



# ***A practical guide of how to develop your own e-Business***

Grundtvig Learning Partnership  
Lifelong Learning Programme  
2013 - 2015

# Contents

Preface.....	3
Coordinator’s Notice.....	4
About the Book .....	5
The participants.....	6
The Procedure.....	15
Computer one-to-one vs. E-learning systems - various European trends and approaches for developing a Consumer to Consumer business.....	15
Training courses based on e- learning instruments LECTRON and MOODLE .....	16
Compare LECTRON as CMS and MOODLE as LMS.....	17
Communication guidelines in e-commerce communities - highly interactive tools via INTERNET for free-lancers .....	17
Personalized plans for online business .....	18
Top Startup Questions .....	18
How to Start an Online Business .....	19
Success Factors and mistakes on starting on-line business.....	22
Usability and persuasion in e-commerce: key terms .....	23
How to create a more effective web-site in order to spread products: strategies suitable to specific objectives .....	26
Online Merchandising – Selling in wide Digital Area .....	29
Powerful methods to promote virtual business .....	31
How to create a personal brand for an on-line business: copyright issues .....	32
Outcomes/ Results.....	36
Moodle Platform.....	36
Comparative Study.....	37
Online Courses.....	38
eBook.....	41
Study Visits.....	42
Dissemination .....	46
C2C Logo.....	46
Program’s Website.....	47
Flyer.....	48
Brochure.....	49
Press Conferences - Newsletters - Articles.....	50
Bookmarks.....	52
Conclusion.....	53

## Preface

The Click to Career project took place under the Grundtvig programme, which was part of the European Union's Lifelong Learning Programme from 2007-2013 and supported individuals and organizations involved in non-vocational adult education to participate in European training activities and projects.

The aim of the project was to identify modern tools, to transfer knowledge and exchange experience for accessing new employment opportunities and for assistance in developing an online Consumer to Consumer business for adults. Target group (TG): unemployed, housewives, craft-men, amateur artists and people in search for a new business opportunity.

The C2C project aimed to develop advanced methods for adult education with several institutions from different European countries in order to introduce the guidelines to provide learning experiences for adult people in online business area and to create patterns of action exploitable at European level.

The activities included: trainings, workshops, presentations, demonstrations, outdoor activities, team building. The overall goal was to improve ITC knowledge and skills for adults in order to break through their barriers and become free-lancers. More specifically, to help them design and administrate their own web-side and to develop a Consumer to Consumer business in the virtual environment to directly transact and interact with one another without the intervention of an intermediate.

The Project provided on-line C2C courses on MOODLE platform and published a Good Practices Guide to promote Consumer to Consumer concept and practice.

Experiences and information were provided through the project web-site and an e-book (in participants' own language). The results gave a meaningful understanding for Consumer to Consumer concept and for the software commonly in use, as well as for some of the main security and legal issues relating e-commerce.

The project can be easily replicated in communities and, thus, facilitate contact between adults being in a social impasse and the business environment in order to provide conditions for personal and professional development.

## Coordinator's Notice

**Click to Career** partnership was built in order to help people from local communities to face the challenges of modern life and to mobilize them to use the new trends and opportunities for their organizations.

**Click to Career** Project is based on a Grundtvig partnership between eight organizations both public and private, spread all over the Europe: **Fundatia Casa Cartii Valcea – Romania – the coordinator, Euroform RFS – Italy, School of Adults Consumer – Cyprus, Berlink ETN GmbH – Germany, Alfa Idejos ir Technologijos- Lithuania, Help Udruga za Pomoć Mladima Split – Croatia, Second Chance School of Agrinio – Greece, and Training Vision Ltd – United Kingdom.**

Click to Career partnership, funded by the European Commission guarantees complex and innovative attitude towards operations being realized, thanks to the complementary fields of activities of the partners and to a very good communication between them.

Click to Career Project:

- ◆ aims to provide learning experiences and create a useful guide for people interested in online business
- ◆ focuses on maximizing the transfer of knowledge and experiences, as well as identification tools and modern methods of access to the opportunities offered by the modern technology
- ◆ aims to create useful supports for information useful for persons in an impasse in terms of social or material in order to create and manage their own virtual business type Consumer to Consumer

The whole world is constantly and rapidly transforming. Unemployment is rising due to crisis and therefore requires new services to help underprivileged people in order to find new opportunities. Social and professional vulnerable people fail to meet the new requirements for adaptation and reorientation consistently imposed by the society. To alleviate this issue, people are interested in learning in order to develop a virtual business for improving their lives. But they hesitate to start a business because of financial issues and lack of the knowledge required for an on-line business. The Click to Career project aims to contribute to solve this problem by increasing the autonomy and social integration of people who have certain skills in creating goods.

Consumer to consumer transaction is a very simple and practical kind of e-Commerce: the business is done with a procurement of a company responsible for technology infrastructure, and both parties (buyer and seller) must be registered in the system, so they can give each other feedback of the transactions that can be visible. There are advantages (eliminates intermediaries in transaction, it is always available) and some disadvantages (there is no total payment guarantee, can be risk of fraud).

Still, online transaction is the most popular way of getting an extra income!

The European organizations involved in Click to Career Project created a common strategy of the undertaking, directed towards the realization of the goals and strengthening the partnership by working on good practices and experiences presented in this e-Book.

## About the Book

The purpose of this e-book is to provide a brief outline of the Click to Career Partnership. More specifically, to provide a brief description of the aims of the project, the partners, the procedure and the outcomes/results. It is hoped that the structure and content of this e-book will provide a useful road map for those willing to undertake similar projects in the future.

## The participants

The participants of this project were eight (8) organizations from different European countries with their main field of activities involves adult education.

The organizations were:

- ◆ Fundatia Casa Cartii from Romania as Coordinator
- ◆ Euroform RFS from Italy
- ◆ School of adult's consumers from Cyprus
- ◆ BERLINK ETN GmbH from Germany
- ◆ Alfa idejos ir technologijos from Lithuania
- ◆ Help Udruga za Pomoć Mladima Split from Croatia
- ◆ Second Chance School of Agrinio from Greece
- ◆ Training Vision Ltd. from UK

In this chapter we introduce each one of the above mentioned partners.

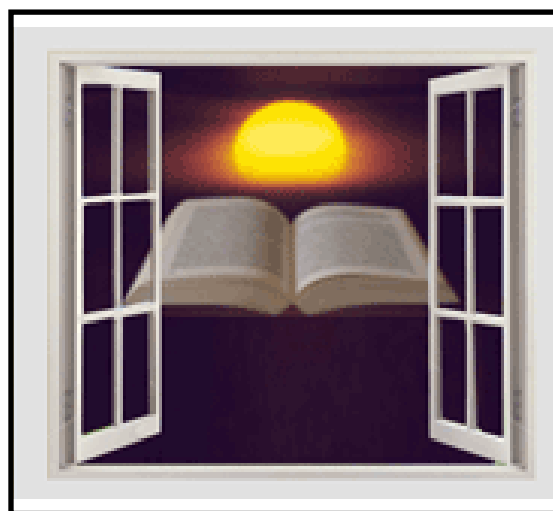
## Fundatia Casa Cartii

Fundatia Casa Cartii is a NGO located in Ramnicu Valcea, Valcea, founded in 1999. Ramnicu Valcea is a region of culture, traditions and arts. Unfortunately the rate of unemployment is high in this area and the organization is focused on creating new opportunities for disadvantaged people in order to contribute at their personal, professional and social development.

Currently the organization runs projects on general needs of the community, especially focused on educational, cultural, environmental, social, volunteering issues. Fundatia Casa Cartii develops programs for continuous adult education, provides courses for adults and trainings in various fields such as: IT, foreign languages, counseling and career guidance, learning to learn, civic and social aspects, personal development, combining the non-formal and in-formal methods in formal trainings. To achieve its objectives, Fundatia Casa Cartii initiates and develops partnerships with several institutions that have similar goals.

Our target groups are socially disadvantaged

persons, seniors, teenagers, children and adults. Our projects constantly carried in learning and personal development area provide opportunities for training, counseling and guidance for community members in order to contribute to their integration into social life and put them in contact with other European cultures. Permanent link with the community needs, diversifying of activities, staff specializing and introduction of new information and communication technologies in daily activities are our constant concerns.



Fundatia Casa Cartii aims to include in its educational activities various aspects of European cooperation in order to contribute to the awareness of cultural, economic and social realities of European community. We also intend to develop programs that change attitudes and approaches, that provide knowledge for the

members of communities and promote European values.

Our main role in ClickToCareer Project is to be actively involved in discovering and promoting innovative practices and new learning methods to support

Type of Organization	Non profit public organization
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## Euroform RFS

Euroform RFS has been operating in the vocational guidance and training field since 1996, with the main goal of working as channelling vehicle between the labour market's supply and demand, by:

- ◆ Providing better understanding of the European labour market dynamics;
- ◆ Increasing opportunities to enhance knowledge and competencies;
- ◆ Working actively to foster a better integration of the labour forces;

The Association is a Training Agency officially accredited by the Government of the Calabria Region. Its main activities focus on vocational & continuous training, adult education and youth guidance,

turning particular attention to international mobility by implementing placement programs for students, young workers and post-graduates, and exchange programs for education experts and teachers.

Moreover, the crisis caused a huge number of unemployed people in the region of Calabria who cannot enter or re-enter into the labour market. Euroform major interest is concentrated on this target group (TG), and through its activities and training programmes helps for this TG to improve the competences or to gain the new ones in order to be more competitive for the labour market.



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Website	<a href="http://www.euroformrfs.it">www.euroformrfs.it</a>



## School of Adult Consumers

The School of Adults Consumers which is under the protection of Cyprus Consumers Association protects consumers' rights since 1988 as an independent, non-governmental, non-profit, non-political organization. The Association is a full member of Consumers International - CONSUMERS INTERNATIONAL (1980) and the European Consumers Association - BEUC (2002).

### PURPOSE

The aim of School of Adults Consumers is to defend the basic rights of the Cypriot consumer as defined by the United Nations and the European Union and the establishment of a consumer to know the extent that not only rights but also obligations and responsibilities. Also to protect our citizens and help them to solve their consumer problems.

With this project, we will help women to active individuals in the labour market by giving them education about the handicrafts so creating them an area to earn money. Thus they will feel more confident and stronger and with a better psychology; even the disable persons, we will give them motivation to live a better life.

### ACTIVITIES

We can help people in all key areas of consumer rights (counseling on issues of violation of consumer rights, health and food safety, quality and safety products and services etc.)

Our web-site is a useful tool to inform and enlighten Consumer. Everyday advise consumers, inform, we handle their complaints and often mediates immediate resolution of their problems.

We work with Cyprus Consumers Association, with international organizations and consumers implement many programs thereby enhancing the expertise of our staff on issues related to strengthening the protection of their rights.

Schools operate the Adult Consumers in our town (Paphos) of Cyprus providing free tuition to all interested consumers.

