

BOOST SHOES 4

**BOOSTING
ONLINE CROSS-BORDER
SALES OF SHOES THROUGH
E-COMMERCE COACHING
FOR SMES FROM THE
SHOE INDUSTRY**

Need to improve cross-border sales?

Want an on-line sales strategy?

BOOST4Shoes project has the answers you need to implement a successful on-line cross-boarders' sales strategy and boost your company in worldwide markets.

This project aims to create an "Online Sales Manager" (OSM) that will provide a hands-on training course to help Footwear SMEs improve cross-border sales across Europe.

[More information about the project](#)

Increasing awareness about E-Commerce technologies

Use the internet as a sales channel to increase revenues from cross-border sales both within the EU and outside, thus improving the exporting performance of the sector.

This includes expanding sales and marketing strategies and knowledge about e-commerce technologies.

[European e-commerce statistics](#)

First results

During the rationalisation phase of the project, the partners elaborated concrete conclusions from carried out evidence based analysis in relation to the current state of play in e-commerce practices of footwear sector SMEs of the project consortium countries: UK, Romania, Poland, Greece, Germany, Portugal.

The objective of questionnaire was to identify the practices carried out by e-commerce retailers of the footwear industry in the Poland, Greece, UK, Germany, Portugal, Romania with focus on cross-border sales. The conclusions to be drawn from the national phase will be compared to the best practices carried out by e-commerce retailers in countries previously identified as leaders, such as Italy, Netherlands

Ireland, Austria and Lithuania with focus also on cross-border online sales in the European Union. The comparative analysis of the Transnational Phase with the National Phase will reveal the gap between the desired situation ("TO-BE") and the present situation ("AS-IS"), which will further drive the inception of the perceived needs that will be presented to targeted beneficiaries.



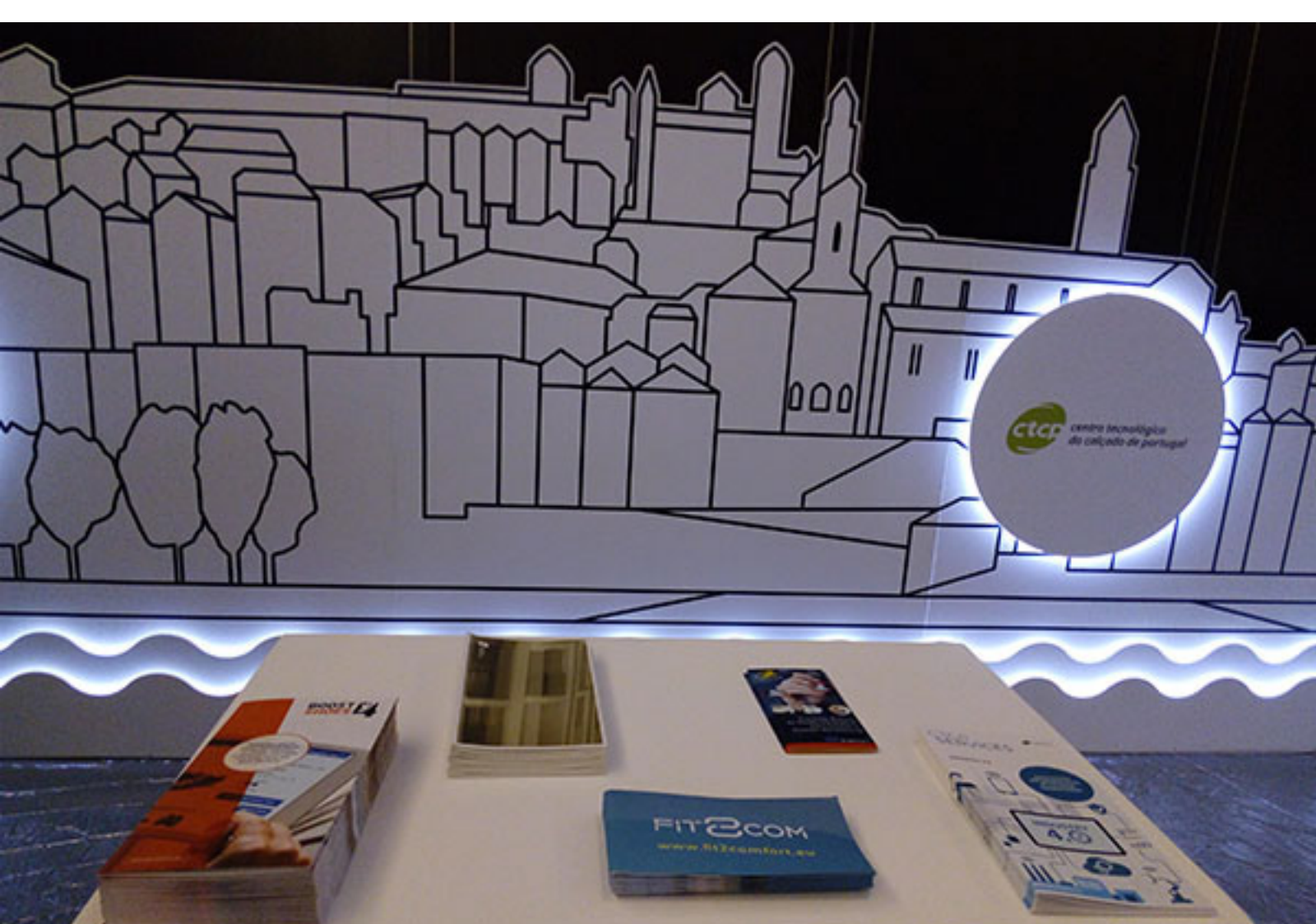
Project partners working toward an innovative course on "Online Sales for Footwear"

What's in here for your company?

A revolutionary on-line training on how to penetrate foreign markets by upgrading the online presence and using the Internet as a sales channel. The on-line course will be supported on the "Strategy Genie" designed and developed to deliver personalised training pathways by initially checking current knowledge and awareness of footwear SMEs about online cross-border sales and then provide personalised strategies composed of phases in order to improve their performance.

The "Genie" will be made interactive and allow users to choose actions to implement in each phase, in order to implement the strategy at their own time and pace. A new training path is being designed according to the new profile "On-line Sales manager" and learning contents are being developed. The on-line course will be available to piloting by April 2019. By then, about 150 vacancies within the 7 different countries of the consortium will be made available for free to Footwear SME. The recruitment process will be an intensive process which will start long before the envisaged piloting phase.

[Follow the project website and social media to be the first to enrol and assure your participation in this piloting](#)



Boost4shoes at the 20th UITIC International Technical Footwear Congress

Boost4shoes was presented in an exhibition, organized by CTCP, during the 20th edition of UITIC Congress, which held from 16th to 18th May in Porto, Portugal, dedicated to the theme "From fashion to factory – A new technological age". The event bringing together for one week more than 540 footwear professionals coming from 33 different countries, with more than 20 company visits and more than 30 guest speakers who discussed the future of the global footwear manufacturing industry.



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