

The benefits of managing projects in a learnconductive, flexicure, efficient and customer oriented way.

Investing in skills can bring several benefits to an organisation as well adopting a learnconductive, flexicure, efficient and customer oriented approach in managing projects.

Below highlights the top 10 reasons for investing in life-long learning perspective, flexicurity, efficiency and consumer orientation, within the retail sector.

- **Knowledge-based growth and skills development can help a business to survive**

If retailers step up their investments in lifelong learning and employability of their workforce focusing on occupational knowledge, general knowledge of the products and/or services on offer, they can grow-up professionally on behalf of their firm. This approach would be undertaken in a way that takes into account the diversity of enterprises and their size.

Proposing Skills development programmes to the employees would help in meeting the changing demands of the clientele, develop the company, adapt the organisation and processes.

- **Training increases productivity**

There are strong links between skill level and productivity; increasing the level of skills in a firm will raise company productivity. The higher the qualification level the more positive its impact on firm productivity. Evidence indicates that the trained worker is, on average 23 per cent higher in productivity, than an untrained worker. Furthermore, it has been found that increasing the number of training days per employee by 1 per cent will increase productivity by 3 per cent.

- **Increased staff retention**

Employers often raise concerns that trained employees may leave the firm for new positions within

other firms, which acts as a disincentive for providing training. However, providing training actually lowers the risk of workers leaving.

It has been shown that employees who had five or more training days in the previous year were more committed to their employers than those employees who had less than five days of training. It may well be that the provision of training by employers helps to improve the motivation of the workforce and in turn plays a part in persuading employees that they are with a good employer.

- **A consumer-oriented approach for business efficiency**

Consumer choices and preferences are among the key factors driving the development of the retail sector. Currently, thanks to the globalization effects mainly caused by Internet and digital technologies, consumers are more empowered than ever before. Consequently, retailers should deal with this change and turn transparency into a competitive advantage for their firms. Working hard to be honest and talk to their consumers by making sure that their brands are talking to them is recommended to retailers to assure the flexibility and efficiency of their business.

- **More competitive retail services through sustainability**

Retailers can become a driving force to competitiveness by adopting sustainable growth paths, becoming more responsive to consumers behaviour and increasing their interaction with consumers. Indeed, competition within the sector must not only be gauged on economic factors but also on social, ethical and environmental ones.

- **Accepting the challenges of Digital Economy**

If retailers develop significant skills in using technology can rapidly process market information as well as optimise the value chain, especially if they work for smaller customer organisations and professional clients. Indeed, for traders, e-commerce offers new ways to interact with their customers.

- **Flexicurity as a “win-win for all”**

Providing greater security and flexibility in working arrangements is in the interest of both employers and workers. For managers in the retail sector, a sufficient degree of flexibility will be

increasingly necessary in order to improve their adaptability, while employees in the firm will need to be able to enjoy greater job security.

- **Sustainable innovation**

If retailers reduce their carbon footprint, by offering more sustainable products and promoting green approaches amongst their clients, they could become the spearhead in greening the European economy. Moreover, retailers are in an excellent position to provide consumers with information about, for instance, the meaning of the different types of materials, and practical tips to reduce waste.

- **Seeking more innovative solutions**

If retailers deal with product innovations and promote new categories of products that brand manufacturers have not investigated before, they would increase consumer loyalty as well as attract new customers by engaging in open, collaborative innovation and placing as much emphasis on non-technological as technological innovation.

- **A more efficient working environment**

In addition to the quantity of available jobs, it is also important to account for the quality aspects of retail jobs, such as working conditions, including health and safety at work, in order to assure a better efficiency and competitiveness of retail business. This is the reason why, if retailers are able to find the right balance between the social objective of ensuring quality working conditions and the economic necessity to have flexible staffing schedules, they can make the working environment more efficient and sustainable.