We organize lectures, seminars and events in our town and the countryside informing consumers about hot topics that concern them.



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Website	

## BERLINK ETN GmbH

Berlink is a German intermediary organization with a consolidated experience in organizing qualified professional, educational and workplacement experiences in Berlin.

Berlink is engaged in the promotion of activities aiming at enhancing personal and professional competences of young unemployed people. Berlink has a strong collaboration with a wide network of local companies, and is actively involved in EU projects that compile innovative experiences and good practices on active participation of SMEs as local partners in transnational projects.

It is engaged in consultancy activities for the development of the training / employment paths for people of different ages and socio-professional origin, by providing adequate methodological and procedural support to reconstruct the experiences carried out and the achieved learning results.

Thanks also to a solid network of international partners and an ongoing process of transnational experiences exchange, Berlink is able to provide workplacement and educational experiences with a relevant impact on the learning process, by applying innovative methods (ECVET system

implementation) and a common approach to plan and deliver successful training on the job preparing for work experiences. Berlink is involved in EU project aiming at fostering new employment opportunities and assistance in developing an online business for young people (YES YOU CAN) as well at enhancing ICT competences and skills (InvesTab PCs - the usage areas of tablet PCs in educational & business environment)

Our role in this project will be to ensure an active participation in the programmed activities, by involving local partners, contributing to the promotion of the project results also after the end of the project.

BERLINK is part of "ETN Group" with companies in Italy (Rimini), Spain (Malaga), Bulgaria (Sofia) and UK (Portsmouth).



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## Alfa idejos ir technologijos

[FITin.lt](#) (Alpha Ideas and Technologies) is a company that provides consultancy, coaching and non-formal education services.

[FITin.lt](#) idea originated when searching for an activity to make us happy, inspired and encouraged to keep going on. Activity, which would inspire not only us but also those we work and collaborate with. We've realised that every person has to find the right place in his life and business. The place he would perfectly fit in and feel well. Only then a person is able to fully realise the potential and reach their best while feeling happy, energized and inspired at the same time.

Today we are encouraging others to know themselves better, realise their potential, run successful business and simply be happy. We aim at bringing inspiration, positive attitudes and change into Lithuanian society, education and business. We work with those who are looking for a different perspective to the existing issues, especially – are looking for different angle in problem solving.

We help you to highlight your true values (fit values), set motivating goals (fit goals) and find inspiration (fit inspiration) to pursue them. Our goal is to become your partner on the road to professional success personal happiness!

We assist you in becoming more creative, finding different angle and perspective in problem solving, realising the potential, developing emotional intelligence and communicating with other people more effectively. We focus on coaching, creativity, personal development, career management, entrepreneurship and project management. [FITin.lt](#) team unites professional coaches, psychologist, trainers, experts of educational sciences, also experienced project managers. We work with well known international tools and instruments, e.g., Points

of You, ARTbundance, FourSight, Business Canvas Model, etc. We also work with a few tools developed by our experts (e.g., FIT4 model).

Since 2009 we provide consultancy services and experiential workshops for companies, teachers and individuals.

- ◆ For companies we provide coaching and consultancy services and organize workshops in the field of talent management, emotional intelligence development, creative problem solving, effective communication, change management, intercultural communication, the implementation of coaching culture, career management, etc. [FITin.lt](#) also organize different motivational and team building events for the employees of companies.

- ◆ For teachers and educational staff we offer workshops regarding competence development, fostering creative thinking, motivation raising, implementing coaching philosophy into educational practice.

- ◆ For individuals we organize seminars and workshops in the field of personal development, goal achievement, talent growth, career management, etc.

- ◆ For business starters we organize workshops and provide mentoring and consultancy services regarding the business plan development, design of business model and successful start-up and running of their business.

Visit our website @ [www.fitin.lt](http://www.fitin.lt) to learn more out about our activities, projects, and future plans!

We work with love and inspiration!

Let's keep in touch [info@fitin.lt](mailto:info@fitin.lt)!

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## Help Udruga za Pomoć Mladima Split

HELP is an NGO and all our activities are running in two ways through two main parallel programs: Youth Information Center (YIC) and Harm Reduction (HR).

The main goal of HR is HIV/AIDS prevention. YIC's task is to enhance the quality of youth life. The main goal is to enable young people to take more responsible and active role in the society. We collect and distribute as much useful information as possible, develop youth mobility through Europe, enhance non formal education and intercultural understanding, as well as stimulate volunteer's engagement among youth on international level.

We provide different international opportunities created for youth involvement and non-formal learning. As a result we have a large number of youth actively involved in volunteering activities on a european level (EVS). Since 2003 Help has been accredited as a host, sending and coordinating organization, and in 2008 it was nominated as the Contact Point for Croatia for the project EU "Youth in Action".

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## Second Chance School of Agrinio

The Second Chance School of Agrinio is an innovative public education organization for adults, whose scope is to enable adults to complete their compulsory education studies by attending a 18-month (2 x 9 months) curriculum .

It is one of more than 58 Second Chance Schools in Greece and covers the area of Aetoloakarnania, one of the largest prefectures in Greece.

It gives the chance to adults facing various problems (social exclusion, economic problems, lack of education and/or skills etc) to participate in this 2-year course and be awarded a certificate that enables them to enter the labour market equipped not only with typical but also with essential skills .



**Second Chance  
School of  
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## Training Vision Ltd

Training Vision was established in 2007 to help satisfy the growing demand for vocational training and cultural development opportunities in the UK.

It is concerned with the planning and management of international mobility and training projects for young students, teaching staff, young workers and organisations within the LLP, especially Leonardo da Vinci and Erasmus and all EU or National Programs promoting training mobility experiences abroad.

As an intermediary organisation, we receive participants from all over Europe and we organise for them work placements in different vocational areas. Training Vision also organises professional visits, seminars and socio-cultural programmes. Professional practice internships are offered in private sector companies, governmental organizations, NGOs, schools, colleges and universities. Progress is monitored through regular contact with participants and host companies, following the procedures of the ECVET system, on skills assessment and recognition.

Training Vision is also an accredited Trinity College Centre and provides language courses with qualified mother tongue teachers and preparation for the examinations GESE, ISE, SEW.

Training Vision is involved in several EU projects focused on motivation and enhancement of personal skills and competences developed through learning experiences abroad, and on the investigation of innovative methods to enhance the employability of disadvantaged people (PLAN VIEW).

Through its daily activities Training Vision shows its commitment in fostering the culture of mobility, by promoting intercultural dialogue, creativity and employability through quality work placements and cultural programs in Portsmouth.

Training Vision nowadays has a permanent staff of 5 people dealing with educational and work placement in all vocational sectors and management of work experience in the city of Portsmouth.

Our role in this project will be to ensure an active participation in the programmed activities, by involving local partners, contributing to the promotion of the project results also after the end of the project.

Training Vision is a member of the "ETN Group" with companies in Italy (Rimini), Spain (Malaga), Bulgaria (Sofia) and Germany (Berlin).

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## The Procedure

As the project unfolded, various meetings took place where different aspects of the project focus were discussed. All partners prepared and presented material for every aspect of the project focus.

The following paragraphs outline the basic concepts of each aspect.

## Computer one-to-one vs. E-learning systems - various European trends and approaches for developing a Consumer to Consumer business

The presentations and discussions focused on the different characteristics of the two learning systems. The basic points are outlined below:

### One-on-one computer training

- ◆ One-to-one refers to one computer for every learner
- ◆ the overall expense of one-on-one computer training is actually comparable to e-learning or traditional classroom learning
- ◆ one-on-one learning is more focused on an individualized sense of learning
- ◆ the learning process takes up less time

### E-learning

- ◆ learning using networked and/or multimedia technologies
- ◆ not restricted by geographical location or time limitation

Reference was also made to the new European trend for doing business online that is C2C online. An analysis of the new concept, as well as the basic pros and cons follows below:

### C2C online

The method used for this kind of commerce is very simple and practical, the business is done with a procurement of a company responsible for technology infrastructure, and both parties (buyer and seller) must be registered in the system, so they can give each other feedbacks of the transactions that can be visible on each member's profile.

## ADVANTAGES

- ◆ Eliminates intermediaries in transactions
- ◆ It is always available
- ◆ Provides users with an extra income for those who sell and those who buy for low prices

## DISADVANTAGES

- ◆ There is not necessarily a quality control
- ◆ There is no payment guarantee
- ◆ There are limited options for payment
- ◆ There can be also situations of fraud and a buyer can lose money if he/she does not use a secure payment option that can also offer a buyer guarantee i.e. PayPal.

## Training courses based on e- learning instruments LECTRON and MOODLE

The presentation and training focused on the basic features of LECTRON and MOODLE as e-learning instruments, as well as the benefits they offer to the potential user.

As regards the benefits these are outlined below:

**MOODLE** can be used to facilitate and deliver completely online courses asynchronously or with limited face-to-face interaction. In this sense it can be used to: Create, deliver and manage web-based content for courses. Also, to add online elements to traditional courses (to supplement current in-class instruction), as well as to assess integrated quizzes and grade books, manage course/content by upload course materials (audio, video, documents like .doc, .pdf,.ppt files), or link to other sites. Finally, to embed files and resources.

**MOODLE** is a student-friendly platform, as it can be used by the educator to continue class discussions online by chatting online with students, by engaging students in discussions forums or by helping students to collaborate over the internet within their groups and within the classroom.

The **main benefits** that come from the use of MOODLE are: It can engage all learning styles, provide multiple methods for learning the same material, decrease paperwork and engage digital natives where they learn best.





## Compare LECTRON as CMS and MOODLE as LMS

The presentation and discussions compared the basic features of LECTRON as a learning management system and MOODLE as a content management system, and discussed the reasons for using an LMS in the learning process.

**The differences** are outlined below:

- ◆ MOODLE as a Learning Management System is oriented to the interaction of teaching -learning.
- ◆ LECTRON as a Content Management System designates the set of solutions aimed at collecting, organizing and publishing digital content by a community of users.

As regards **the reasons for using an LMS such as MOODLE**, these may be:

- ◆ To change learning from a passive to an active participation by the learner;
- ◆ To direct the use more on interactive features to facilitate active learning;
- ◆ To support the view that learning process is not an event concentrated in a single time, but it is a continuous process.

## Communication guidelines in e-commerce communities - highly interactive tools via INTERNET for free-lancers

The presentation focused on the benefits of using on-line media for e-commerce, as well as on the basic guidelines for effective communication.

At first, the concept of e-commerce was explored with reference to the particular e-commerce categories (B2B, B2C, and C2C).

As regards the **benefits** of using on-line media for e-commerce, these are outlined below:

- ◆ Promotion of products and brand awareness
- ◆ Direct communication: retailer-customer interaction
- ◆ Customer loyalty

As regards the **basic guidelines** for effective communication, these were summarized as follows:

- ◆ Marketing insights - even free-lancers who choose not to pro-actively participate in social media can benefit by following the opinions expressed by consumers on such sites.
- ◆ Customization - the ability of a free-lancer to tailor products, services, and the transactional environment to individual customers.
- ◆ Simple Syndication - RSS- Users can add the website to their RSS feed so they receive a notification every time there is a new post. This can help potential buyers to gather real-time information and make sure the retailer's presence online is always relevant.

