



Newsletter #3



START is an Erasmus+ project that aims to equip **entrepreneurs, start-ups, and decision-makers from retail SMEs** with the necessary skills and knowledge for businesses to venture abroad and develop a **competitive strategy for entering a foreign market.**

Strategic
Partnership to
Improve
Internationalization
Skills of SMEs in
Retail Sector





Final Project Meeting in Brussels

On the 12th of December 2023, the START project consortium gathered in Brussels for the final project meeting, to monitor the progress of the project and to set the final administrative tasks.

Relevant details concerning the START Multiplier Events and the piloting sessions have been thoroughly analysed.

Project details

Intellectual Outputs

- **Research Mobile Report** – retail SMEs’ internationalization skills Survey & in-depth focus groups with experienced internationalization trainers to provide valuable input on the challenges of internationalization and the training opportunities available in each country, related to this aspect.
- **Online course** designed to fill the gaps identified in retailer’s competences profile.

Target groups:

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

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Boost your brand's growth with START project

Strategic Partnership to Improve Internationalization Skills of SMEs in Retail Sector

About us -> Contact

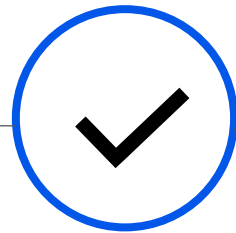
- R1 - Mobile report**
Mobile report about the skills needed by retail SMEs when deciding to internationalise according to representatives from the sector.
- R2 - START Training Course**
The START training course will be an online open educational resource that proposes to fill the gap observed in retailers' competences profile.
- eLearning Platform**
ASSIST Software will develop an eLearning platform designed to showcase the START training course in an attractive online digital format.

Current status of work

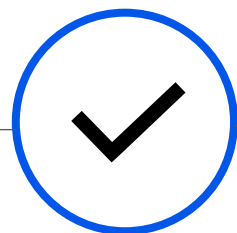
At this stage of the project, the multilanguage project website is in place, and the Online version of the Mobile Report is published for Android and iOS. The eLearning platform is configured and the English version of the online courses is completely uploaded onto the platform



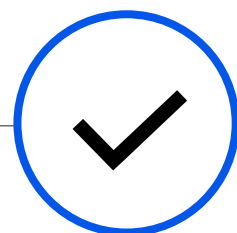
START Multilingual Website



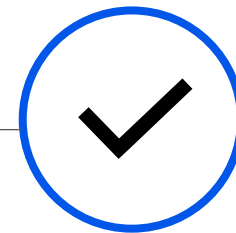
START Mobile Report Data Analysis



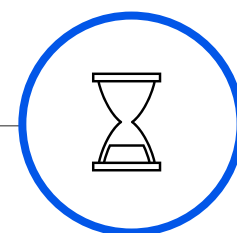
START Multilanguage Mobile App Implementation



Publication of the START Mobile App on Google Play & App Store



Configuration of the eLearning platform. Upload of the English version of the 7 courses



