

## PRESS RELEASE

The European project BOSS4SME, led by CENFIM - Furnishing Cluster and Innovation Hub, is preparing a training course so that the "Online Sales Managers" from furniture and home interior sector companies can successfully implement winning strategies in e-Commerce.

Wednesday, 17<sup>th</sup> of January 2018

BOSS4SME held its third meeting in the city of Milan, Lombardy, on the 19<sup>th</sup> of December, where the last twelve months project results and progress were reviewed.

The BOSS4SME project - Boosting Online cross-border Sales for furniture and households SMEs (<http://www.boss4sme.com/>) is developing a complete program and training contents for the **professional profile** of the "Online Sales Manager" with a special focus on SMEs of the **furniture and home interiors sector** - manufacturers and retailers. This professional needs to acquire those skills and knowledge necessary to **lead e-Commerce winning strategies and practices**. **Companies with such trained professionals are expected to increase their cross-border sales using Internet** as a sales channel.

The meeting took place at the EUROCREA MERCHANT offices in Milan, Lombardy region in Italy. The 6 partners that make up the consortium participated and revised the project progress and results of the last 12 months, both of the technical works, such as other management tasks, including dissemination and exploitation of results and the quality assurance.



In recent months, BOSS4SME has focused its efforts on **contrasting and validating with companies the pre-identified training needs** that allow the "Online Sales Manager" to successfully implement the winning e-Commerce strategies identified and described in the project. This validation was carried out through a questionnaire among more than **50 companies of the sector from the 4 partners countries**. Once the **real skills and knowledge** to be covered have been validated, the consortium has focused its work on specifying and organizing the different topics and aspects to be addressed in the training material. The material, on which partners are already working and which is expected to be ready in May, will be composed of **42 pills or training cards** on key aspects of e-Commerce for companies, mainly SMEs, of the furniture and home interior sector. These cards will be classified into six thematic areas related to the services and main processes involved in the e-Commerce: 1) ordering, 2) payment, 3) delivery, 4) communication, 5) overall service and 6) promotion.

The training material will respond to ECVET criteria and will be implemented in an e-learning platform (called e-Commerce Genie). The material will be available in 5 languages: Spanish, English, Greek, Italian and Polish. The platform will allow the "Online Sales Managers" to customize their training path, according to their specific needs and to the company strategy and initial situation. The project foresees organizing some events for the presentation and dissemination of its results, which will be advertised on its website (<http://www.boss4sme.com/>).

The partners represent four countries: Spain, Greece, Italy and Poland. In addition to CENFIM - Furnishing Cluster and Innovation hub, VET provider and project coordinator, the other project partners are the Spanish furniture business associations AMIC and AMUEBLA, the Greek partner CCS, expert developer of educational software, the Italian partner EUROCREA MERCHANT, expert in training quality assurance, and the Polish partner DANMAR, expert in developing e-learning contents. BOSS4SME is co-financed by the EU Erasmus + Program as a Strategic Partnership for vocational training.

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