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## IO-3 COMPANY CHECK-UPS

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# **B.I.G. – Businesses' International Growth**

## **2019-1-IT01-KA202-007423**

### **The Project**

The B.I.G. project is financed by the Erasmus+ programme, Key Action 2 “Cooperation for innovation and the exchange of good practice”, under the specific VET priority of enhancing access to training and qualifications for all”.

It aims to increase the digital international business management skills among SMEs managers and workers to open wider opportunities for those companies which intend to invest in their competitiveness in new international business contexts.

Moreover, the project wants to enhance international, digital and cross-cultural business management skills for SMEs, building a specific didactic project for their needs based on 3 different dimensions: cognitive (learning by thinking), operative (learning by doing) and behavioral (learning by acting). Companies will have the availability of an experimental didactic path that will be built with the support of companies and workers and using the movie education training methods.

The B.I.G. project involves 11 partners from 5 EU countries (Italy, Spain, Slovenia, Greece and Poland) from the academic, training and chamber systems, able to capitalize on sectorial, geographical and technical-specialist diversity, to innovate models, methods and practices in the field of adult education.

The beneficiaries will be 80 workers of SMEs companies in each of the 5 EU countries involved which are very motivated to increase their digital, international, business, and financial management skills in their function to define the correct and sustainable planning of digital, international company projection.

## **IO 3 - Check-ups for the internationalization business processes**

The IO 3 concerns Check-ups of the internationalization business processes and it will be coordinated by the Italian Chamber of Commerce of Thessaloniki (Greece).

The Check-Up is one of the educational tools for beneficiaries to be used during their Labs carried out in their own companies. It consists of the testing activity of the training program which will be directly tested by the course beneficiaries in the context of work-based learning experiences in their own companies under the guidance of partners' referees.

### **Aim and Scope**

The IO3 - Company Check-Ups will concern the implementation of a cognitive analysis whose aim is to understand the ways and means by which the beneficiaries involved can be guided in defining their strategic routes to increase the digital, international, business, and financial management skills of their SME in order to define the correct and sustainable planning of the internationalization business processes of their own companies.

The analysis of the impact of OER set will cover different business areas: commercial channels, logistic channels, marketing and communication channels, legal aspects, payments system and organisational aspects.

### **Investigation fields**

1. INTERNATIONAL DIGITAL MARKETING
  - a. Web Design and Content Development for international market
  - b. SEO
  - c. Social Media Marketing
  - d. Customer Base
  - e. Budget for International Digital Marketing
2. CULTURAL AWARENESS
3. DIGITAL COMMUNICATION
4. INTERNATIONAL MARKETING AND SALES
  - a. eCommerce and International Marketplace
  - b. Selling remotely and inside sales during pandemic
5. PAYMENT and LOGISTICS
6. LEGAL KNOWLEDGE

## Beneficiaries

80 beneficiaries (20 IT, 15 GR, 15 SP, 15 PL, 15 SL) will undertake the Check-Ups. The beneficiaries will be workers of SMEs from all sectors, who are interested to develop the international marketing and sales strategy of their companies.

The beneficiaries will be workers of SMEs from all sectors, who have a minimum 10% of turnover abroad.

The beneficiaries must have a basic level of marketing and sales.

The beneficiaries must have a basic level of English language Knowledge.

The beneficiaries must be involved in one of the following departments of the company:

- Marketing Department
- Digital Marketing Department
- Commercial Department
- Sales Department
- Export Department

## Procedure

Check-up is an interactive activity that involves the course beneficiaries in a sort of “advisor” for their own companies.

The procedure is divided into three parts:

1. The definition of the aims objectives, investigation fields, timing and methods of conduction;
2. The conduction the questionnaire;
3. The organization of the structure of the face-to-face interview.

The procedure is coordinated by the Italian Chamber of Commerce of Thessaloniki. All partners will validate the methodological structure, the aims and the tools implemented by the coordinator; will support the group beneficiary workers involved in company check-ups, and will evaluate the check-up results carried out in their reference companies/territories.

