

I03 COMPANY CHECK UPS



THE CHECK-UP PROCEDURE



 *We are here!*

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 in order to open wider opportunities for those companies which intend to invest on their competitiveness on 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 behavioural (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 functional to define the correct and sustainable planning of digital, international company projection.



The Check-Up

The Check-Up is one of the education tools for the trainers, to be used during their Labs. It consists of the testing activity of the training program which will be directly realized by the course beneficiaries in the context of work-based learning experiences carried out under the supervision of a trainer in the companies involved in the project.

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 and SEM
 - c. Social media marketing
 - d. eCommerce and International Marketplace
2. Cultural Awareness
 - a. Cultural differences and intercultural competence in International marketing
3. International Marketing and sales
 - a. Inside sales and selling remotely
4. b. Payment, logistic and legal knowledge
- Data driven marketing
 - a. Online market research
5. b. Data analytics
- a. Technology and productivity
6. Must have and new opportunities with Artificial intelligence and deep learning
- Digital communication
 - a. Cross-cultural communication
 - b. Online Communication and tools



The 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 must have a **basic** level of marketing and sales.
- The beneficiaries must have a **basic** level of english language knowledge.
- The beneficiaries will analyse the digital internationalization processes through the verification of the following aspects from an as is/to be point of view:
 - Commercial channels, i.e. the set of digital sales channels through which the products reach the final consumer
 - Logistics channels, i.e. the ways in which the products sold are distributed on the target market and delivered to the final consumer
 - Marketing and communication channels, to promote brands and/or products to the target market
 - Legal aspects, of a fiscal, customs, contractual nature for online sales on foreign markets
 - Payment systems, of the digital export model
 - Organizational aspects, to govern a new online market

Procedure

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

To manage these activities, two main groups of tasks should be arranged:

1.Design of corporate Check-ups, by:

a.Defining the aims, objectives, investigation fields, timing and methods of conduction

b.Defining the tools/grids to produce internal/external analyses and to prepare the action plan

2.Conducting company check-ups, by:

a.Coordinating the implementation of the check-ups, monitoring the correct evaluation of results and the related activity carried out by partners.

These phases will be coordinated by the Italian Chamber of Commerce of Thessaloniki, while all partners have to validate the methodological structure, the aims and the tools implemented by the coordinator; to support the group beneficiary workers involved in company check-ups; and to evaluate the check-up results carried out in their reference companies/territories.



Questionnaire Type

Self-administered questionnaires.

They are feasible in a literate population if the questions are short and simple.

Self-administered questionnaires offer the following advantages:

- _ no interviewer bias;
- _ less time spent on administration;
- easier questioning of larger numbers of people;
- more leisurely, which may permit more careful responding;

Timing.

15-20 minutes to be completed.

Quantity of questions.

Approximately 25-30 questions to be answered.

Answers will be based on high-low level.

Counted from 1 - very low to 5 - very high



Questionnaire - Privacy Disclaimer

Privacy 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.

Questionnaire - Understanding the Company

Understanding the Company

The first stage of this tool is the general analysis of the company's business. It is the starting point for any type of strategic reasoning and arises from the in-depth study of the resources (current and potential) and needs of the company and the market.

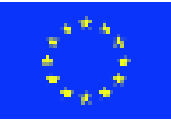
The objective of this first phase is to focus on the typical activities of the organization, how it has organized its strategies and which relationships it maintains with its partners and customers.

Questionnaire - International Digital Marketing

International Digital Marketing

The second stage of the company check-up consists in the analysis related to the International Digital Marketing area. Through this analysis, it will be easy to outline the path taken in the last 3 years by the company and how it is equipped to achieve the objectives set over time. The macro themes that will be treated are the following:

1. Web design and content development for international market
2. SEO and SEM
3. Social media marketing
4. eCommerce and International Marketplace
5. Customer Base and loyalty
6. Revenue



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