



**Retrainee – Job Creation
Training Proposal for:
Via Trading Corporation**

Small Business ≤ \$50,000

ET15-0319

Approval Date: October 21, 2014

ETP Regional Office: North Hollywood **Analyst:** L. Vuong

CONTRACTOR

- Type of Industry: Wholesale Trade
Transportation/Logistics
Priority Industry: Yes No

- Number of Full-Time Employees
 - California: 47
 - Worldwide: 47
 - Number to be trained: 49
 - Owner Yes No

- Out-of-State Competition: Customers Outside CA
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 10%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$43,550
- In-Kind Contribution: \$34,369

TRAINING PLAN TABLE

Job No.	Job Descriptionr	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Retrainee SB <100 Priority Rate	Business Skills, Commercial Skills, Computer Skills, Continuous Impr., Mgmt Skills	25	8-60	0	\$1,118	\$16.04
				Weighted Avg: 43			
2	Retrainee SB <100 Priority Rate HUA	Business Skills, Commercial Skills, Computer Skills, Continuous Impr.	22	8-60	0	\$598	\$12.03
				Weighted Avg: 23			
3	Retrainee Job Creation SB <100 Priority Rate HUA	Business Skills, Commercial Skills, Computer Skills, Continuous Impr.	2	8-60	0	\$1,222	\$10.03
				Weighted Avg: 47			

It will be made a condition of contract that the trainees in this Job Number will never be paid less than the statewide minimum wage rate as in effect at the end of retention (Final Payment) regardless of the wage expressed in this table.

- Reimbursement Rate: Job #'s 1-3: \$26 SB Priority
- County(ies): Los Angeles
- Occupations to be Trained: Sales Staff, Marketing Staff, Accounting Staff, Warehouse Staff, Support Staff, Manager, Supervisor, Owner
- Union Representation: Yes
 No
- Health Benefits: Job #'s 1-3: \$2.00 per hour
- Commissions: Job #'s 1 & 3: Commissions for Sales Staff vary, and may be added to the base wage to meet the ETP minimum wage.

SUBCONTRACTORS

- Development Services: Training Refund Group in Irvine developed the project for a flat fee of \$1,000.
- Administrative Services: Training Refund Group will also provide administration for a fee not to exceed 13% of funding earned.
- Training Vendors: To Be Determined

OVERVIEW

Via Trading Corporation (Via Trading) (www.viatrading.com) is a wholesale supplier of merchandise liquidations, closeouts, overstocks, and customer returns. A family-owned business in Lynwood since 2002, the Company has a vast network of sources including department stores, retailers, manufacturers, and insurance companies to provide its customers with a wide variety of low-cost, bulk clearance merchandise. Its 20,000+ customers in 80 countries and 6 continents include flea market and swap meet vendors, infomercial and TV sellers, online e-commerce stores, wholesalers, retail stores, and discount stores.

Retrainee-Job Creation

Via Trading is looking to expand business by 15% in the coming year. In order to expand, new employees must be hired to support growth. Therefore, the Company has committed to hiring one Sales Staff and one Warehouse Staff (Job Number 3). To be eligible for reimbursement, the trainees must be hired within the three-month period prior to Panel approval or during the term of contract. In support of job creation, trainees will be subject to a lower post-retention wage.

Training Plan

Via Trading operates in a very competitive industry. The Company must drive down costs by finding ways for all operations to become more productive, efficient, and resourceful via technology and a proficient, capable workforce. Consequently, the Company is continually trying to expand by taking on new product lines, seeking new customers, and broadening its market presence. This training will provide skills to help implement these goals.

Training will begin upon Panel approval, and will be delivered on-site by internal staff and outside vendors. The Company's training coordinator will oversee the program and interface with a subcontractor for program administration.

Business Skills - Training will be offered to all occupations. Sales Staff will learn the latest sales techniques and customer service practices to help increase sales and drive profitability. Product knowledge will be offered to help staff keep abreast of the continual influx of new and changing merchandise. Training will also help marketing staff utilize social media to expand marketing efforts.

Commercial Skills - Training will be offered to Warehouse Staff to learn specific operational procedures required by clients and industry standards when handling incoming and outgoing products. Workers will learn to correct processing procedures, equipment operations, facility management, product movement, and quality control.

Computer Skills - Training will be offered to all occupations to optimize usage of Microsoft, accounting, and warehouse management software.

Continuous Improvement - Training will be offered to all occupations to encourage teamwork, involve staff in business process improvement, eliminate waste, better manage time, and maximize efficiency and output.

Management Skills - Training will be offered to Managers, Supervisors, and Owners to increase awareness of leadership styles and challenges, help develop teams, motivate workers, and lead initiatives to foster company growth.

High Unemployment Area Wage Modification

All trainees work in a High Unemployment Area (HUA), a region with unemployment exceeding the state average by at least 25%. For these trainees, the Panel may modify the ETP Minimum Wage by up to 25% if post-retention wages exceed the start-of-training wages.

➤ Wage Modification

Via Trading is requesting the full 25% HUA wage modification for 24 trainees in Job Numbers 2 (from \$16.04 per hour to \$12.03 per hour) and 3 (from \$13.37 per hour to \$10.03 per hour). Job Number 2 trainees' post retention wages must be higher than the start of training wages. (Not applicable to Job Number 3 due to the Job Creation component.)

RECOMMENDATION

Staff recommends approval of this proposal and the HUA wage modification.

Exhibit B: Menu Curriculum**Class/Lab Hours**

8-60

Trainees may receive any of the following:

BUSINESS SKILLS

- Customer Service
- Product Knowledge
- Sales Skills
- Social Media and Internet Marketing
- Industry Updates

COMMERCIAL SKILLS

- Product Processing
- Equipment Operations
- Shipping & Receiving Hazardous Materials
- Facility Management (Internal Logistics)
- Moving Pallets and Loading Trucks
- Quality Control

COMPUTER SKILLS

- Microsoft Applications
- Internal Software & Systems
- Accounting Software Updates
- Warehouse Management System/Logistics Software

CONTINUOUS IMPROVEMENT

- Team Building
- Leadership
- Time Management
- Process Improvement

MANAGEMENT SKILLS (for Managers and Supervisors only)

- Coaching & Counseling
- Delegating & Support
- Effective Meetings
- Team Development
- Situational Leadership
- Leadership DEMO Model
- The GROW Model

Note: Reimbursement for retraining is capped at 60 total hours per-trainee, regardless of method of delivery.