

# Key Research Findings

This analysis was based on the pre-determined criteria listed below:

Section	Description	Measures
<b>Student Demand</b>	<p>Includes an assessment of OCAS (2007 - 2011) enrolment data at other colleges in terms of mean growth rate with a specific focus on Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p>Trends in certificate, diploma, degree, apprenticeship and continuing education (where available).</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Fall Enrollment Trend</a></p>	<ul style="list-style-type: none"> <li>● Strong = Fleming enrolment growth is outpacing system and is equal to or greater than 3%</li> <li>● Moderate = Fleming enrolment growth is equivalent to system demand and is between 1.0 to 2.9%</li> <li>● Weak = Fleming enrolment growth is less than the system demand and is less than 1%</li> </ul>
<b>Labour Market</b>	<p>Includes projected employment rate growth based on a consolidation of various Ontario, Canadian, and US sources including HRSDC, Sector Council Reports US Bureau of Labour Statistics, and the MTCU Employment Profile.</p>	<ul style="list-style-type: none"> <li>● Strong = Between 5-6 positive labour market indicators</li> <li>● Moderate = Between 3-5 positive labour market indicators</li> <li>● Weak = Between 1-2 or no positive labour market indicators</li> </ul>
<b>Competitive Analysis</b>	<p>Includes the number of actual colleges offering the program as well as the ratio of applications to acceptances at Fleming compared to other colleges and specific comment about Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Fall Conversion Report</a></p>	<ul style="list-style-type: none"> <li>● Strong = Fleming conversion ratio is greater than 2 below the system</li> <li>● Moderate = Fleming conversion ratio is 1 above, below or equal to the system</li> <li>● Weak = Fleming conversion ratio is greater than 2 above than the system</li> </ul>
<b>Financial Analysis</b>	<p>Includes a review of Contribution to Overhead (CTO) for existing programs (2010-11)</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Costing Analysis</a></p>	<ul style="list-style-type: none"> <li>● Strong = CTO is greater than 35%</li> <li>● Moderate = CTO is between 30 - 34%</li> <li>● Weak = CTO is between 20 – 30%</li> </ul> <p><b>No Contribution = 19% or less</b></p>

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<b>Key Performance Indicators</b>	<p>Includes KPI trends from the Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012.</p> <p><b>Click Below to Access Full Source Document:</b>  <a href="#">Key Performance Indicators</a></p>	<ul style="list-style-type: none"> <li>● Strong = Above system average in 6-7 indicators</li> <li>● Moderate = Above system average in 3-5 indicators</li> <li>● Weak = Above system average in 0-2 indicators.</li> </ul>
<b>Resource Analysis</b>	<p>Requires school level assessment regarding space, technology, capital equipment and human resources. Recommendations from recent Program Review Reports included here</p>	

# Key Research Findings

## Sporting Goods Business (52928)

### Student Demand<sup>1</sup>

• **WEAK**

The following information consists of OCAS yearly student fall registration data as well as a mean growth rate and average student registration for each program under these categories:

#### Diploma

- Fleming is the only school to offer this program
- Fleming's enrollment has been negative throughout the last five years, giving the school a mean growth rate of **-10%** and an average registration of **31 students**

#### Diploma

Program: 52928 - RECREATIONAL MERCHANDISING

	2007 2008 % Change (07-08)			2008 2009 % Change (08-09)			2009 2010 % Change (09-10)			2010 2011 % Change (10-11)			% Mean Growth Rate (07-11)	5 Year Average Reg. Students
FLEMING	38	37	-3	37	29	-22	29	25	-14	25	25	0	-10	31
Total	38	37	-3	37	29	-22	29	25	-14	25	25	0	-10	31

### Labour Market

• **STRONG**

#### Employment Ontario<sup>2</sup>

##### Retail Salespersons and Sales Clerks (NOC – 6421)

- Employment Ontario Rating (2009-2013):
  - Average**
- Education and Training
  - "Entrance into this occupational group usually requires secondary school. A university degree or college diploma may be required by some employers. Some knowledge about the product or service being sold may also be required. Demonstrated sales ability and product knowledge are usually required for retail salespersons who sell complex and valuable merchandise, such as automobiles, antiques, or computers."

<sup>1</sup> Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011. Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset Prepared by Fleming Data Research (07-2012)

<sup>2</sup> "6421 Retail Salespersons and Sales Clerks." *Employment Ontario*. N.p., n.d. Web. 23 Aug. 2012. <[http://www.tcu.gov.on.ca/eng/labourmarket/ojfpdf/6421\\_e.pdf](http://www.tcu.gov.on.ca/eng/labourmarket/ojfpdf/6421_e.pdf)>.

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- Demand
  - “Opportunities for employment in this occupation are expected to be average over the period from 2009 to 2013, due to anticipated growth in population despite slower economic growth over the forecast period. This occupation is sensitive to the economic cycle and during an economic downturn, sales volume and the demand for many types of sales workers decline. The purchase of higher priced luxury items such as jewelry, furniture and cars tend to be postponed during these tough economic times. However, the increase in population, worker turnover and retirements will continue to create many job openings over the forecast period.”
  - “There will also continue to be abundant opportunities for part-time workers and temporary workers during peak selling periods, such as the Christmas season.”
  - “While the retail industry has been transformed by technological advancements in purchase transactions, inventory management and purchasing, the demand for retail salespersons will continue to be stable. Salespersons are considered essential to dealing with customers, providing product information and handling many client inquiries thereby ensuring customer satisfaction. E-commerce will impact the need for retail salespersons over the longer term, transforming some of the retail jobs into telecentre sales support. It is anticipated that the Internet may become a common avenue for finding product information for customers. Retail salespersons will thus need to enhance and continually update their computer skills.”

## HRSDC<sup>3</sup>

### Retail Salespersons and Sales Clerks (NOC – 6421)

- Job Openings (2011/2020): **131,283**
- Job Seekers(2011/2020): **144,946**
- Post Secondary Education Graduates: **201,040 (139%)**
- “Based on projections and considering that this occupation had a surplus of workers, it is expected that this occupation will continue to have a labour surplus. In other words, the number of job seekers will be greater than the number of job openings over the 2011-2020 period. The number of job openings in this occupation will increase significantly over the projection period, and the majority of them will result from retirements. Although the need to replace retirees will represent a significant source of job openings, the retirement rate for this occupation is expected to be low because retail salespersons and sales clerks tend to be much younger than average and retire later. Although expansion demand is expected to be smaller than replacement demand, it will still be a significant source of job openings.”

<sup>3</sup> "Retail Salespersons And Sales Clerks (642)." *Human Resources and Skills Development Canada*. N.p., n.d. Web. 23 Aug. 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=78>>.

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- “The 2008-2009 recession did not affect consumer spending as significantly as previous recessions and consumers rapidly resumed spending. This will enable the retail sector to resume its growth. The number of job seekers, both school leavers and immigrants, is also expected to increase. In fact, their number will represent twice the number of job openings. Since the skills required in this occupation are less specific than in other occupations, a large number of people who have studied in various fields that have no relation to the retail sector are expected to work in this occupation while they look for employment in occupations that better fit their qualifications and match their career goals. A very large number of workers will therefore leave this occupation for others, which will give a large number of other job seekers the opportunity to find a job as a retail salesperson or sales clerk.”

### US Bureau of Labour<sup>4</sup>

#### Retail Sales Workers (SOC – 41-2022, 41-2031)

- Employment Growth (2010/2020): **Increase 17%**
  - **4,465,500** (2010) to **5,204,900** (2020)
- “Employment of retail salespersons has traditionally grown with the overall economy, and this trend is expected to continue. Population growth will increase retail sales and demand for these workers.”
- “Although consumers are increasing their online retail shopping, they will continue to do most of their retail shopping in stores. Retail salespersons will be needed in stores to help customers and complete sales.”
- “Among the various retail industries, other general merchandise stores, which include warehouse clubs and supercenters, are expected to see strong job growth. These large stores sell a wide range of goods from a single location. Thus, employment in the warehouse clubs and supercenters industry is expected to grow 51 percent during the next decade.”
- “However, employment in department stores has declined in recent years and will likely continue to be weak.”
- “Employment of parts salespersons is expected to grow 16 percent from 2010 to 2020, about as fast as the average for all occupations. People are keeping their cars longer and are buying new cars less often. Older cars need to be serviced more frequently, creating demand for car parts and parts salespersons.”
- “Many workers leave this occupation, which means there will be a large number of job openings. This large number of job openings combined with the large size of the occupation should result in many employment opportunities.”

<sup>4</sup> Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2012-13 Edition*, Retail Sales Workers, on the Internet at <http://www.bls.gov/ooh/sales/retail-sales-workers.htm> (visited August 23, 2012).

# Key Research Findings

## Employment Ontario<sup>5</sup>

### Retail and Wholesale Buyers (NOC - 6233)

- Employment Ontario Rating (2009-2013):
  - **Average**
- Education and Training
  - “The type of post-secondary education program pursued by members of this occupational group will depend partly on the nature of the retail or wholesale goods sold. Employment in this area requires a combination of education, experience or other attributes. Besides completion of secondary school, a university degree or college diploma in business, marketing or a related program is usually required. Retail and wholesale buyers may specialize through experience or product-related training courses. Previous work experience in retail or wholesale establishments is usually required.”
- Demand
  - “Opportunities for employment in this occupation are expected to be average over the period from 2009 to 2013. Advances in computerized inventory systems will continue to limit employment opportunities for this group. Inventories can now be tracked at the checkout counter and restocked automatically, as is currently done in most large consumer outlets. In the retail industry mergers and acquisitions have caused buying departments to consolidate, eliminating local buying departments and centralizing them to headquarters.”
  - “Those with a related degree with industry experience and knowledge of a technical field will face the best job prospects.”

