



Department of Institutional Research and Assessment

Employer Survey 2015

Your suggestions and comments are welcomed. For questions or additional queries do not hesitate to contact us by email :
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TABLE OF CONTENTS

I.	Overview	2
II.	Respondents' Characteristics.....	4
1.	Companies responded.....	4
2.	Company's establishment period.....	5
3.	Company's location (governorate).....	5
4.	Company's location (district)	6
III.	Survey Results.....	7
1.	Estimated number of university students accepted as interns per year:	7
2.	Have you previously accepted any interns from LAU?.....	7
3.	Would you accept any interns from LAU?.....	7
4.	Overall, were you satisfied with interns from LAU?	7
5.	Have you offered a job to an intern from LAU at your company?.....	8
6.	Have you ever employed an LAU graduate?.....	8
7.	Please rate your level of agreement with respect to the following concerning the graduate from LAU:	8
8.	Were you satisfied with his/her performance?	11
9.	Comments/suggestions pertaining to the employee performance at your company:	11
10.	From the below majors, approximately how many new employees do you recruit per year?	12
11.	Would you be willing to sponsor a student by covering tuition for his/her bachelor's degree? If yes, what percentage are you willing to cover:	19
12.	List the vacancies that are usually difficult to fill:	19
13.	List the vacancies that are usually the fastest to be filled:.....	23

I. Overview

As part of the university's on-going assessment initiatives, the Department of Institutional Research and Assessment launched the 2015 Employer Survey to seek the view of actual and potential employers on the market needs and employability prospects of the majors offered at the Lebanese American University. The survey targeted 995 employers from different sectors, of which 85 responded yielding a response rate of 9%.

To be able to make valid interpretations with a 95% level of confidence, the confidence interval is 10%. The confidence interval (also called margin of error) is the plus or minus figure by which you can be sure the total population would have chosen the response rate reflected by the sample. For example, referring to the question: Have you previously accepted any interns from LAU? 60% students responded "Yes". Given that the confidence interval is 10%, one can be 95% confident that the response rate for the total employer population would lie in the interval of 50% (60%-10%) to 70% (60%+10%) for the option "Yes".

The 85 respondents are mainly characterized as per the below:

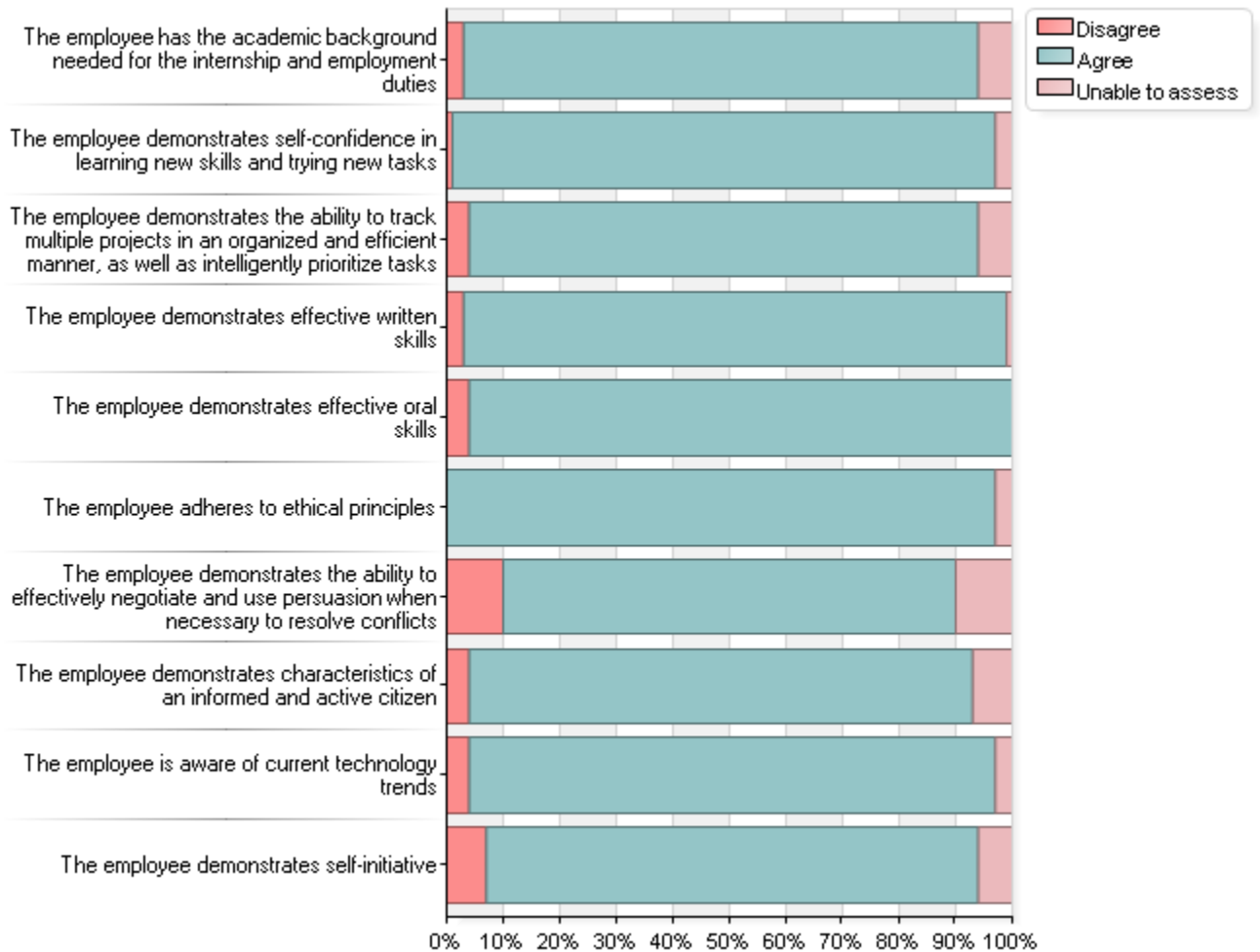
- The names of the companies are provided on page 4
- 71% of the companies had been established for a period that exceeds 10 years while 15% had been established for a period that is less than five years
- 32% of the companies are located in Mount Lebanon (6% Baabda, 2% Chouf, 5% Kesrwan and 18% in Metn) while 64% are located in Beirut

The major findings of the survey can be summarized as follows:

- 39% of the respondents accept 1-3 university students as interns per year, 21% accept 4-8 students, 8% accept 9-15 students while 14% accept more than 15 students each year. 18% do not accept interns at all.
- 60% of the respondents who usually accept interns have previously accepted interns from LAU. Almost all (91%) of those who haven't yet accepted any interns from LAU are willing to accept them in the future.
- All (100%) of the employers who have previously accepted interns from LAU were satisfied with their performance.
- 69% of employers who have accepted interns from LAU have offered them a job at the company. Of those interns, 93% accepted the offer while 7% rejected it.
- 82% of respondents have previously employed graduates from LAU. More than 90% of those respondents have agreed¹ that the employee: (1) adheres to ethical principles and (2) demonstrates effective oral skills, (3) is aware of current technology trends, (4) demonstrates effective written skills, (5) demonstrates self-confidence in learning new skills and trying new tasks, (6) has the academic background needed for the internship and employment duties, and (7) demonstrates the ability to track multiple projects in an organized and efficient manner, as well as intelligently prioritize tasks. In addition, between 80% and 89% agreed that the employee: (1) demonstrates self-initiative, (2) demonstrates characteristics of an informed and active citizen, and (3) demonstrates the

¹ Agree: includes the options "Strongly Agree" and "Agree"

ability to effectively negotiate and use persuasion when necessary to resolve conflicts. The above findings are summarized in the graph below:



- 96% of the respondents who have previously employed LAU graduates were satisfied with their performance.
- The respondents recruit the most from the following disciplines on a yearly basis: accounting (40%), computer science (27%), marketing (25%), banking & finance (20%), computer engineering (20%), electrical engineering (19%), graphic design (19%), management (18%), management information systems (18%), mechanical engineering (15%), economics (14%), Arabic language & literature (12%), biology (12%), and chemistry (12%). All majors offered by LAU that employers tend to recruit from are provided on pages 11-17.
- Only 8% would be willing to sponsor a student by covering his/her bachelor's degree tuition. As such, 6% and 2% would be willing to sponsor 1% - 25% and 26%-50% of the tuition respectively. The table below lists the organizations willing to sponsor undergraduate students.

Company	Contribution
Al Sultan Food Stuff Co	26%-50%
Capital Banking Solutions	26%-50%
element^n	1%-25%
EMCO ENGINEERING LTD	1%-25%
M.O. Gandour & Sons S.A.L	1%-25%
The International School of Choueifat	1%-25%

- Pp. 19-25 provide a list of vacancies that are relatively easy and those that are relatively difficult to fill by industry.

