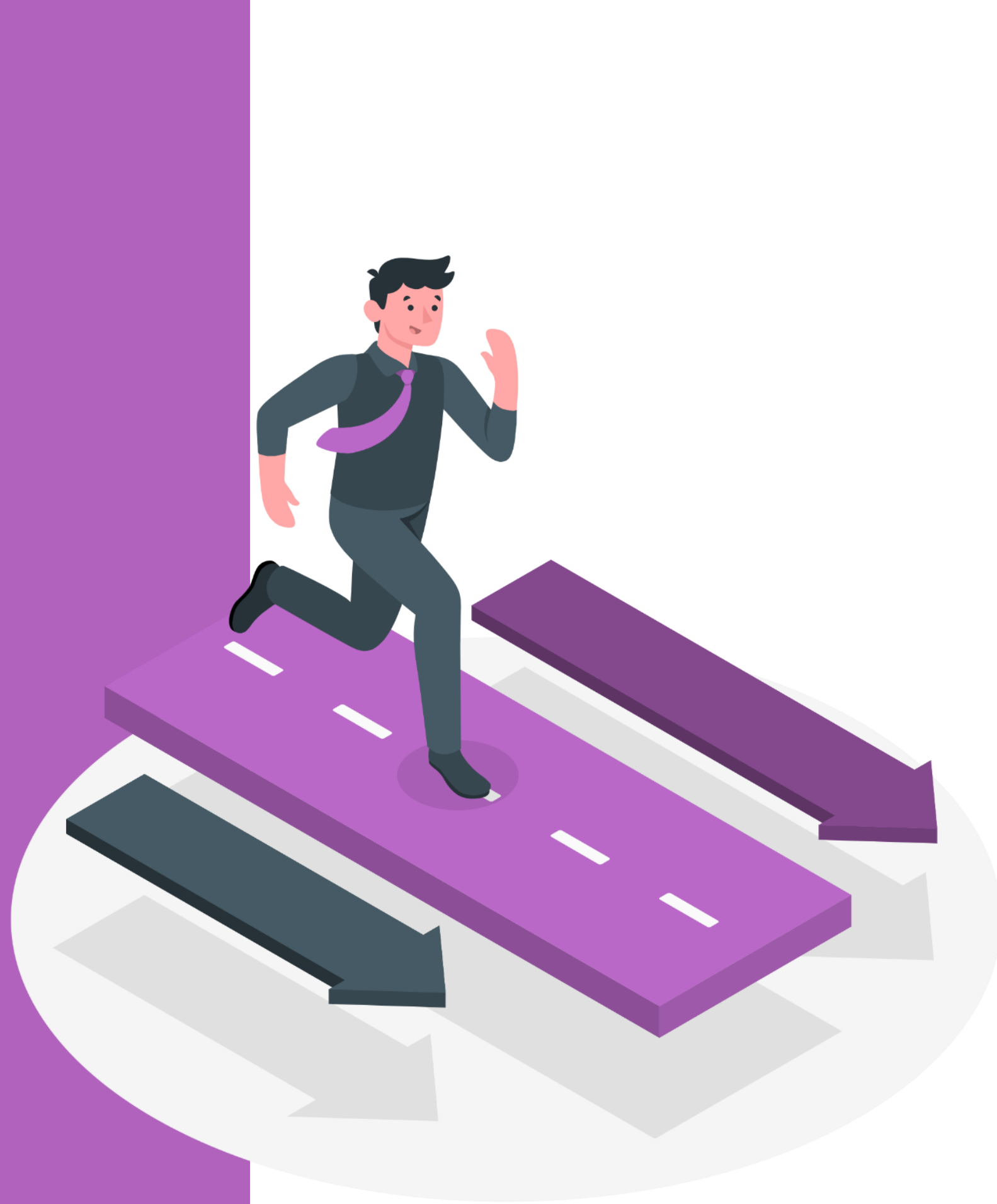


FROM ATTRACTION TO RETENTION

Finding the right talent is critical for your company's growth. These are the employees that will help your business succeed, so knowing how to manage these employees are key for the development of your business.

Consider these strategies to help you **stand out from your competitors** when establishing your talent attraction and retention plan.





CROSS-BRAND TRANSFER

Employees that have been with a specific group for a while tend to prefer moving to a different brand, but within the same group.

This is to provide a **new sense of motivation and satisfaction** whilst giving the employee an opportunity for growth.

This allows employees to be versatile with their work, giving them opportunities to thrive, enabling them to widen their skills and knowledge.

TRANSFER OPPORTUNITY TO OTHER CITIES/COUNTRIES

Employees that are seconded are able to garner different experiences in honing their skills, forming new connections, and understanding the company better.

Through secondment, employees won't feel mundane with their daily routines.

Advantages Of Implementing Transfer Opportunity

Improve productivity

Provide new career path

Challenge employees to expand on their role and achievements





TEAM BONDING

Having a strong bond within your team is extremely important to better understand everyone's:

Strengths
(how you can learn from them)

Weaknesses
(where you can lend a helping hand)

Interests

Team bonding, whether done through a lunch or an activity, is able to build trust among employees, allowing them to be proactive with their ideas and take risks.

Communication is always key when working with each other, to be able to set a defined goal and work towards it in the most efficient manner.



SALARY INCREMENT

The people who work for you should be treasured, so when considering giving your employees a salary increment, it's important for you to know when and how to offer them.