## HRSDC<sup>6</sup>

### Retail and Wholesale Buyers (NOC - 6233)

- Job Openings (2011/2020): **82,920**
- Job Seekers(2011/2020): **54,212**
- Post Secondary Education Graduates: **40,601 (75%)**
- “Based on projections and considering that labour supply and demand in this occupation were balanced, this occupation is headed toward excess demand. In other words, the number of job seekers will be insufficient to fill the job openings in this occupation over the 2011-2020 period. The vast majority of job openings will be due to retirements. Expansion demand will be comparable to average employment growth in the Canadian economy even though residential construction slowed down. With regard to labour supply, the majority of job seekers will come from the school system as it was the case over the 2001-2010 period.”

<sup>5</sup> "6233 Retail and Wholesale Buyers ." *Employment Ontario*. N.p., n.d. Web. 23 Aug. 2012. <[http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/6233\\_e.pdf](http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/6233_e.pdf)>.

<sup>6</sup> "Insurance And Real Estate Sales Occupations And Buyers (623)." *Human Resources and Skills Development Canada*. N.p., n.d. Web. 23 Aug. 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=72>>.

# Key Research Findings

## US Bureau of Labour<sup>7</sup>

### Purchasing Managers, Buyers, and Purchasing Agents (SOC – 11-3061)

- Employment Growth (2010/2020): **Increase 7%**
  - **68,000** (2010) to **72,900** (2020)
- “These workers will be needed to buy goods and services for business operations or for resale to customers. Growth will vary based on the type of purchasing agent or manager and the specific industry.”
- “Employment of wholesale and retail buyers, except farm products, is expected to grow 9 percent from 2010 to 2020, slower than the average for all occupations. Growth will be driven largely by the performance of the wholesale and retail industries.”
- “Employment of purchasing agents, farm products, is expected to grow 5 percent from 2010 to 2020, slower than the average for all occupations. Slower growth in the agricultural industry has led to slow growth in this occupation, and the trend is expected to continue.”
- “Employment of purchasing agents, except wholesale, retail, and farm products, is expected to grow 5 percent from 2010 to 2020, slower than the average for all occupations. Continued employment decreases in manufacturing, as well as decreases in federal government, which includes defense purchasing, are expected. However, growth is expected for this occupation in healthcare and computer systems design and related services firms.”
- “Employment of purchasing managers is expected to grow 7 percent from 2010 to 2020, slower than the average for all occupations. The trends affecting growth for agents and buyers will also affect purchasing managers, although there should still be a need for purchasing managers to plan and direct buying activities for organizations and to supervise purchasing agents and buyers.”

## Employment Ontario<sup>8</sup>

### Customer Service, Information and Related Clerks (NOC - 1453)

- Employment Ontario Rating (2009-2013):
  - **Good**
- Education and Training
  - Completion of secondary school is usually required. Completion of some college or other post-secondary programs may be required. Clerical or sales experience may also be required. Most positions in this category require communication and computer skills along with product knowledge.

<sup>7</sup> Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2012-13 Edition*, Purchasing Managers, Buyers, and Purchasing Agents, on the Internet at <http://www.bls.gov/ooh/business-and-financial/purchasing-managers-buyers-and-purchasing-agents.htm> (visited August 23, 2012).

<sup>8</sup> "1453 Customer Service, Information and Related Clerks." *Employment Ontario*. N.p., n.d. Web. 23 Aug. 2012. <[http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/1453\\_e.pdf](http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/1453_e.pdf)>.

# Key Research Findings

- Demand
  - Opportunities for employment in this occupation are expected to be good over the period from 2009 to 2013. The rise in the number of call centres has contributed to above average job growth for this occupation. However, the trend towards centralization of corporate information functions through telecentres, often located in lower-cost areas of the country, or the world, may negatively affect employment opportunities in the future. Nevertheless, replacement needs are expected to be significant as many young people work as customer service representatives for a few years before switching to other, higher paying jobs.”
  - “A growing number of customer self-help applications are being used to process basic transactions, increasing the complexity of customer inquiries directed to customer contact centre agents. Consequently, those who can work in a highly integrated, multi-channel environment and deal with more complex customer inquiries will have the best job prospects.”

## HRSDC<sup>9</sup>

### Customer Service, Information and Related Clerks (NOC - 1453)

- Job Openings (2011/2020): **58,479**
- Job Seekers(2011/2020): **72,550**
- Post Secondary Education Graduates: **79,835 (110%)**
- “Based on projections and considering the recent surplus of workers in this occupation, the surplus of workers is expected to continue over the 2011-2020 period. In other words, there will be more job seekers than job openings. Approximately 65% of job openings will result from replacement needs due to retirement and 20% from expansion demand. However, the retirement rate will be slightly lower than the average for all occupations, mostly because workers in this occupation retire a little later than the average for all occupations, and are, on average, younger than workers in other occupations. Expansion demand will be slightly lower than average job growth in the economy. Although the number of jobs created over the 2011-2020 period is expected to be significant, it will be much lower than the number of jobs created over the previous decade (2001-2010), when hiring by call centres jumped spectacularly. Growth in this sector will slow significantly in the coming years as many call centres set up in countries such as India with low labour costs. With regard to labour supply, the majority of job seekers will come directly from the school system. However, new immigrants will account for approximately 20% of job seekers. Given the pronounced slowdown in employment growth and the significant number of job seekers, many workers will leave this occupation for other occupations over the coming years, which will result in additional replacement needs.”

<sup>9</sup> "Library, Correspondence And Related Information Clerks (145)." *Human Resources and Skills Development Canada*. N.p., n.d. Web. 23 Aug. 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=28>>.



# Key Research Findings

## US Bureau of Labour<sup>10</sup>

### Customer Service Representatives (SOC –43-4051)

- Employment Growth (2010/2020): **Increase 15%**
  - **2,187,300** (2010) to **2,525,600** (2020)
- “Providing quality customer service is important to nearly every company. In addition, because companies are expected to begin placing greater emphasis on customer relationships as a way to differentiate themselves from competitors, the need for customer service representatives is projected to increase.”
- “Employment also will increase as consumers continue to demand products and services that require customer support. When a new product is introduced in the marketplace, additional customer service representatives will be needed to answer questions and resolve problems related to its use.”
- “Technology has tempered growth of this occupation to some degree. For example, some technologies, such as Internet self-service or interactive voice-response systems, help customers get the assistance they need without having to interact with a representative. Routing of calls or emails to those representatives who are best able to respond to a specific inquiry will also help make workers more productive, thereby reducing the need for customer service representatives.”
- “However, technology also creates new opportunities for job growth. For example, online banking might reduce the need for in-branch customer service representatives to handle banking tasks for account holders, but it also might increase the need for customer service representatives to help those account holders with using the web site.”
- “The number of contacts with customers is expected to continue increasing, especially with the greater use of social media, live chat, or other means of communication. These increased communications will help spur demand for workers who interact with customers through these channels.”
- “Customer service representatives are projected to grow 46 percent in telephone call centers, much faster than the average. This growth is due in part to industry growth, as many firms continue to hire call center firms that specialize in handling customer contacts.”
- “Outsourcing, the practice in which companies shift call centers and customer service representatives to other countries, will also continue. However, new jobs will be created in the United States as well, as some companies recognize consumers’ preferences for U.S.-based customer support.”
- “Job prospects for customer service representatives are expected to be good. Many job openings will arise from the need to replace workers who leave the occupation.”

<sup>10</sup> Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2012-13 Edition*, Customer Service Representatives, on the Internet at <http://www.bls.gov/ooh/office-and-administrative-support/customer-service-representatives.htm> (visited August 23, 2012).

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- “There will be greater competition for in-house customer service jobs—which often have higher pay and greater advancement potential—than for those jobs in the call center industry.”

### Employment Ontario<sup>11</sup>

#### Sales, Marketing and Advertising Managers (NOC – 0611)

- Employment Ontario Rating (2009-2013):
  - **Average**
- Education/Training
  - “Sales, marketing and advertising managers usually require a university degree or college diploma in business administration or in a related field, with a specialization in sales, marketing, public relations, communications, or similar field. Technical background, knowledge of the industry and several years of prior work experience are required for management positions. Managers must have strong communications and presentations skills, and good interpersonal skills. They must be able to conduct research, analyze emerging market trends, and develop creative solutions for sales, marketing and promotions.”
- Demand
  - “Opportunities for employment in this occupation are expected to be average over the period from 2009 to 2013.. However, because of the large size of this occupational group, many job openings will be created each year from the need to replace workers who retire or leave. Employment trends in this occupational group are directly related to consumer/business spending and move in tangent with the overall strength of the broader economy.”
  - “Increasing operations in foreign markets, as well as foreign competition, will require increased knowledge and experience in international marketing and advertising. In addition, expertise in new electronic avenues for sales and marketing, such as e-commerce is an advantage. Individuals wishing to enter this field should have a high level of creativity and strong communication and computer skills. Employers will seek individuals with expertise in conducting advertising, marketing, promotions, public relations, and sales activities on the Internet.”

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<sup>11</sup> "0611 Sales, Marketing and Advertising Managers." *Employment Ontario*. N.p., n.d. Web. 22 June 2012. <[http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/0611\\_e.pdf](http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/0611_e.pdf)>.