A detailed breakdown is provided below for each survey item.

II. Respondents' Characteristics

1. Companies responded

A.C. Nielsen
Air Liquide - SOAL
Al baba sweets
Al Makassed Association
Al Sultan Food Stuff Co
Aleph
Aliston
Aljadeed TV
Alzheimer's Association Lebanon
Ana Aqra Association
Aptec Lebanon
aramex
ARCOM GROUP
Ataya International High School
Berytech
BMB
Capital Banking Solutions
CDLOG S.A.L
Centre de Traitement Monétique - CTM

Century Motor Company
Children's Cancer Center of Lebanon
CIMENT DE SIBLINE SAL
Commercial Insurance Co. (Lebanon) S.A.L
Coral Beach Hotel & Resort, Beirut
dinaazar sarl
Ecomz sal
Eddé Sands
element^n
EMCO ENGINEERING LTD
EMDC group
Ernst & Young
etcetera
Expeditors
ForeLogix
German International School Beirut
GIRMS
GlobeMed

HEED
HUB MEDIA
Iklm High School
Information Technonology Group
Institute for Palestine Studies
International Computer & Communication Systems-ICC Group
International Transit S.A.L. "Offshore"
J. Walter Thompson MENA
Jubaili Bros
KBP-Biomak
Khatib Machinery Co
KPMG Lebanon
Layers sarl
M.O. Gandour & Sons S.A.L
Mediline
MG Holding

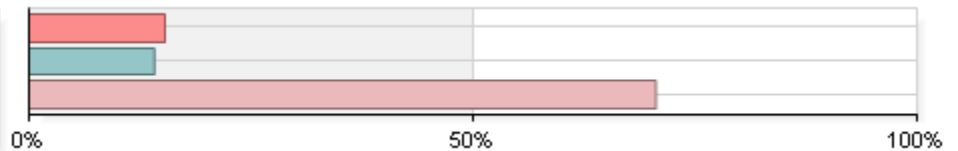
Mitsulift and Equipment
Mondi Lebanon S.A.L
MultiLane SAL
NECG
newlaryspharm
News Group
On The Line Communications
Onyx Prime Consultants S.A.L. (Offshore)
Orient Planet
OUSSAMA FATHALLAH 7 FILS SARL

Path Solutions
Planet Discovery
polypod
Premium Projects
Rockland sarl
SABIC
SABIS(R) Educational Services
Sahar pharmacy
School Development Consultants
Sistema SARL
bulthaup Lebanon
soajs
Succo Juicery

T. Gragour & Fils SAL
Tahseen Khayat Group
TBWA\RAAD
Technica International SAL
TECHNO FUTURE LEBANON
The International School of Choueifat
The Top Talent
Think Media Labs
UK Lebanon Tech Hub
Weddings 4 Life

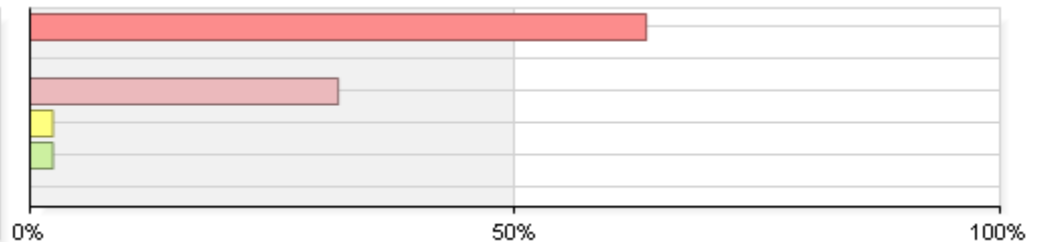
2. Company's establishment period

Less than 5 years	13	15%
Between 5 and 10 years	12	14%
More than 10 years	60	71%
Total	85	

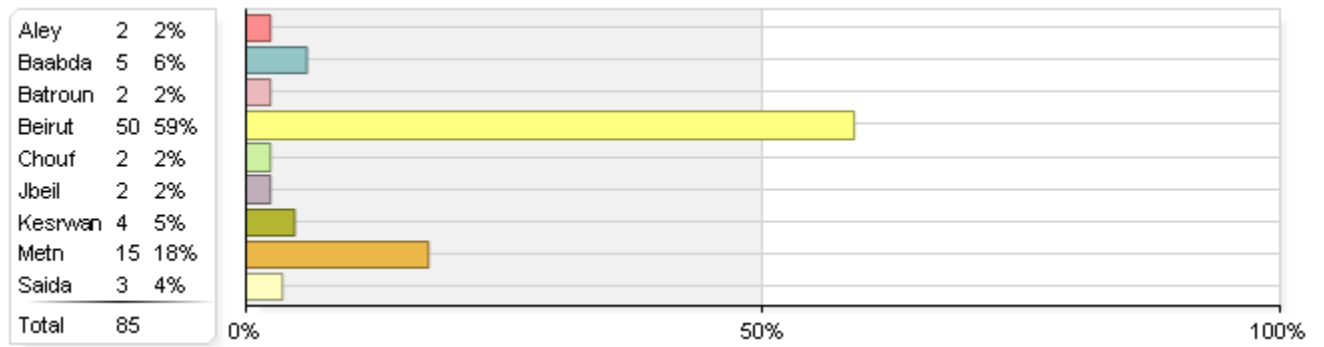


3. Company's location (governorate)

Beirut	54	64%
Bekaa	0	0%
Mount Lebanon	27	32%
South Lebanon	2	2%
North Lebanon	2	2%
Nabatieh	0	0%
Total	85	

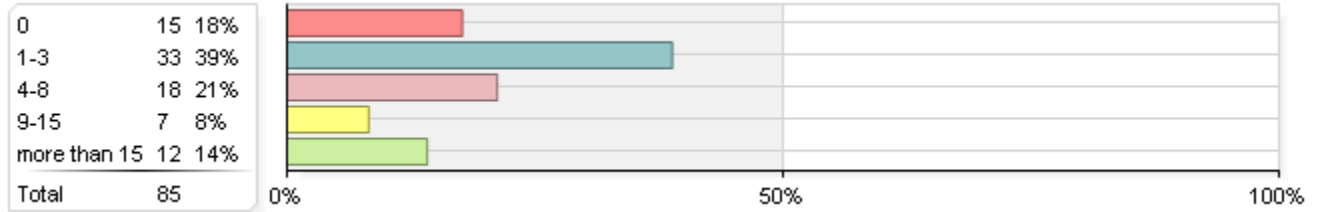


4. Company's location (district)

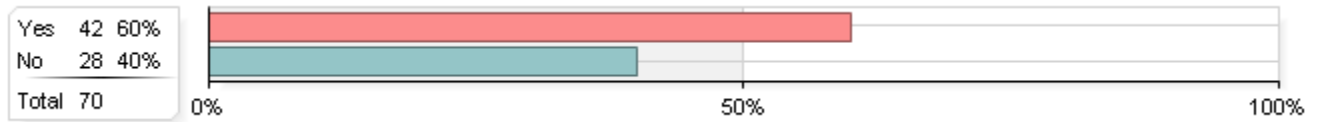


III. Survey Results

1. Estimated number of university students accepted as interns per year:



2. Have you previously accepted any interns from LAU?



3. Would you accept any interns from LAU?

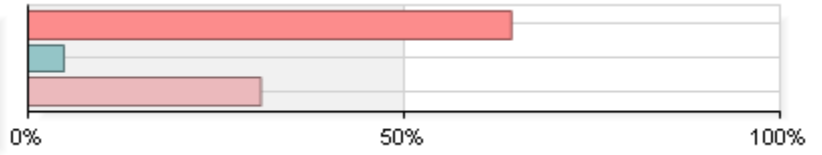


4. Overall, were you satisfied with interns from LAU?



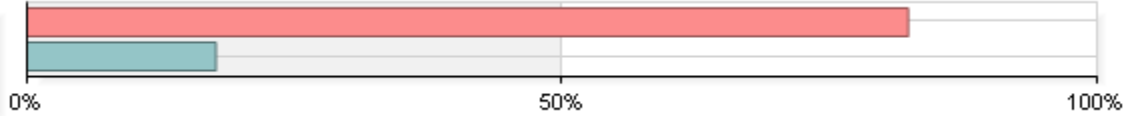
5. Have you offered a job to an intern from LAU at your company?

