



Letz Retail

We are here to support Small Businesses



LETZ RETAIL Skill-set and Competence Framework

What does small business need to learn?

A desk research and 3 surveys were carried out in the framework of the **first Output of Erasmus+ project LETZ RETAIL (2019-2021)** that provides an answer to what skills small retail, commerce, hospitality and cultural/creative businesses (Letz Retailers) need to develop in order to successfully co-create and co-design initiatives, experiences, products and services and co-work on their implementation.

Stakeholder Survey

COMPANY SURVEY

What skills do small businesses that are already successful in their markets see as most important?

CONSUMER SURVEY

Was consumer behaviour impacted by COVID-19 crisis and what can small business do about it?

STAKEHOLDER SURVEY

What do stakeholders, experts, businesses think about the skills needs and best ways to develop them?

LETZ RETAIL learning programme will help develop 10 skills identified as the most necessary for small businesses:

- Creativity
- Collaborative leadership
- Teamwork
- Communication
- Networking
- Negotiation
- Problem solving
- Change management
- Co-creation and co-design
- Co-working

59 stakeholders from VET and civil society organisations, business associations, innovation hubs, public authorities as well as small businesses took part in LETZ RETAIL Stakeholder Survey. According to the respondents, the most important skills for small companies to successfully engage in co-design, co-creation and co-working activities, are Creativity, Problem solving, Co-creation & Co-design, Networking and Teamwork, closely followed by Co-working, Collaborative leadership, Negotiation and Managing change for cooperation.

Business View

25 success stories of small businesses were identified in LETZ RETAIL countries – Bulgaria, Cyprus, Greece, Luxembourg, The Netherlands and Spain. Our respondents believe that the quality and uniqueness of products/ services, customer loyalty and satisfaction, cooperating with other organisations and responding to market trends are considered the most important success factors of a business. The most important training areas that LETZ RETAIL should address? Creativity, Teamwork, Communication and Managing change for cooperation!

Changing Consumer Behaviour


Did you know that only 7% of consumers believe that their shopping behaviour was not affected by the COVID-19 crisis? Our Consumer Survey shows that the biggest changes in shopping behaviour were the reduced shopping frequency (50% of respondents), buying only the essentials (43%), and increased online shopping (36%). 16% of consumers discovered more local producers, while 15% were ordering their groceries/ food more often – delivery services became more popular.

Online presence, either as independent online shop of one company, or as an e-shop of several businesses would encourage 90% of consumers to buy from small local businesses!

The Skills-set and competence framework and full analysis report are available on [LETZ RETAIL website!](#)

LEARN MORE ABOUT LETZ RETAIL

The next step in Letz Retail project is the development of learning programme & environment and Letz Retail training guides for our target groups and stakeholders.

To learn more about the LETZ RETAIL project, please visit our [website](#) follow us on  [Facebook!](#)



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