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## HRSDC<sup>12</sup>

### Sales, Marketing and Advertising Managers (NOC – 0611)

- Job Openings (2011/2020): **61,000**
- Job Seekers(2011/2020): **53,278**
- Post Secondary Education Graduates: **22,567**
- “The retirement rate will be higher than the average for all occupations and the majority of job openings over the projection period will result from retirements. Although fewer job openings will arise from expansion demand, it is expected that expansion demand will be very solid. In fact, the employment growth rate will remain higher than the average growth rate for all employment and job creation will show a clear improvement over the job losses recorded over the 2001-2010 period. Employment in wholesale trade will be supported by increased growth in investments in machines and equipment and by further increases in consumer spending. With regard to labour supply, a large number of job seekers will be workers who have sales, advertising or marketing experience in other occupations, and who will subsequently be promoted to management positions.”

## US Bureau of Labour<sup>13</sup>

### Advertising, Promotions, and Marketing Managers (SOC – 11-2011, 11-2021)

- Employment Growth (2010/2020): **Increase 14%**
  - **216,800 (2010) to 246,200 (2020)**
- “Advertising, promotions, and marketing will continue to be essential for organizations as they look to maintain and expand their share of the market.”
- “Newspaper publishers, one of the top-employing industries of advertising and promotions managers, are expected to decline 22 percent from 2010 to 2020. The continued rise of electronic media will result in decreasing demand for print newspapers. However, advertising and promotions managers are expected to see employment growth in other areas, as they will be needed to plan the digital advertisements that replace print ads.”
- “Because marketing managers and their departments are important to an organization’s revenue, marketing managers are less likely to be let go than other types of managers. Marketing managers will continue to be in demand as organizations seek to market their products to specific customers and localities.”

<sup>12</sup> "Sales, Marketing And Advertising Managers (061)." *Human Resources and Skills Development Canada*. N.p., n.d. Web. 22 June 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=9>>.

<sup>13</sup> Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2012-13 Edition, Advertising, Promotions, and Marketing Managers, Web. <http://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>, June 22, 2012.

# Key Research Findings

## Sector Councils and Reports

[Canadian Professional Sales Association](#)

[Canadian Sporting Goods Association](#)

[National Snow Industries Association](#)

[National Sporting Goods Association](#)

[Retail Council of Canada](#)

[Retail Merchants' Association of Canada](#)

The following is an article sourced directly from SGB Weekly, a weekly digital magazine for the sporting goods industry:<sup>14</sup>

## DRAMATICALLY REDUCE WATER USE

A new company has been formed that is providing technology to not only eliminate the use of environmentally harmful chemicals in cotton dyeing but also to significantly reduce the amount of water and energy used in the process. ColorZen, LLC is making its new technology available to retailers and brands for Spring and Summer 2013.

According to the company, the technology reduces water consumption by 90 percent and can dye the same amount of cotton in less than one third the amount of time. The process is also alleged to improve color fastness and produce brighter colors and new colors. The process is scalable and works by creating a strong natural affinity between the dye and the fiber, with a technology that is free of harmful substances. ColorZen has received the seal of approval from Oeko-Tex Standard 100, the widely accepted global certification for textiles.

The technology was recently unveiled at The Continuum Show in New York, a trade show focusing on sustainability in textile manufacturing. According to Textile World, the process involves the pretreatment of cotton using a process that renders the fiber more receptive to dye intake, does not use salt or other chemicals to fix the dye, and enables the color to be achieved using half the amount of dye with a 97 percent exhaustion rate.

"ColorZen technology pre-treats the cotton fiber making the dyeing process efficient and sustainable by vastly reducing the amount of water, chemicals and time needed to dye cotton," said Michael Harari, president of ColorZen, LLC. "ColorZen technology represents the future of the cotton dyeing industry. We will now be able to offer brands, retailers, and manufacturers a sustainable choice for cotton dyeing that will protect fresh waterways and reduce energy consumption."

8 SGBWeekly.com | AUGUST 13, 2012

<sup>14</sup> "Cotton Dyeing Technology to Dramatically Reduce Water Use." *SGB Weekly*. N.p., 13 Aug. 2012. Web. 23 Aug. 2012. <[http://www.sportsonesource.com/news/weekly/sgbweekly/reader/sgbw\\_1233.asp](http://www.sportsonesource.com/news/weekly/sgbweekly/reader/sgbw_1233.asp)>.

# Key Research Findings

## Employment Profile<sup>15</sup>

In 2010-2011, **55.6%** of graduates were employed in a full time position which related to this program of study provincially

### Marketing/Retail Sales

<b>Total Graduates:</b>	2,108	<b>Total Graduates in Survey:</b>	1,421	<b>Response Rate:</b>	67.9%
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594 graduates were reported after the survey window had closed. While program information for these graduates has been included wherever possible, these graduates are not included in survey results, such as response rates.

#### Programs in Marketing/Retail Sales

Programs	Duration	Total Grads	Total in Survey	Total in Labour Force	Colleges
Automotive Management – Bachelor Of Applied Business	4 Years	36	24	24	Georgian
Brand Management	Post Diploma	15	10	7	Seneca
Business – Marketing	2 Years	738	501	336	Algonquin, Centennial, Confederation, Durham, Fanshawe, Georgian, Humber, Mohawk, Northern, Seneca, Sheridan, St. Clair, St. Lawrence
Business – Sales	2 Years	75	45	34	Loyalist, Niagara
Business Administration – Automotive Marketing	3 Years	90	46	40	Georgian
Business Administration – Marketing	3 Years	659	460	341	Algonquin, Borial, Canadore, Centennial, Conestoga, Confederation, Durham, Fanshawe, George Brown, Georgian, La Cité, Lambton, Niagara, Seneca, Sheridan, Sir Sandford Fleming, St. Clair, St. Lawrence
Contact Centre Operations	1 Year	38	21	12	Centennial
Fashion Merchandising	2 Years	45	34	24	Fanshawe, Seneca
Fashion Merchandising	3 Years	7	7	6	Seneca
International Fashion Development And Management	Post Diploma	6	4	3	George Brown
Marketing Management	Post Diploma	213	144	133	Centennial, Fanshawe, George Brown, Humber, Seneca, Sheridan
Recreational Merchandising	2 Years	11	9	7	Sir Sandford Fleming
Sports Marketing	Post Diploma	110	69	66	George Brown
Strategic Relationship Marketing	Post Diploma	65	47	42	George Brown

<sup>15</sup> "Employment Profile." Ontario. N.p., 2011. Web. 19 July 2012.

<<http://www.tcu.gov.on.ca/pepg/audiences/colleges/serials/eprofile09-10/profile10.pdf>>.

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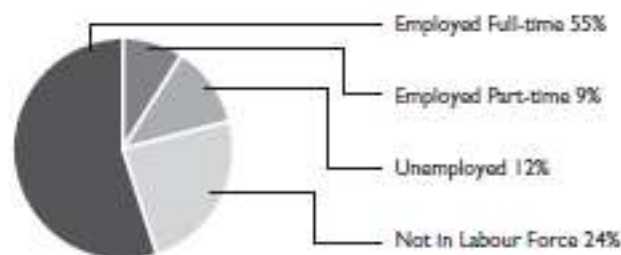
## Marketing/Retail Sales

### Summary of Survey Data

	Program Cluster	All Programs
Survey Population	1,421	50,622
Labour Force Participation	76%	74%
<b>Employment Rate<sup>a</sup></b>	<b>84%</b>	<b>83%</b>
Employed Part-time <sup>a</sup>	12%	18%
Employed Full-time <sup>a</sup>	72%	65%
<b>Average Annual Earnings – Total</b>	<b>\$32,884</b>	<b>\$33,199</b>
Average Annual Earnings – Female	\$30,930	\$31,897
Average Annual Earnings – Male	\$34,377	\$34,607
Graduate Satisfaction	73%	79%
Employer Satisfaction	92%	93%

a. As a percentage of graduates in the labour force.

### Graduate Outcomes for Program Cluster (as a percentage of all respondents)



### Top Five Industries of Employment

	#	%
Professional, Scientific and Technical Services	123	14.4%
Administrative and Support Services	54	6.3%
Clothing and Clothing Accessories Stores	52	6.1%
Food Services and Drinking Places	46	5.4%
Various* (each at this level of participation)	45	5.3%

\* Credit Intermediation and Related Activities; Motor Vehicle and Parts Dealers

### Top Five Occupational Categories

	#	%
Retail Salespersons and Sales Clerks	152	17.5%
Sales, Marketing and Advertising Managers	61	7.0%
Professional Occupations in Public Relations and Communications	57	6.6%
Retail Trade Managers	49	5.7%
Customer Service, Information and Related Clerks	45	5.2%