Yes, and she/he accepted the offer	27	64%
Yes but she/he did not accept the offer	2	5%
No	13	31%
Total	42	

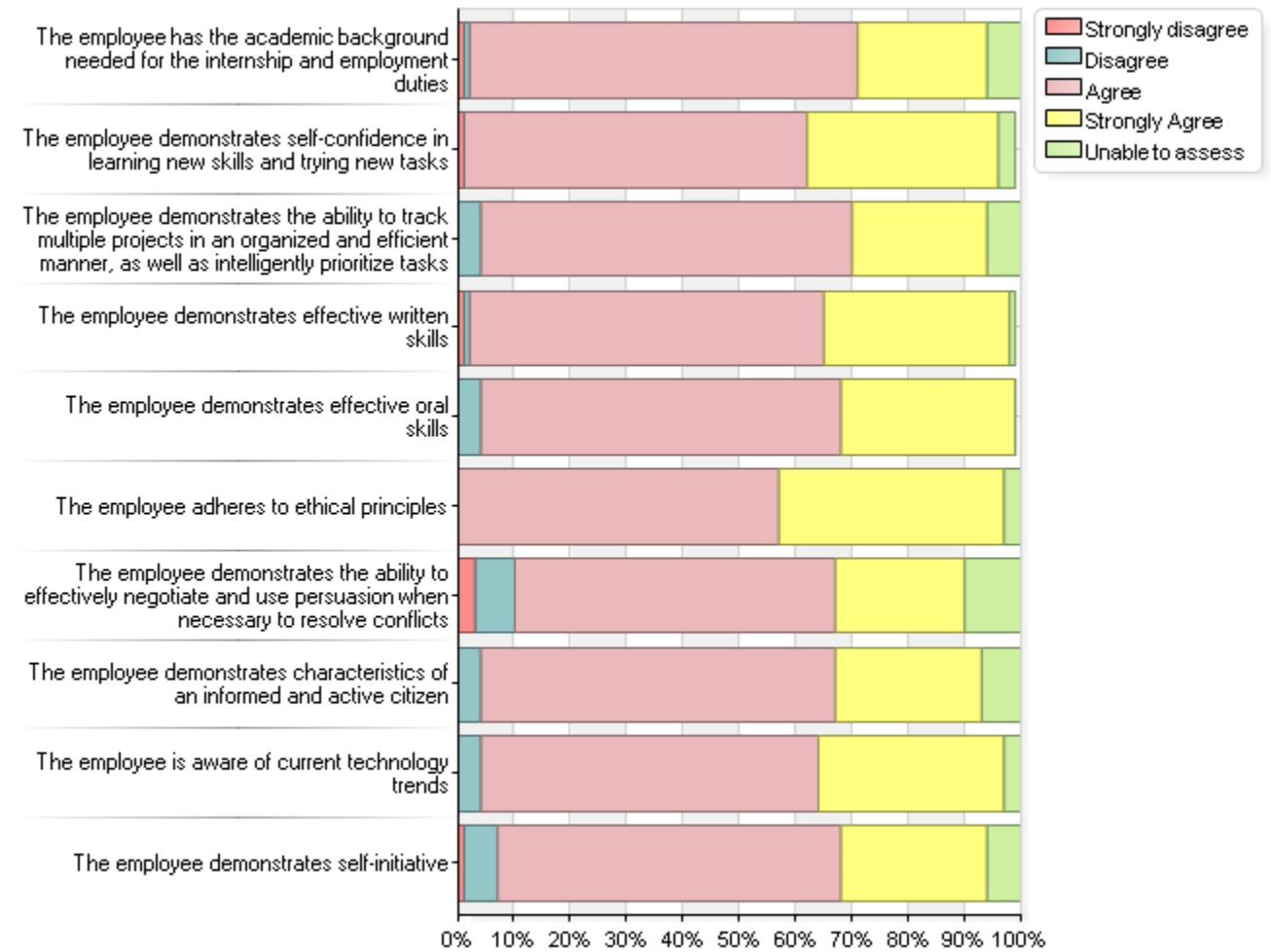


6. Have you ever employed an LAU graduate?

Yes	70	82%
No	15	18%
Total	85	

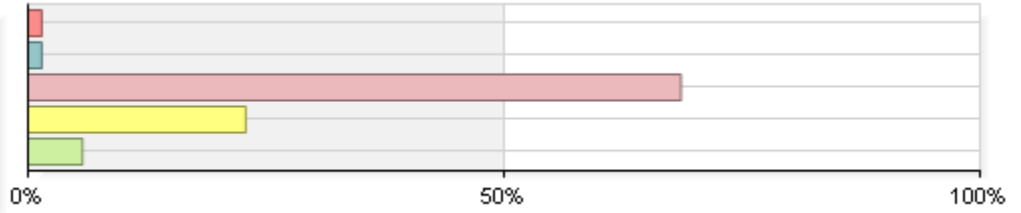


7. Please rate your level of agreement with respect to the following concerning the graduate from LAU:



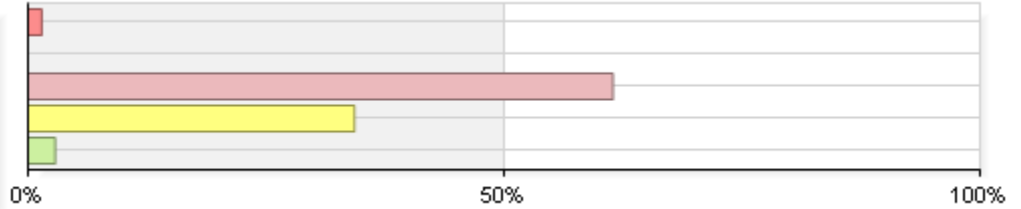
a. The employee has the academic background needed for the internship and employment duties

Strongly disagree	1	1%
Disagree	1	1%
Agree	48	69%
Strongly Agree	16	23%
Unable to assess	4	6%
Total	70	



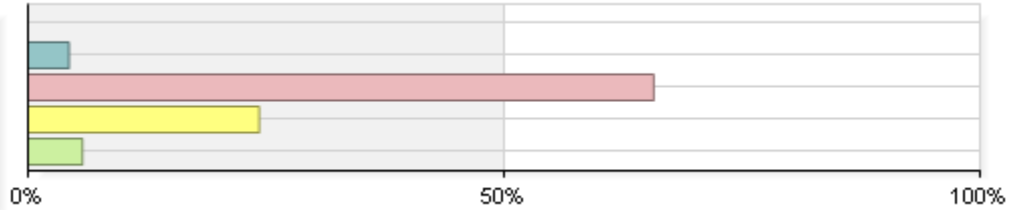
b. The employee demonstrates self-confidence in learning new skills and trying new tasks

Strongly disagree	1	1%
Disagree	0	0%
Agree	43	61%
Strongly Agree	24	34%
Unable to assess	2	3%
Total	70	



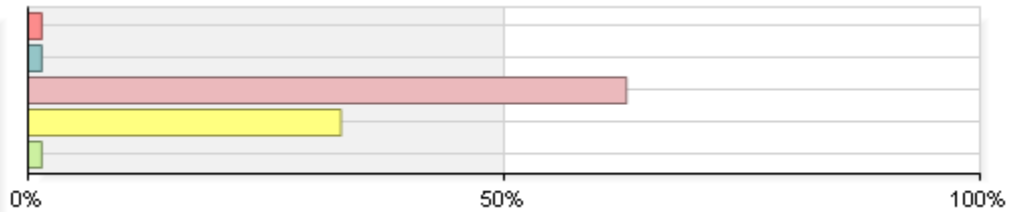
c. The employee demonstrates the ability to track multiple projects in an organized and efficient manner, as well as intelligently prioritize tasks

Strongly disagree	0	0%
Disagree	3	4%
Agree	46	66%
Strongly Agree	17	24%
Unable to assess	4	6%
Total	70	



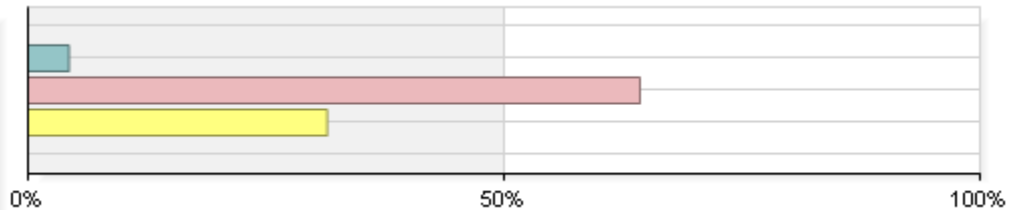
d. The employee demonstrates effective written skills

Strongly disagree	1	1%
Disagree	1	1%
Agree	44	63%
Strongly Agree	23	33%
Unable to assess	1	1%
Total	70	