## Personalized plans for online business

This presentation focused on the different issues one has to take into account and decide on when developing a personalized plan for an online business. These issues are outlined below:

**Type of business:** one has to decide on issues such as: the Title; the logo; the Legal status of the company; the Object of activity; the Company profile;

**Management of company:** one has to decide on issues such as: the Manager; the Partners; the Team.

**Presentation of products and / or services:** one has to decide on issues such as: Name; Price; Branding and/or sourcing; Description/Features; Photo.

**Market Analysis:** One has to analyze areas such as: Existing and potential customers; Size of markets; Competition on the market in this segment; Trends in market.

**Objectives:** one has to decide on Short term or Long term objectives.

**Business strategy:** one has to think about: Product policy; Price/cost policy; Distribution policy; Promoting plan.

**Financial issues:** one has to think about the *Current financial situation* and make some *financial estimates* as to the forecasting of sales and the estimated expenses.

## Top Startup Questions

This presentation and the discussion that followed focused on the top questions one has to answer in order to start an on-line business step by step. These are:

**What kind of person makes a successful entrepreneur?** To answer this question one has to take into account issues such as Determination, Confidence, Interpersonal skills and Leadership ability.

**Why is a business plan important and who should write it?** To answer this question one has to consider issues such as Business Web site, Store banner design, Business description, Store policies Action plan.

**How do I determine my start-up costs and other expenses?** To answer this question one has to consider issues such as Web space and design - reliable web host, electronic equipment and take into account three types of costs: recurring costs; fixed costs and invisible costs.

**Why is competition important?** To answer this question one has to consider issues such as quality, customer service, Innovation, Identification of strengths and weaknesses.

**How can I better market my business?** To answer this question one has to consider a number of sub-questions such as:

- ◆ What exactly is your niche market?
- ◆ How large is the potential target market? Is it growing, stable or decreasing?
- ◆ Where do the consumers come from? (City centers, suburbs, tourists, international) What are customers buying behaviors?
- ◆ Why should they buy from you? (Price, quality, low shipping)

**What makes a successful marketing strategy?** To answer this question one has to consider issues such as:

- ◆ What good or service will your business offer? How is that product better than those offered by competitors? Why will people buy/want it?
- ◆ How much can you charge?
- ◆ How will your product or service be positioned in the marketplace? What kind of advertising will you use?

**How can I improve customer service in my business?** To answer this question one has to consider issues such as:

- ◆ Strategy: the customer comes first
- ◆ Flexibility: payment options, store return policy
- ◆ Disponibility - avoid miscommunication

## How to Start an Online Business

This presentation and the discussion that followed outlined the basic steps towards setting up an on-line business. Schematically these are:

1. Set Up Your Business
2. Create Your Online Store
3. Sell Your Products / Services



### Set up your Business

When setting up your business you need to take the following steps:

#### I. Define your product or business and find a niche market for it.

Starting an online business gives you the benefit of having access to lot of customers, but you also have a lot more competition. What should make your product different from everyone else's? To help your product stand apart from the rest, you'll need to find a niche market.

*How to do this?*

**Start with a market.** Most people who are just starting out make the mistake of looking for a product first, and a market second. To boost your chances of success, start with a market. The trick is to find a group of people who are searching for a solution to a problem, but not finding many results

**Check into the competition.** Figure out what isn't already being offered, and find a way to fill the market demand with your product.

#### Finding a need

- ◆ Visit online forums to see what questions people ask and what problems they're trying to solve.
- ◆ Do keyword research to find keywords that a lot of people are searching, but for which not many sites are competing.
- ◆ Check out your potential competitors by visiting their sites and taking note of what they're doing to fill the demand.

### **Offering originality or expertise**

- ◆ What makes yours different? To help your product stand apart from the rest, make sure it's truly original.
- ◆ Offer expertise in an area. Even if the product itself isn't very unique, your expertise might be a strong selling point.

## **II. Register your business:**

Take the following steps:

- ◆ You need to decide which business entity will work best for your company.
- ◆ You need to choose a name for your company and make sure you can use that business name.
- ◆ You need to add the appropriate suffix to your company's name. You need to draw up an operating agreement for your company, unless it's a sole proprietorship.
- ◆ You need to fill all necessary tax and registration paperwork with appropriate city, state and national agencies.

## **III. Register a domain name.**

**Register with a hosting service.** To do so you need to take certain steps:

- ◆ Choose a hosting service
- ◆ Use the availability checker
- ◆ Select other services
- ◆ Fill out their forms
- ◆ Pay them
- ◆ Use their tools



**Perfect your domain name.** To do so you need to take certain steps:

**Keep it current:** Choose a domain name that sounds current, and not like something out of the 90s or 00s. Avoid using numbers or letters for words (2, 4, U, etc), or other dated language

**Be professional:** Choose a name that sounds professional and legitimate. Unless you want to be mistaken for a porn site or a scam, choose a name that sounds professional. For example, don't name your travel website [Travel4U.biz](#) and instead go with something like [QualityTravel.net](#).

**Make sure it's readable:** The domain name should be easy to read. Avoid names that are made up of multiple words with the same letter or letters that look the same, such as wikihow world or wikiliki. On many computers and print media, these will be difficult to read correctly.

**Keep it short:** Shorter domain names are better, as these are easier to read, type, and remember. However, if your website can be easier to remember or stand out more at [wikiHow.com](#), rather than [wHow.com](#), then don't worry about it.

**Be memorable:** If someone is going to learn about your website by word of mouth, you'll want it to be something that's easy to remember. This is why it's best to name it after your business or after yourself (if it's something like a portfolio site).

**Choose something that's clearly you:** Tie your domain name to your brand rather than your product. This will help people find you more easily and be easier to remember. It can also cut down on the price of your

*Use Google's (and others') tools:* Maximize SEO (search engine optimization) by taking advantage of Google's tools, like Google Trends and Google Keywords. They can help you find easier searchable or more commonly searched alternatives, as well as provide expected search numbers

*Avoid copyright issues:* Don't name your site in a way that could become a copyright issue. That's a whole nightmare that you don't want to deal with. Don't confuse the terms with common intellectual properties or make it something that might be abusive to someone's copyright. For example, naming your website [DisneyMovies.com](http://DisneyMovies.com) or [PedoMickeyMouse.com](http://PedoMickeyMouse.com) is probably a terrible idea

**IV. Then you need to choose a Top-Level Domain.** To do so you need to consider the following before you choose for it:

- ◆ Choose a common TLD
- ◆ Indicate a business (by using .biz or .info domain for example)
- ◆ Indicate an organization (by using .org domain)
- ◆ Indicate a personal site
- ◆ Indicate your region
- ◆ Consider the final phrase (Make sure when you choose a name and TLD that you read out loud how the whole thing sounds together)

**V. Then you need to get a web hosting service.** To do so you need to take certain steps:

- ◆ Get enough Disk Space
- ◆ Check Bandwidth for data transfer capacity
- ◆ Look for uninterrupted Technical Support
- ◆ Ask for cPanel
- ◆ Secure your website with SSL Certificate.



# Success Factors and mistakes on starting on-line business

This presentation and the ensuing discussion focused on the success factors and the mistakes when starting an on-line business. Schematically these Success Factors include the website, the product catalogue and the users.

## Success factors

**Website.** The website has to:

- ◆ Be efficient and easy to use
- ◆ Be easy to navigate
- ◆ Include Insert buttons, and banners that call-to-action
- ◆ Include brief and clear product description

**Product Catalogue.** Points of success are:

- ◆ Propose a specific product help to become identifiable by its target
- ◆ Differentiate from competitors
- ◆ Keep constantly updated online catalog, maintaining a "News" section
- ◆ The product sheets should be very detailed to enable the user to acquire information as possible
- ◆ The width of choice is one of the key factors in the success of e-commerce

**Users.** As regard users one should:

- ◆ Collect feedback and improve by publishing user comments on products of your website. This is highly appreciated by users who come for the first time to the site
- ◆ Transmit security and confidence for users with some things such as:
  - > Highlight a phone call and the physical location of the firm;
  - > Respond promptly to requests from users (via email, phone, etc.)
  - > Use the stamps of quality seals that ensure the security of transactions.

## Mistakes.

Top Mistakes in Starting an Online Business include:

### ***Waiting too long to launch a product/service***

- ◆ Forget the numbers. "One million page views", "tens of thousands of subscribers", "half a million of revenues".
- ◆ Pay instead attention to generate value, not numbers
- ◆ Build something good, and word of mouth will do for itself the marketing part you need
- ◆ Don't implement an aggressive strategy of Spam in the various Forums and Social Network Sites: that kind of stuff has no value for people

### ***Starting with vastly wrong expectations***

- ◆ Slow and gradual steps. Always remember that the best advertising is word of mouth and the satisfaction of your customers.
- ◆ There is no failure worse than not even try. Experience is important; you will always have the opportunity to try again with a new idea in the future.

### ***Going it alone***

- ◆ Surround yourself with people competent and willing. Your customers are people, your suppliers are people, your service providers are people
- ◆ No one can succeed in business alone

### ***Not being different***

- ◆ Instead of simply trying to be better, you need to be different
- ◆ Focus on the important things.

### ***Choosing a topic you don't care about***

- ◆ Don't enter a niche where you do not have adequate skills
- ◆ Place on plate with too many projects at the same time the risk of not completing anything.

### ***Do not analyze the competition***

***Search for opportunities. Open your eyes and get to do to figure out what might be the people's needs and possible solutions to their problems***

## Usability and persuasion in e-commerce: key terms

### **Usability**

- ◆ Usability – a term that we hear almost everywhere we go on the web and for good reason.
- ◆ Good usability can mean the difference between one site's success and the downfall of another.
- ◆ Online store site usability practices

### **Online store site usability practices**

#### *Using email addresses instead of usernames*

- ◆ Usually people have much fewer e-mail accounts than random usernames and they tend to remember them more easily.
- ◆ Also, we know that emails are always unique so they make a perfect candidate to replace usernames.
- ◆ Using breadcrumbs to ease navigation
- ◆ Breadcrumbs are a great method to let the customer know at all times where he is on the site.

### *Visible contact information*

- ◆ Establishes credibility and provides a pleasant shopping experience

### *Visible search field*

### *Show recommended and related products*

- ◆ The goal of usability in e-commerce is to keep the shopping experience as pleasant and easy as possible.
- ◆ By showing recommended and related products online stores can significantly increase the user experience and more importantly sales.

### *Calls to action*

- ◆ An e-commerce site without sales is not going anywhere.
- ◆ Promotions, deals, and campaigns all help boost sales and what better way for them to draw customer attention than calls to action.

