

## PRESS RELEASE

**E-Commerce training addresses furniture and habitat sector SMEs and aims to increase their international sales through Internet****The European project BOSS4SME, led by CENFIM, is finalizing its online training platform, which will include 42 training pills for the "online sales managers"**

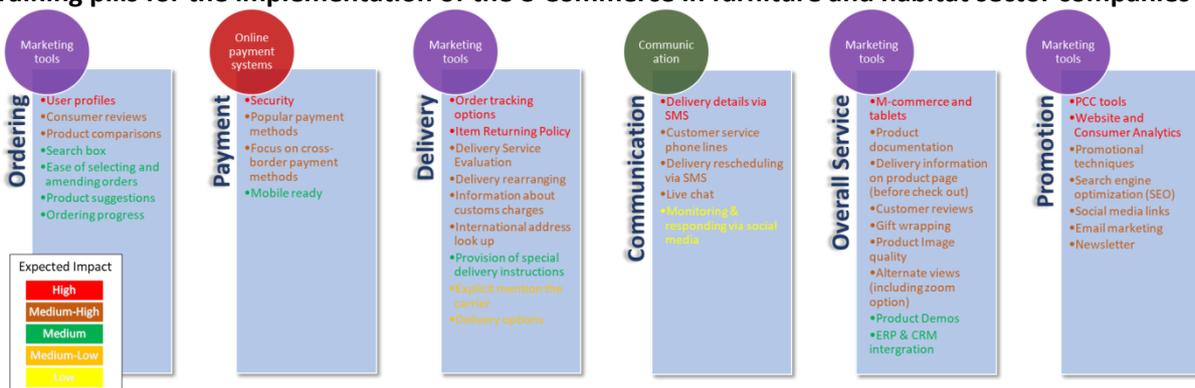
**Athens, 29<sup>th</sup> of May 2018.** European Project **BOSS4SME** partners - Boosting Online cross-border Sales for furniture and households SMEs ([www.boss4sme.com](http://www.boss4sme.com)), led by CENFIM - Furnishing Cluster and Innovation Hub ([www.cenfim.org](http://www.cenfim.org)), have developed a course consisting of 42 training pills for the implementation of the e-Commerce in furniture and habitat sector companies.

**BOSS4SME** developed 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). The aim is that people with this professional profile acquire those skills and knowledge necessary to lead e-Commerce winning strategies and practices in their company and increase their cross-border sales using Internet as a sales channel. The training pills developed have focused on reinforcing skills in: communication, marketing tools and online payment systems.

The six project partners, representing 4 countries (Spain, Greece, Italy and Poland) met in Athens to revise the last six months project progress and results. During this period, **BOSS4SME** focused its efforts in documenting the training materials that will constitute the course. The materials consist of 42 training pills on key aspects of e-Commerce for such type of companies and they are classified in six thematic areas: 1) ordering, 2) payment, 3) delivery, 4) communication, 5) overall service and 6) promotion.

Each of the 42 produced training pills include the following information:

- A Summary that justifies the need to implement that specific aspect of e-Commerce addressed in the training pill and it describes how to do it.
- General description, which deepen the need to implement the aspect addressed in the pill and how to do it. It also includes a checklist to validate the correct implementation process, metrics to measure the implementation success, implications for the other departments of the company and practical advices for the implementation in the furniture sector.
- Other related pills.
- Time and costs for its implementation.
- Positive and negative aspects of its implementation.
- Estimated exploitation and time to reap potential benefits.
- Links, videos and other additional readings.
- Other cross-border considerations (e.g. legal, fiscal, language, logistic, etc.).

**42 training pills for the implementation of the e-Commerce in furniture and habitat sector companies**



The training material, which will respond to ECVET criteria (European credit system for vocational education and training) is being implemented in an e-learning platform **e-Commerce Genie**, which will be available in 5 languages: English, Spanish, Italian, Greek and Polish in October. This platform will allow the "Online Sales Managers" to customize their training paths, according to their specific needs and to the company strategy and initial situation.

In addition to CENFIM, training 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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