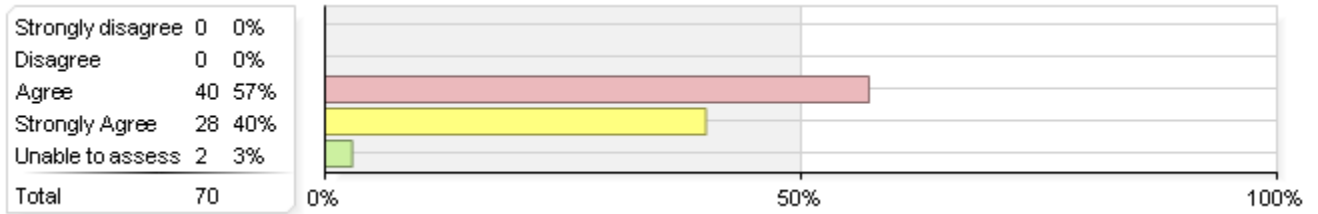


e. The employee demonstrates effective oral skills

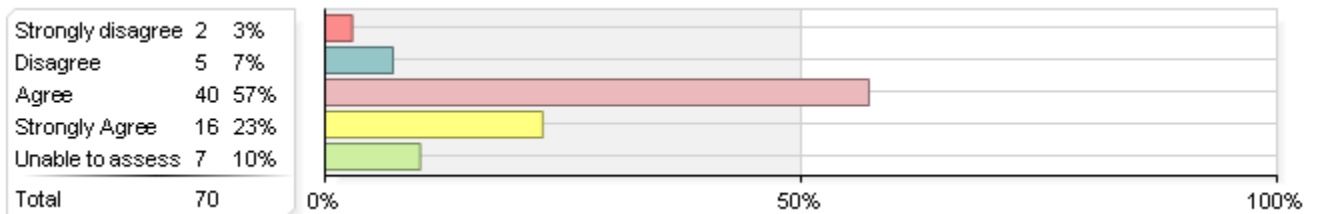
Strongly disagree	0	0%
Disagree	3	4%
Agree	45	64%
Strongly Agree	22	31%
Unable to assess	0	0%
Total	70	



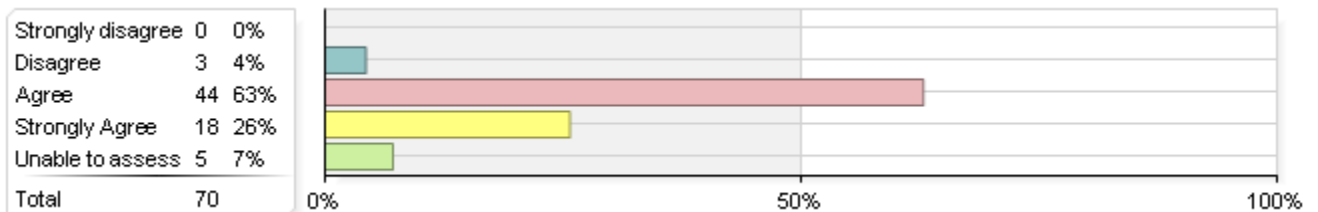
f. The employee adheres to ethical principles



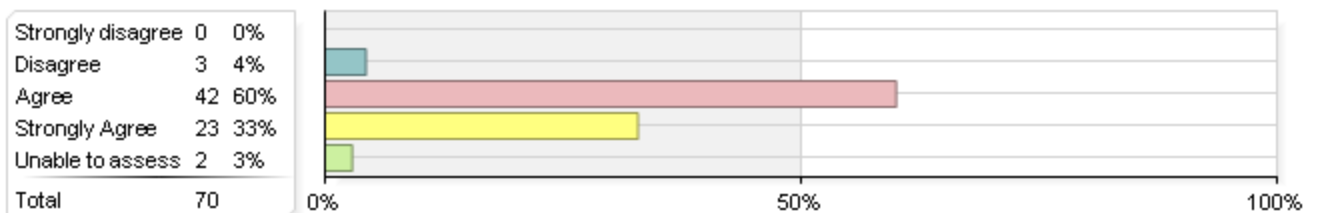
g. The employee demonstrates the ability to effectively negotiate and use persuasion when necessary to resolve conflicts



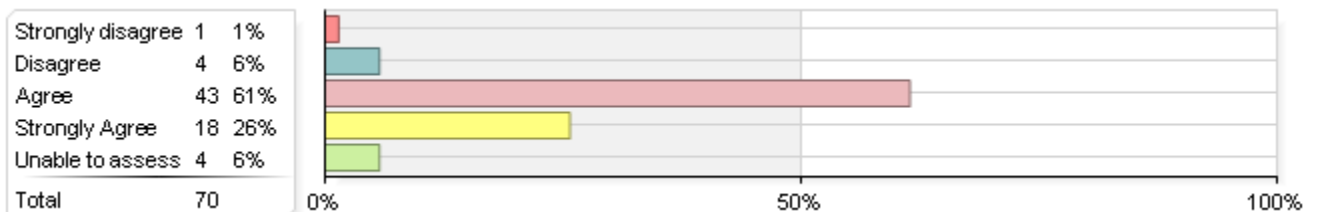
h. The employee demonstrates characteristics of an informed and active citizen



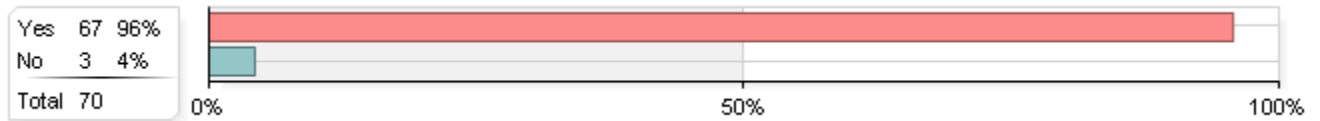
i. The employee is aware of current technology trends



j. The employee demonstrates self-initiative



8. Were you satisfied with his/her performance?



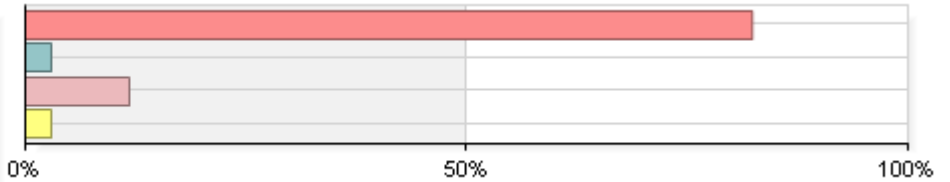
9. Comments/suggestions pertaining to the employee performance at your company:

<ul style="list-style-type: none"> • Better communication skills & proactiity
<ul style="list-style-type: none"> • could not blend with the team members and eventually quit after 3 months
<ul style="list-style-type: none"> • LAU graduates demonstrate high written and verbal communication skills.
<ul style="list-style-type: none"> • Looking forward to see candidates with better computer skills and better use of excel, word...
<ul style="list-style-type: none"> • need to improve their knowledge about the labor law and regulations
<ul style="list-style-type: none"> • Our employee who is an Industrial engineer graduate is a very active and responsible person, showing respect and motivation.
<ul style="list-style-type: none"> • Part-timers. can't really assess.
<ul style="list-style-type: none"> • Should have better creativity
<ul style="list-style-type: none"> • Strength would be their PR, young grads from LAU know a lot of people before starting working. This is pretty impressive.
<ul style="list-style-type: none"> • Strengths: Seriousness, punctuality and being proactive
<ul style="list-style-type: none"> • We previously employed to LAU graduates. They both were very strong with what has to do with new trends in communication and were happy to do things they enjoyed but in order to reach that topic they enjoyed, they had to be pushed.
<ul style="list-style-type: none"> • Weaknesses, fresh graduates expect to start at a managerial level position and are quite reluctant doing the unavoidable routine work.
<ul style="list-style-type: none"> • Well educated graduates but many need to have a better understanding of the current job market.

