

# 2023

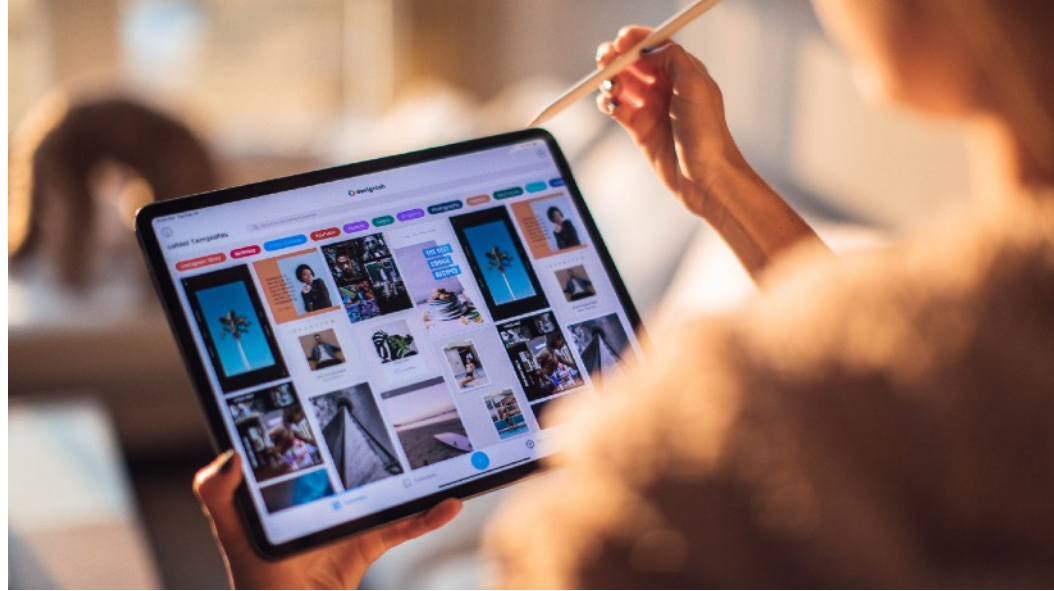
## We are almost ready!

The LETZ RETAIL ONLINE course provides a structured learning path designed to help small businesses through their digital transformation journey and obtain the required knowledge, skills, and competencies to successfully navigate the digital landscape's complexity. The curriculum enables organizations to establish robust and long-term plans for accepting digital challenges and changes, thriving in the digital era, and capitalizing on online commerce prospects.

The program is meant to give a step-by-step strategy that enables organizations to gradually increase their knowledge, skills, and competences.



## Letz Retail



# 3rd Newsletter

- \* **Comprehensive Knowledge and Skills Development:** LRO focuses on providing small businesses with comprehensive knowledge and skills relevant to digital transformation and online commerce. It covers a range of topics, and ensures that participants have a solid understanding of the key concepts and strategies necessary for success in the digital realm.
- \* **Collaborative and Co-Creative Approach:** The program encourages small businesses to actively participate in shaping their digital strategies. Through collaboration and co-creation, LETZ RETAIL ONLINE fosters innovation and enables businesses to tailor their online presence to their specific needs and target market. By involving participants in the process, the program acknowledges the uniqueness of each business and facilitates the development of individualized solutions.
- \* **Integration of Previous and Specific Online Business Content:** LETZ RETAIL ONLINE builds upon the foundation

laid by the previous LETZ RETAIL program. It combines the lessons learned from the previous program with specific materials and content related to doing business online. This integration ensures that small businesses benefit from the knowledge and experiences gained in the earlier program while also addressing the unique challenges and opportunities of the digital realm.

- \* **Action Planning and Strategy Development:** Recognizing that knowledge alone is not enough, LETZ RETAIL ONLINE emphasizes action planning and strategy development. The program provides businesses with templates and frameworks to guide their digital transformation journey. These resources help businesses set clear goals, define key actions, and measure their progress towards achieving their digital objectives. By focusing on actionable steps, participants can effectively translate their knowledge into practical strategies.

- \* **Personalized Learning Paths:** LETZ RETAIL ONLINE takes into account the diverse needs and preferences of small businesses. The program integrates the use of personas to create personalized learning paths. By considering different user types and target groups, the program ensures that participants receive content and materials that align with their specific requirements. This personalized approach enhances the effectiveness of the learning experience and helps businesses address their unique challenges and opportunities.
- \* **Addressing Perceptions and Stereotypes:** Throughout the program, LETZ RETAIL ONLINE aims to address perceptions and stereotypes that may hinder digital transformation. By providing diverse perspectives and challenging preconceived notions, the program helps participants overcome barriers and embrace the opportunities presented by digital commerce. This inclusive approach promotes a mindset shift and encourages participants to explore new possibilities.

## FOR YOU!

1. Do you want to be part of our pilot process? Contact us!
2. Do you want to be part of our showcasing event? Contact us!
3. Do you want to capitalise on our knowledge? Contact us!
4. Do you want to share your successful co-creation journey? Contact us!



## Come and Visit us!



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#letzretailonline #LRO  
#erasmusplusproject  
#ANEFORÉ #LETZRetail  
#Corpseuropéendesolidarité  
#EuropeanSolidarityCorps

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2021-I-LU01-KA220-VET-000035648