



START PROJECT NEWSLETTER

No. 1
January 2023

CONTENT:

1. About the project START
2. START Project Results
3. START Objectives
4. What happened so far?
5. Meet the Partners
6. Find us online



The **START** project seeks to improve the **internationalisation** skills of **SMEs** in the retail sector in order to encourage retailers to expand their businesses into international markets. The project will provide experienced retailers, as well as young adults entering the workforce or unemployed people interested in working in retail with the necessary tools to enhance their **internationalisation** skills and gain the knowledge needed to develop a competitive strategy for entering a foreign market.

START target groups

The main target groups of a project are:

- SMEs in the retail sector
- Workers in the retail sector
- Entrepreneurs
- Young adults entering the workforce and unemployed people interested in the retail sector





Internationalisation of SMEs

Transnationality is essential when discussing internationalisation. In this sense, the START consortium brings together the expertise in business management and internationalisation of organisations from various European countries, namely Belgium, Spain, Poland, Cyprus, and Romania.

RESULTS



START mobile report and a training course

An extensive research has been carried out among retail SMEs in all partner countries, so as to create the first result of the project, consisting of the mobile report on the skills that are necessary to ensure a successful internationalisation process. The consortium will develop the START training course, which will constitute an online educational resource meant to fill the gap observed in retailers' competences profile.



Specific Objective 1

Internationalisation manager profile

Define the professional profile of an internationalization manager of SMEs in the retail sector that will support further training in this field, which should become a standard of reference when discussing internationalization training for retail.

Specific Objective 3

New job opportunities

Train young adults and unemployed people seeking for new job opportunities in the retail sector, giving them a strong plus-value on the job market.

Through the outputs the consortium has set out to develop, the START project proposes to assist retailers in overcoming the barriers they face in their internationalization efforts: disinformation of international markets; the lack of knowledge about local business practices as well as insufficient analysis of markets; the difficulty of identifying foreign business opportunities and potentially beneficial synergies with local business; the limited internal structure regarding human and financial resources, managerial attitudes to growth and training; the lack of experienced departments to overcome cultural, linguistic or legal issues.

Specific Objective 2

Specialised Training

Train entrepreneurs, start-ups, and decision makers from retail SMEs with key competences and skills so that they can extend their implementation internationally.

Specific Objective 4

Digital literacy

Increase the digital literacy of learners to ease the distance learning process and for an optimisation of the use of e-commerce technologies to further develop small retail businesses.

START Kick-off Meeting



The START project coordinator, Camarabelux (the Official Spanish Chamber of Commerce in Belgium and Luxembourg) convened the consortium for the official project launch meeting on March 29, 2022, in Brussels.

This was a great opportunity for partners to meet and learn more about each organisation's expertise and roles within the consortium, in line with the project's main objective of improving the internationalisation skills of SMEs in the retail sector.

The coordinator revisited the proposal with MEUS from Spain, ASSIST Software from Romania, the Polish Chamber of Commerce – KIG from Poland, and Lovila from Cyprus, providing an overview of the project and exploring the objectives, target groups, milestones, project results, and action plan.

Research Mobile Report

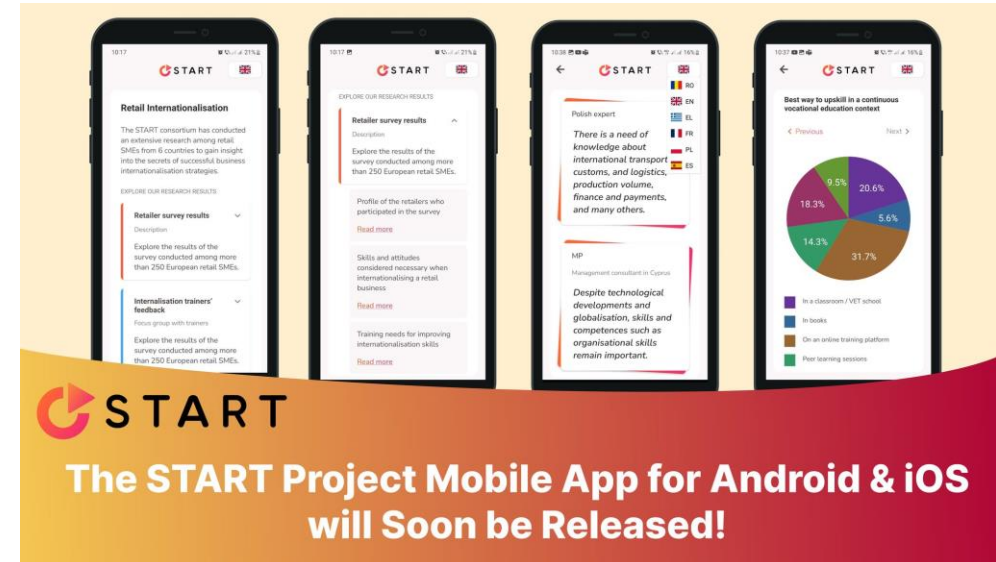
Research Mobile report about the skills needed by retail SMEs when deciding to internationalise according to representatives from the sector

The research consists of two parallel studies, performed among two groups:

- retailers, especially those who have internationalised their retail company
- Trainers, from business support organisations and educational providers, VET and C-VET educators.