10. From the below majors, approximately how many new employees do you recruit per year?

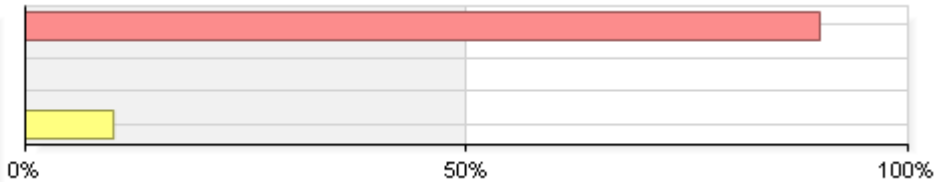
a. Accounting

1-3 employees	28	82%
6-9 employees	1	3%
10-13 employees	4	12%
More than 13 employees	1	3%
Total	34	



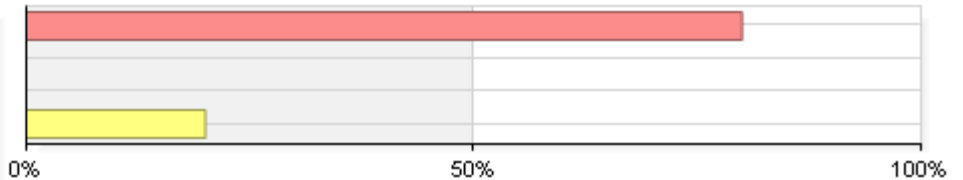
b. Arabic Language & Literature

1-3 employees	9	90%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	1	10%
Total	10	



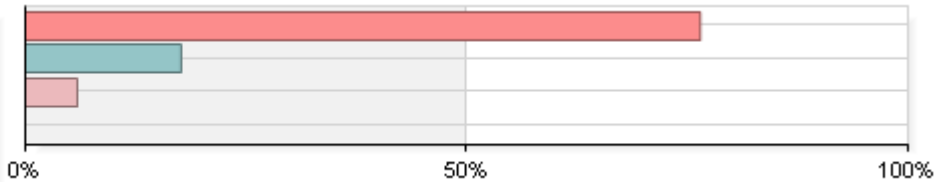
c. Architecture

1-3 employees	4	80%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	1	20%
Total	5	



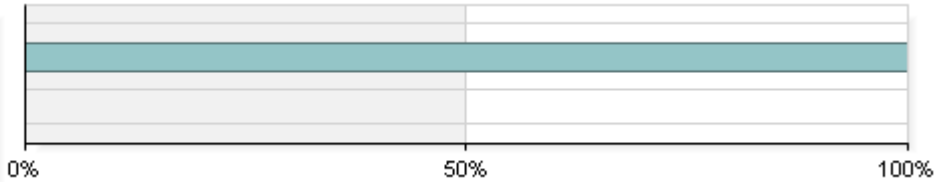
d. Banking & Finance

1-3 employees	13	76%
6-9 employees	3	18%
10-13 employees	1	6%
More than 13 employees	0	0%
Total	17	



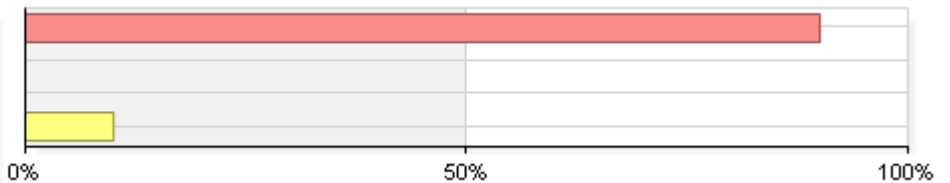
e. Bioinformatics

1-3 employees	0	0%
6-9 employees	1	100%
10-13 employees	0	0%
More than 13 employees	0	0%
Total	1	



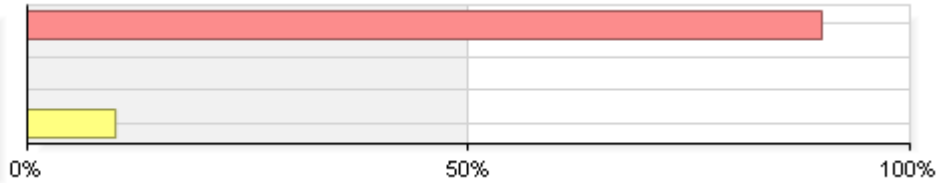
f. Biology

1-3 employees	9	90%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	1	10%
Total	10	



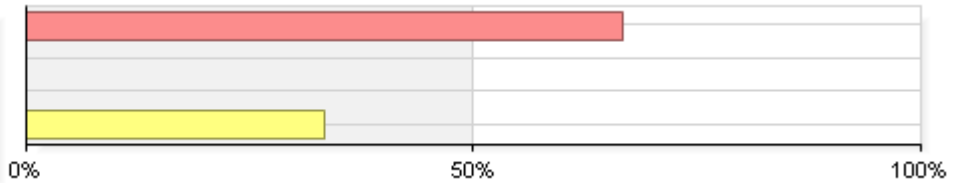
g. Chemistry

1-3 employees	9	90%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	1	10%
Total	10	



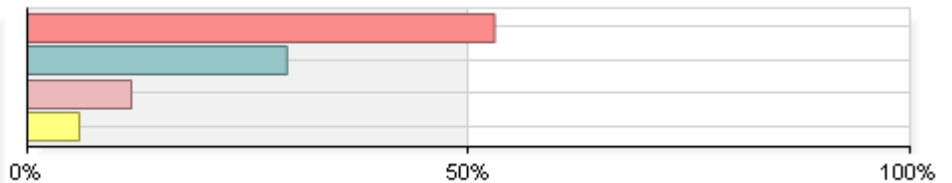
h. Civil Engineering

1-3 employees	2	67%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	1	33%
Total	3	



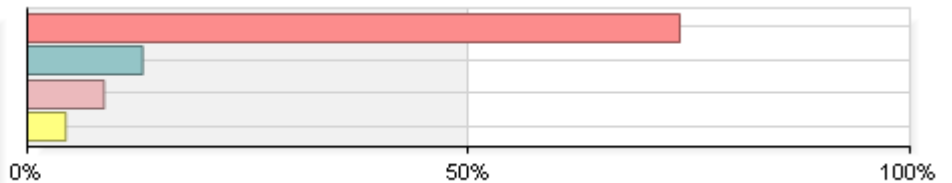
i. Computer Engineering

1-3 employees	9	53%
6-9 employees	5	29%
10-13 employees	2	12%
More than 13 employees	1	6%
Total	17	



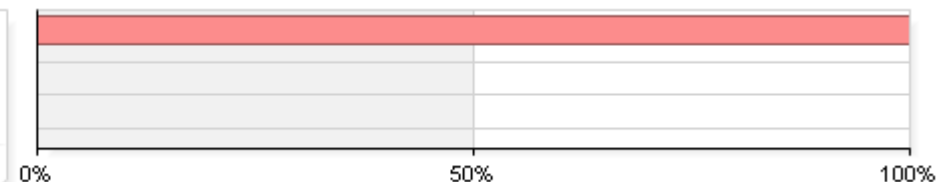
j. Computer Science

1-3 employees	17	74%
6-9 employees	3	13%
10-13 employees	2	9%
More than 13 employees	1	4%
Total	23	



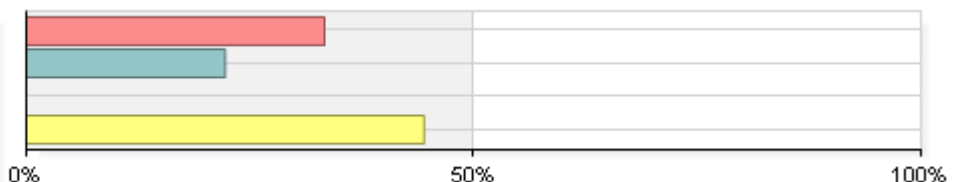
k. Economics

1-3 employees	12	100%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	0	0%
Total	12	



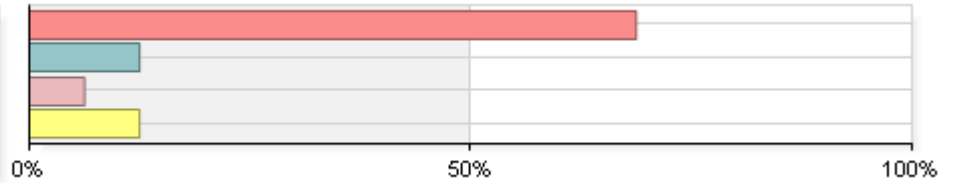
l. Education

1-3 employees	3	33%
6-9 employees	2	22%
10-13 employees	0	0%
More than 13 employees	4	44%
Total	9	



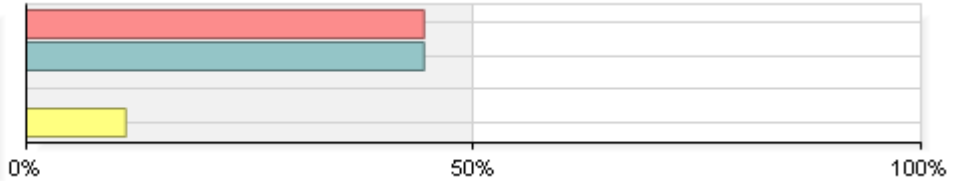
m. Electrical Engineering

1-3 employees	11	69%
6-9 employees	2	13%
10-13 employees	1	6%
More than 13 employees	2	13%
Total	16	



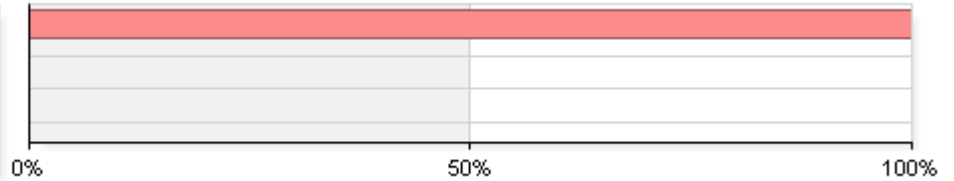
n. English

1-3 employees	4	44%
6-9 employees	4	44%
10-13 employees	0	0%
More than 13 employees	1	11%
Total	9	