### *Security badges*

- ◆ Online shopping is still perceived as being unsafe. Online store owners are doing anything they can to demonstrate the security of their platform as best they can. Displaying security logos, badges is a great way of earning the customers' trust.

## **Usability practices for shopping carts and ordering processes**

### *Breaking up the order process*

### *Use copy in the order process that increases credibility*

### *Visible cart and content*

- ◆ Another widely used usability practice is to have the cart and its contents visible at all times. This allows customers to be constantly in control of their purchases.

### *Show every fee in the shopping cart*

- ◆ Hidden fees constitute one of the main reason customers have a bad online shopping experience. Having a transparent shopping cart is usability must.
- ◆ Confirmation page

## **Usability – Conclusion**

- ◆ Usability is crucial for e-commerce sites and since a happy customer will most likely return
- ◆ The current trend in application development requires graphic designers to be knowledgeable about secure code and protecting websites against the techniques used by hackers



## Persuasion in e-Commerce

*As an ecommerce retailer, your success is certainly dependent upon persuading customers to buy and continue to buy from you over a competitor*

### Persuasive Design

*"The next wave in Web site design is persuasive design, designing for persuasion, emotion, and trust. While usability is still a fundamental requirement for effective Web site design, it is no longer enough."*

User engagement rather than classic usability is what sets effective Web design apart today.

### The Critical Persuasion Objective

"Once a customer has entered a Web site, we must create a sense of trust, or there will be no transaction."

What you want to achieve?



### Evolution of Checkout Milestones

- ◆ Web Form Design
- ◆ Clarifying Requirements
- ◆ Real-Time Feedback
- ◆ Saved Accounts
- ◆ 1-Click
- ◆ Free Shipping
- ◆ Shipping Programs
- ◆ Psychological Motivators
- ◆ Mobile Input
- ◆ Digital Stores in Physical Locations
- ◆ Digital Shopping in Physical Stores
- ◆ Shopping Devices

# How to create a more effective web-site in order to spread products: strategies suitable to specific objectives

## Design Your Website As Effective Marketing Tool

- ◆ Basic principle of good usability: provide information that fulfills the immediate needs of your site visitors
- ◆ 98% percent of small business owners already use their website as primary marketing tool. It is therefore essential that your site does not only look nice, but also performs well regarding your marketing goals.
- ◆ When creating a website, one of the most important aspects is to focus on communication of your website with your visitor.

## Break the Rules

- ◆ express your creative side
- ◆ customize your website
- ◆ keep trying new things
- ◆ create a unique, distinct user logo

**e-Commerce web-site:** See it as a fully transactional operation where visitors:

- ◆ shop
- ◆ compare features
- ◆ read product information
- ◆ complete their purchases onsite with credit cards

## Site Navigation

- ◆ display internal links along the top of their pages
- ◆ if you're not displaying your navigation up top or on the left-hand margin, you're probably forcing your customers to learn how to use your site instead of learning about you.

## Which image format should you use?

- ◆ The two factors to consider are: file size and image quality.
- ◆ You want to keep the file size down for quick viewing while maintaining the best clarity.
- ◆ In general photographs should be jpgs, and graphics - solid blocks of color (non-photorealistic images) should be gifs.
- ◆ Use .jpg for photos.
- ◆ Use .gif for graphics.
- ◆ There is an up-and-coming format, PNG, which is only supported by the leading browsers in version 4 and above, and it's beginning to replace .gif.

## Image Resolution

- ◆ Low-resolution images are used on the Web
- ◆ High-resolution images are reserved for print.

## **Make Your Words Look Meaningful**

Understanding and conveying the hierarchy of information may be the most important aspect of page design. Consider what you want readers to see first, second, and third.

A book or magazine often organizes information (after visual images) by title, subtitle, and paragraph; try to approach your information in the same way.

### **Make your title jump.**

- ◆ make it larger than the rest of the text
- ◆ make it bold
- ◆ make it a different color

Your subsections, whether they're subtitles or introductions, should stand apart from the paragraphs, but make them less noticeable than your titles.

## **Optimize for Speed**

Make sure your images are optimized:

- ◆ Choose the most efficient format between .gif or .jpg
- ◆ Crop to show only relevant part of the image
- ◆ Convert the image to the fewest possible colors without distorting it
- ◆ Next, clean up your HTML.
- ◆ Avoid tables within other tables even though it sometimes makes for better design. If you want speed you may have to sacrifice design.
- ◆ Make sure all images have proper height and width.

## **Usability test**

1. Recruit your friends and family to try out your site.
2. Go to their houses (where they may use different Web browsers or operating systems)
3. Watch them click
4. Give them some tasks to do: place an order, get contact information, find something specific

**Observe them!** If they get frustrated or take a long time, then you know you may have more work to do.

## **How to adapt website to local culture**

**Standardize:** translations of the website without any modifications

**Localize:** adjustments accordingly to culture, local context, traditions, etc.

**Compromise:** different level of adjustment

### ***Cultural levels***

*Perception:* focus on language, colors

*Behavior:* focus on cultural values

*Symbols:* focus on perceptions of signs and symbols

## Symbols

*Country-specific symbols:* everything that represents style of life or culture-specific knowledge: visual metaphors (e.g. star, cross), figures, photos, gestures, forbidden issues (e.g., beef in India)

*Pictograms:* Is the pictogram well-known in this specific culture, e.g. yellow school-bus

*Meaning of colors:* e.g., green in Egypt is the symbol of fertility, security in USA and crime in France

## Behavior

- ♦ cultural dimensions (Hofstede, Lewis, etc.)



Differences are determined by:

- ♦ values
- ♦ traditions
- ♦ social-economical development state
- ♦ language
- ♦ climate
- ♦ etc.

## Online Merchandising – Selling in wide Digital Area

**GOAL:** to make products in the online store discoverable and desirable to customers.

In fact «*merchandising refers to the variety of products available for sale and the display of those products in such a way that it stimulates interest and entices customers to make a purchase...*».

Online merchants typically don't select or manage the inventory, but they optimize the performance of the inventory in the online store environment based on customer behavior.

Online merchandiser's tool set:

- ◆ Sophisticated on site search tools,
- ◆ Product recommendation software,
- ◆ Product videos,
- ◆ Side by side product comparisons,
- ◆ Enhanced visualization tools,
- ◆ Reviews and ratings.



### What makes a great online merchant?

Successful online merchants don't have to be tech heads but they have to be comfortable doing things in a technology based environment and driving improvements with technical tools.

More they have actually worked in a physical store, more they are collaborative, participating in decisions about site design, new features & tools, marketing offers and product mix of the online store.

### Steps to increasing Ecommerce sales using merchandising techniques

#### 1. Know your customer

The anonymity associated with online customers is one of the biggest challenges to overcome in successful Ecommerce merchandising.

You just need to know what to look for.

- ◆ Marketing Channel – Where did your visitor come from?
- ◆ Visit history – Is this their first visit to your website? If not, what did they look at last time?
- ◆ Device – Are they on a mobile device, tablet or traditional desktop?
- ◆ Geography – Where are they in the world – do they have a store nearby?
- ◆ Seasonality – What is happening in the macro-environment? Is it Christmas/Easter/Summer?



## 2. Demonstrate depth of product knowledge

You need to know all about your products and where they sit within the overall range.

The most important product groups to know about are:

- ◆ **Best Sellers** – These will form the foundation of your revenue;
- ◆ **Slow Sellers** – Perhaps these are doing well in other channels of your business, but just not working online, these offer an opportunity to review merchandising and improve sales;
- ◆ **New Products** – Depending on your industry, new products might be very important to you and your customers;
- ◆ **Branded Products** – Products that are most likely sold by your competitors.

## 3. Facilitate finding products

There is an unknown number of potential journeys visitors can take en-route to your products.

Online Merchandising also gives the unique opportunity to guide visitors' journeys. This can be done through a variety of techniques including:

- ◆ On-site search
- ◆ Banners
- ◆ Product Recommendations
- ◆ Landing Pages
- ◆ Content

## 4. Sell your product

- ◆ **Product Imagery** – one of the biggest drawbacks of online selling is the inability to touch and feel a product before purchasing. However, good quality imagery, videos or 360 spin shots help a customer feel closer to a product.
- ◆ **Ratings/Reviews** – research has shown that 61% of customers read reviews before making a purchasing decision.
- ◆ **Copy/Specification** – The product copy that you provide has to be detailed enough to answer questions, but snappy enough to hold attention.
- ◆ **Cross-sells** – Cross-sells give the opportunity to steer your customer to other products, display the depth of your range and offer alternatives.

## Powerful methods to promote virtual business

Creating an online presence allows your business to be found via search engines, making it possible for users to obtain your contact details, find your hours of operation and research your products.

### How to start promoting your business online...for free

- ◆ Set up a free website with weebly or Wix or similar
- ◆ Include your business on google via a free Google Business Listing
- ◆ Get listed in free directories related to your target market and the products or services you offer
- ◆ Create an email signature with your contact and business info for free at [mylivesignature.com](http://mylivesignature.com)
- ◆ Order free business cards from Vistaprint
- ◆ Sign up from free online banner exchange

### Be social...

- ◆ Create a free business Facebook Fan Page
- ◆ Create a free Meetup Group on [www.meetup.com](http://www.meetup.com)
- ◆ Post free classifieds informing people of your products and services
- ◆ Create a free newsletter and sent it periodically to your leads
- ◆ Get free word-of-mouth referrals from satisfied customers
- ◆ Ask your past clients for free referrals

### Spread the word

- ◆ Make an EBook for free and give it away to prospects at no cost
- ◆ Comment on blogs with constructive feedback and get free exposure
- ◆ Offer free consultation sessions or product reviews
- ◆ Submit guest blog posts to other popular blogs and get free traffic from their sites

### Keep your leads...

1. Host a giveaway for a sample of or a gift certificates for your product or service for free
2. Cross promote and partner up with other business to promote your business while you promote theirs
3. Generate free generic traffic through SEO
4. Develop an app for free and include your branding within it

### And transform them in clients

- ◆ Write articles related to our products or services and publish them on Ezine Sites to reach an audience interested in your products and services
- ◆ Write and publish a Press Release about your lunch, product, service features for free e.g. at [prlog.org](http://prlog.org)

# How to create a personal brand for an on-line business: copyright issues

## What is a Brand

A brand, as defined by the American Marketing Association, is a ***"Name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers."***

In short, it's how the public views and feels about the values, products/services and personality of your brand.

## How important is a brand's identity?

1. Well, would Nike be the same without its Swoosh and "Just Do It" tagline?
2. Would Facebook be the same if it weren't blue?

## What if you create a great brand identity?

If you've created a great brand identity, here's positive results you'll see:

- ◆ Makes a great first impression.
- ◆ Distinguishes you from the competition.
- ◆ Increases brand awareness.
- ◆ Establishes brand loyalty and trust.
- ◆ Delivers the products/services you promised.
- ◆ Inspires employees.