The objective of was to find out:

- What is the perception of this research the needs of retail SME when deciding to internalise?
- How to identify the problems the retail SMEs find in the way of its internationalisation?
- Where to find the solution?
- Training needs identified by the target groups themselves, especially focusing on how to internationalise a retail SME.



ASSIST Software, the consortium's technical partner, has created a compelling online version of the Report generated by the research. We will soon release the app on Google Play and AppStore and you will find out interesting details about the challenges of business internationalisation and the necessary skills and attitudes!

**BELGIUM**

CAMARABELUX

CYPRUS

LOVILA

POLAND

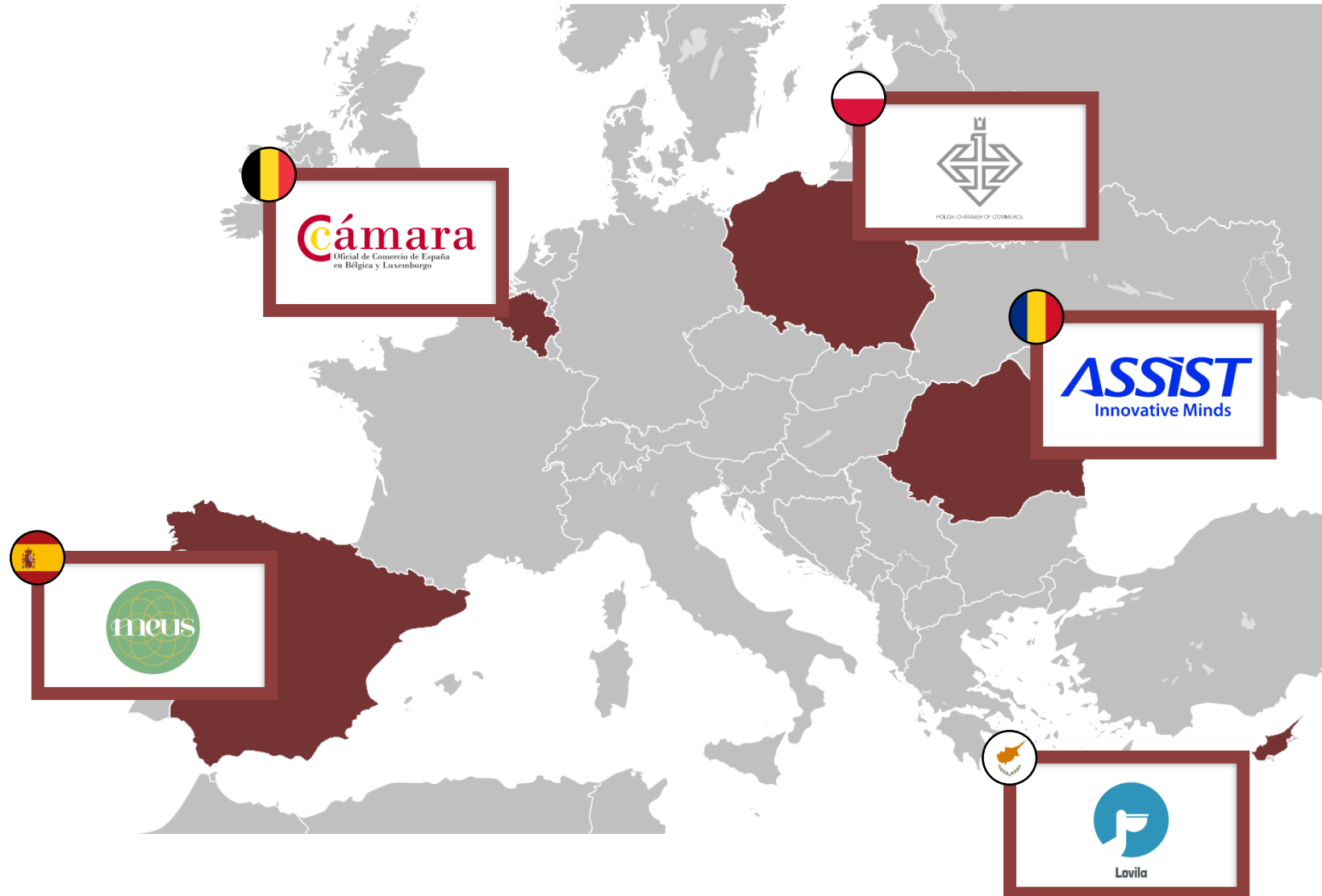
POLISH CHAMBER OF COMMERCE

ROMANIA

ASSIST Software

SPAIN

MEUS





<https://project-start.eu>



<https://www.facebook.com/people/START/100082964961210/>



<https://www.linkedin.com/company/start-project-erasmus/>