

2023

Is this the end?

After 24 months working with end users from both the small commerce and the small digital sector our exciting journey had come to an end! We had learned a lot and we believe that our work over that period had helped:

a) the representatives from small commerce sector how the knowledge, skills and competences of experts from small businesses, start-ups and entrepreneurs from the digital and ICT sector experts help you to achieve digital transformation in a cost-effective, efficient and secure way.

b) the representatives from small digital sector to find out how their knowledge, skills and competences can help in the digital transformation of small businesses from the retail, commerce, hospitality and cultural/creative sectors.



Letz Retail



4th Newsletter

Because we think that our work should speak for us, we are sharing a few quotes from our learning experience participants with you after testing our solution in five different European countries.

- * *"LETZ RETAIL ONLINE offers an effective way for upfronting the digitalisation of small commerces in our region. Normally, these shops subcontract a external digital expert who offers standardised products which are adapted to the sector, but not to the specific needs of individual businesses. The co-creation and co-design allow to better focalise the adaptation and customisation"*
- * *"The project emphasizes the importance of fostering collaboration between small digital enterprises and small businesses within the commerce sector. This collaboration is crucial in leveraging the potential of digital channels, which play a central role in today's business landscape. LETZ RETAIL ONLINE offers practical solutions that serve as a catalyst for bringing about transformative change within this ecosystem."*

- * *"Collaboration with other sectors is necessary, the commerce and retail sector are in crisis and need all the support they can get. Pivotal is the use of digital channels in this respect. LETZ RETAIL ONLINE offers useful solutions to upfront the change processes"*
- * *"By promoting synergy between small-scale digital firms and local retailers, the project seeks to harness the power of digital platforms and tools to drive growth and resilience in the commerce sector. Digital channels, such as e-commerce and online marketing, are instrumental in adapting to changing consumer preferences and market dynamics."*
- * *"LETZ RETAIL ONLINE acts as a key enabler, providing innovative solutions and strategies that empower small*

businesses to embrace the digital transformation. This support is vital in helping these businesses navigate the challenges posed by the ever-evolving digital landscape and ensuring their continued success and relevance in the marketplace."

- * *"The Letz Retail Online platform presents a highly adequate, relevant, and user-friendly interface that caters well to the modern-day retail landscape. It efficiently bridges the gap between traditional commerce operations and the digital domain, making it easier for users to transition and manage their businesses online."*
- * *"Extremely relevant and mostly needed in Luxembourg, where small business are flourishing"*

FOR YOU TO KEEP!

1. Visit our website and download the action plans created in order to see how you can collaborate with the other sector!
2. Visit our learning space if you want to go over once more a specific section!
3. Guide your friends and colleagues to our alarming platform if you believe we could help them take the co-creation journey!
4. Continue reading our news on our Social Media channels and website!



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