## Marketing/Retail Sales

## Summary of Graduate Outcomes by Program

	Full-time Employed, Program Related		Full-time Employed, Program Unrelated		Part-time Employed, Program Related		Part-time Employed, Program Unrelated		Unemployed		Not in Labour Force	
	#	%	#	%	#	%	#	%	#	%	#	%
Automotive Management – Bachelor Of Applied Business	22	91.7	1	4.2	–	–	–	–	1	4.2	–	–
Brand Management	3	30.0	2	20.0	1	10.0	–	–	1	10.0	3	30.0
Business – Marketing	154	30.7	93	18.6	11	2.2	34	6.8	44	8.8	165	32.9
Business – Sales	21	46.7	4	8.9	–	–	1	2.2	8	17.8	11	24.4
Business Administration – Automotive Marketing	23	50.0	8	17.4	2	4.3	–	–	7	15.2	6	13.0
Business Administration – Marketing	161	35.0	76	16.5	13	2.8	37	8.0	54	11.7	119	25.9
Contact Centre Operations	4	19.0	1	4.8	3	14.3	–	–	4	19.0	9	42.9
Fashion Merchandising – 2 Year	14	41.2	3	8.8	3	8.8	2	5.9	2	5.9	10	29.4
Fashion Merchandising – 3 Year	4	57.1	–	–	2	28.6	–	–	–	–	1	14.3
Marketing Management	71	49.3	27	18.8	3	2.1	4	2.8	28	19.4	11	7.6
Recreational Merchandising	5	55.6	–	–	2	22.2	–	–	–	–	2	22.2
Sports Marketing	28	40.6	19	27.5	1	1.4	5	7.2	13	18.8	3	4.3
Strategic Relationship Marketing	21	44.7	12	25.5	1	2.1	2	4.3	6	12.8	5	10.6
<b>All Programs in Cluster*</b>	<b>531</b>	<b>37.5</b>	<b>246</b>	<b>17.4</b>	<b>42</b>	<b>3.0</b>	<b>85</b>	<b>6.0</b>	<b>168</b>	<b>11.9</b>	<b>345</b>	<b>24.3</b>

\* Does not include 1 program with fewer than 5 graduates in the labour force.

## Earnings of Full-time Employed Participants

Program	Average – Females	Average – Males	Median – Females	Median – Males	Average for Program	Median for Program
Automotive Management – Bachelor Of Applied Business	–	\$39,414	–	\$40,000	\$39,101	\$40,000
Brand Management	–	–	–	–	\$44,423	\$38,000
Business – Marketing	\$28,260	\$35,351	\$27,453	\$33,000	\$32,647	\$30,000
Business – Sales	\$31,399	\$27,670	\$30,000	\$25,750	\$29,044	\$28,000
Business Administration – Automotive Marketing	–	\$39,642	–	\$35,500	\$37,870	\$35,000
Business Administration – Marketing	\$31,032	\$32,211	\$29,750	\$29,330	\$31,713	\$29,500
Contact Centre Operations	–	–	–	–	\$27,024	\$30,000
Fashion Merchandising – 2 Year	\$28,601	–	\$25,665	–	\$28,601	\$25,665
Fashion Merchandising – 3 Year	–	–	–	–	–	–
Marketing Management	\$35,451	\$33,619	\$35,000	\$33,000	\$34,466	\$33,486
Recreational Merchandising	–	–	–	–	\$30,621	\$31,286
Sports Marketing	\$34,613	\$34,454	\$35,000	\$31,000	\$34,583	\$35,000
Strategic Relationship Marketing	\$30,267	\$33,966	\$27,000	\$30,000	\$32,116	\$29,339
<b>All Programs in Cluster*</b>	<b>\$30,996</b>	<b>\$34,377</b>	<b>\$30,000</b>	<b>\$32,000</b>	<b>\$32,911</b>	<b>\$31,013</b>

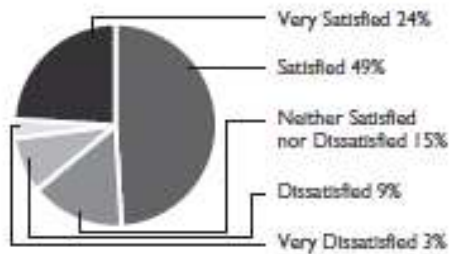
\* Does not include 1 program with fewer than 5 graduates in the labour force.

# Key Research Findings

## Marketing/Retail Sales

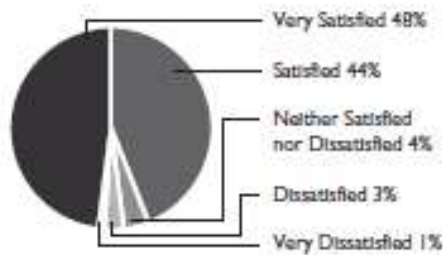
### Program Cluster Satisfaction

Graduate Satisfaction with the usefulness of his/her college education in achieving his/her goals after graduation:\*



\* 1,335 graduates participated in this question.

Employer Satisfaction with employee overall college preparation for the type of work he/she was doing:\*



\* 183 employers participated in this survey.

### Program Cluster Historical Data

	00-01 Grads	01-02 Grads	02-03 Grads	03-04 Grads	04-05 Grads	05-06 Grads	06-07 Grads	07-08 Grads	08-09 Grads	09-10 Grads
Percentage Employed	90.8%	89.5%	91.2%	88.1%	90.4%	91.3%	91.4%	90.3%	86.2%	84.3%
Percentage Employed Full-time	82.0%	79.9%	78.9%	78.9%	77.8%	81.3%	81.6%	81.8%	72.9%	72.4%
Percentage Employed Full-time Related Jobs	57.1%	54.6%	52.1%	52.7%	54.5%	57.8%	56.6%	58.7%	50.7%	49.4%
Average Annual Salary Full-time Related Jobs	\$29,373	\$29,726	\$30,909	\$29,461	\$31,844	\$32,907	\$33,090	\$34,312	\$34,057	\$34,825



# Key Research Findings

## Working in Canada<sup>16</sup>

### Retail Salespersons and Sales Clerks (NOC – 6421)

- Ontario Rating: **Fair**

- **Wage Range by Region:**

Location	Wage (\$/hr)		
	Low	Median	High
Ontario	10.25	11.00	20.00
Hamilton--Niagara Peninsula Region	10.25	11.00	20.00
Kingston - Pembroke Region	10.25	11.00	20.00
Kitchener--Waterloo--Barrie Region	10.25	11.00	20.67
London Region	10.25	11.00	19.23
Muskoka-Kawartha Region	10.25	11.20	20.51
Northeast Region	10.25	10.75	19.00
Northwest Region	10.25	11.00	18.00
Ottawa Region	10.25	10.75	19.23
Stratford--Bruce Peninsula Region	10.25	11.00	20.00
Toronto Region	10.25	11.00	21.00
Windsor-Sarnia Region	10.25	11.00	18.55

## Working in Canada<sup>17</sup>

### Retail and Wholesale Buyers (NOC - 6233)

- Ontario Rating: **Not Available**

- **Wage Range by Region:**

Location	Wage (\$/hr)		
	Low	Median	High
Ontario	10.25	18.60	28.85
Hamilton--Niagara Peninsula Region	10.25	18.60	32.05
Kingston - Pembroke Region	10.25	18.60	32.05
Kitchener--Waterloo--Barrie Region	12.61	20.00	34.62
London Region	10.25	18.60	32.05
Muskoka-Kawartha Region	10.25	18.60	28.85
Northeast Region	N/A	N/A	N/A
Northwest Region	N/A	N/A	N/A
Ottawa Region	10.25	18.60	32.05
Stratford--Bruce Peninsula Region	10.25	18.60	28.85
Toronto Region	10.25	18.97	26.51
Windsor-Sarnia Region	10.25	18.60	32.05

<sup>16</sup> "Retail Salespersons and Sales Clerks (NOC 6421)." *Working in Canada*. N.p., n.d. Web. 23 Aug. 2012.

<<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=6421&action=final&ln=p@ionKeyword=Peterborough%2C+Ontario&s=1&source=0&titleKeyword=retail+salesperson#wages>>.

<sup>17</sup> "Retail and Wholesale Buyers (NOC 6233)." *Working in Canada*. N.p., n.d. Web. 23 Aug. 2012.

<<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=6233&action=final&ln=p@ionKeyword=Peterborough%2C+Ontario&s=1&source=2&titleKeyword=buyer+-+wholesale#wages>>.

# Key Research Findings

## Competitive Analysis<sup>18</sup>

• **MODERATE**

The following information consists of OCAS yearly fall application and registration data as well as a conversion ratio for each program under this category:

### Diploma

- Fleming has had a steady conversion ratio of **4:1** throughout the last five years

### Diploma

Program: 52928 - RECREATIONAL MERCHANDISING												
	App. 2007	Reg. 2007	Conversion Ratio	App. 2008	Reg. 2008	Conversion Ratio	App. 2009	Reg. 2009	Conversion Ratio	App. 2010	Reg. 2010	Conversion Ratio
FLEMING	170	38	4:1	134	37	4:1	104	29	4:1	90	25	4:1
<b>Total</b>	<b>170</b>	<b>38</b>	<b>4:1</b>	<b>134</b>	<b>37</b>	<b>4:1</b>	<b>104</b>	<b>29</b>	<b>4:1</b>	<b>90</b>	<b>25</b>	<b>4:1</b>

## Financial Analysis

• **MODERATE**

Source: Program Costing Analysis 2010/2011

- Contribution to Overhead: 33.6%
- Program Weight: 1.10
- Funding Unit: 2.10

## Key Performance Indicators

• **MODERATE**

Source: Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012

KPI1-Graduation Rate	-10% below system
KPI2-Working	+14% above system
KPI3-Working Related	+13% above system
KPI4-Grad. Satisfaction	+8% above system
KPI8-Student Satisfaction-Learning	+6% above system
KPI9-Student Satisfaction- Teachers	Even with system
KPI11-Grad. Satisfaction-Program	+3% above system

<sup>18</sup> Application data obtained from OCAS College Count Cube October 19, 2011 Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011. Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset Prepared by Fleming Data Research (07-2012)

# Key Research Findings

## Resource Analysis

Equipment

Staffing

Space

# Key Research Findings

## Appendix

**The following is the original environmental scan conducted by the Library Researchers to form the basis of the previous summary of Key Research Findings Report.**

**Sporting Goods Business**

### **Overview of the Profession:**

**There are 3 NOC codes included in this program research: NOC 6241 Retail Salesperson; NOC 6233 Retail and Wholesale Buyers; NOC 1453 Customer Service Clerks**

**NOC 6421: Retail salesperson, Retail associate, Retail Clerk**

<http://www.workingincanada.gc.ca/report-eng.do?lang=eng&noc=6421&area=8792&titleKeyword=retail+salesperson&regionKeyword=Peterborough,+Ontario&source=0&action=final>

Retail salespersons and sales clerks perform some or all of the following duties:

- Greet customers and discuss type, quality and quantity of merchandise or services sought for purchase, rental or lease
- Advise customers on use and care of merchandise, and provide advice concerning specialized products or services
- Estimate or quote prices, credit terms, trade-in allowances, warranties and delivery dates
- Prepare merchandise for purchase, rental or lease
- Prepare sales, rental or leasing contracts and accept cash, cheque, credit card or automatic debit payment
- Assist in display of merchandise
- Maintain sales records for inventory control
- Operate computerized inventory record keeping and re-ordering systems
- May conduct sales transactions through Internet-based electronic commerce.

