

Roadside and Street Vending Pervasiveness: Experiential Learning on Emerging Unique Selling Points in Developing Countries

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Abstract

This paper explored on the triumphing unique selling points along roadsides and streets in developing countries from different cases. A combined paradigm of theoretical, empirical and library reviews were used to collect pertinent information from experiential cases in different environmental settings. This method is applicable in mixed modes of frameworks and employs a wide range to generate findings and put them into context. Theoretical frameworks served as roadmaps for developing arguments and theories are developed to explain phenomena, draw connections, make conclusions and predictions. Library research involved identifying, selecting, and acquiring books and journals to provide assistance to the researcher. Empirical information produced understanding based on experience, observed and measured phenomena and derives knowledge from actual experience rather than from theory or belief that considered original, primary research. It was advocated that roadside and street vending are operated by young people as an important source of employment and income for both educated and less educated youths. However there exists potential conflicts between vendors and local authorities. Thus, roadside and street vending health management is essential in eliminating infection risk related to work by strengthening vendors' operations and stakeholder involvements.

Keywords: Roadside vending, street vending, unique selling points, selling theories and poverty