## 5 Simple steps to build a brand

### *How to Define your Brand*

- ◆ You must ask some questions:
- ◆ What kind of company is it?
- ◆ What are my goals?
- ◆ What differentiates us from the competition?
- ◆ How can we produce the best products or services?

### *Create a logo*

A logo is your visual identity.

The logo design must have certain qualities:

- ◆ *Unique* - make sure it distinguishes from those of competitors;
- ◆ *Visually appealing* - it must be nice to see,
- ◆ *Stimulating* - the sight of your logo must give people some stimulation to buy;
- ◆ *Standardize* - easy to print, readable in different sizes, colors, always recognizable.



### ***Rely on professionals***

To save money in this field is equivalent to losing money. Look for an agency with proven experience and projects to show you.

### ***Give Style to your work***

The logo, the website and any other element of promotion must be coordinated with each other.

This can be representative of your professionalism, seriousness and attention that you can put into your business.

All this is a way to hit further your customers, obtain their loyalty and to increase confidence in the professional that you are placing.

### ***Take advantage of Social Media Marketing***

New technologies offer many advantages about marketing.

Using social networks, you can advertise your brand without spending a lot of money, but with the security to achieve both those who are already your customers both potential ones.

However, the web marketing takes a long time, a lot of attention to avoid not become annoying, unwanted or even be labeled as a spammer, creating damage to your business rather than bringing benefits.

### **Protecting Brands and Identity**

Company brands and images are often worth many times more than anything created in product and process patents or in copyright

Protecting brand value is very important to large successful firms

#### **Fields**

- ◆ Domains
- ◆ Copyrights
- ◆ Patents
- ◆ Trademarks

### ***Domains***

- ◆ If you want to spread brand awareness, keep customers up-to-date with the latest happenings or simply have potential customers learn more about your brand, then you need a website.
- ◆ Your domain has to be unique, short, easy to remember, easy to type, and fulfill expectations.
- ◆ You should purchase .com, .net and .org versions for branding. This will prevent anyone else from riding your coattails
- ◆ Keep in mind that there are now other options out there instead of just the traditional .com, .net and .org

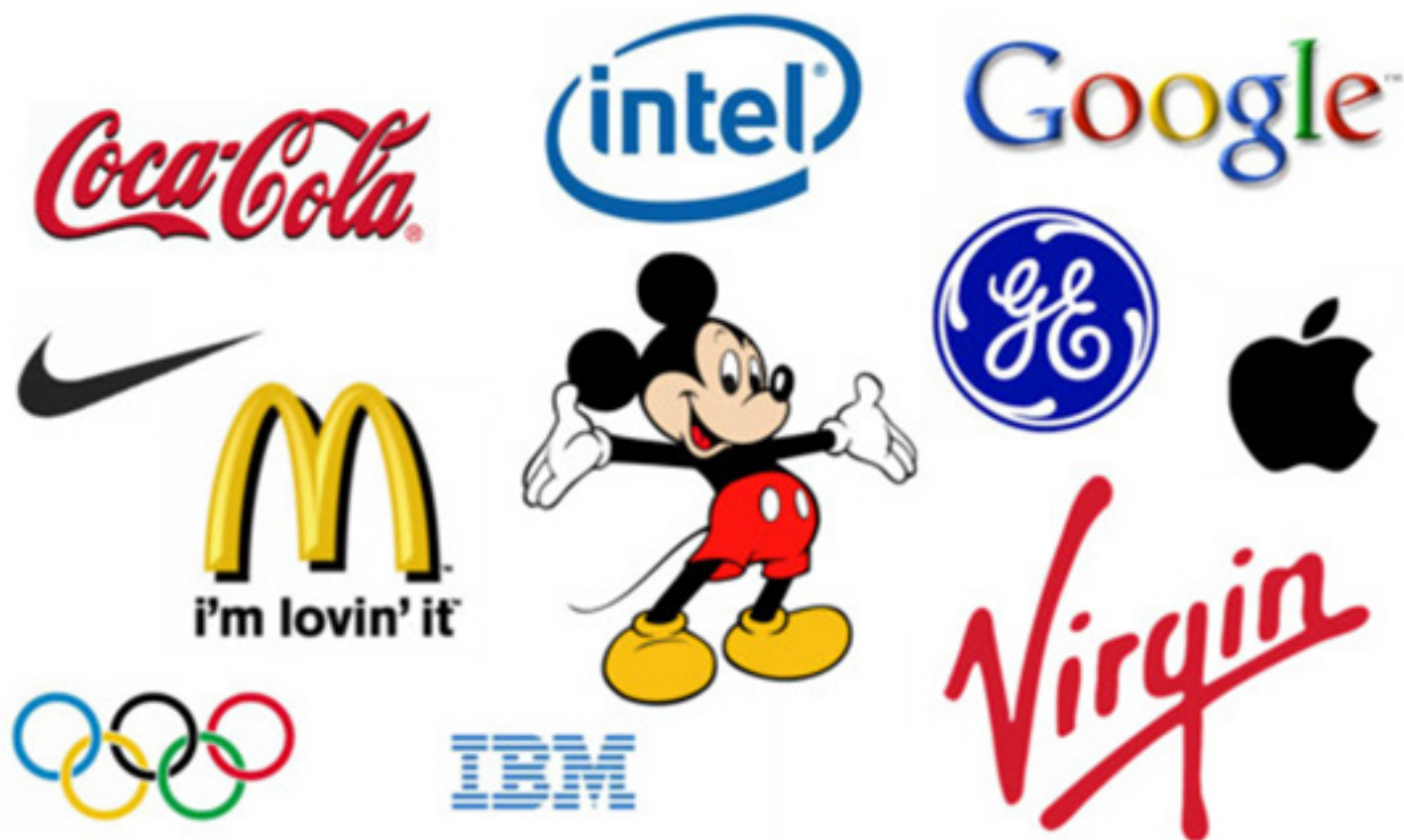
## Copyrights

- ◆ Protect a work of art, which is valuable
- ◆ If you've created a logo, piece or music or any "original works of authorship," then you should have it copyrighted
- ◆ This makes sure no one else can profit or display your work without consent.
- ◆ A copyright also ensures that another company doesn't steal something like your logo.
- ◆ This will help set your brand apart from your competitors.

## Patents

- ◆ protects an invention, which is clearly valuable to society in some way
- ◆ If you've invented something really unique and revolutionary, then you'll want to get a patent.

## Trademarks



- ◆ The United States Patent & Trademark Office defines this as "a word, phrase, symbol, and/or design that identifies and distinguishes the source of the goods of one party from those of others."
- ◆ Trademark protects a company's image and brand, which may be less clear in value to society
- ◆ Trademark idea originated in desire to protect craftsmen and avoid confusion to customers
- ◆ Registering for a trademark basically puts the public on notice that this particular symbol or phrase belongs to your company.
- ◆ Just as with a copyright, this sets you apart from everyone else.
- ◆ Before registering for a trademark, make sure that it's free to use by searching the Trademark Electronic Search System (TESS).

## **Community sources**

*Directive 2004/48 / EC of the European Parliament and of the Council of 29 April 2004 on the enforcement of intellectual property rights.*

*Directive 2008/95 / EC of the European Parliament and of the Council of 22 October 2008 on the approximation of the laws of the Member States relating to trade marks.*

*Regulation no. 207/2009 of the Council of 26 February 2009 on the Community trade mark*

*EC Regulation 2868/95 of 13 December 1995 implementing Council Regulation (EC) No. 40/94 on the Community trade mark (as amended by Regulation no. 355/2009 of the Commission of 31 March 2009).*

*EC Regulation 2869/95 of 13 December 1995 on the fees payable to the Office for Harmonisation in the Internal Market (as amended by Regulation no. 355/2009 of the Commission of 31 March 2009).*

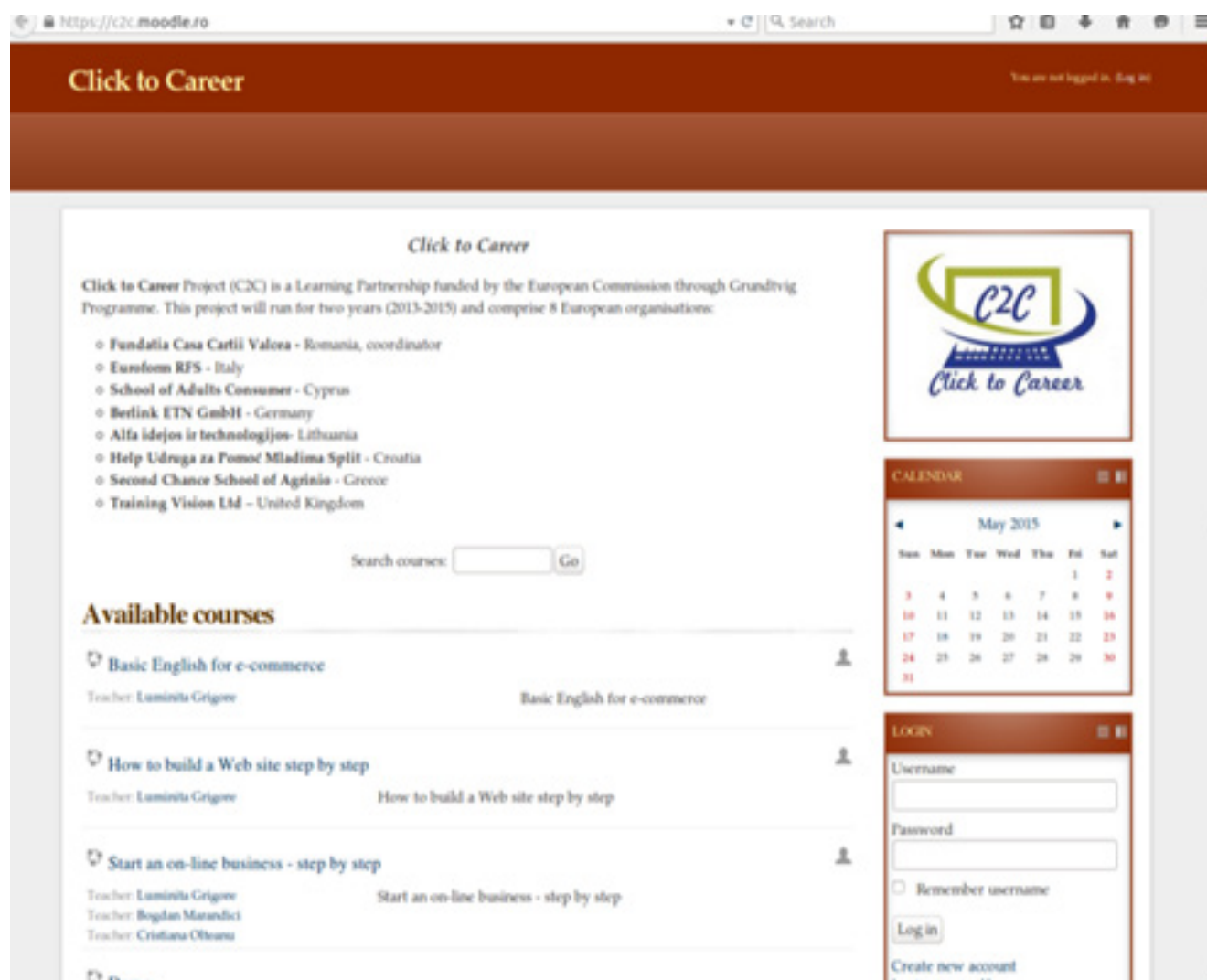
*EC Regulation 216/96 of 5 February 1996 laying down the rules of procedure of the Boards of Appeal of the Office for Harmonisation in the Internal Market.*

# Outcomes/ Results

## Moodle Platform

The main outcome of the project is an online learning platform with three (3) different courses. The team decided that this platform should be one of the most popular Open Source LMS platform, Moodle (<http://moodle.org>).

