17% 43,000 people

The trade industry in Kosovo is the largest employer and contributor to the gross domestic product. Wholesale and retail trade employ about 17% of Kosovo’s employed workforce. Retail industry employs 43,000 people, out of which 13,000 are women and 30,000 are men.

Main Job Advertisement Channels of the Surveyed Companies

- Through social networks: 76%
- Through online job platforms: 64%
- Through friends/word of mouth: 28%
- Through employment agencies: 28%
- Through local newspapers: 20%
- Through job fairs: 12%
- Through colleges and universities: 4%

Main Findings of the Skills Gap Analysis in Retail Sector

- General communication skills: 36%
- Problem solving skills: 32%
- Management skills: 28%
- Customer handling skills: 24%
- Team working skills: 24%
- Technical or practical skills: 20%
- Personal development skills: 20%
- Computer literacy or...: 12%
- Numeracy skills: 4%

Skills Generally lacking in existing employees

The skills gap was considered higher for youngsters aged 18-30-year-old, especially 18-20-year-old’s due to their inexperienced and not qualitative education.

General Employee Skills in Retail

- General communication skills
- Problem solving skills
- Management skills
- Customer handling skills
- Team working skills
- Technical or practical skills
- Personal development skills
- Computer literacy or...
- Numeracy skills
The top four most needed trainings for retail companies are communication skills, sales skills, customer relations and technical/computer skills:

- **Communication skills**
- **Sales skills**
- **Customer relations**
- **Technical/computer skills**

Surveyed companies have stated that:

- "Communication is a key factor for our business because good behavior and communication attracts customers. Training in this area is therefore needed because it is the key to success. If these two areas are missing, they penalize a business."

- "Sales, we are a network of marketers and in our country the main thing is sales (...) they need to know how to promote a product."

- "Customer approach training in order to keep our clients as close as possible. Our employees must know how to behave with customers and clients."

Sales channels before and after outbreak of COVID-19:

**Before COVID-19**
- Physical stores only: 82%
- Online stores only: 18%

**After COVID-19**
- Physical stores only: 54%
- Online stores only: 4%
- Physical and Online stores: 42%