

BOSS4SME

Boosting Online cross-border Sales
for furniture and household SMEs



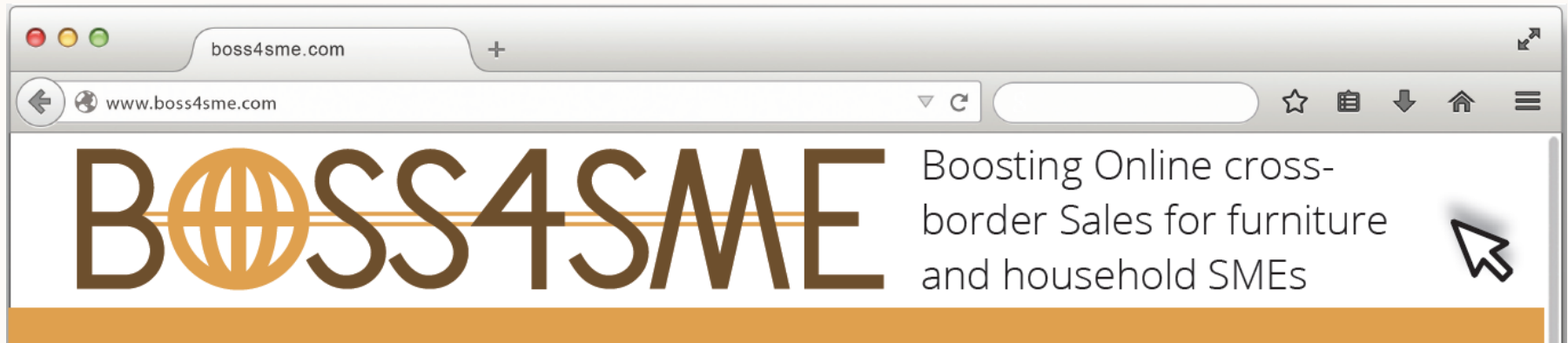
Co-funded by the
Erasmus+ Programme
of the European Union

www.boss4sme.com

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The **BOSS4SME** project 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.



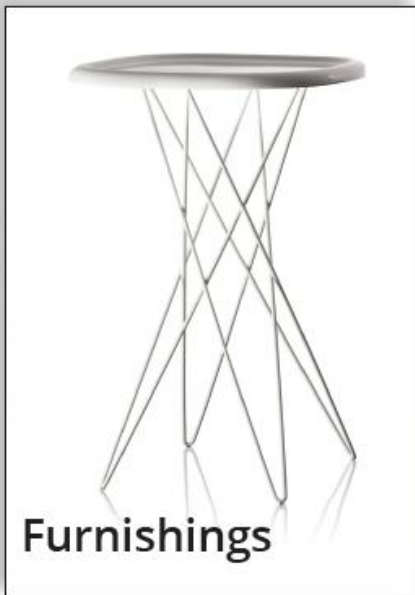
It is a very **dynamic sector** with a significant number of **jobs** associated to it. Some figures about the **EU furniture sector***:

- 130.000 enterprises
- 1.1 million jobs
- €96 billion turnover
- ¼ of world furniture produced in EU (45% total world trade, 40 - 45% world imports, 40.5% world exports)
- SMEs predominance (85% micro + 12% small enterprises)
- IPR - intensive industry (13% total design registration with OHIM)
- Global trend-setter (80% global sales design luxury furniture)
- 500 million EU consumers (house, office, public spaces)

*Source: EFIC - European Furniture Industries Confederation



BOSS4SME is aimed to **SMEs** in the **furniture and home interior sector** - manufacturers and retailers -.



Main **project aims** are the following:

- 1** Develop a complete **online course** for the professional profile of "**Online Sales Manager**".
- 2** Improve **VET providers offer** for **e-commerce** in furniture and home furnishings.
- 3** Improve the furniture and home furnishings **companies capacities** and **employees competences** in **online sales**.
- 4** Lead SMEs companies to a substantial **sales growth** through **cross-border e-commerce strategies**.



Detection of **good e-commerce practices** and **winning e-commerce strategies** in the sector in EU countries.



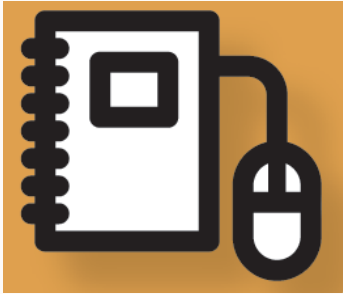
Identification of **training and skills needs**, and the related opportunities, to implement **e-commerce successful practices**.



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.

Abridged WORKPLAN

It is a **two years project** (2017- 18) split in four **main phases**:

- Elaboration of the online sales manager training course (O1)
- Course implementation in an e-learning platform e-commerce Genie (O2)
- Realization of the training programme addressed to trainers (O3)
- Organization of dissemination events in 4 countries to present results (ME)

Project activity	2017												2018											
	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	
O1: Online Sales Manager Training Course - OSM course																								
O1/A1 - Rationalisation Phase																								
O1/A2 - Needs Validation Phase																								
O1/A3 - e-Commerce Skills and Training Methodology																								
O1/A4 - Action List																								
O1/A5 - OSM Course Development																								
O1/A6 - Localisation																								
O1/A7 - ECVET Supporting Tools																								
O2: e-Commerce Strategy Genie																								
O2/A1 - Genie Design & Development																								
O2/A2 - Actions Integration																								
O3: Reduced Training Programme																								
O3/1 C1: Train the Trainers																								
O3/2: Internal Pilot test																								
O3/3: Training Contents & Strategy Genie reviews																								
MULTIPLIER EVENTS																								
E1: Training Promotion Event - ES - AMUEBLA																						ES		
E2: Training Promotion Event - IT - EUROCREA																						IT		
E3: Training Promotion Event - EL - CCS																						EL		
E4: Training Promotion Event - PL - DANMAR																						PL		
E5: Remote Training Promotion Event - UE -AMIC																						UE		
E6: BOSS4SMEs Academy Promotion - ES - CENFIM																						ES		
E7: BOSS4SMEs Conference - ES - AMUEBLA																							ES	

PARTNERS DESCRIPTION

The partners represent 4 countries: **Spain, Greece, Italy & Poland.**



CENFIM
Coordinator & VET provider
Spain www.cenfim.org



AMIC
Business association
Spain www.amicmobile.org



AMUEBLA
Business association
Spain www.amueblacooperacion.es



CRYSTAL CLEAR SOFT
Digital media expert
Greece www.ccseducation.com



EUROCREA MERCHANT
Quality expert
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DANMAR COMPUTERS
e-learning developer
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CONTACT DETAILS



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