So we established the appropriate infrastructure (the platform) which is accessible at <https://c2c.moodle.ro/>



In this platform a user can have access to all three available courses that we created during the project.

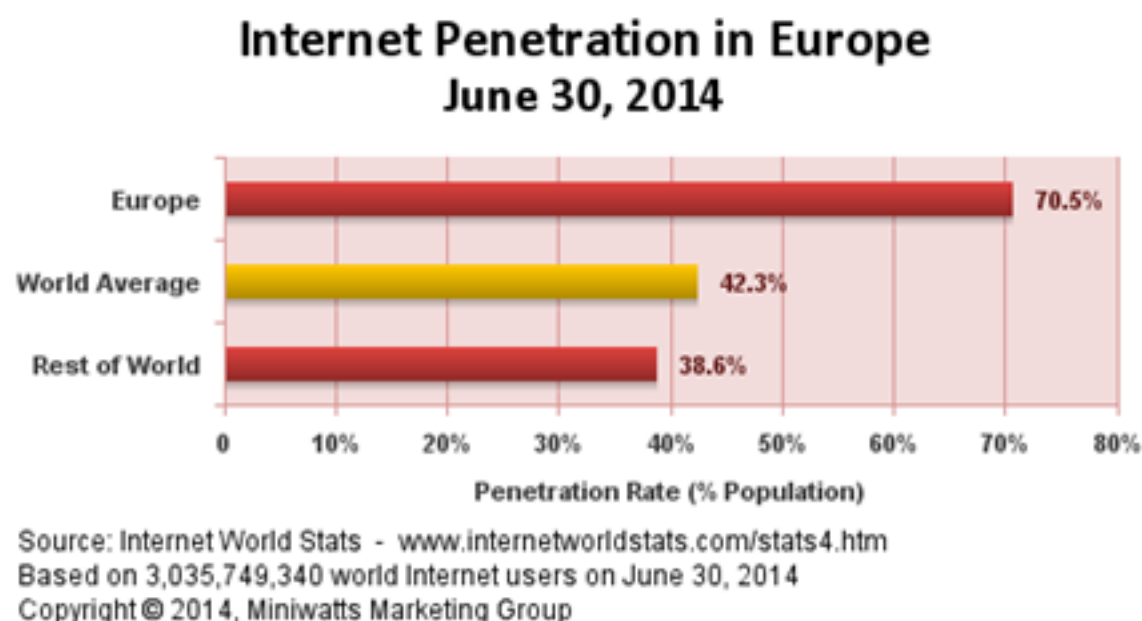
## Comparative Study

The purpose of this study "On-line Business – an Alternative Career" is to make a comparative analysis of various items related with e-Commerce in different European countries. The study intends to find the specific elements for each country that influence the development of e-Commerce.

'On-line' is defined as sales where the final transaction is made over the internet or at a distance, irrespective of whether the internet has been used for browsing and price comparisons. The modern idea of e-business refers to a different business culture, structure and organization. To really get into the field of e-business a company must redefine the nature of adopting a holistic approach to all its activities. That is for example to use a single structure, a common application platform and a uniform way of thinking about all the work.

E-Commerce area will continue to advance and evolve in time, and some of the highly tools or current trends might evolve more in the future or might become obsolete. Above all trends, e-Commerce communities need to be permanently informed to make sure that the quality of the product and the quality of customer support they offer are highly competitive, as these are the things which produces re-orders for e-Commerce site.

E-Commerce is growing rapidly, and number of new buyers on Internet is increasing every day. The Internet is now the main infrastructure for electronic trading and alternative banking. The Internet is also the most important medium influencing the purchasing decisions along with advice received from friends and family.



"On-line Business – an alternative career" is a comparative study based on analyses done in eight European countries by the C2C partner organizations: Help Udruga za Pomoć Mladima Split – Croatia, School of Adult Consumers – Cyprus, Berlink ETN GmbH – Germany, Second Chance School of Agrinio – Greece, Euroform RFS – Italy, Alfa Idejos ir Technologijos - Lithuania, Fundatia Casa Cartii Valcea – Romania and Training Vision Ltd – United Kingdom.

The complete document is located at <http://clicktocareer.mixxt.eu/networks/files/file.191843>.



## Online Courses

During the project 3 e-Learning courses produced and hosted at the Moodle platform. All partners contributed material for these courses and discussed all the different aspects in order to create the optimal course material for the eLearning platform.

These courses are:

### Basic English for e-commerce

This course is about the learning of the Basic English that should know a new e-Businessman. The course material is in pdf format and can be found at [http://issuu.com/kraftangelautistic/docs/basic\\_english\\_for\\_ecommerce](http://issuu.com/kraftangelautistic/docs/basic_english_for_ecommerce)



E-learning course  
"Basic English for e-commerce"



## Click to Career Grundtvig Project



[www.english-trainer.blogspot.com](http://www.english-trainer.blogspot.com)

### E-learning Course

## "Basic English for e-commerce"

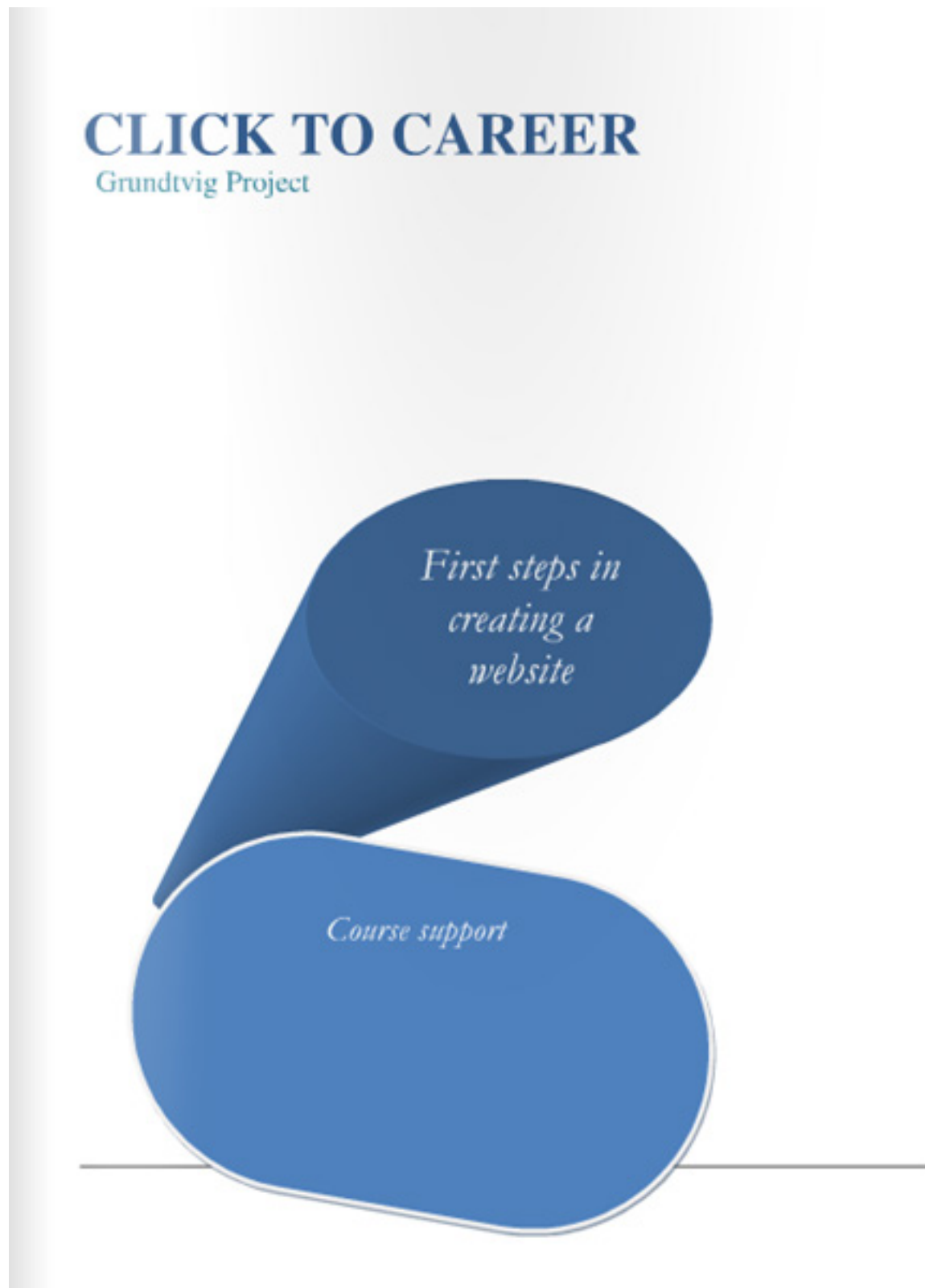
comprising a basic vocabulary for using English in  
e-commerce and a set of assessment tests

This project is funded with the support of the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use that may be made of the information contained therein.

## How to build a web site step by step

This course describes the main steps that an entrepreneur should follow in order to build her own web site. The course is focused on how to create a site in mixxt platform and describes most of the functionality of the platform and how to use it.

The course material is in pdf format and can be found at [http://issuu.com/kraftangelautistic/docs/curs\\_eng](http://issuu.com/kraftangelautistic/docs/curs_eng)



## Start an online business step by step

This course describes all the necessary aspects regarding the establishment of an online business. It involves the abovementioned issues:

- 1) What is e-Commerce and e-commerce categories
- 2) Strategies for a successful online business
- 3) Promotion via Social Media
- 4) Marketing - Guidelines for effective communication
- 5) M-commerce

The course material can be found at <https://c2c.moodle.ro/course/view.php?id=3>

## Start an on-line business - step by step -



## INTRODUCTION TO ONLINE BUSINESS

This course reflects the views only of the author, and the European Commission cannot be held responsible for any use that may be made of the information contained therein.



# eBook

The eBook that you are reading right now.

The purpose of this e-book is to provide a brief outline of the Click to Career Partnership. More specifically, to provide a brief description of the aims of the project, the partners, the procedure and the outcomes/results. It is hoped that the structure and content of this e-book will provide a useful road map for those willing to undertake similar projects in the future.

