

# START PROJECT NEWSLETTER

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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 aimed to 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





### Website START Project

### Research Mobile Report

### Mobile App created by ASSIST Software

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 EU.

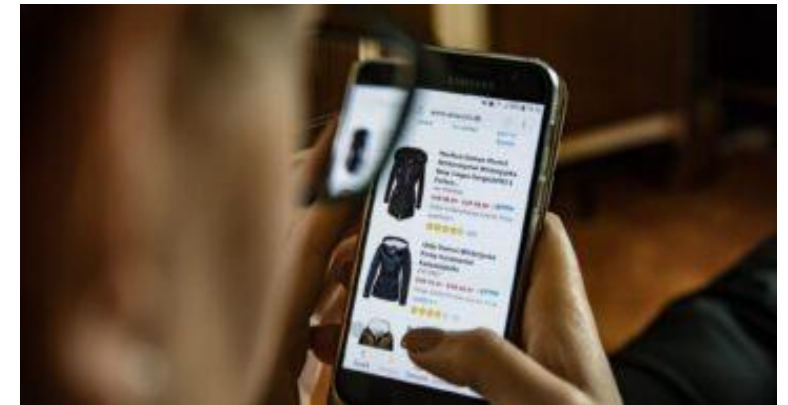
The application is available on Google Play and AppStore.

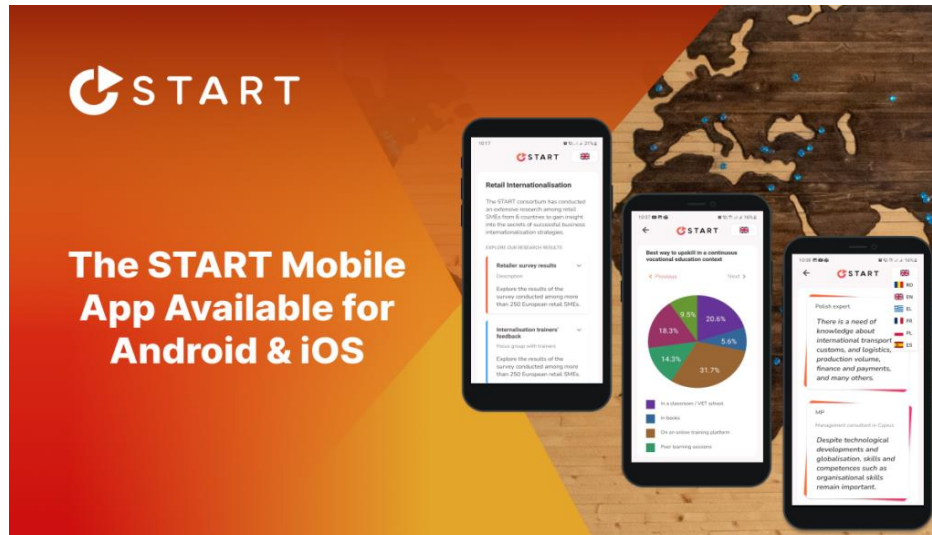


### START Training Course

The START consortium developed a training course consisting of 7 modules, which now are available to everyone interested in the retail sector and internationalisation. It was designed to help train young people and experienced entrepreneurs, 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.

**The START eLearning Platform** hosts the training course.





We highly recommend downloading the START Mobile App created and released by our technical partner, 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

A complete training course consisting of 7 modules has been finished and is now available to everyone interested in the retail sector. This course was designed based on previously collected information about the retail sector in partner countries, so as to adjust its content to the needs of our target groups 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 have been created:

- International culture
- Product Value, Product Analysis and Competitiveness
- Market knowledge
- Marketing and Communication
- Digital Competences, e-commerce, Electronic Platforms
- Legal Operating Frameworks in Different Countries
- International Vision of Small Businesses

Over the last few years, intuitive online learning platforms has seen leaps in offering a complete learning experience that is fun, interactive, and ultimately engaging.

Explore our eLearning Platform for young and also for experienced retailers

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



#### MARKETING AND COMMUNICATION

The aim of the training module is to equip participants with the knowledge and skills necessary for effective international marketing strategies and cross-cultural communication.



#### INTERNATIONAL VISION FOR SMALL BUSINESSES

The objective of the training module is to provide participants with the necessary knowledge and skills for successful international marketing strategies and effective cross-cultural communication.



#### PRODUCT VALUE, PRODUCT ANALYSIS AND COMPETITIVENESS

This module is designed to provide learners with an understanding of product development and marketing strategies that help businesses succeed in the highly competitive market.



#### MARKET KNOWLEDGE

This section focuses on empowering young entrepreneurs in the retail sector. It teaches market understanding, differentiation strategies, and international expansion.



#### E-COMMERCE AND ELECTRONIC PLATFORMS

The objective of this module is to introduce to learners the basic concepts of e-commerce strategies and electronic platforms.



#### INTERNATIONAL CULTURE

This module is designed to provide the user with information about experiential knowledge of the importance of culture in



#### LEGAL OPERATING FRAMEWORKS IN EU AND IN DIFFERENT COUNTRIES

The aim of this module is to provide the user with information about experiential knowledge of institutional frameworks /



The year 2023 is behind us. Undoubtedly it was a difficult year for many European countries. The prolonged effect of the pandemic time mixed with further problems: the availability and the high price of raw materials (including energy), disruptions in the supply chains, high inflation, mood uncertainty among companies and consumers.

The perturbations in the economy were felt strongly by suppliers of goods and services delivered directly to consumers. The results achieved in 2023 turned out to be disappointing compared to those in 2022.

It is worth mentioning, for example, the preliminary estimates of the change in individual consumption in some countries:

- Germany: a decrease in 2023 by 0.8% compared to an increase by 3.9% in 2022;
- Poland: decrease of 0.7% in 2023 compared to an increase of 5.3% in 2022;
- Great Britain: an increase of 0.4% compared to an increase of 5.2%;
- France: an increase of 0.5% against an increase of 2.1%;
- Italy: an increase of 1.3% against an increase of 5.0%;
- Romania: an increase of 2.8% against an increase of 7.0%.

Most analysts agree that 2024 will bring some improvement in the performance of European economies. For some of them, the moment of breakthrough will be the first quarter, for others - the second quarter. However, the results for the entire year 2024 should be more favorable, also in the case of consumption. It is expected that in Germany - the largest economy within the EU it will grow in real terms by 0.9%, in Italy by 0.8%, in France by 1.1%, in Great Britain by 0.5%, in Romania by 3.3%, and in Poland by 3.5%.

by **Mr Piotr Soroczyński**  
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<https://project-start.eu>



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START eLearning  
platform



START Mobile App

