

## ***Executive Summary***

### ***The Gap Between Supply and Demand In The Cosmetology Enterprises and Hair Stylists Sector***

**2014**

The number of establishments in the Cosmetology enterprises and hair stylists sector are (8533) establishment until the first half of 2014. They employ around (14,628) employees of both sexes. These establishment are distributed by region of the Kingdom as follows: (68%) in the central region, (24%) in Northern region and (8%) in the south region. The majority of establishment in the cosmetology enterprises and hair stylists sector are considered single owner/ sole proprietorship amounting to (95%) in accordance with legal status. Next are partnership establishments reaching (4%) and establishments with limited liability with (1.0%).

The establishments in the Cosmetology enterprises and hair stylists sector are classified into three major groups which are: small size establishments (1-5 employees), and they are spread to a large percentage in all regions of the Kingdom with (98%). Next is the medium size establishments (6-10 employees) with (1.3%), then the large size establishments (11 employees and more). It is noted that (53%) of operating establishments in this sector show a decline in demand for their production in 2013, and they expected a decline in demand for their products during the years (2014-2016).

The employees in this sector are distributed to (24%) males and (76%) Females. In general, the academic qualifications of the majority of males have less than secondary education with (50%) and those completing secondary education with (26%), while it is shown that (43%) of female employees in this sector are qualified with secondary education, and (27%) have less than secondary education. When employee educational qualification are analyzed at the governorates level, it is shown that (40%) have qualification less than secondary education in the central region, and (35%) have secondary educations. As to the northern region, a large percentage of employees estimated at (46%) have qualification less than secondary education, and (27%) earned secondary education. Moving to the southern region, it is found that (38%) have a qualification less than secondary education.

The study shows that careers in mens hair stylist, women hair stylist, assistant women hair stylist assistant mens hair stylist are specialist in nails and foot care specialist, and facial care specialist are the more occupied careers in the Cosmetology enterprises and hair stylists sector. This is almost the case in all region in the Kingdom. In addition, and when speaking in general about the nationality of those employed in the cosmetology enterprises and hair stylists sector, what amount to (88%) of employees in this sector are Jordanian citizens compared with (12%) being non-Jordanians.

The results of collected data analysis revealed that around (65%) of establishment working in this sector prefer training their employees at the vocational Training Institution. Also, they prefer to recruit employees who received their training at the same institution. In the second order of preference for training this sector employees comes training centers belonging to the private sector with (18%), then comes community/ Junior colleges belonging to Al-Balqaa Applied University with (10%).

The demand size for career in this sector for the years (2014-2016) amounted to (1169) in the central region of the Kingdom, compared with (381) in the northern region and (242) in the southern region, hence the total demand size is (1.793) for the years (2014-2016).

In general, there exist a demand for the years (2014-2016) for the following careers: women's hair stylist, men's hair stylist, make up specialist, assistant women's hair stylist, body care specialist, and nails and foot care specialist. It is worth noting that a need for new employees arises as a result of business expansion. This calls for being optimistic since the increase in demand size for employee in the years (2014-2016) is arising from expansion operations with a percentage ranging between (50% - 70%). The above mentioned boosting in demand is more so a result of expansion operations mentioned above rather than simply job rotation.

The study results revealed through asking business owners about the most demanded skill among the prevailing careers in the cosmetology enterprises and hair stylist sector. The most demanded skills are: hair cutting skills (new styles). Making new hair styles skill, working with chemicals skills (dye, straightening, special type (berum) dye, curls), and putting stylish makeup skill.

The results of data collected on careers were females are working within this sector discloses that the most important careers were females are working are: women's hair stylist, beauty specialist, skin care specialist and nails and foot care specialist. These are the same careers which have demand for in all region of the Kingdom.

From another point, the number of disabilities employees are (64) employee from a total of (14,628) employee in the sector, and they account for only (0.5%) and they work in four different technical careers in the sector. The most important of these careers are: mens hair stylist (32), womens hair stylist (20), and three supportive careers (administrative careers).

There exist a big opportunity to recruit about (224) employees who are disabilities people in all regions of the county with concentration in the central region. This is so in various careers to mention some :mens hair stylist with (35) job opportunity, womens hair stylist with (120) job opportunity and beauty specialist with (23) job opportunity.

The results of the study revealed that what amounts to (81%) of establishments do not face any difficulties in recruitment while (19%) of the establishments (most of whom are single owner/ sole proprietorship) face difficulties in recruitment. The major cause of

these difficulties is the shortage of labor who have the necessary and demanded skills. In addition to the shortage of labor who have values and positive attitudes toward work. As to the methods used for recruitment, the study disclosed that direct recruitment through personal contacts which is the most used with (63%). Next method of recruitment is through newspapers advertising and through electronic websites with (21%). Finally is recruitment through employment agencies with (10%). In addition, the business owners were asked about the difficulties and challenges, which face the cosmetology enterprises and hair stylist sector, they (35% of them) answered that increasing taxes affect performance of the sector, while (28%) of them pointed out to the weakness of investment promotion.

The number of training programs specially offered for this sector are (5) training programs, and the number of graduates from these programs are near (13,278) graduate during the years (2011-2013). These programs are as follows: womens hair stylist programs with (53%) of total graduates, then mens hair stylist program with (24%) of total graduates and finally the beauty specialist program with (17%) of total graduates. From another point, the number of graduates from career preparation programs (programs with duration of more than four months) about (10,056) graduate who represent the real supply size within (3) training programs.

