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## **PECULIARITIES OF PERSONNEL MOTIVATION IN A TRADING COMPANY (CASE STUDY OF OOO «FOKUS- RETAIL» (FOCUS-RETAIL LLC))**

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**Abstract.** Features of employees' motivation in the trading enterprise are considered in the article. The aim was to analyze the staff motivation system, to identify weaknesses and then develop recommendations for improving it at the Focus-Retail LLC. Theoretically, the article presents the author's definition of the "motivating staff" concept, which is an element of scientific novelty. In the methodical plan a tool for calculating the economic efficiency is presented for introducing mentoring at a trading enterprise. In the practical plan, there is the analysis of personnel management system and staff movement in the company, the main reasons for dismissal, the main elements of the motivation system in the trade organization. The results of the author's sociological research are represented below about the importance of the existing staff motivation system elements for the personnel and motivational factors that are not sufficiently used in Focus-Retail LLC. Five main reasons for the lack of motivation for employees were identified on the basis of the analysis. A set of measures was proposed to strengthen the staff motivation. The recommendation about improving the adaptation system is described in more detail, which includes the new employees' adaptation to the conditions and requirements of the workplace and its environment, through the use of the mentoring institute. The expected annual economic effect from the introduction of mentoring is calculated.

**Keywords:** staff motivation; trading enterprise; personnel Management; factors of motivation; staff adaptation.

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