

Boosting Online cross-border Sales for furniture and household SMEs

# BOSS4SME



**Training**

**e-commerce**

**Skills**

**Furnishings**

## PROJECT AIMS

BOSS4SME is aimed to SMEs in the furniture and home interior sector - manufacturers and retailers -. It is a very dynamic sector in countries such as Spain and Italy, with a significant number of jobs associated to it. Main project aims are the following:

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Develop a complete **online course** for the professional **Manager**: profile of **"Online Sales** in furniture and home furnishings **companies** competences in online sales.

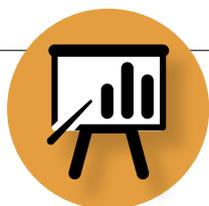
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Improve **VET providers** offer for **e-commerce** in furniture and home furnishings.  
Lead SMEs companies to a **substantial sales growth** through **cross-border e-commerce strategies**.

## PROJECT SUMMARY

The **BOSS4SME** project [www.boss4sme.com](http://www.boss4sme.com) (Boosting Online cross-border Sales for furniture and household SMEs) will improve the **furniture and home interior sector companies competitiveness**, by developing a new **“Online Sales Manager” professional profile**. A professional capable of creating **e-commerce strategies** that increase **cross-border sales** using **Internet** as a sales channel. It is a **two years** project (2017-2018) co-funded by the **Erasmus+** Program of the European Union as a Strategic Partnership for vocational training.

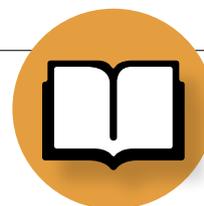
## PROJECT ACTIVITIES AND DELIVERIES



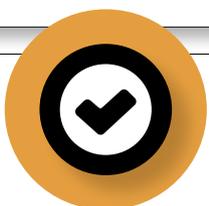
Analysis of the **current e-commerce practices** in the **participating countries** and comparison with **leading European e-commerce countries practices** in the sector.



Identification of **training and skills needs**, and the related opportunities, to implement **e-commerce successful practices**.



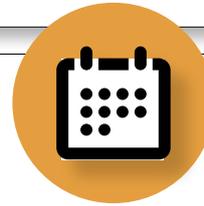
Elaboration of the necessary **training contents** to allow the **“Online Sales Manager”** obtaining the required competences.



Validation of **training contents** according to **ECVET criteria** and evaluation of the **learning process** according to **EQAVET quality circle principle** - 4 phases -.



Implementation of **training contents** in an **e-learning platform called e-commerce Genie**. This platform will deliver **adapted training paths to users**, according to their existing competences, and their companies features and needs.



Organization of **dissemination events** in four countries to present and validate the results.

## PARTNERS DESCRIPTION

The partners represent four countries: **Spain, Greece, Italy** and **Poland**.

The project participants are:

**CENFIM** - Furnishing Cluster and Innovation Hub as project coordinator, the Spanish furniture business associations **AMIC** and **AMUEBLA**, the educational software developer **CRYSTAL CLEAR SOFT**, the training quality expert **EUROCREA MERCHANT** and the e-learning developer **DANMAR COMPUTERS**.



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