## Study Visits

During the project meetings, all host partners were obliged to schedule some study visits relative to the main subject of every meeting. All partners managed to organize very educative and interesting study visits mostly at local companies.

Next we present all the study visits per country and the purpose of every such visit.

### Rende, Cosenza – Italy

Study visit to an Italian jewellery workshop. Participants took pictures and souvenirs.

**Results:** Visit to an Italian traditional manufactory in gold and silver

**Relevance to the project objectives achievement:**

- ◆ To provide a culturally enriched experience
- ◆ To make communities aware of the opportunity to promote good and services all over the world using the Internet.

### Kaunas - Lithuania: Kaunas Technological University's Startup Space

On the second day of C2C meeting in Kaunas, partners were invited to visit KTUStartup Space, an informal internal business incubator established by KaunasTechnological University. KTU Startup Space offers space, events, community, consultancy, assistance and articles on startups, technology, programming, and muchmore. The representative of KTU Startup Space made a presentation about the main activities of Startup Space, companies that are/were incubated, results achieved so far and future prospective.



Partners were asking questions like:

- ◆ Do you build Wiki-like content (web pages) with some interactive exercises, simulations, etc?
- ◆ How do you measure the outcomes of your processes?
- ◆ How is your work related with consumers?
- ◆ How many employees work in Startup Space?

Partners also visited one of the companies located in Startup Space and had the opportunity to get better acquainted with activities of the company and how Startup Space is assisting in the development of the company.

**Results**

Partners established a common understanding and outlook, made contacts with start-up support structure in Lithuania.

**Relevance to the achievement of project objectives**

The activity directly helps to achieve project objective „to identify and exploit opportunities for development of entrepreneurship condition for our Target Groups in ICT“.

## Kaunas - Lithuania: E-Learning Technology Centre at Kaunas Technological University

The main goal of KTU E-Learning Technology Centre is to let teachers from university and other educational institutions raise their qualification by expanding competency in distance learning field: gaining practice in capacity of usage modern informational technologies, creating and providing courses and modules based on contemporary IT solutions all around of Lithuanian and Europe's continuous studies market.

The E-Learning Technology Centre offers video conferences, web solutions, development of online courses and multimedia. Representatives from KTU E-Learning technology Centre presented history of distance and e-learning education development in Lithuania and main activities and projects developed and implemented by the Centre. They emphasized the very new and very successful initiative – currently they started to provide an open platform for e-courses for schools in Lithuania (free of charge).

Project partners had the following questions to the manager of the Centre:

- ◆ In what ways the centre tries to reach its potential „customers” and in what ways it offers its services?
- ◆ Do you offer learning contents via mobile devices?
- ◆ How e-learning technology may help for start-up companies?
- ◆ What are the characteristics of a typical future entrepreneur who studies at your Center?
- ◆ How is in Lithuania e-learning addressed to handcrafts?
- ◆ How much Lithuanian handcrafts get used with e-learning and other internet tools?

## Portsmouth – UK: Insight4life

Study visit to [Insight4life](#), an online English company that provides online counseling to students and schools in England, Spain, Italy and Germany.



On the 11th of July the group of Click to Career had a study visit at Insght4Life. This company is a web counselling company that works in the field of wellbeing. It provides motivational support to help people feel good about themselves, to find out who they really are and what they want in their life, learning how to make these wanted changes by a new and more positive way of thinking.

Everything is web-based and during the visit the Manager explained the core business and the strategy they adopted to reach many schools in England and in Europe.

**Relevance to the project objectives achievement:** to provide a practical example of an online business

## Berlin – Germany: Apple Store Berlin – Selling in wide Digital Area

Study visit to [Apple Store Berlin](#), a company that provides online tools to customers from all around the world. The company deals not only with development of online tools, programs and applications but also sells online, provide high quality service online and have one of the best marketing strategies on the whole market.

- ◆ Visit to a big, worldwide known company, dealing with e-commerce, development of tools, marketing and sales.
- ◆ to provide a practical example of online business

## Paphos– Cyprus: Aphrodite delights

Study Visit: "[Aphrodite delights](#)" factory of traditional delights «Loukoumia» in Paphos, where the participants were offered information on how the business evolved during the previous years and "took part" in the packaging procedure.



The story of Aphrodite Delights began in 1895, when Sophocles Athanasiou returned to his home village of Geroskipou in Cyprus after many years of travelling and living overseas.

He established the delights industry and his 'Loukoumi' soon became a local favorite.

Word quickly spread to the rest of the island and people began to travel to the village especially to indulge in these sweets, making Geroskipou synonymous with this fine confectionery.



## Agrinio– Greece: Gaea



On the first day of the meeting, March 26 2015, in the afternoon, all partners participated in a study visit to a food processing company situated on the outskirts of Agrinio, [Gaea](#).

The company specializes in products that characterize the Mediterranean Greek cuisine, based on olives and olive oil.

At the beginning of the visit the partners were informed about the company's vision and philosophy, in particular about the corporate's strategy to promote and sell in the international markets and Greece a Portfolio of authentic Greek Mediterranean products consisting of both innovative value added recipes and traditional ingredients.

Next, the participants were taken through a guided tour through the factory's production lines: the olive oil bottling line, the olive bottling line and the line for the production of spreads, dips and sauces.

Finally, the participants were informed of the company's promotion plans and strategies, especially with the use of ICT.

**Results:** Visit to an extrovert Greek food manufacturer, a pioneer in its field.

**Relevance to the project objectives achievement:**

- ◆ To provide a culturally enriched experience
- ◆ To make partners aware of the opportunity to promote goods and services all over the world with the use of ICT.

## Dissemination

This chapter refers to the dissemination methods and techniques used by the project partners to address local communities. It was important to decide the different dissemination activities that would be most relevant for each case and circumstance during the lifecycle of the project. The purpose of the dissemination plan was to:

- ◆ **Raise awareness** – let others know about the developments in the project
- ◆ **Inform** – educate the community
- ◆ **Engage** – get input/feedback from the community
- ◆ **Promote** – “sell” outputs and results

To this end each partner used a variety of methods and techniques to reach local audiences. These are presented below.

### C2C Logo

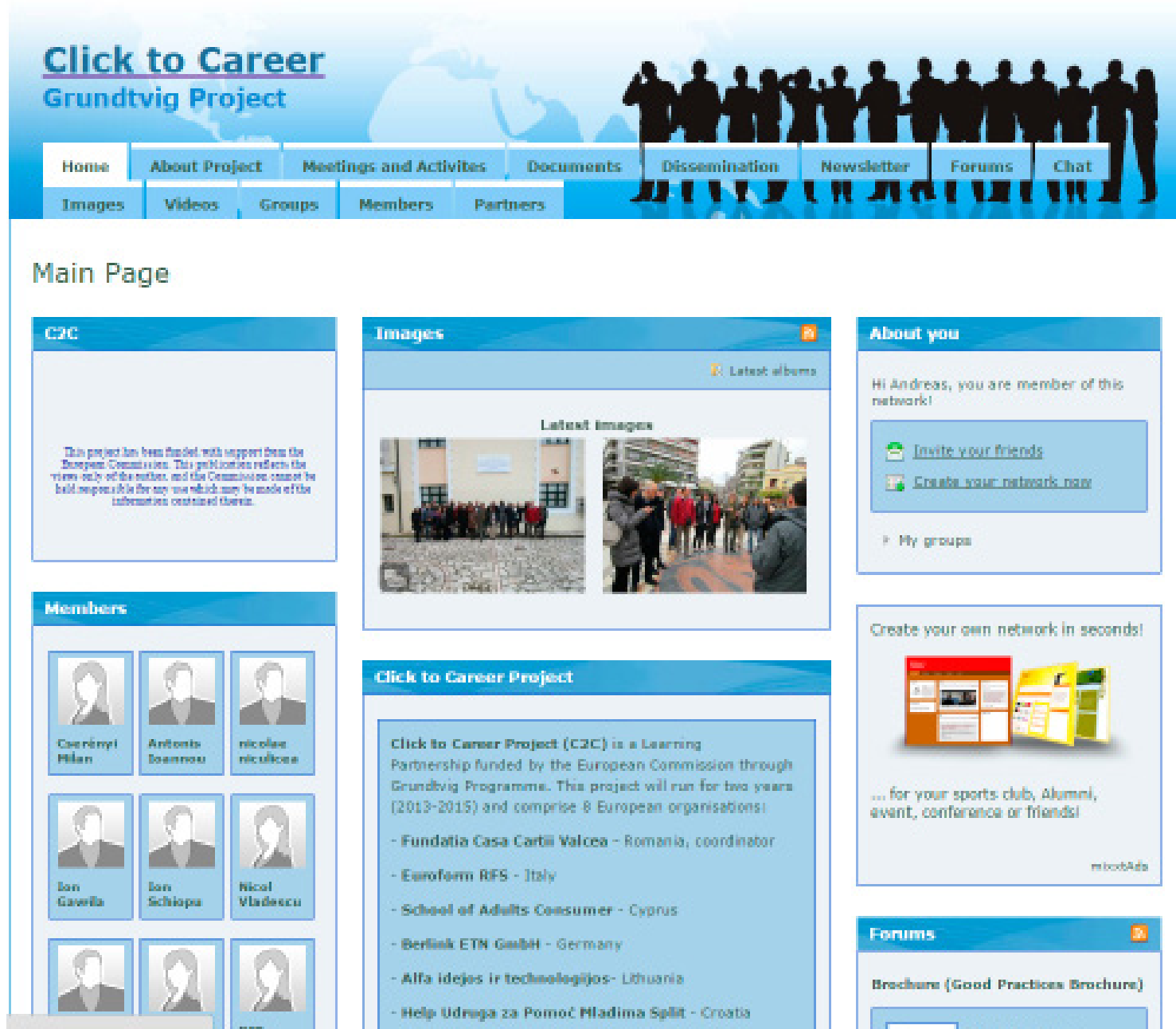




## Programme's Website

For the purposes of the project we decided to use an online collaboration platform, mixxt, because it offered a variety of collaboration tools and functionality.

We created the web site at <http://clicktocareer.mixxt.eu/> which every partner should use to create member accounts for its personnel.



# Flyer

## Grundtvig: practical learning for adults

The Grundtvig programme focuses on the teaching and study needs of learners taking adult education and 'alternative' education courses, as well as the organizations delivering these services. It aims to help develop the adult education sector, as well as enable more people to undertake learning experiences, notably in other European countries.

Launched in 2000, Grundtvig aims to provide adults with more ways to improve their knowledge and skills, facilitate their personal development and boost their employment prospects. It also helps to tackle problems associated with Europe's ageing population.



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible.



Click to Career

2013-2105

Lifelong Learning Programme  
Grundtvig Learning Partnership



The aim of the project is to identify modern tools, to transfer knowledge and exchange experience for accessing new employment opportunities and for assistance in developing an online Consumer to Consumer business for adults.