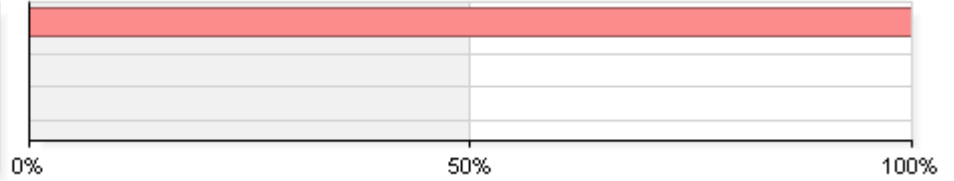
o. Family & Entrepreneurial Business

1-3 employees	2	100%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	0	0%
Total	2	



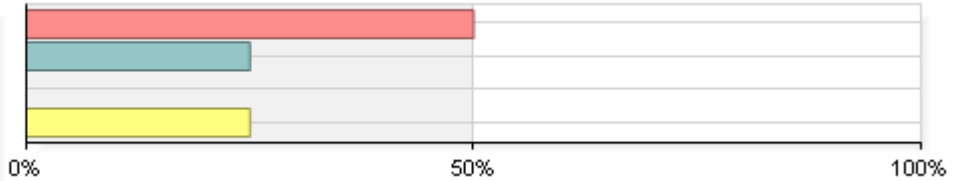
p. Fashion Design

1-3 employees	1	100%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	0	0%
Total	1	



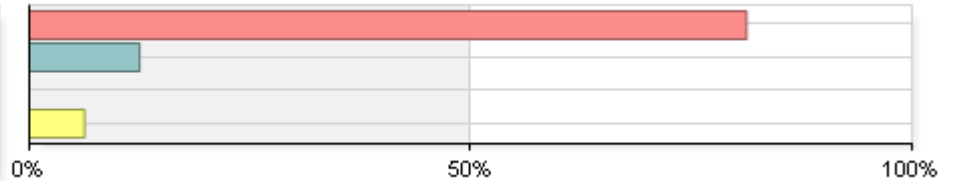
q. Fine Arts

1-3 employees	2	50%
6-9 employees	1	25%
10-13 employees	0	0%
More than 13 employees	1	25%
Total	4	



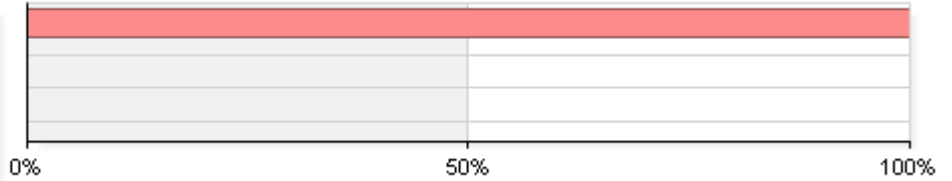
r. Graphic Design

1-3 employees	13	81%
6-9 employees	2	13%
10-13 employees	0	0%
More than 13 employees	1	6%
Total	16	



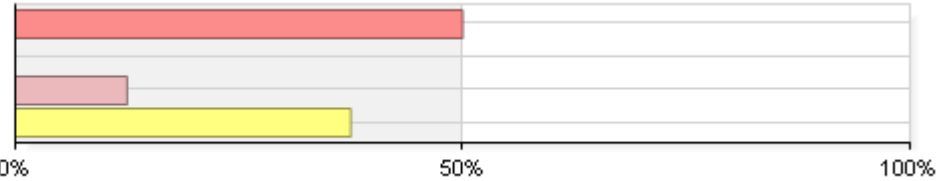
s. History

1-3 employees	5	100%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	0	0%
Total	5	



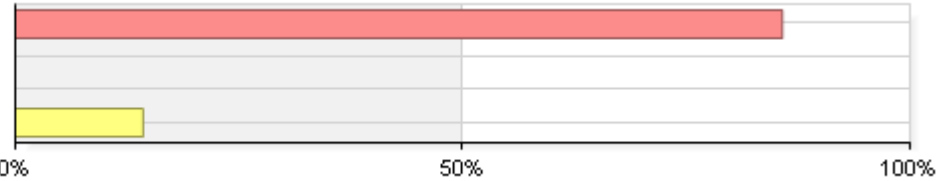
t. Hospitality & Tourism Management

1-3 employees	4	50%
6-9 employees	0	0%
10-13 employees	1	13%
More than 13 employees	3	38%
Total	8	



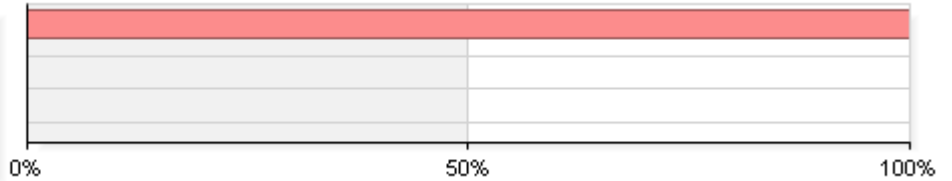
u. Industrial Engineering

1-3 employees	6	86%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	1	14%
Total	7	



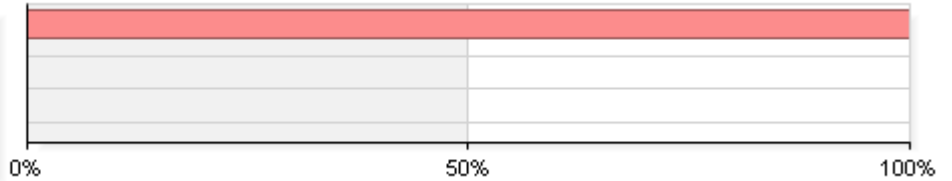
v. Interior Architecture

1-3 employees	5	100%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	0	0%
Total	5	



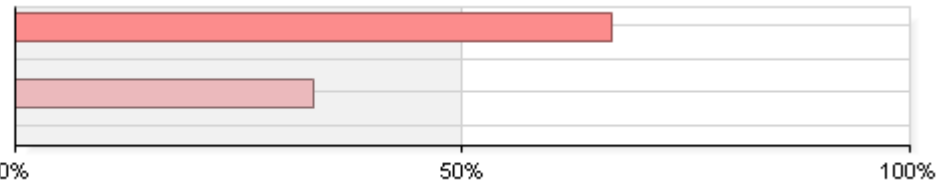
w. Interior Design

1-3 employees	5	100%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	0	0%
Total	5	



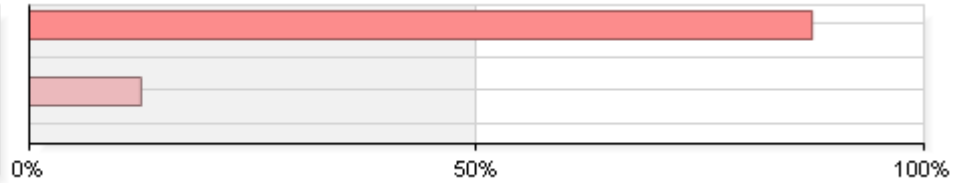
x. International Business

1-3 employees	2	67%
6-9 employees	0	0%
10-13 employees	1	33%
More than 13 employees	0	0%
Total	3	



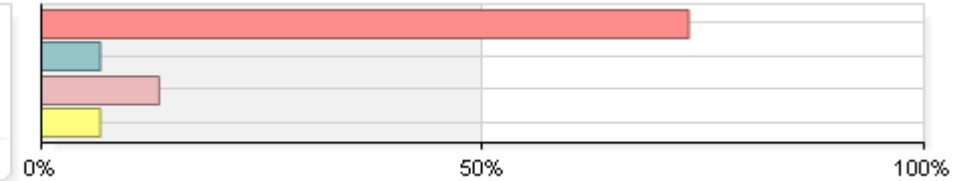
y. Journalism

1-3 employees	7	88%
6-9 employees	0	0%
10-13 employees	1	13%
More than 13 employees	0	0%
Total	8	



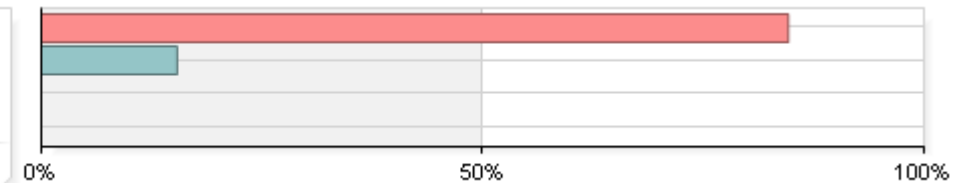
z. Management

1-3 employees	11	73%
6-9 employees	1	7%
10-13 employees	2	13%
More than 13 employees	1	7%
Total	15	