Employers should also note that compensating employees can go a long way in retaining them, as the industry can get extremely competitive.

Most employees expect to be paid a salary that reflects the hard work and dedication they've done with the company. Consider the following:

Offer year-end bonuses

Offer different types of benefits
(medical, fitness, dental, etc)

Keep tabs on competitors
(how often and what the increments are)

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



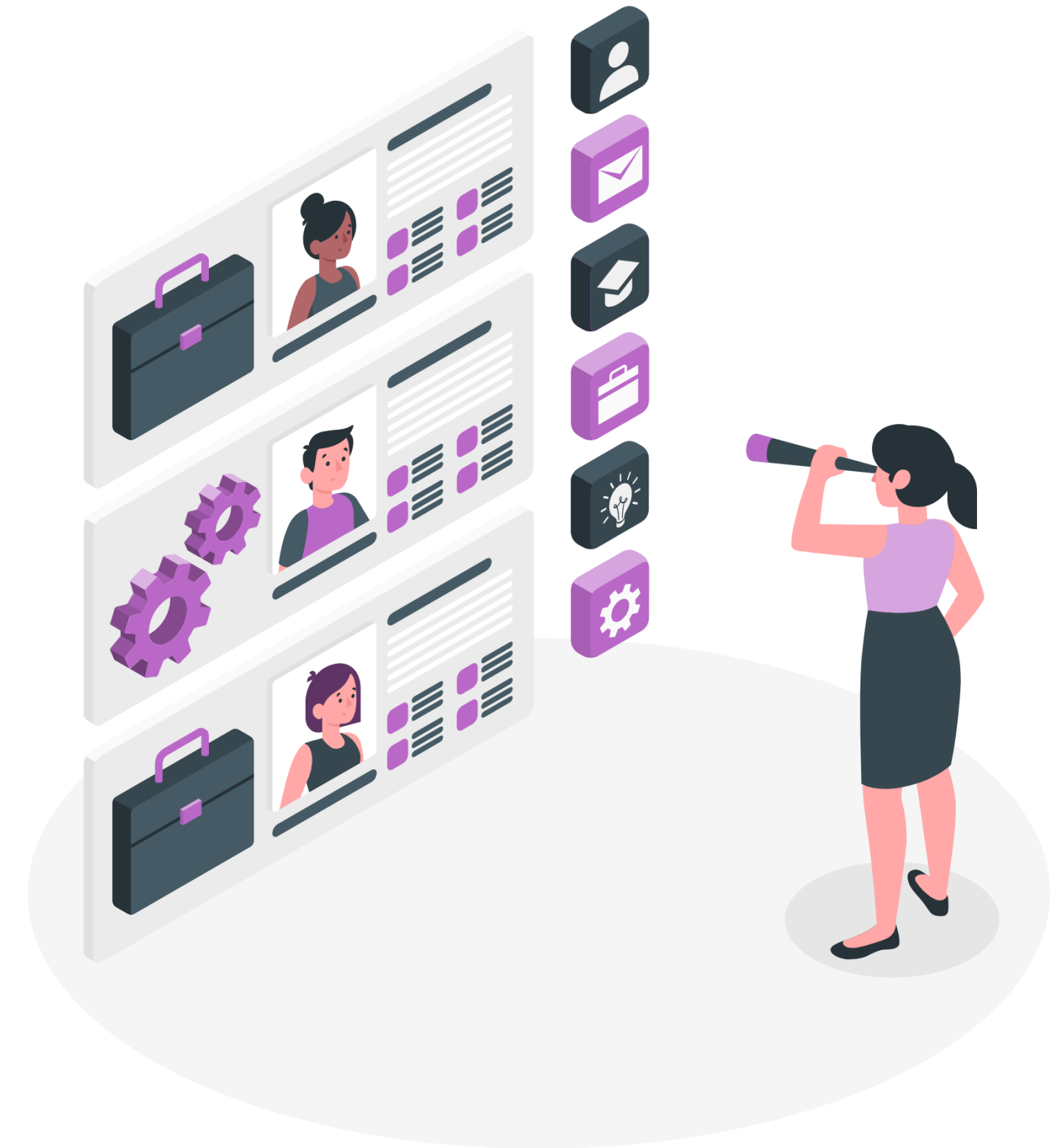
CUSTOMER RELATIONSHIP
SPECIALIST

WORK WITH A RECRUITER

With the booming retail industry and the numerous amount of shopping malls rising in Malaysia, the country is on the verge to be the next shopping paradise for many locals and tourists.

With multiple competitors in this fast-paced industry and with more new players trying to enter the market, partnering with recruiters is of the utmost importance to you.

By understanding the market, its trends and with a broad network, a good recruiter is able to source and narrow down the right talent for your growing company.



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 LUXURY

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



DANIEL CHOONG

Business Leader

danielchoong@recruitfirst.co

+60 1729 01300



CHARLOTTE CHEAH

Senior Consultant

charlottewe.cheah@recruitfirst.co

+60 1297 91352



GET IN TOUCH WITH US TODAY

RECRUITFIRST MALAYSIA

Suite 40, Level 20,
Menara 1 Sentrum
201, Jalan Tun Sambanthan,
Brickfields
50470 Kuala Lumpur

Phone: +60 3 2276 7272

www.recruitfirst.co

 @recruitfirst.malaysia

RecruitFirst