

2022

Our Survey!

We have run two surveys, one for organisations representing the Small Commerce sector and one for organisations of the Small Digital sector. With 102 organisations reviewed we had found some really interesting findings:

- ◆ Both the sectors have a demand for individuals with strong communication skills (ranked as the No1 needed skills on both).
- ◆ Both sides have stated that they were unable to establish a middle ground in which to clarify what it is that they want or do, and vice versa.
- ◆ Organizations working in smaller commerce sectors were unaware of the financial rewards and challenges associated with digital transformation for their own businesses.



Letz Retail



2nd Newsletter

Our Curriculum!

The results of the survey had been analysed and according to the learning style and needs of the professionals that want to enhance and further build upon their skills and competences, the material of our modules had been designed in such a way that it enables them to improve both their knowledge and their competencies. The learning material for the course is compacted and streamlined. In order to make the curriculum hands on, practical and easy to use for the target groups, the curriculum is set up in structures which are the milestones when Small Commerce business is collaborating with a Small Digital business. Every stage has its own structure with interactive information needed for the sectors. The four stages that we agreed are:

1. **Ideation:** The ideation stage is mainly for the Small Commerce sector, as they are often the ones that really create an idea to go online and have a specific reason or an idea which they have clearly in mind when envisioning the outcomes of going digital with their business. During the Ideation stage it is important that the Small Commerce sector businesses really think why they should have a digital transformation and go online with their businesses.
2. **Preparation:** The Preparation stage is now relevant for both Small Commerce and Small Digital sectors. During the Preparation stage, both have to agree on the plan to have the digital transition of the Small Commerce business.
3. **Implementation:** The third stage is still relevant for both Small Commerce and Small Digital sectors. They both need to be intensively co-working as the Implementation stage is the most important one in terms of creating the end product.
4. **Evaluation & closing stage:** This last stage needs also to have both Small Commerce sector and the Small Digital sector involved. When evaluating and closing the collaboration, both are needed in order to provide their point of view on how the collaboration went and to finalise the collaboration..

THE NEXT STEPS

1. We finalise our Curriculum
2. We Test the curriculum with end users of both target groups
3. We share the success stories with everyone!

Soon our training programme will be ready!

If you want to take part in this exciting journey get in touch with us, using the connection points below!



Come and Visit us!



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2021-I-LU01-KA220-VET-000035648