### **Common Job Titles**

- retail, counter clerk – retail
- department store clerk
- retail sales associate
- retail sales clerk
- retail salesperson

### **Typical Employers**

- stores and other retail businesses
- wholesale businesses that sell on a retail basis to the public

**NOC 6233 Retail and Wholesale Buyers**

<http://www.workingincanada.gc.ca/report-eng.do?lang=eng&noc=6233&area=8792&titleKeyword=buyer+-+wholesale&regionKeyword=Peterborough,+Ontario&source=2&action=final>

Retail and wholesale buyers perform some or all of the following duties:

- Purchase merchandise for resale by retail or wholesale establishments

# Key Research Findings

- Review requirements of establishment and determine quantity and type of merchandise to purchase
- Study market reports, trade periodicals and sales promotion materials and visit trade shows, showrooms, factories and product design events
- Select the merchandise which best fits the establishment's requirements
- Interview suppliers and negotiate prices, discounts, credit terms and transportation arrangements
- Oversee distribution of merchandise to outlets and maintain adequate stock levels
- Establish and maintain contact with suppliers
- Supervise the work of other retail buyers.

Retail and wholesale buyers may specialize in a particular merchandise line.

## Common Job Titles

- assistant buyer,
- buyer – retail
- buyer – wholesale
- chief buyer
- clothing buyer
- merchandiser

## Typical Employers

- retail and wholesale establishments

## NOC 1453: Customer Service, Information and Related Clerks

<http://www.workingincanada.gc.ca/report-eng.do?lang=eng&noc=1453&area=8792&titleKeyword=customer+service+clerk&regionKeyword=Peterborough,+Ontario&source=2&action=final>

The following is a summary of main duties for some occupations in this unit group:

- Customer service clerks in retail establishments answer, in person or on the phone, enquiries from customers and investigate complaints regarding the establishment's goods, services and policies; arrange for refunds, exchange and credit for returned merchandise; receive account payments; and receive credit and employment applications.
- Call centre agents take customer orders for goods or services; promote goods or services; respond to enquiries and emergencies; investigate complaints and update accounts.
- Customer service clerks in insurance, telephone, utility and similar companies explain the type and cost of services offered; order services; provide information about claims or accounts; update accounts; initiate billing and process claim payments; and receive payment for services.
- Information clerks provide information to customers and the public concerning goods, services, schedules, rates, regulations and policies in response to telephone and in-person enquiries.

## Common Job Titles

- accounts information clerk
- customer service
- counter enquiries clerk
- courtesy desk clerk
- customer service clerk
- customer service representative
- enquiries clerk
- information clerk – customer service
- order desk agent

# Key Research Findings

## Typical Employers

- retail establishments, and other establishments throughout the private and public sectors.

## Labour Market

### Working in Canada

1. Employment potential for the Kawartha/Muskoka Region is fair NOC 1453 (Customer Service) and NOC 6421 (Retail Salesperson). There is nothing available for NOC 6233 (Retail and Wholesale Buyers)

## HRDSC

2. National Outlook. Employment Projection (2011- 2020)

### NOC 6233 Retail Buyers: NOC 623

<b>Occupations in this group</b>	Insurance Agents and Brokers (6231), Real Estate Agents and Salespersons (6232), Retail and Wholesale Buyers (6233), Grain Elevator Operators (6234)
<b>Employment (non-student) in 2010</b>	184,524
<b>Median age of workers in 2010</b>	45.3
<b>Average Retirement Age in 2010</b>	63

3. For **Insurance And Real Estate Sales Occupations And Buyers**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **82,900** and **54,212** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings. Based on projections and considering that labour supply and demand in this occupation were balanced, this occupation is headed toward excess demand. In other words, the number of job seekers will be insufficient to fill the job openings in this occupation over the 2011-2020 period. The vast majority of job openings will be due to retirements. Expansion demand will be comparable to average employment growth in the Canadian economy even though residential construction slowed down. With regard to labour supply, the majority of job seekers will come from the school system as it was the case over the 2001-2010 period.
4. Over the 2008-2010 period, this occupation experienced slight employment growth, while the unemployment rate, which was lower than the average for all occupations, increased at a pace on par with that for all occupations. The average hourly wage increased a little more quickly than the wage for all occupations over this period. According to key labour market indicators, the number of job seekers was sufficient to fill the job openings in this occupation.
5. Opportunities for employment in this occupation are expected to be average over the period from 2009 to 2013. Advances in computerized inventory systems will continue to limit employment opportunities for this group. Inventories can now be tracked at the checkout counter and restocked automatically, as is currently done in most large consumer outlets. In the retail industry mergers and acquisitions have caused buying departments to consolidate, eliminating local buying departments and

## Key Research Findings

centralizing them to headquarters. Those with a related degree with industry experience and knowledge of a technical field will face the best job prospects.

6. According to Employment Ontario (Estimates 2006), 7% of workers in this group were self-employed, and 75% full-time.

7. Local wage for the Kawartha/Muskoka Region 2010:

Low: \$10.25

Average: \$18.60

High: \$28.85

### NOC 6421 Retail Salesperson:

Occupations in this group	Retail Salespersons and Sales Clerks (6421)
Employment (non-student) in 2010	428,526
Median age of workers in 2010	34
Average Retirement Age in 2010	63

3. For **Retail Salespersons And Sales Clerks**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **131,300** and **144,946** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.

Based on projections and considering that this occupation had a surplus of workers, it is expected that this occupation will continue to have a labour surplus. In other words, the number of job seekers will be greater than the number of job openings over the 2011-2020 period. The number of job openings in this occupation will increase significantly over the projection period, and the majority of them will result from retirements. Although the need to replace retirees will represent a significant source of job openings, the retirement rate for this occupation is expected to be low because retail salespersons and sales clerks tend to be much younger than average and retire later. Although expansion demand is expected to be smaller than replacement demand, it will still be a significant source of job openings. The 2008-2009 recession did not affect consumer spending as significantly as previous recessions and consumers rapidly resumed spending. This will enable the retail sector to resume its growth. The number of job seekers, both school leavers and immigrants, is also expected to increase. In fact, their number will represent twice the number of job openings. Since the skills required in this occupation are less specific than in other occupations, a large number of people who have studied in various fields that have no relation to the retail sector are expected to work in this occupation while they look for employment in occupations that better fit their qualifications and match their career goals. A very large number of workers will therefore leave this occupation for others, which will give a large number of other job seekers the opportunity to find a job as a retail salesperson or sales clerk.

4. Over the 2008-2010 period, employment declined slightly in this occupation and the unemployment rate increased. The unemployment rate was relatively high at 9.5% in this occupation in 2010. The average hourly wage, one of the lowest among sales and services occupations, increased at the same rate as all occupations. According to key labour market indicators, the number of job seekers was more than sufficient to fill the job openings in this occupation.

5. Opportunities for employment in this occupation are expected to be average over the period from 2009 to 2013, due to anticipated growth in population despite slower economic growth over the forecast period.

This occupation is sensitive to the economic cycle and during an economic downturn, sales volume and the demand for many types of sales workers decline.

## Key Research Findings

6. According to Employment Ontario (Estimates 2006), 6% of this group were self-employed and 51% were full-time.

7. Local wage for the Muskokas/Kawarthas Region 2010:

Low: \$10.25

Average: \$11.20

High: \$20.51

### NOC 1453 Customer Service

<b>Occupations in this group</b>	Library Clerks (1451), Correspondence, Publication and Related Clerks (1452), Customer Service, Information and Related Clerks (1453), Survey Interviewers and Statistical Clerks (1454)
<b>Employment (non-student) in 2010</b>	186,547
<b>Median age of workers in 2010</b>	36.5
<b>Average Retirement Age in 2010</b>	63

3. For **Library, Correspondence And Related Information Clerks**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **58,500** and **72,550** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.

