

BOOST

A CASE STUDY FROM THE PILOTING PHASE IN THE CZECH REPUBLIC

The building of the company



Case Study: Petr Witz (Textile)

This company provides wholesale and retail sales of household textiles (curtains, bed sheets, covers, tablecloths, carpets etc.), textiles (dress materials, curtains etc.), technical materials, decoration and equipment for hotels and restaurants.

Furthermore ensures sewing services and consulting.

Engagement of the company

This company was engaged on the 10th of June 2015.

Determination of critical needs and goals

The main critical needs and goals of this company were:

- increase the sales
- improve the communication with the customers
- interest new customers via their e-shop
- improvement of the e-shop
- spread the business activities abroad

The main set Learning indicators were:

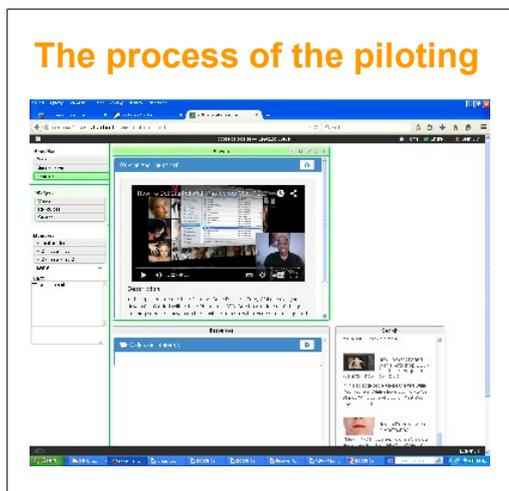
- communication skills and negotiation with the customers
- business skills
- photography skills
- working with Photoshop
- PC skills including e-shop administration
- languages

The interior of the shop



In this small company there are 3 learners (including the manager). Most of the communication and training from our side was, because of the long distance between our and their company, via phone and e-mails.

The process of the piloting



Did the BOOST project help the company?

The owner of the company was very satisfied with the learning materials provided from us as a VET.

The employees of the company gained information:

- how to communicate with their clients to gain more sales
- how to take pictures of their products to be more attractive
- how to refine images in Photoshop
- how to administrate the company's web sites more effectively

Conclusion

The company was very satisfied with the online tool, but would appreciate all the texts would be in Czech language. The piloting partially met their BCNs and goals and the company plan to use the platform in the future to meet all the previously set goals and needs.