# 1.METHODS OF CONDUCTION

## **Self-administrated questionnaires**

Self-administrated questionnaires offer the following advantages:

- o No interviewer bias;
- o Less time spent on administration;
- o Easier questioning of larger numbers of people;
- o More leisurely, which may permit more careful responding.

## **Timing**

To be completed in approximately 20 minutes.

## **Quantity of questions**

Approximately 20 questions to be answered.

## **Answers will be based on high-low level**

Counted from: 1. Very low to very high.

2. Yes - No - I don't know.

3. Percentages.

4. Multiple choice

The survey will converge into the questionnaire that must be completed online by the beneficiaries through the Google Form. The results from the Google Form will be available to all partners.

The Check-Up is divided into two phases:

1. The questionnaire, divided into three main parts:

- BENEFICIARY PERSONAL INFORMATION
- UNDERSTANDING COMPANY BUSINESS AND ENVIRONMENT
- INVESTIGATION FIELDS OF THE COMPANY INTERNATIONALIZATION PROCESS

2. The face-to-face interview.

The face-to-face interview will involve four beneficiaries from each country. The interview will consist of an insightful discussion on the questionnaire.

## 2.THE QUESTIONNAIRE

### Policy Disclaimer

This research is conducted as part of the B.I.G project, which aims to increase the digital, international, business, and financial management skills of 80 workers of small companies functional to define the correct and sustainable planning of digital, international company projection.

The result of this research will be used for academic purposes only.  
Your responses will remain completely confidential.

### 1.PERSONAL INFORMATION

1. Email \_\_\_\_\_
2. Name \_\_\_\_\_
3. Company's Name \_\_\_\_\_
4. Position \_\_\_\_\_
5. Level of education \_\_\_\_\_

### 2.UNDERSTANDING COMPANY BUSINESS

a. Which markets do the company address?

#### SECTOR

Please select at least one option

Energy	
Industrial	
Materials	
Utilities	
Financial	
Consumer Staples	
Healthcare	
Information Technology	
Communication Services	
Agricultural	
Real Estate	

#### GEOGRAPHIC AREA

Please select at least one option

Europe	
North America	
South America	
Asia	
Australia	
Africa	

b. How many employees are currently employed at your company?

I don't know	1-5	6-10	11-15	16-20	>20
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c. Your Company provides:

Type	Yes	No	Don't know	N/A
Products				
Services				
Both				

d. Your customer is:

Type	Yes	No	Don't know	N/A
Trade/Dealer				
Other companies				
Direct customer				

e. The staff working for the internationalization of the company is:

We don't have	1-5	6-10	11-15	16-20	>20
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f. The company's foreign revenue in percentage is:

<5%	6-10%	11-20%	21-50%	>50%	Can't answer
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### 3. INVESTIGATION FIELDS OF THE COMPANY'S INTERNATIONALIZATION PROCESS

#### 1. INTERNATIONAL DIGITAL MARKETING

##### a. Web Design and Content Development for international market

To what extent is the following statement true in your company?	Not at all	To a small extent	To a moderate extent	To a great extent	To a very great extent	I don't know	N/A
The company has achieved its international digital marketing goals in the last 3 years.							
The marketing strategy has been able to reach other international markets in the last 3 years.							
The company is satisfied for its marketing strategy.							
Do your daily digital marketing activities fit with your strategies?							

**b. SEO**

Yes

No

Don't know

Does your company have a SEO?			
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If you answered Yes, please proceed below. If you answered No, please proceed to the c. Social Media Marketing section.

To what extent is the following statement true in your company?	Not at all	To a small extent	To a moderate extent	To a great extent	To a very great extent	I don't know	N/A
Company's SEO strategy has achieved its goals regarding the quality and quantity of website traffic in the last 3 years.							
The company's SEO tactics are effective.							

**c. Social Media Marketing**

Yes

No

Don't know

Does the company use Social Media Advertising?			
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If you answered Yes, please proceed below. If you answered No, please proceed to the d. Customer Base section.