Based on projections and considering the recent surplus of workers in this occupation, the surplus of workers is expected to continue over the 2011-2020 period. In other words, there will be more job seekers than job openings. Approximately 65% of job openings will result from replacement needs due to retirement and 20% from expansion demand. However, the retirement rate will be slightly lower than the average for all occupations, mostly because workers in this occupation retire a little later than the average for all occupations, and are, on average, younger than workers in other occupations. Expansion demand will be slightly lower than average job growth in the economy. Although the number of jobs created over the 2011-2020 period is expected to be significant, it will be much lower than the number of jobs created over the previous decade (2001-2010), when hiring by call centres jumped spectacularly. Growth in this sector will slow significantly in the coming years as many call centres set up in countries such as India with low labour costs. With regard to labour supply, the majority of job seekers will come directly from the school system. However, new immigrants will account for approximately 20% of job seekers. Given the pronounced slowdown in employment growth and the significant number of job seekers, many workers will leave this occupation for other occupations over the coming years, which will result in additional replacement needs.

4. Over the 2008-2010 period, employment fell in this occupation and the unemployment rate rose. The unemployment rate is higher than the average rate and is the highest among business, finance and administration occupations. The hourly wage, which is lower than for other occupations, increased slightly more quickly than the average for all occupations. According to key labour market indicators, the number of job seekers was greater than the number of job openings.

5. Opportunities for employment in this occupation are expected to be good over the period from 2009 to 2013. The rise in the number of call centres has contributed to above average job growth for this occupation. However, the trend towards centralization of corporate information functions through telecentres, often located in lower-cost areas of the country, or the world, may negatively affect employment opportunities in the future. Nevertheless, replacement needs are expected to be significant as many young people work as customer service representatives for a few years before switching to other, higher paying jobs.



## Key Research Findings

6. According to Employment Ontario (Estimates 2006), 1% of workers in this group were self-employed and 79% full-time.

7. Local wage for Muskoka/Kawartha Region:  
 Low: \$10.35                      Average: \$16.11                      High: \$25.48

### US Bureau of Labour

<http://www.bls.gov/oco/ocos211.htm#outlook>

### Job Outlook

#### NOC 6241 Retail Salesperson

**Employment change.** Employment of retail salespersons is expected to grow 17 percent from 2010 to 2020, about as fast as the average for all occupations.

Employment of retail salespersons has traditionally grown with the overall economy, and this trend is expected to continue. Population growth will increase retail sales and demand for these workers.

Although consumers are increasing their online retail shopping, they will continue to do most of their retail shopping in stores. Retail salespersons will be needed in stores to help customers and complete sales.

Among the various retail industries, other general merchandise stores, which include warehouse clubs and supercenters, are expected to see strong job growth. These large stores sell a wide range of goods from a single location. Thus, employment in the warehouse clubs and supercenters industry is expected to grow 51 percent during the next decade.

However, employment in department stores has declined in recent years and will likely continue to be weak.

Employment of parts salespersons is expected to grow 16 percent from 2010 to 2020, about as fast as the average for all occupations. People are keeping their cars longer and are buying new cars less often. Older cars need to be serviced more frequently, creating demand for car parts and parts salespersons.

**Job Prospects.** Many workers leave this occupation, which means there will be a large number of job openings. This large number of job openings combined with the large size of the occupation should result in many employment opportunities.

#### NOC 1453 Customer Service

**Employment change.** Employment of customer service representatives is projected to grow by 15 percent from 2010 to 2020, about as fast as the average for all occupations.

Providing quality customer service is important to nearly every company. In addition, because companies are expected to begin placing greater emphasis on customer relationships as a way to differentiate themselves from competitors, the need for customer service representatives is projected to increase.

Employment also will increase as consumers continue to demand products and services that require customer support. When a new product is introduced in the marketplace, additional customer service representatives will be needed to answer questions and resolve problems related to its use.

Technology has tempered growth of this occupation to some degree. For example, some technologies, such as Internet self-service or interactive voice-response systems, help customers get the assistance they need without having to interact with a representative. Routing of calls or emails to those

## Key Research Findings

representatives who are best able to respond to a specific inquiry will also help make workers more productive, thereby reducing the need for customer service representatives.

However, technology also creates new opportunities for job growth. For example, online banking might reduce the need for in-branch customer service representatives to handle banking tasks for account holders, but it also might increase the need for customer service representatives to help those account holders with using the web site.

The number of contacts with customers is expected to continue increasing, especially with the greater use of social media, live chat, or other means of communication. These increased communications will help spur demand for workers who interact with customers through these channels.

Customer service representatives are projected to grow 46 percent in telephone call centers, much faster than the average. This growth is due in part to industry growth, as many firms continue to hire call center firms that specialize in handling customer contacts.

Outsourcing, the practice in which companies shift call centers and customer service representatives to other countries, will also continue. However, new jobs will be created in the United States as well, as some companies recognize consumers' preferences for U.S.-based customer support.

**Job Prospects.** Job prospects for customer service representatives are expected to be good. Many job openings will arise from the need to replace workers who leave the occupation.

There will be greater competition for in-house customer service jobs—which often have higher pay and greater advancement potential—than for those jobs in the call center industry.

### **NOC 6233 Retail Buyers**

**Employment Change.** Job prospects for customer service representatives are expected to be good.

Many job openings will arise from the need to replace workers who leave the occupation.

There will be greater competition for in-house customer service jobs—which often have higher pay and greater advancement potential—than for those jobs in the call center industry.

**Job Prospects.** Not provided.

### **Apparel Human Resources Council:**

**[Pressing Ahead: CANADA'S TRANSFORMING APPAREL INDUSTRY 2011 LABOUR MARKET INFORMATION STUDY](#)**

### **Industry Standards:**

#### **NOC 6421 Retail Salesperson; NOC 1453 Customer Service; NOC 6233 Retail Buyers**

These occupations do **not** require certification in **Ontario** or in any other Canadian province.

### **Professional Associations:**

[Canadian Professional Sales Association](#)

[Canadian Sporting Goods Association](#)

[National Snow Industries Association](#)

[National Sporting Goods Association](#)

# Key Research Findings

## [Retail Council of Canada](#)

### [Retail Merchants' Association of Canada](#)

#### Employment Requirements

##### **NOC 6421 Retail Salesperson**

Employment requirements are prerequisites generally needed to enter an occupation.

- Completion of secondary school may be required.
- A university degree or college diploma may be required by some employers.
- Specific subject matter courses or training may be required.
- Demonstrated sales ability and product knowledge are usually required for retail salespersons who sell complex or valuable merchandise, such as automobiles, antiques or computers.

[ Source: [National Occupational Classification 2006 - HRSDC](#) ]

##### **NOC 1453 Customer Service**

Employment requirements are prerequisites generally needed to enter an occupation.

- Completion of secondary school is usually required.
- Completion of some college or other post-secondary programs may be required.
- Clerical or sales experience may be required.

##### **NOC 6233 Retail Buyers**

Employment requirements are prerequisites generally needed to enter an occupation.

- Completion of secondary school is required.
- A university degree or college diploma in business, marketing or a related program is usually required.
- Previous work experience in retail or wholesale establishments is usually required.
- Supervisors and senior buyers require supervisory experience.

[ Source: [National Occupational Classification 2006 - HRSDC](#) ]

#### Educational Programs Leading to this Occupation

##### **NOC 6421 Retail Salesperson**

Entrance into this occupational group usually requires secondary school. A university degree or college diploma may be required by some employers. Some knowledge about the product or service being sold may also be required. Demonstrated sales ability and product knowledge are usually required for retail salespersons who sell complex and valuable merchandise, such as automobiles, antiques, or computers

##### **NOC 1453 Customer Service**

Completion of secondary school is usually required. Completion of some college or other post-secondary programs may be required. Clerical or sales experience may also be required. Most positions in this category require communication and computer skills along with product knowledge.

##### **NOC 6233 Retail Buyers**

The type of post-secondary education program pursued by members of this occupational group will depend partly on the nature of the retail or wholesale goods sold. Employment in this area requires a combination of education, experience or other attributes. Besides completion of secondary school, a

# Key Research Findings

university degree or college diploma in business, marketing or a related program is usually required. Retail and wholesale buyers may specialize through experience or product-related training courses. Previous work experience in retail or wholesale establishments is usually required.

Source: <http://www.tcu.gov.on.ca/eng/labourmarket/ojf/findoccupation.asp>

## Educational Competitors

### Individual Community College /Institute Information

(Click on Program Title to view college program page)

**Fleming is the ONLY College** currently offering this program. Other colleges offer variations the lead to employment in such positions as event coordinators, marketing coordinators, fundraising coordinators, athletic directors or assistant athletic directors, intramural manager/ coordinator, program managers/coordinators, sports information officers, facility managers, varsity coordinators, technical coordinator/director, member services manager, communications manager, sales reps, campus recreation coordinators, community/public relations coordinator, promotions coordinator, sponsorship coordinator and advertising/media coordinators.

