

# SKILL GAP ANALYSIS IN RETAIL INDUSTRY



17%

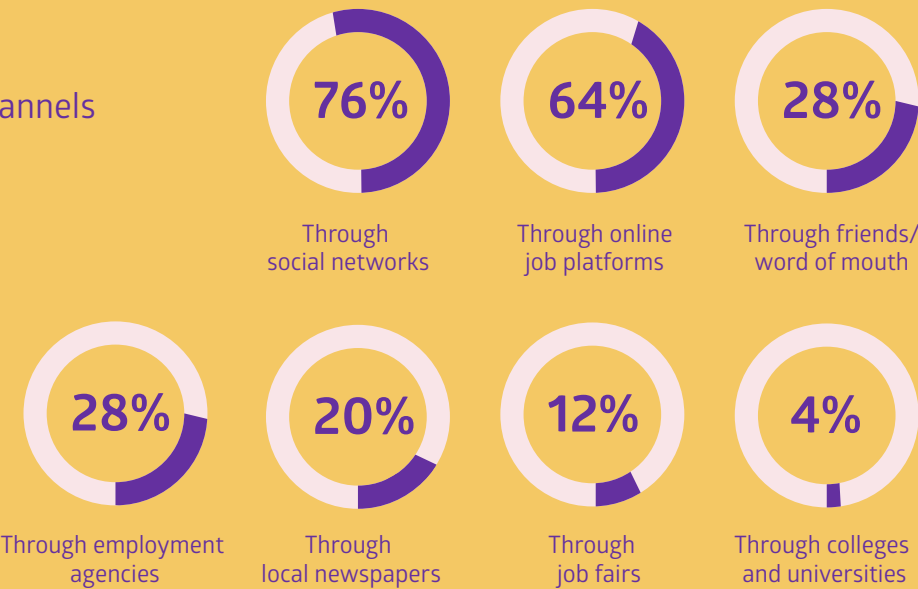
The trade industry in Kosovo is the largest employer and contributor to the gross domestic product. Wholesale and retail trade employ about 17% of Kosovo's employed workforce.

43,000 people

Retail industry employs 43,000 people, out of which 13,000 are women and 30,000 are men.

## Main Findings of the Skills Gap Analysis in Retail Sector

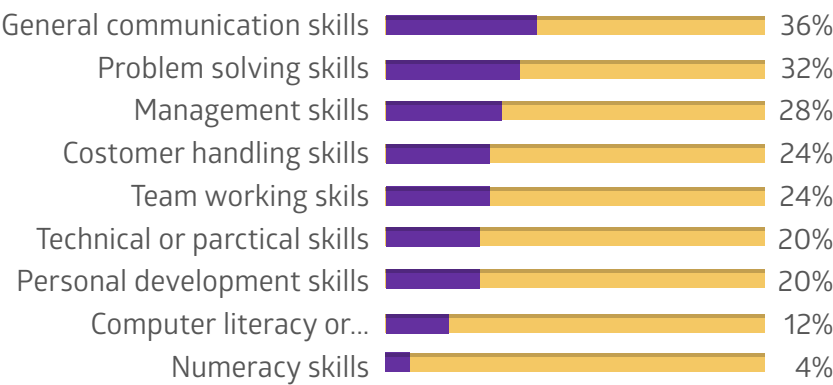
### Main Job Advertisement Channels of the Surveyed Companies



### General Employee Skills in Retail

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

### Skills Generally lacking in existing employees



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






##### After COVID-19



Physical stores only  

Online stores only  

Physical and Online stores   



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**EYE** Enhancing Youth  
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