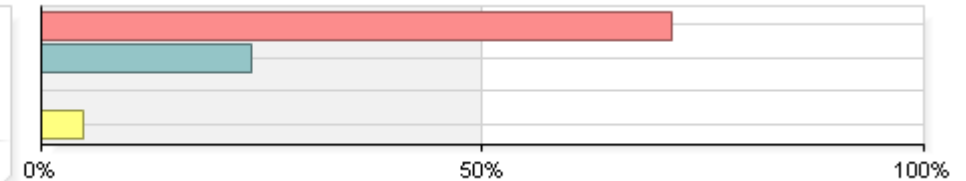
aa. Management Information Systems

1-3 employees	11	85%
6-9 employees	2	15%
10-13 employees	0	0%
More than 13 employees	0	0%
Total	13	



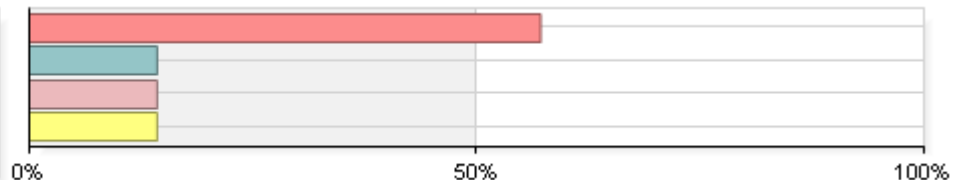
bb. Marketing

1-3 employees	15	71%
6-9 employees	5	24%
10-13 employees	0	0%
More than 13 employees	1	5%
Total	21	



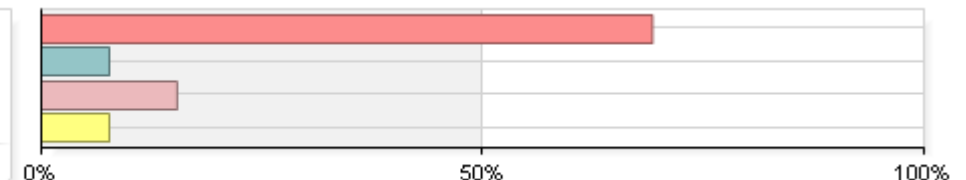
cc. Mathematics

1-3 employees	4	57%
6-9 employees	1	14%
10-13 employees	1	14%
More than 13 employees	1	14%
Total	7	



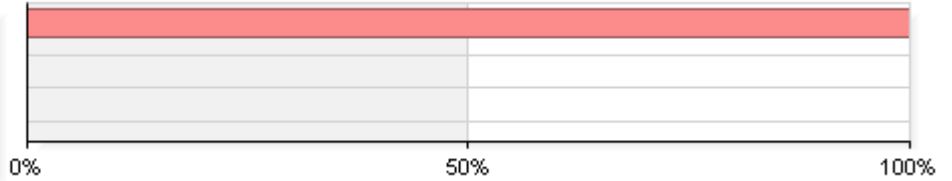
dd. Mechanical Engineering

1-3 employees	9	69%
6-9 employees	1	8%
10-13 employees	2	15%
More than 13 employees	1	8%
Total	13	



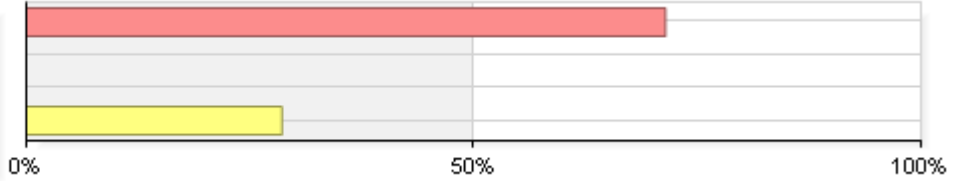
ee. Mechatronics Engineering

1-3 employees	2	100%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	0	0%
Total	2	



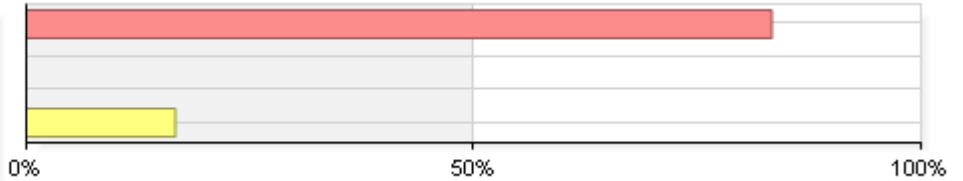
ff. Nursing

1-3 employees	5	71%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	2	29%
Total	7	



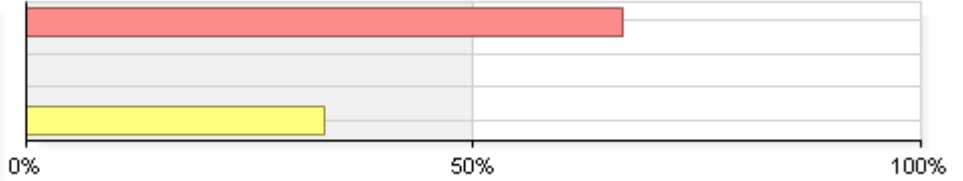
gg. Nutrition

1-3 employees	5	83%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	1	17%
Total	6	



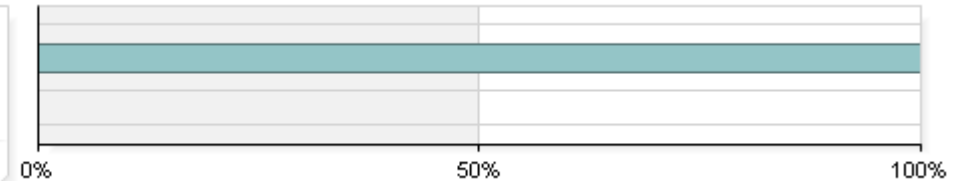
hh. Performing Arts

1-3 employees	2	67%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	1	33%
Total	3	



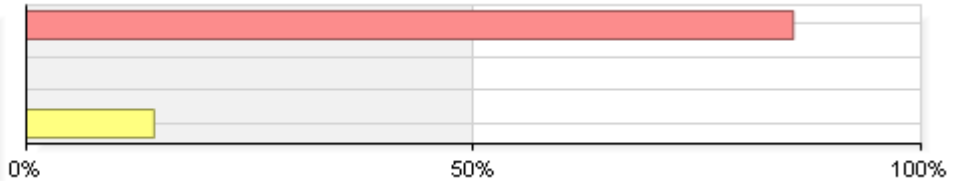
ii. Petroleum Engineering

1-3 employees	0	0%
6-9 employees	1	100%
10-13 employees	0	0%
More than 13 employees	0	0%
Total	1	



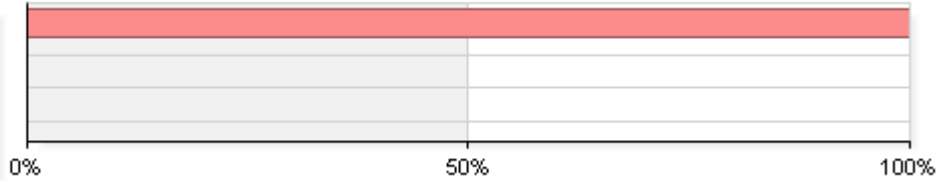
jj. Pharmacy

1-3 employees	6	86%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	1	14%
Total	7	



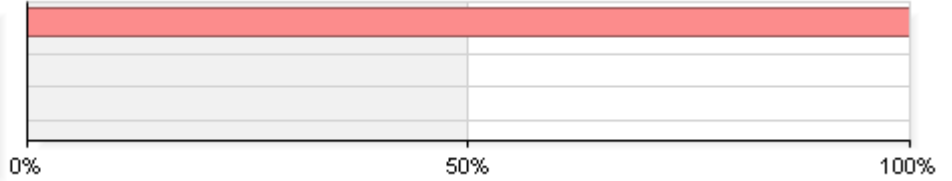
kk. Philosophy

1-3 employees	2	100%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	0	0%
Total	2	



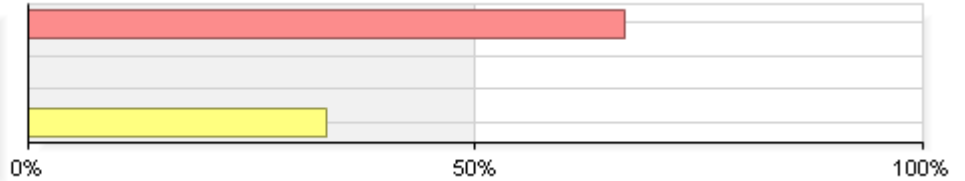
ll. Political Science/Int. Affairs

1-3 employees	2	100%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	0	0%
Total	2	



