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NEWSLETTER

Bulgarian Development Agency dives into the world of ICT and E-commerce

In September, the ICT and E-commerce training took place in Sofia, Bulgaria for three days. It was led by Bulgarian Development Agency and was the second planned training during the project.



Over the course of three days the most basic and important topics were covered including how to start an E- Commerce business, how to manage an on line payment and the basics of copyright and on line privacy. The course also paid close attention to the customer relationship management and the different stages of customer behavior.

Day 1. ICT and E-commerce

The first day of the training aimed to develop digital skills and get to know ICT & E-commerce tools and methods. It was developed to help for the learning of the implementation of entrepreneurial skills for the use of ICT and E- Commerce platform and opportunities. Throughout the first day the main subject was focused on the best way to put your product out in the online world.



In the use of e-commerce sites a few very important topics come to mind that any person mind need once they start developing their online business. This includes taking the best possible picture of your product without the need of professional equipment. That often means we should start asking ourselves the right questions such as: "What is the best lighting?", "Landscape or portrait?" In these situations what was found most important was to be mindful of how accurate does the picture represent the product in order to not lead on the customers.

Another important topic covered throughout the first day included the use of video materials. Having a camera and a microphone doesn't always mean we can create a video with good sound and picture. Therefore during the course our thinkers were let in on the secrets that answer all the important questions - where are the best places to record and which microphones catch the sound better and how to best use what we have to create a video that represents well what you would like to share. By the end of the day many of the participants exchanged experience in the use of ICT and e-commerce through practical games and examples.



Day 2. Copyright and Data protection

The second day of the training took on the topic of Copyright and Data protection. The discussed basics of the best way to use ICT in e-commerce sites, email marketing and online marketing raised many questions that needed answers: how do we protect what we upload on the internet, and how much of it can be used freely?

The first part of the course explained many controversial and unclear for the wide audience terms and subjects such as: Intellectual property, patents, trademarks and of course copyright. When it comes to the use and distribution of products online there are many aspects of copyright that should be taken into consideration – that includes the principle of “national treatment”, moral rights, economic rights and of course the duration.

The second part of the course aimed to provide the participants with a more in depth knowledge of the data protection laws in the EU and to clarify any unclear meanings. In a very approachable way the data protection model was taken apart and discussed throughout the second half of the day. The participants received a better understanding of the rights and obligations of the controller and the data subject.



By the end of the day the 15 European Handmakers managed to explore the topics through case studies and real life examples that gave them great knowledge of staying safe and increasing their skills and experience.

Day 3. Customer relationship Management

The last day of the training gave a close look at the importance of the relationships formed when we are in charge of a business. The main aim of a business is to satisfy the needs of others or to put it more clearly of the customers. To be able to use that we should take a look inside the customer's mind. In order to do that we dived into the depths of economical psychology and the specific aspects of decision-making. Or to paraphrase - why do customers choose what to buy and how can you keep a customer?



To answer that question the handmakers took a look into the stages of customer behavior. Each of the stages contains precious information that can be used in our relationships with our customers in order to create better atmosphere, faster and easier communication and in the end give them a good customer experience. By knowing what happens in the mind of the customer during the decision-making process, we have a clear vision about what the customer's needs are.

Last but not least a behavior is often influenced by emotions and it often comes as a surprise how important they can be when it comes to promoting a product. In reality the description of a product or the mere meaning of it can result in attracting a client and keeping him. This notion was confirmed in a common discussion during the course of the training. By the end of the training everyone were more aware of customer behavior and showed keen participation in the discussion and case studies.