



# START PROJECT NEWSLETTER

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## CONTENT:

1. About the project START
2. Transnational Partnership Meeting in Valencia
3. START Mobile APP
4. What's next?
5. Asking AI – ChatGPT and Bard about trends in retail
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. We remind you that the Strategic Partnership to Improve InternAtionalisation skills of SMEs in ReTail sector or START is funded by the ERASMUS+ KA2 program of the European Union and submitted under the project ID 2021-1-BE01-KA220-VET-000034627 / Grant Agreement n° 21PCP0013.

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



# START 2. Transnational Partnership Meeting in Valencia

Co-funded by the  
Erasmus+ Programme  
of the European Union



On 28<sup>th</sup> of March Partners met in Valencia, Spain for the first Transnational Partners' Meeting.

This meeting was a great opportunity to summarize the achievements accomplished so far in our project, and to discuss the upcoming challenges.

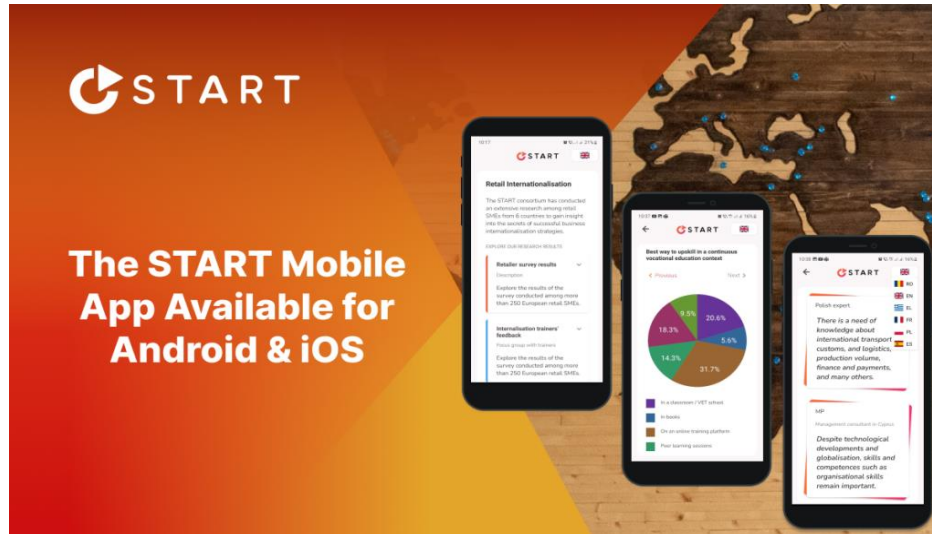
The meeting was held in a hybrid format – both online and in person.



START Partners are currently developing the specific objective 2: Train entrepreneurs, young people, start-ups and decision makers in the retail trade sector aiming to increase their digital literacy on the specific thematic and to facilitate the distance learning process and to optimize the use of e-commerce technologies in order to further develop small retail businesses.

We want to especially thank our colleague partners Cecile and Pilar from MEUS, Valencia, Spain, who hosted the meeting in the charming and inspiring context of Valencia, and all consortium women who attended and worked as a compact team.





We highly recommend downloading our recently released Mobile App Created by [ASSIST Software](#).

To download the START Mobile App, which provides valuable insights and information on internationalisation strategies, challenges, and opportunities, visit Google Play or the App Store or scan the provided QR codes.

The app is part of the first intellectual output of the project and the insights were gathered from retailers and trainers in business internationalisation from Belgium, Spain, Poland, Cyprus, and Romania.

In addition to a survey targeting Small and Medium-sized Enterprises (SMEs) in the retail sector, in-depth focus groups involving experienced internationalization trainers were organized to provide valuable input on the challenges encountered by retailers during their international expansion efforts, as well as on the training opportunities available in each country with regards to business internationalisation.



**START Training Course**



### START Training Course

Behind the scenes, we are preparing a complete training course consisting of 4 modules, which will soon be available to everyone interested in the retail sector. This course is based on previously collected information about the retail sector in partner countries, so as to adjust its content to the needs of our recipients as closely as possible. Its aim is to present the most important retail knowledge in an accessible way and to enable you to test your knowledge through quizzes.

The following modules will be created:

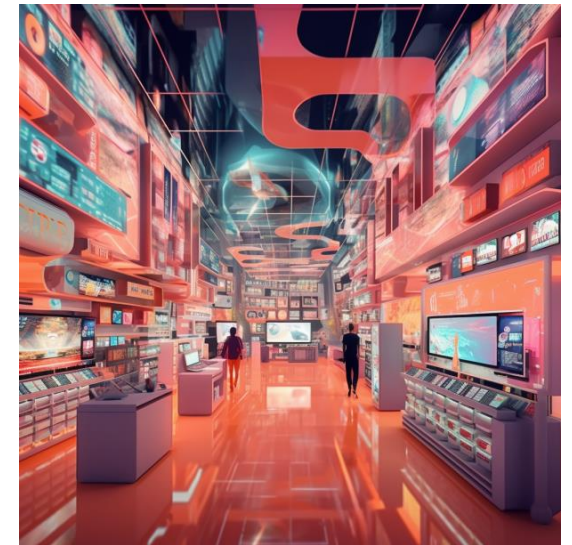
- Market knowledge
- Digital competences, e-commerce, electronic platforms
- Product value, product analysis and competitiveness
- Legal operating frameworks in different countries



### A few questions to AI - a guide for the retail sector created with ChatGPT and Bard.

Recently, various applications of artificial intelligence have proliferated. We decided to ask two popular tools - ChatGPT by OpenAI, and its competitor developed by Google, called Bard - about some issues related to the #retail sector. You may find the results of this simple experiment interesting.

[Read the full article on our website](#)





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