

Challenges and strategies of staff retention in small retail stores operating in shopping malls :a case Study of Dar es Salaam

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The aim of the study was to explore the challenges faced by retail store in attracting and retaining employees and the strategies they use to retain good employees. Data was collected through interviews involving store owners/managers and employees working in small retail stores operating in shopping malls in Dar es salaam. Content analysis was employed to analyze the data collected from a sample of 27 respondents in total.

The study findings show that in retaining their talented employees retail stores are challenged by stiff competition, cost constrains, inflexibility to career development possession of inappropriate skills and lack of work life balance. The study findings also reveal that employee turnover results into increased operational costs, loss of trained staff, decrease in productivity and loss of customers. The findings further indicate that the strategies used by retails stores to retain staff include good compensation and benefit packages, conducive working environment, recognition, training programs, flexibility and job security and guarantee.

Recommendations for application by researchers, practitioner and decision makers are also provided. Generally, owners and managers should ensure that retail store in shopping malls are encouraged to create good working conditions for them to compete successfully in the labour market and policy makers should comply with employment legislations.