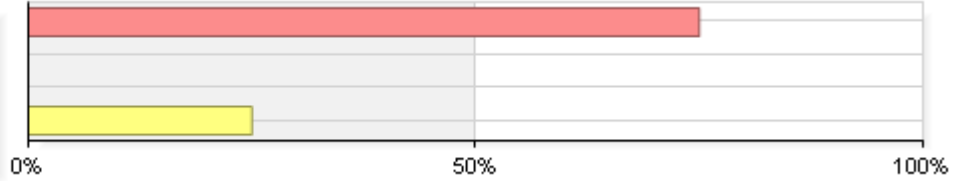
mm. Psychology

1-3 employees	2	67%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	1	33%
Total	3	



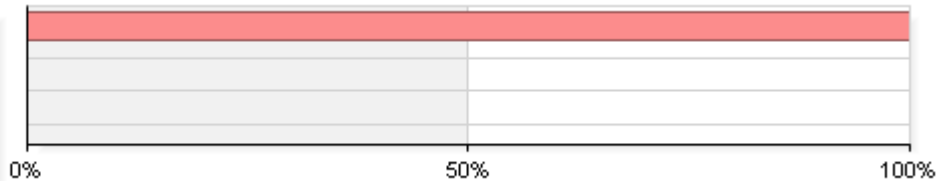
nn. Social Work

1-3 employees	3	75%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	1	25%
Total	4	



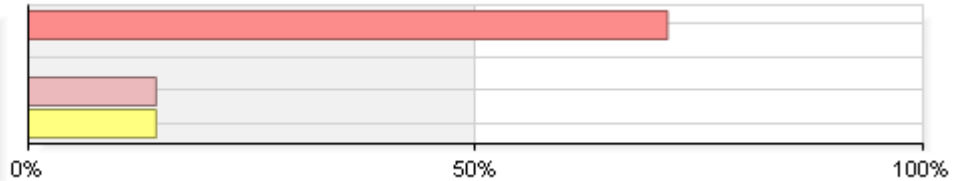
oo. Television and Film

1-3 employees	6	100%
6-9 employees	0	0%
10-13 employees	0	0%
More than 13 employees	0	0%
Total	6	



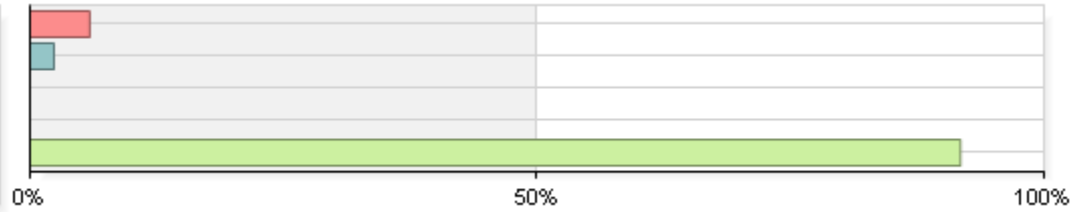
pp. Translation

1-3 employees	5	71%
6-9 employees	0	0%
10-13 employees	1	14%
More than 13 employees	1	14%
Total	7	



11. Would you be willing to sponsor a student by covering tuition for his/her bachelor's degree? If yes, what percentage are you willing to cover:

1%-25%	5	6%
26%-50%	2	2%
51%-75%	0	0%
76%-100%	0	0%
None	78	92%
Total	85	



12. List the vacancies that are usually difficult to fill by industry:

	N
Advertising & Marketing	
Designer	3
Consultant	2
PR	2
Editor	1
Account Manager (Specialized Sales)	1
Copywriter	1
Customer service	1
Auditing/Accounting	
Accountant	1
Finance Interns	1
Auditor/Audit Manager	1
Automotive	
Consultant	1
Banks and Financial Services	
Developer/Programmer/IT Officer	4
Medical Coder	2
Quality Assurance	1
Construction / Construction Services	
Designer	3
Administrative Assistant	1
Mechanical Engineer	1
Electrical Engineer	1
Architect	1
Procurement	1
Production Engineer	1
Account Manager (Specialized Sales)	1
Draftsman	1

Consulting	
Head Executive Positions	1
Researcher	1
Medical Coder	1
Consultant	1
Biostatistician	1
Developer/Programmer/IT Officer	1
Education	
High School Teacher	16
Special Education Teacher	3
Preschool Teacher	2
Copywriter	1
Administrative Assistant	1
Food Manufacturing	
Marketing Officer/Manager	1
Accountant	1
Outlet Manager	1
Chef	1
Financial Manager/Director	1
Heavy Manufacturing	
Developer/Programmer/IT Officer	2
Account Manager (Specialized Sales)	1
Operation Manager	1
Accountant	1
Customer service	1
Hospitality / Tourism	
Sales Manager/Officer	2
Marketing Officer/Manager	1
Auditor/Audit Manager	1
Designer	1
Information Technology/Telecom	
Developer/Programmer/IT Officer	10
Consultant	2
Accountant	2
Account Manager (Specialized Sales)	2
Quality Assurance	1
Technical Engineer	1
Sales Manager/Officer	1
Head Executive Positions	1
HR	1
Editor	1

Light Manufacturing	
Quality Assurance	1
Production Engineer	1
Material Production	
Sales Manager/Officer	1
Production Engineer	1
Financial Manager/Director	1
Operation Manager	1
Multiple (Holding)	
Designer	1
High School Teacher	1
Developer/Programmer/IT Officer	1
News & Media	
Social Media Manager	1
Editor	1
Translator	1
Head Executive Positions	1
News Reporter	1
NGO	
High School Teacher	2
Developer/Programmer/IT Officer	2
Administrative Assistant	1
Procurement	1
Social Media Manager	1
Editor	1
Event Coordinator	1
Pharmacy/Pharmaceutical	
Marketing Officer/Manager	1
Account Manager (Specialized Sales)	1
Sales Manager/Officer	1
Biomedical Engineer	1
Developer/Programmer/IT Officer	1
Recruitment	
Consultant	2
HR	1
Administrative Assistant	1
Retail/Commerical	
Financial Manager/Director	1
Procurement	1
Outlet Manager	1
Retail/Wholesale	

Sales Manager/Officer	1
Procurement	1
Financial Manager/Director	1
Marketing Officer/Manager	1
Transportation / Logistics	
Accountant	2
Marketing Officer/Manager	1
Quality Assurance	1
Auditor/Audit Manager	1
Customer service	1

13. List the vacancies that are usually the fastest to be filled by industry:

	N
Advertising & Marketing	
Accountant	2
Designer	2
PR	1
Marketing Officer	1
Administrative Assistant	1
Management Positions	1
Automotive	
Administrative Assistant	1
Banks and Financial Services	
Marketing Officer	2
Developer/Programmer/IT Officer	2
Banking/Finance	1
Management Positions	1
Accountant	1
Finance	1
Construction / Construction Services	
Civil Engineering	2
Architect	2
Designer	2
Draftsman	1
Mechanical Engineer	1
Electrical Engineer	1
Consulting	
High School Teacher	1
Business Analyst	1
Accountant	1
Administrative Assistant	1
Education	
High School Teacher	12
Supervisors	3
Administrative Assistant	3
Gym teachers	1
Museum animator	1
Designer	1
Accountant	1
Developer/Programmer/IT Officer	1
Food Manufacturing	
Marketing Officer	1

Sales Officer	1
Quality Assurance	1
Heavy Manufacturing	
Electrical Engineer	2
Technician	1
Mechanical Engineer	1
Administrative Assistant	1
Accountant	1
Business	1
Hospitality / Tourism	
Wedding Planner	1
Waiter	1
Chef	1
Valet Parking	1
Information Technology/Telecom	
Developer/Programmer/IT Officer	3
Accountant	2
Receptionist	1
Procurement	1
Sales Officer	1
Administrative Assistant	1
Marketing Officer	1
Light Manufacturing	
Accountant	2
Business	1
Mechanical Engineer	1
Banking/Finance	1
Material Production	
Receptionist	1
Procurement	1
Administrative Assistant	1
Cashier	1
Multiple (Holding)	
Accountant	1
Sales Officer	1
Administrative Assistant	1
News & Media	
Reporters	1
NGO	
Accountant	2
Marketing Officer	1

Operations Manager	1
Administrative Assistant	1
Finance	1
Pharmacy/Pharmaceutical	
Accountant	2
Marketing Officer	2
Banking/Finance	1
Retail/Commerical	
Designer	2
Sales Officer	1
Retail/Wholesale	
Accountant	1
Sales Officer	1
Marketing Officer	1
Transportation / Logistics	
Administrative Assistant	1
Receptionist	1
Developer/Programmer/IT Officer	1