#### Fleming

[Sporting Goods Business](#) – Diploma

- Co-op, 5 semester program

#### Other Sports Programs:

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#### Algonquin

[Sport Business Management](#) – Graduate Certificate

- Mobile Learning Program

#### Conestoga

[Sport Photography and Videography](#) – Graduate Certificate

#### Durham

[Golf Facilities Operation Management](#) – Diploma – **NEW**

[Sports Administration](#) – Diploma

[Sport Management](#) – Advanced Diploma

[Sport Business Management](#) – Graduate Certificate

#### Fanshawe

[Golf & Recreational Club Management](#) – Diploma

- Optional co-op

#### Georgian

[Bachelor of Business – Golf Management](#) – Degree

# Key Research Findings

- Co-op

[Golf Facilities Operation Management](#) – Diploma

- Co-op

[Snow Resort Fundamentals](#) – Certificate

- Co-op

[Snow Resort Operations](#) – Diploma

- Co-op

## Humber

[Business Administration – Professional Golf Management](#) – Advanced Diploma

[Sport Management](#) – Advanced Diploma

## Loyalist

[Sport and Entertainment – Sales and Marketing](#) – Graduate Certificate

## Niagara

[Business Administration – Professional Golf Management](#) – Advanced Diploma

- Co-op

[Sport Management](#) – Advanced Diploma

## Seneca

[Event Management – Sports, Entertainment, Arts](#) – Graduate Certificate

- Co-op

## St. Clair

[Business Administration – Professional Golf Management](#) – Advanced Diploma

Institution	APS #	Approved Program Name	MTCU Code	Program Weight	Funding Unit	Degree Factor
DURHAM	1132	Sport Business Management	72211	1.10	0.80	1.00
GEORGE BROWN	1150	Sport And Event Marketing	72204	1.00	0.80	1.00
LOYALIST	1154	Sports and Entertainment Sales and Marketing	72204	1.00	0.80	1.00
GEORGIAN	3002	Bachelor of Business (Golf Management)	82220	1.00	3.20	4.00

SSFL	1060	Sporting Goods Business	52928	1.10	2.10	2.00
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## Key Research Findings

DURHAM	1119	Business Administration - Professional Golf Management	60204	1.00	2.50	3.00
GEORGIA N	1135	Business Administration - Professional Golf Management	60204	1.00	2.50	3.00
HUMBER	1264	Business Administration - Professional Golf Management	60204	1.00	2.50	3.00
NIAGARA	1168	Business Administration - Professional Golf Management	60204	1.00	2.50	3.00
ST CLAIR	1181	Business Administration - Professional Golf Management	60204	1.00	2.50	3.00

FANSHAWE	1246	Golf & Recreational Club Management	52220	1.00	2.00	2.00
GEORGIAN	1214	Golf Facilities Operation Management	52220	1.00	2.00	2.00
CONESTOGA	1267	Golf and Club Management	72220	1.00	0.90	1.00
ALGONQUIN	1392	Golf And Ski Operations Management	52223	1.00	1.90	2.00

GEORGIA N	1182	Snow Resort Fundamentals	43217	1.20	0.60	1.00
GEORGIA N	1146	Snow Resort Operations	53217	1.20	1.60	2.00

CONESTOGA	1255	Sports Photography and Videography	72004	1.00	0.90	1.00
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SENECA	1288	Event Marketing – Sports, Entertainment, Arts	72205	1.00	1.40	1.00
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### Employment Postings:

On June 6, 2012, there were 167 retail sales jobs in Ontario (only 1 local job) and 16 retail buyer positions in Ontario.

Source: [www.jobbank.gc.ca](http://www.jobbank.gc.ca)

Jobs from the Canadian Sporting Goods Association have also been included (following the Job Bank postings). There were 13 job postings at the Association's website on June 6, 2012.

**Job Number:** 6434424

**Title:** Retail sales associate (camping department) ([NOC: 6421](#))

**Terms of Employment:** Permanent, Full Time, Weekend, Day, Evening

**Salary:** \$10.25 to \$12.00 Hourly for 40 hours per week

**Anticipated Start Date:** As soon as possible

**Location:** Ottawa, Ontario (1 vacancy)

**Skill Requirements:**

## Key Research Findings

**Education:** Completion of high school, Some college/CEGEP/vocational or technical training, Completion of college/CEGEP/vocational or technical training, Some university, Completion of university

**Credentials (certificates, licences, memberships, courses, etc.):** Not applicable

**Experience:** 7 months to less than 1 year

**Languages:** Speak English, Read English, Write English

**Employer:** SAIL

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**Online:** <http://www.sail.ca/en/careers/>

**Web Site:** <http://www.sail.ca/en/careers/>

**Advertised until:** 2012/06/09

**Job Number:** 6445905

**Title:** Bicycle salesperson - retail (Bike Service Technician and Guide) ([NOC: 6421](#))

**Terms of Employment:** Permanent, Full Time, Weekend, Day, Evening

**Salary:** \$13.00 Hourly for 35 hours per week

**Anticipated Start Date:** As soon as possible

**Location:** Petawawa, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Completion of high school, Completion of college/CEGEP/vocational or technical training

**Credentials (certificates, licences, memberships, courses, etc.):** Not required

**Experience:** 1 year to less than 2 years

**Languages:** Speak English, Read English, Write English

**Work Setting:** Sporting goods store

**Type of Experience:** Salesperson/clerk

**Product Experience/Knowledge:** Sports equipment and clothing, Bicycles, Nutrition and health products

**Specific Skills:** Operate cash register, Customer service oriented, Set up displays of merchandise in windows or display cases, Process money, cheque and credit/debit card payment, Provide advice about merchandise, Suggest ways to care for goods, Work with minimal supervision, Perform major repairs to products or equipment

**Transportation/Travel Information:** Willing to travel, Valid driver's licence

## Key Research Findings

**Essential Skills:** Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Job task planning and organizing, Finding information, Computer use

**Employer:** 1728065 Ontario LTD

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By E-mail:** gearheads@bellnet.ca

**Advertised until:** 2012/06/15

**Job Number:** 6449921

**Title:** Service manager - retail (Sport Chek- Service Shop Technician Part Time-North Bay) ([NOC: 0621](#))

**Terms of Employment:** Permanent, Full Time, Day

**Salary:** \$10.25 to \$20.00 Hourly for 40 hours per week

**Anticipated Start Date:** As soon as possible

**Location:** North Bay, ON, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Some high school

**Experience:** 1 year to less than 2 years

**Languages:** Speak English, Read English, Write English

**Staff Responsibility:** 1 - 20

**Other Information:** To view this job in more detail, please click the link below:

<http://www.applyhr.com/24223439>

**Employer:** FGL Sports

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**Online:** <http://www.fglsports.com>

**Web Site:** <http://www.fglsports.com>

**Advertised until:** 2012/06/18

**Job Number:** 6470692

**Title:** Store manager - retail ([NOC: 0621](#))

**Terms of Employment:** Permanent, Full Time, Weekend, Day, Evening

**Salary:** \$30,000.00 to \$34,000.00 Yearly for 40 hours per week, Bonus, Other Benefits, Medical Benefits, Dental Benefits, Life Insurance Benefits, Group Insurance Benefits

**Anticipated Start Date:** As soon as possible

**Location:** Ottawa, Ontario (2 vacancies )

**Skill Requirements:**

**Education:** Completion of high school



# Key Research Findings

**Experience:** 2 years to less than 3 years

**Languages:** Speak English, Read English, Write English

**Work Setting:** Video and audio equipment store, Camera store, Hardware store, Jewellery store, Sporting goods store

**Business Equipment and Computer Applications:** Point of sale system, Electronic mail, Spreadsheet software, Database software, Inventory control software, General office equipment, Internet competency

**Staff Responsibility:** 1 - 20

**Specific Skills:** Plan, direct and evaluate daily operations, Manage staff and assign duties, Study market research and trends to determine consumer demand, potential sales volumes and effect of competitors' operations on sales, Perform cash deposits, Balance daily transactions, Develop and implement marketing strategies, Plan budgets and monitor revenues and expenses, Recruit and train staff, Resolve problems that arise, such as customer complaints and supply shortages, Customer service oriented

**Security and Safety:** Criminal record check, Credit check

**Work Conditions and Physical Capabilities:** Fast-paced environment, Work under pressure, Attention to detail, Combination of sitting, standing, walking, Standing for extended periods

**Transportation/Travel Information:** Own transportation, Own vehicle, Valid driver's licence

**Work Location Information:** Various locations

**Ability to Supervise:** 4 people or less

**Essential Skills:** Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

**Employer:** EZCORP

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**Online:** <http://www.cashmaxjobs.ca>

**Web Site:** <http://www.cashmaxjobs.ca>

**Advertised until:** 2012/06/21

**Job Number:** 6463499

**Title:** Customer service sales clerk ([NOC: 6421](#))

**Terms of Employment:** Permanent, Full Time, Weekend, Day

**Salary:** \$10.25 to \$12.00 Hourly for 40 hours per week

**Anticipated Start Date:** As soon as possible

# Key Research Findings

**Location:** Sauble Beach, Ontario (1 vacancy)

**Skill Requirements:**

**Education:** Not required

**Credentials (certificates, licences, memberships, courses, etc.):** Not applicable

**Experience:** Experience an asset

**Languages:** Speak English, Read English, Write English

**Work Setting:** Sporting goods store

**Type of Experience:** Salesperson/clerk

**Product Experience/Knowledge:** Automobiles, Automobile parts and supplies, Sports equipment and clothing, All terrain vehicles (ATV)

**Specific Skills:** Customer service oriented, Set up displays of merchandise in windows or display cases, Process money, cheque and credit/debit card payment, Provide advice about merchandise, Suggest ways to care for goods, Perform minor repairs to products or equipment, Arrange for repairs to products or equipment

**Security and Safety:** Bondable

**Transportation/Travel Information:** Own transportation, Valid driver's licence

**Essential Skills:** Reading text, Oral communication, Problem solving, Critical thinking, Job task planning and organizing, Computer use

**Employer:** Sauble Beach Motorsports

**How to Apply:**

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By Fax:** (519) 856-1010

**By E-mail:** sbm.on@sympatico.ca

**Advertised until:** 2012/06/10

**Job postings from Canadian Sporting Goods Association:**



**The Role:**

We are looking for sales professionals that have a high degree of self motivation with the skills to work independently that will assist us in our expansion into the Canadian Athletic Market.

