

Retail shop business is one, which is in both the consumers, and the government rely upon so much and therefore cannot be neglected.

The location of the retail shops is spread in the whole country ranging from the urban, semi urban and the rural areas.

This research sought to investigate the factors that affects the performance of the retail shop business in the rural areas of which Suba district was chosen as a representative. Both primary and secondary data were collected using the questionnaire and personal interview. The gathered data were analyzed and the results interpreted.

The results revealed that the level of initial capital, education, dependency level, experience and age of owner, location, source of supply of stock, and pricing method, were the major variables affecting the retail shop business performance.

This study recommends that to improve there performance of these businesses the level of education and exposure of the present and potential entrepreneurs should improved. This can be achieved through adult education programs and awareness seminars. It is also recommended that to reduce the dependency level family planning should be encouraged in these areas and polygamy discouraged. To improve on sources and management of funds this study recommends that the retailers form savings and credits societies. This can be achieved better with government's intervention and support.

The results also revealed that the manufacturers/suppliers could not reach some locations due to poor infrastructure. It is recommended that road network and other public utilities should be improved.