From another point, the number of male graduates from training programs especially geared for this sector are around (3,205) graduate during the years (2011-2013). All of whom graduated from the mens hair stylist program. In comparison, the number of female graduates from training programs in the cosmetology enterprises and hair stylist sector are (10,073) female graduate during the years (2011-2013). The great majority of them graduated from the womens hair stylist program, and also beauty specialist program.

The number of graduates from enterprises providing training in the cosmetology enterprises and hair stylists sector are distributed regionally as follows: (93%) in the central region and (5%) in the northern region and finally (2%) in the southern region, Another point is that the graduates from institutions provided training in this sector according to gender are (24%) males (100% of them in the central region), and (76%) females (91% of them in the central region, (7%) in the northern region and (2%) in the southern region).

The study reveals that the majority of graduates from institutions providing training for the years(2011-2013) have received their career education at the vocational Training Institution, with (33%). Next are graduates from the French beauty Academy with (16%) graduates, then near (14%) graduates from Habawwal Academy for Cosmetology, and last (11%) graduated from vocational educational centers which are part of the Ministry of education.

As regards to disabilities people and the role institutions providing training in training them and having courses to increase their efficiencies, the results reveal that there exist three training programs to serve (170) trainees from the disabilities group, distributed in

the order of six trainees in mens hair stylist program with (35%), and eight trainees in the womens hair stylist program with (63%) and finally nine trainees in beauty specialist program with (2%).

The courses to increase efficiency provided by institutions providing training programs which are: hair cutting skills (new styles) course, with (190) trainees, working with chemicals skills (dye, striating, special type (berum ( dye, curls) course with (260) trainees, making new hair style skills course with (285) trainees, hair blower skills course with (10) trainees, putting stylish makeup skills course with (170) trainees, drawn nails skill course with (210) trainees, facial care skills course with (101) trainees for the period (2011-2013). The duration of courses ranged between (10) and (50) hour. (40) hour duration courses were (55%) of the total and (20) hour duration courses were (23%).

It is worth nothing that these training courses are available exclusively in the central and northern regions of the country. These courses were also directed in an exclusive way for females reaching (1,226) trainees for the years (2011-2013).

In addition, Faiyez Omar, Beauty Academy, the Monaliza Academy and Habwal Academy For Cosmetology all indicated that they will provide courses to increase efficiency in the future to train (339) trainees distributed within (5) different skills.

From the above we conclude the existence of a very large numerical gap estimated to be (8,774) as excess supply. This mens that the market is able to absorb what amounts to (17%) only from the supply size. In addition there exist the possibility of absorbing what amounts to (8%) in the non-organized market. Hence the market absorbs near (25%), the remaining (75%) will be unemployed. This is indicative very bad planning by providers of training and in all different demanded programs.

It is noticed that the demanded training programs by business owners are the more specific and specialized. Where as in the training programs provided from institutions providing training are general in nature to some extent. As an example, while not being limited, business owners demand a training program in cinematic makeup which is a very specified program, while we find that providers of training offer a general program which serve the demand in an indirect way and it's a beauty specialist program.

With regards to technical skill, business owners assure the necessity that such skills must be possessed by those who will be recruited. These skills, for the most part are not included in the provided training programs. Therefore, and in light of the results of this study, it ought to be recommended that it is necessary to provide training programs which covers these demanded technical skills which can be summarized as follows: cutting long hair skills, cinematic makeup skills, installing artificial or industrial nails skills, working with different types of cream skills, and removing undesired hair by lazor skills It is possible to satisfy existing demand through continuing training programs and increasing efficiency courses which are considered specialized and specified to a large extent. In addition, the study insists on the necessity that institutions providing training take this demand into consideration. And to be sure to offer the demanded training

programs from business owners and in every region of the Kingdom. In addition, it is possible that these programs can be merged with existing programs or can be executed on course basis/ increasing technical efficiency programs.

The analysis of the gap between supply and demand shows that there is a future demand for females to work in this sector. This expected future demand is estimated to provide (1,025) job opportunities for the years (2014-2016). This estimated future demand is distributed among different administrative and technical careers.

In addition, we also find that there is a supply of females were survey data indicated that (10,073) females trainees have graduated from the different institution providing training which are included in the study survey (7,134) female trainees from career preparation programs). Here we notice the numerical preliminary gap between what is supplied and what is demanded (6,709) of female. Therefore there is no demand prevailing to absorb them within the cosmetology enterprises and hair stylists sector.

As to the gap between supply and demand for disabilities people, the data which the survey covered reveals that there are (12) establishment working in the beauty enterprises and hair stylists sector who are ready to provide (224) job opportunities. From another point, two establishment from those providing training that there are (170) trainees from the disabilities people being trained in three different programs, and there are (8) establishments providing training are ready to provide (339) job opportunities in the future.

The study insist on the necessity that the institutions providing training to take notice of this demand and give assurance to provide training demanded by business owners.

Based in all of the above, the study recommends that it is necessary for the Employment-Technical and vocational Education and training Council to form national groups to be responsible for drawing sectoral policies in the area of training and employment of the Jordanian labor force in the cosmetology enterprises and hair stylist sector. In addition, the institutions providing training should take the responsibility to review and develop the demanded training programs in the sector. In addition, they should work on merging real lively and pioneering skills, which support employment, in a compulsory package in all their training programs. Future more, these same institutions should cancel any training programs which are not demanded by the labor market of the sector. Also, the study recommends that it is necessary for the Ministry of Labor to implement the gradual substitution of Jordanian labor for expatriate labor.