## Key Research Findings

- Interacting with schools ( elementary, secondary, post secondary)
- Handling questions and objections
- Reporting to General Manager
- Attending sales meetings
- Maintaining up-to-date company and product knowledge
- Offering Spirit Wear apparel
- Experience in school Spirit Wear product sales with an established account base is preferred but not necessary.
- Experience selling to medium and large schools a benefit.
- Customer Service driven
- Has an enthusiastic positive attitude to drive sales to new heights!

### About You:

- Highly developed interpersonal and strong communication skills
- Able to work independently
- Hunter attitude a must!
- Possess strong knowledge of the local marketplace and consumer trends within the brackets of specifically targeted consumer demographic
- Display a proven track record in strong presentation skills and negotiating favourable terms and conditions, while establishing rapport and building long term relationships
- Have at least 1-2 years of business-to-business communication skills
- Possess the ability to represent the company in a professional manner, while identifying, targeting and establishing potential marketing and relationship-building activities
- Display knowledge of social media tools, including Facebook and Twitter
- Maintain and track work progress for managerial purposes, generate weekly sales effort reports and collaborate with the team on new client acquisitions
- Meet individual quarterly and annual sales goals.

### Compensation:

- 100% commission base compensation
- Independent Sales Agent / Agency

### Contact:

- [jboniferro@rjmccarthy.com](mailto:jboniferro@rjmccarthy.com)



**Sani Sport**, the industry leader in sports equipment sterilizing technology, is currently accepting applications for representation in the province of Ontario. Qualified candidates will have a well established familiarity with the retail and rink sectors in the province. Those interested should forward their CVs to [steve@sanisport.ca](mailto:steve@sanisport.ca) or call **514-382-1140**.

## Key Research Findings



### Reps Wanted:

**Voxx Sports Inc.** is looking for Reps across Canada to represent their **VoxxPower** products as we introduce a new retail product and price.

**Voxx Sports Inc.** manufactures and markets one of the hottest sporting goods categories: "Performance Mouthguards".

**Voxx** has become the Official Mouthguard of **Rugby Ontario, YRSA, OYSL** and **Canadian Lacrosse League** and touch over 500,000 athletes and growing!

Our **VoxxPower** products have been independently tested and verified to improve athletic performance. If you feel you have what it takes to represent the next category killer, get in touch with **Voxx** now.

Please send inquiries to [contact@voxxsports.com](mailto:contact@voxxsports.com) and checkout [www.voxxsports.com](http://www.voxxsports.com).



### Sales Representatives needed for Canada

**Rebellion Hockey** is currently looking for sales reps to cover the following areas:

British Columbia  
Northern Alberta  
Southern Alberta  
Manitoba/Northern Ontario  
Nova Scotia  
Prince Edward Island  
New Brunswick

**Rebellion Hockey** is a proud Supplier to the **NHL**. We are a full line hockey company that provides quality hockey products and innovative ideas within the hockey industry at competitive pricing.

**Rebellion Hockey** is looking for people that have a good working knowledge of the hockey world. To be part of our team you must have a back ground in sales, and currently carry other no competitive lines. They must be prepared to put in the time and effort that is needed to successfully launch a newer hockey company.

The sales representative's main focus will be store business, and team sales. As our retail base grows the priority will be to maintain a service level and quality that is above any other in the industry.

To apply for one of the positions please send a complete resume to:

**Rebellion Canada Ltd.**

**315 Cranston Crescent**

**P.O. Box 155 Midland ON. L4R 4K8**

**Attention: Mr. Kevin Wood/ Operations Manager**

Or Email: [kevin.wood@rebellion.com](mailto:kevin.wood@rebellion.com)

For more information please call : **705-527-1717**

## Key Research Findings



### Independent Representatives

**A3 Sports Distribution** is a Canadian distributor representing **TATONKA** and **Tasmanian Tiger** tactical gear, we are currently looking for independent sales reps to service the BC, Ontario and Quebec markets.

The **TATONKA** brand has been distributed in Canada for the past 15 years and is highly regarded by outdoor enthusiasts around the world. The **A3 Sports Distribution** team has a strategy to develop and support the **TATONKA** and **Tasmanian Tiger** brands in Canada. We are looking for a long term partnership with an agency that is committed to sales and service excellence.

The **TATONKA** line features innovative outdoor equipment: backpacks and tents. For information on the **TATONKA** line of products, view our online catalogue available

at: <http://www.a3sports.ca/index.php/tatonka/2011-collection>

The **Tasmanian Tiger** tactical gear has quickly established itself as one of the top suppliers of professional gear for military and police. For information on the **Tasmanian Tiger** product line, view our online catalogue available at: <http://www.a3sports.ca/index.php/tasmanian>

If you are interested in working with **A3 Sports Distribution**, send us an email today at [info@a3sports.ca](mailto:info@a3sports.ca) or call us at **778-588-1010** with information on your agency, including your current product lines and your primary focus within the designated territory.



### Independent Sales Representative

#### ABOUT US

**T. Litzen Sports Ltd.** is Canada's leader of school and team apparel and equipment for more than 60 years. We are the team dealer for many major name brands and the largest sporting goods importer in Canada. We are also the exclusive distributor of **TEAM NIKE** and **Badger Sport** products in Canada.

#### ABOUT THE ROLE

We are currently looking for Independent Sales Representatives throughout Canada who are highly self-motivated, able to work independently but who want the opportunity to grow their own territory with the support of a high energy sales, marketing and support team.

You will be responsible for achieving and exceeding sporting goods and apparel sales in your territory and assisting us in our continued expansion into the Canadian athletic market. In this role, you will be working with an existing customer base as well as finding, growing and managing the territory by developing sales leads through cold calling, referrals, and networking to establish new customers.

You set your hours and work from your own location but have access to company produced marketing materials, sales kits/samples, and the support of our order and customer service departments to assist in the ordering, delivery and billing of product to your customers.

#### QUALIFICATIONS AND REQUIREMENTS

- Passion for sports and working with people to foster strong customer relationships to achieve

## Key Research Findings

sales targets and repeat sales

- Effective listening and questioning skills as well as strong presentation skills; in addition to the ability to overcome objections, identify opportunities, and the tenacity to close the sale
- Experience in maintaining and tracking work progress for managerial purposes, generating weekly prospecting and sales reports and collaborating with the inside sales team on new client acquisitions
- Computer literacy with a good working knowledge of Microsoft Office (Word, Excel and Outlook) as well as knowledge of social media tools including Facebook, Twitter
- Must have reliable transportation, a valid driver's license and a clean driving record

### COMPENSATION

Remuneration is based on commission/draw plus bonus (commiserate with experience).

### CONTACT

Qualified candidates are requested to submit a cover letter and resume to [rgallagher@tlitzen.com](mailto:rgallagher@tlitzen.com). We ask that attachments be in Microsoft Word or pdf format quoting **Independent Sales Representative** in the subject line.

While we sincerely appreciate the interest of all applicants, only those with suitable qualifications and experience will be contacted for an interview.



### Sales Representative

**Stormy Kromer**, the next great North American brand for cold weather apparel and caps, is currently accepting applications for representation in the provinces of Ontario, BC and Alberta. Please submit your resume to [Janderson@stormykromer.com](mailto:Janderson@stormykromer.com).

## Ian Gibson Marketing Inc.

### Regional Sales Reps.



**Soleus Watch** is new to Canada. **Soleus** manufacturers and markets an exceptional line of running (including GPS and HRM) and activity specific watches including (under license) **Columbia** trail, hiking, travel, ski, water and women's too.

We are looking for the right regional sales reps who have good relationships primarily with (but not limited to) Independent running/footwear and hiking/outdoor dealers.

The open territories are **Alberta**, the **Prairies**, **Ontario East** and **North, Quebec** and the **Maritimes**.

This is a commission based position. If you are interested and like the challenge and opportunity of

## Key Research Findings

pioneering a brand, please send me your resume.

You can check out the product line at [www.soleusrunning.com](http://www.soleusrunning.com) and [www.columbia.com](http://www.columbia.com) click on accessories.

Please email to Ian Gibson at [gibsonian@rogers.com](mailto:gibsonian@rogers.com)

Or by mail;

**Ian Gibson-Marketing Inc.**

**4936 Yonge Street, #320**

**Toronto, ON**

**M2N 6S3**

I thank you in advance as we will only contact the reps whose profile more closely matches the position.



**KUUsport MFG. LTD.**



OFFICIAL SUPPLIER TO:



[www.kuu.com](http://www.kuu.com)

**KUUS INC.** Value added

450 Tapscott Road. Unit 5 & 6A, Toronto, Ontario, Canada M1B 1Y4 Tel: (416) 298-7724 Fax: (416) 298-7724

**Sales Representative for B.C. interior**

**KUUsport seeking sales representative for B.C. interior.**

**KUUsport Mfg. Ltd.**, a leader in alpine, snowboard and Nordic waxes, tools and accessories is looking for a sales representative for the B.C. Interior region. Products include:

Alpine/Snowboard/X-country waxes, tools, and accessories.

Other brands include: **Rebound Race Gates**, **HeatMax warmers**, and **Norton belts**.

Candidates should have existing lines in the ski industry that will allow the **KUU** brand to be complimentary.

Interested applicants should contact **Jim Curtis** at KUUsport Mfg. Ltd. via email [kuu@kuu.com](mailto:kuu@kuu.com).