To what extent is the following statement true in your company?	Not at all	To a small extent	To a moderate extent	To a great extent	To a very great extent	I don't know	N/A
The company has achieved its Social Media Advertising goals in the last 3 years of website traffic.							
The company is satisfied with the management of Social Media Advertising in the last 3 years .							
Company's Social Media Advertising has increased online activity.							
The company is satisfied with the creation of content in terms of creativity and storytelling.							



#### **d. Customer Base**

<b>To what extent is the following statement true in your company?</b>	<b>Not at all</b>	<b>To a small extent</b>	<b>To a moderate extent</b>	<b>To a great extent</b>	<b>To a very great extent</b>	<b>I don't know</b>	<b>N/A</b>
The local customer base in the last 3 years has increased.							
The international customers base has increased in the last 3 years.							

#### **e. Budget for International Digital Marketing**

Please refer to the following statement:

	<b>Yes</b>	<b>No</b>	<b>Don't know</b>	<b>N/A</b>
The budget for international digital marketing in your company is enough to implement the company's strategy.				
The staff involved in the international digital marketing process of the company is enough to pursue its goals.				
The company estimates to increase the budget to improve the international digital marketing strategy in the next 3 years.				
The company estimates to increase the number of staff in the international digital marketing department in the next 3 years.				

The turnover percentage used for digital marketing is:

<5%	6-10%	11-20%	21-50%	>50%	Can't answer
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## 2. CULTURAL AWARENESS

To what extent is the following statement true in your company?	Not at all	To a small extent	To a moderate extent	To a great extent	To a very great extent	I don't know	N/A
The staff of the company has knowledge of cultural diversity.							
The company tends to enter new multicultural markets.							

## 3. DIGITAL COMMUNICATION

Evaluate the level of efficiency for each communication channel in your company

To what extent is the following statement true in your company?	Not at all	To a small extent	To a moderate extent	To a great extent	To a very great extent	I don't know	N/A
Social Media (Facebook, Instagram, LinkedIn, Twitter)							
Email							
Live chat							



## 4. INTERNATIONAL MARKETING AND SALES

### a. eCommerce and International Marketplace

Evaluate the performance of the following digital sales channels:

To what extent is the following statement true in your company?	Not at all	To a small extent	To a moderate extent	To a great extent	To a very great extent	N/A
Marketplace						
E-commerce site						
Online retailers						
Others						

Please refer to the following statement:

	Yes	No	Don't know	N/A
The number of international sales has increased in the last 3 years?				
The expectation towards the amount of international sales is positive for the next 3 years?				
The company estimates to increase the budget for the sales and eCommerce sector.				

b. Selling remotely and inside sales during pandemic

Please refer to the following statement:

	Yes	No	Don't know
The pandemic has affected the selling remotely in a positive way.			
The pandemic has affected the selling remotely in a negative way.			
The pandemic has affected the inside sales in a positive way.			
The pandemic has affected the inside sales in a negative way			

### 5. PAYMENT TOOLS and LOGISTICS

To what extent is the following statement true in your company?	Not at all	To a small extent	To a moderate extent	To a great extent	To a very great extent	I don't know	N/A
The company is satisfied of the transport methods used in terms of cost and timing.							
The company is satisfied with the payment methods used.							

### 6. LEGAL

Evaluate the level of the company's legal knowledge for online sales on foreign markets of the following categories:

To what extent is the following statement true in your company?	Not at all	To a small extent	To a moderate extent	To a great extent	To a very great extent	N/A
International trade law						
Fiscal obligation						
Customs						
International contracts						

## 2.1 FACE TO FACE INTERVIEW

The second phase of the Check-Up is the face-to-face interview. The Project Coordinator of each participating country (Italy, Spain, Slovenia, Greece and Poland) will carry out a discussion about the questionnaire with four beneficiaries of SMEs companies in each of the 5 EU countries involved.



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