### OBJECTIVES AND STRATEGY to create powerful learning tools for adult education

- to discover and exchange ideas, experience, methods and knowledge requested by starting an on-line business such as Consumer to Consumer
- to support a social framework of education by producing C2C on-line courses on MOODLE platform
- to provide e-learning courses for guidance in creating a personal web page
- to motivate people who are in a social deadlock to improve their lives by developing a personal online business



### C2C Online Courses MOODLE E-LEARNING PLATFORM

We will develop during this European learning partnership three on-line courses using MOODLE - a global design software package for providing courses on Internet and it is intended to support a social constructionist framework of education. The courses is designed specifically for unemployed, housewives, craftsmen, artists, people who activate in one of a creative art

Log here to become our student: <https://c2c.moodle.ro/>

## motivating people to become freelancers

### Rationale

Opening an ordinary store implies the existence of a considerable investment fund, wasted time and economical knowledge. During C2C project will be created opportunities for developing business on-line that allow craft-men and amateur artists to take advantage of their products.

### Target Group

The project aims to capitalize practical and artistic potential for adults, in particular persons people who are in a social deadlock to improve their lives by developing a personal online business .

<http://clicktocareer.mixxt.eu/>

Course no. 1. "Start an on-line business - step by step" - software, law and steps required in order to open and administrate an online business type Consumer to Consumer .

Course no. 2 "How to Build a Web-site - step by step"

Course no. 3 "Basic English for e-commerce " - comprising a basic vocabulary for using English in e-commerce and a set of assessment



### Methods and tools

The project is based on in-formal and non-formal education and includes activities such as: workshops, training courses, outdoor activities and study visits. Project web-site, our MOODLE e-learning platform, flyers, brochures and e-books allow us to motivate people to become freelancers. Using these tools we'll be able to stay directly in touch with all people interested in order to share information and exchange good practices.



EIGHT COUNTRIES  
EIGHT ORGANIZATIONS  
ATTRACTIVE PATTERNS  
IMPROVING ENGLISH  
MEETING NEW PEOPLE  
E-LEARNING PLATFORM  
TREE MOODLE COURSES

### PARTNERSHIP

ROMANIA  
Project Coordinator  
Fundatia Casa Cartii  
Valcea

[www.fundatiacasacartii.ro](http://www.fundatiacasacartii.ro)

ITALY  
Partner  
Euroform RFS

[www.euroformrfs.it](http://www.euroformrfs.it)

CYPRUS  
Partner  
School of Adults Consumer  
<http://www.cyprusconsumers.org.cy/>

GERMANY  
Partner  
Berlink ETN GmbH  
[www.berlink.eu](http://www.berlink.eu)

LITHUANIA  
Partner  
Alfa idejos ir technologijos  
[www.fitin.lt](http://www.fitin.lt)

CROATIA  
Partner  
Help Udruga za Pomoć Mladima  
Split  
[help-split@st.htnet.hr](mailto:help-split@st.htnet.hr)

GREECE  
Partner  
Second Chance School of Agrini  
<http://sde-agrin.ait.sch.gr/>

UNITED KINGDOM  
Partner  
Training Vision Ltd  
[www.trainingvision.co.uk](http://www.trainingvision.co.uk)

## Brochure

For the purposes of the project we created a brochure in which there is a presentation of the project and each partner.

The title of the brochure is "Click to Career Good Practices Brochure" and you can download it from <http://clicktocareer.mixxt.eu/networks/files/file.193397>.



### **Click to Career Good Practices Brochure**

2013-2015

**C2C Grundtvig Partnership**





# Press Conferences - Newsletters - Articles

During the project meeting, every partner collected and prepared informative material regarding the project and the particular meeting and used it for dissemination purposes.

So, various press conferences took place, there were plenty of press releases, article at the local press and many other promotional activities.



Mokymosi  
visą gyvenimą  
programa

## C2C SUSITIKIMAS LIETUVOJE

Balandžio 7-8 dienomis Kaune vyko trečiasis C2C projekto susitikimas. Šį kartą partneriai ieškojo atsakymo į klausimą, kaip pradėti e-verslą. Partneriai, dirbantys kaip verslo konsultantai pasidalino savo patirtimi, kuri bus apibendrinta ir įdėta į e-mokymosi modulį. Modulis bus patalpintas Moodle platformoje ir bus laisvai prieinamas visiems pradedantiems verslą.

Remdamiesi savo patirtimi, partneriai išskyrė esminius klausimus, į kuriuos turėtų atsakyti kiekvienas, norintis tapti laisvai samdomu specialistu arba pradėti e-verslą. Asmeniniai įgūdžiai ir kompetencijos buvo išskirti kaip esminiai veiksniai, įtakojantys verslo sėkmę. Pasak projekto partnerių, tradiciniame marketingo modelyje 4P (Product, Price, Promotion and Place - produktas, kaina, reklama ir vieta) ketvirtasis P (Place - vieta) galėtų būti pakeistas į Personality (asmenybė).

Taip pat partneriai pristatė kelias galimas verslo plano struktūras, padedančias įvertinti svarbius e-verslo kūrimo aspektus. Tačiau ne taip svarbu, kokia bus jūsų plano struktūra - kur kas svarbiau, kaip komunikuosite ir palaikysite ryšius su savo klientais. Kaip rodo amazon.com pavyzdys, gebėjimas išgirsti ir atsižvelgti į klientų pastabas gali tapti esminiu sėkmės veiksniumi.

E-verslo kaštų planavimas taip pat turi ypatumų. "Nematomi" rūpinimosi klientais kaštai gali būti milžiniški, jei neatsižvelgsite į Europos direktyvas ir teisės aktus. Šiuos ypatumus pristatė Kipro vartotojų asociacijos atstovai.

Antroje pirmosios dienos pusėje vyko praktinis seminaras, kaip pradėti verslą nuo paties pirmojo žingsnelio - idėjos. Partneriams buvo pristatytas "Verslas drobėje" įrankis, naudojamas verslo planavimui ir verslo modelio išgryninimui. Seminaro

FITin taip pat apsilankė Kalabrijos universitete, kurio pastatai sujungti kabančiu 1.3 kilometro ilgio tiltu.

C2C projekto vienas iš tikslų - pasidalinti gerąja partnerių patirtimi skatinant e-verslo kūrimą tikslinės grupės tarpe (amatininkai, namų šeimininkės, bedarbiai ir kt.). Pagrindinis projekto rezultatas bus 3 mokymo kursai, patalpinti Moodle platformoje: Kaip pradėti verslą žingsnis po žingsnio, Kaip sukurti tinklą ir E-verslo pagrindiniai terminai, kuriuos turi žinoti kiekvienas pradedantis e-verslą.


Šio susitikimo šeimininkai - Euroform RFS veikia profesinio konsultavimo ir mokymo, suaugusiųjų mokymo, jaunimo konsultavimo srityje. Pagrindinis jų tikslas - būti tarpininku tarp darbo rinkoje esančios specialistų paklausos ir pasiūlos. Euroform RFS yra akredituota Kalabrijos regiono valdžios institucijų. Euroform RFS didelį dėmesį skiria įvairių tarptautinio mobilumo ir stažuotių programų įgyvendinimui studentams, jauniems darbuotojams, absolventams, taip pat švietimo ekspertams ir dėstytojams. Daugiau informacijos rasite [www.euroformrfs.it](http://www.euroformrfs.it)

Sekite C2C naujienas @ [www.clicktocareer.mixt.eu](http://www.clicktocareer.mixt.eu)

C2C (Click2Career) projektas (Nr. LLP-GRU-MP-2013-LT-00137) finansuojamas EK Mokymosi visą gyvenimą Grundtvig programos.

## C2C KOMANDA LINKI LAIMINGŲ NAUJŲJŲ!



**ΣΔΕ Αγρινίου**

Το Σχολείο

Γραμματισμοί

Δραστηριότητες

Εκπαίδευση Ενηλίκων

Επικοινωνία

Click to Career

**Κατηγορίες**

- Ευρωπαϊκά Προγράμματα
  - Grundtvig
  - Νέα - Ανακοινώσεις
  - Νόμοι - Π.Δ. - Υ.Α.
  - Δραστηριότητες
  - Σχέδια δράσης - Εργαστήρια
  - Σχέδια Μαθημάτων
  - Δημοσιότητα - Ευαισθητοποίηση

**Πλοήγηση**

- Φόρουμ

**Είσοδος χρήστη**

Όνομα χρήστη \*

aathanitis

Συνθηματικό \*

\*\*\*\*\*


Δημιουργία νέου λογαριασμού

Ανάκτηση νέου συνθηματικού εισόδου

Είσοδος

Αρχική » Ευρωπαϊκό Σύμπραξη Click to Career

**Ευρωπαϊκό Σύμπραξη Click to Career**



Το σχολείο μας συμμετέχει ως εταίρος στην εκπαιδευτική σύμπραξη Grundtvig με τίτλο «Click To Career», η οποία είναι ένα πρόγραμμα με στόχο να ενεργοποιήσει άτομα που ανήκουν σε ευάλωτες κοινωνικές ομάδες στην κατεύθυνση της αναζήτησης και ανακάλυψης νέων - καινοτόμων πρακτικών σε σχέση με την δημιουργία προσωπικών επιχειρήσεων με εκμετάλλευση των ΤΠΕ.

Επίσης στόχος του project είναι να υλοποιήσει μία πλατφόρμα και να προσφέρει μέσω αυτής και με χρήση σύγχρονων μαθησιακών μεθόδων τη δυνατότητα στα προαναφερόμενα άτομα να παρακολουθήσουν διαδικτυακά σεμινάρια - σειρές μαθημάτων σχετικών με το αντικείμενο της επιχειρηματικότητας στο Διαδίκτυο.

Οι φορείς που συμμετέχουν στο project είναι οι ακόλουθοι:

1. Fundatia Casa Cartii - Ρουμανία (Συντονιστής)

2. Euroform RFS - Ιταλία

3. SCHOOL OF ADULT'S CONSUMERS - Κύπρος

4. BERLINK ETN GmbH - Γερμανία

5. Alfa Idejas ir technologijos - Λιθουανία

6. Help Udruga za Pomoć Mladima Split - Κροατία

7. Σχολείο Λαϊκής Εκπαίδευσης Αθηνών - Ελλάδα



Click to Career Grundtvig Project Kick-off meeting, 2-3 December 2013, Ramnicu Valcra, Romania



Click to Career Grundtvig Project Presentation, 28 June 2014, Agrinio, Greece

## Bookmarks





## Conclusion

This e-book attempts to present in summary mode the basic steps taken towards fulfilling the aims and goals of the C2C partnership. It is by no means a meticulous record of all the actions and steps taken in the course of the partnership. What is obviously missing from this e-book is the final product, i.e the three lessons. These do not appear in this e-book in detail because this e-book only aims to serve as a road map for future reference for those intending to undertake similar projects. The actual lessons appear on the MOODLE platform in full detail.



*This project has been funded with support from the European Commission.*

*This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*