Upload of the translations of the online courses into partner languages

PR1 - START Mobile Report

Survey and focus groups with retailers and trainers

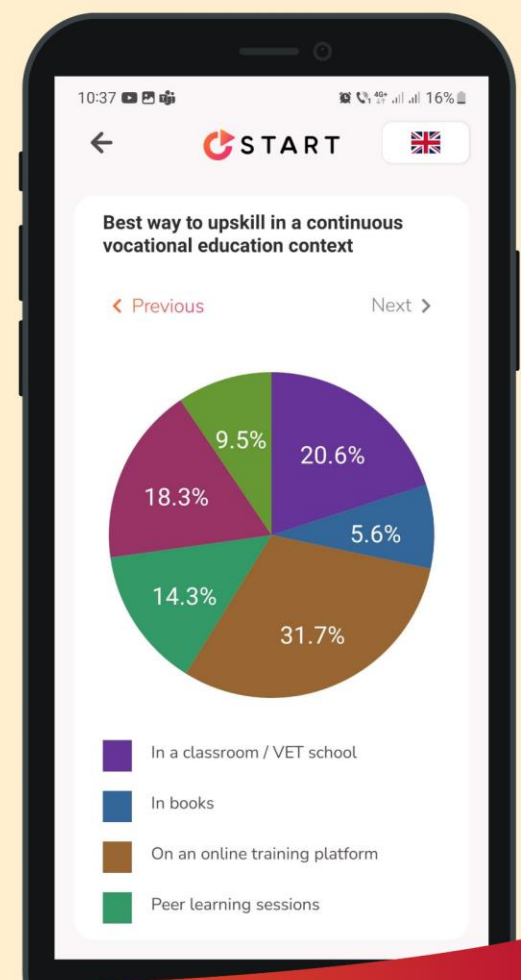
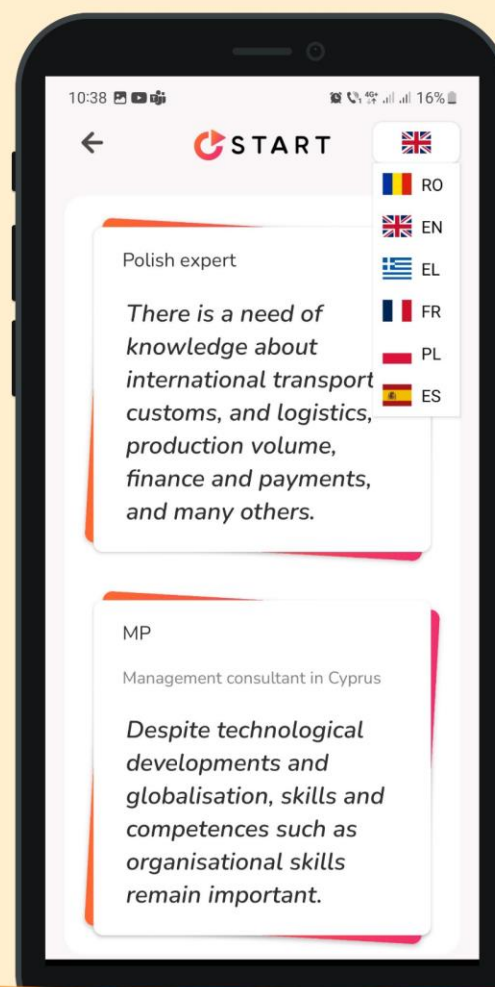
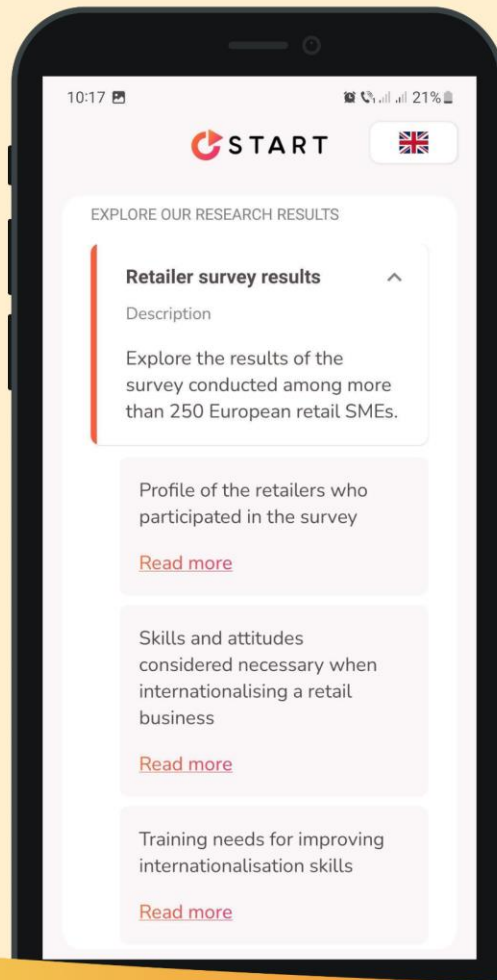
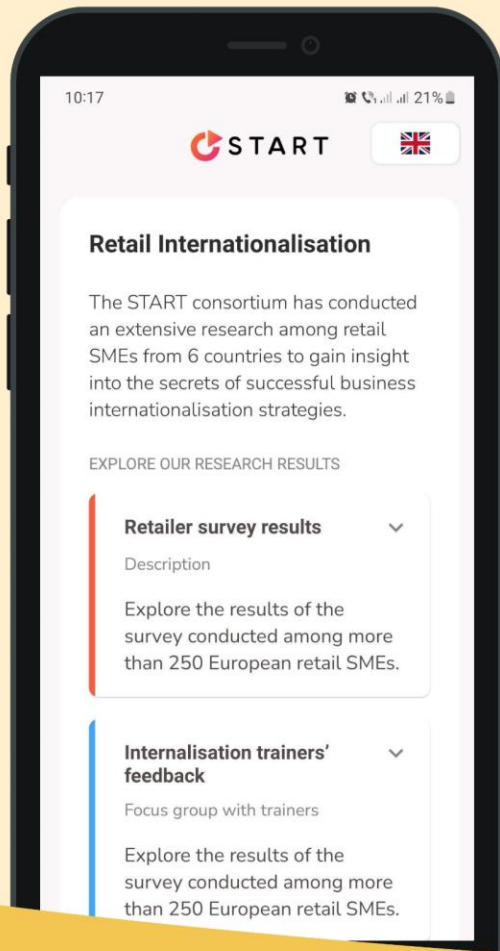
- Identifying the needs of Retail SMEs in 5 countries (over 200 respondents).
- Pinpointing internationalization challenges.
- Determining training needs & solutions.

Survey data analysis

- Survey data collection and statistical analysis.
- Trainers' insights & recommendations.
- Conclusions on the training needs and **outline of the START course content.**

Development of the Mobile Report

- The START Mobile Report is available on Android and iOS.
- Languages: English, French, Spanish, Romanian, Polish, Bulgarian, Greek.



 **START**

Mobile App for Android & iOS



PR2 - START eLearning platform & Online Course

This course is based on previously collected information about the retail sector in partner countries, to address the identified needs as closely as possible. For each of the courses below, users can access a forum of discussions, moderated by the project coordinator.

1. **International Culture**
2. **Product value, product analysis and competitiveness**
3. **Market Knowledge**
4. **Marketing and communication**
5. **E-commerce and electronic platforms**
6. **Legal operating frameworks in EU and in different countries**
7. **International vision of small businesses**



<https://platform.project-start.eu/>

