

The Gap Between The Supply and Demand Sides In The Food, Beverages and Tobacco Trade Sector

Executive Summary

2014

The number of establishments in the food, beverages and tobacco trade sector reached (10,284) by the first half of 2014. these establishments provide jobs opportunities for (38,606) employee. the majority of existing establishments in the food, beverages and tobacco trade sector are legally single owned (sole proprietorship) establishments representing (89%) of total firms in this sector partnership institutions represent (10%), and only (1%) of the institutions are limited liability concerns .

the employees in this sector are distributed as (95%) male employees and only (5%) females. the study points out that the following trade specializations are the most employable in the food , Beverages and tobacco trade sector : vegetables and fruits sales person , sales representatives ,cashier , coordinators of consumer goods specialized in marketing and advertising ,meat selection and preparation labor , mangers of sales , Advertising and services, consumer good sales person ,store owners and assistant sales persons in stores , tobacco products salesperson , engineers, technicians, yoghurt and dairy products sales person , store supervisors and finally consumer good distributor .when , speaking in general about nationalities of worker in this sector ,it is found that (85%) of employees are Jordanian citizens and the remaining (15%) are non-Jordanians.

The size of aggregate demand for specialized vocations in this sector for the period (2015-2017) is (11,114), distributed by regions of the kingdom as follows : (10,076) in Central Region (419) in the northern

region, and (619) in southern Region . in general , the demand was concentrated on the following vocations : consumer goods coordinator cashier : meat , poultry and fish sales person and assistant store sales persons. it is worth noticing the arising need for new workers on the basis of work rotation .

The study results pointed out ,through asking business owners on the most demanded skills among vocations or trades in the food, beverages and tobacco trade sector . it turns out that the skills most demanded are : matching quantities sold with invoices ; preparation of purchased and sold items sorting items in distribution cart according to type ; returned items due to spoilage or product expiration; the ability to organize account ledgers and inspecting them; the ability to follow- up on demanded product requirements ; the ability to organize ledgers and files ; to perform periodic inventory of store items and prepare ledgers and fill out work forms , sorting and packaging meat ; the ability to cut meat and remove bones manually and mechanically ; and cleaning machines , tools used and the workplace continuously .

the results of collected data analyzed indicates that the vocations in which females work at within this sector are : cashiers , producing and storing fruits , coordinator of consumer good and finally general accountant

the study results pointed out that (81%) of firms in the industry do not face any difficulties in recruitment. However (19%) of firms (mostly individual owned firms) face difficulties in recruitment, and these difficulties are arising mainly from shortage of workforce which possesses the demanded skills. in addition to the shortage of workers who have values and positive attitudes toward work . with regards to methods used in recruitment, the study shows that direct recruitment through personal contacts is the method used most accounting for (94%). Next method of

recruitment is through advertisements in newspapers and website location accounting for (3%).

The Number of training programs provided exclusively for this sector were (8) training programs, and the number of graduates reached (902) during the (2012-2014) period . The greater percentage of them graduated from home economics program with a bachelor degree who represent (46%) of total graduates . next , is the home economics at the diploma (community or junior colleges) level accounting for (29%). Finally , come economic advising and agricultural business administration with its share of (10.5%).

Form another perspective, the number of graduates from training programs provided exclusively for this sector were (191) male graduates during the period (2012-2014). All of whom graduated from home economics bachelor degree programs. In comparison, the number of female graduates from training programs in the food. beverage and tobacco trade sector reached (711) graduate during (2012-2014). The highest percentage of them graduated from home economic bachelor degree program.

from the above , We conclude the existence of a very large numerical gap estimated to be (10,212) as excess demand. This means that the market can absorb (100%) of supply size. as With regard to the technical skill in which business owners insisted on the necessity of being present in work place and also in potential recruiters. for the most part these technical skills are not included in provided training programs . For this reason and in light of results of this study. it is necessarily a must to recommend providing training programs which provide the required and demanded technical skills which can be summarized as follows: control the weight for packaged item according to specification card, apply requirements and

instructions of general health and technical safety, perform periodic inventory of store content, prepare accounting entries and ledgers and filling out work forms, knowledge of demand types and their sizes on any product; the ability to clean , cut meat and remove bones of all types of meat; classifying and organizing fruits and vegetables according to type, quality and prices ; storing fruits and vegetables in a suitable methods ; recognize type, size and the nature of items which are displayed and supervise their expiration dates ; the ability to organize accounts and ledgers and auditing them.

As for provided training programs . they were limited to : selling , negotiation and convincing , prepare marketing plans and programs and these training programs do not satisfy the demanded skills. this means that there is no coordination between supplied training programs and the needs of business owners .

The analysis of the gap between supply and demand for female workers shows that there exists future demand for females to work in this sector amounting to (1,664) employment opportunities for the years (2015-2017) .this potential future demand is distributed to different administrative and technical vocations. in addition, it was found that there exist female supply as indicated by data of survey , (711) trainees have graduated from training programs provided by institutions providing training included in the study survey. Here we notice that the female preliminary numerical gap of (953) between what is supplied and what is demanded . it follows that demand to absorb those does not exist within the food , beverages and tobacco trade sector.

Based on all of the above, the study recommends the necessity for the Employment, Technical and Vocational Education and Training Council to

form national groups to lay out sectoral policies in the area of training and employing Jordanian manpower forces in the food, beverages and tobacco trade sector. In addition, institutions providing training should take the responsibility to review and develop demanded training programs in this sector . also to incorporate living , pioneering and supportive skills as a compulsory package in all their training programs . furthermore , to cancel any training Programs not demand by the labor market of this sector, finally the study recommends the necessity to give priority to support training and employment projects which are specially tailored for this sector.