

# ShopInsights™

Retail Council of Canada 2017 – HR Strategies

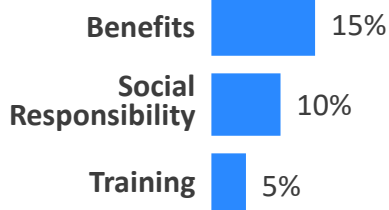
## Employee Recruitment and Retention

A great working environment is critical to business success

### Important factors when employees are deciding where to work



Work Environment:  
**63%**



### Biggest challenges to keep best employees



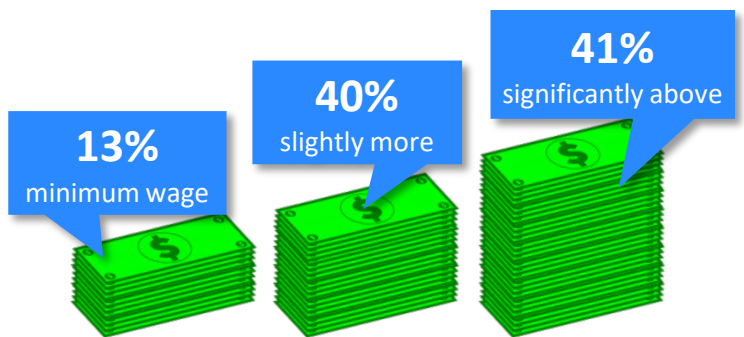
Leave for another job outside of retail

**43%**

|  |     |
|--|-----|
| Return to school                         | 16% |
| Another better paying job in retail      | 15% |
| Another better environment job in retail | 14% |

## Employee payment and most used incentive plans

Majority of independent retailers pay above minimum wage and offer additional benefits



5% pay their employees a commission only based salary

**75%**

of employers provide additional benefits

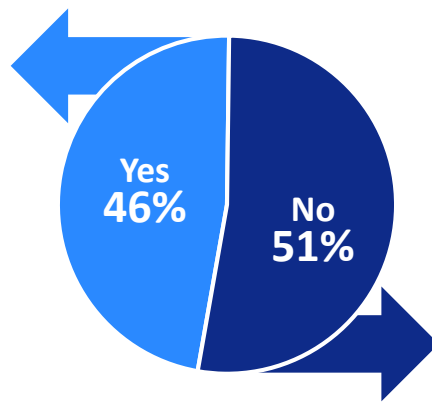
|     |  |
|-----|--|
| 69% | Staff discounts for retail merchandise |
| 21% | A medical plan                         |
| 20% | Additional vacation                    |
| 11% | Bonus/profit sharing                   |

## Employee education and training

Most independent retailers believe education and staff training is essential

### Do you send them on training courses?

|  |            |
|--|------------|
| I recommend courses for my employees to take | <b>35%</b> |
| My employees find their courses to take      | <b>11%</b> |



|  |            |
|--|------------|
| I cannot find courses that are retail specific   | <b>23%</b> |
| I do not feel the need to invest in my employees | <b>14%</b> |
| In house training                                | <b>12%</b> |
| Budget constraints                               | <b>2%</b>  |

## Become a Member of Retail Council of Canada

Save Money. Be Heard. Stay Informed.

Become a member of Retail Council of Canada today at [RetailCouncil.org/join](http://RetailCouncil.org/join) or call 1 888 373-8245

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