**RESTART: Resilience and Training for SMEs**

**Case study template**

**(Project Result 3 - Task 3.1. & Task 3.2)**

**Introduction**

Case studies are part of the training materials and will be uploaded to the OER Platform. Each partner develops 2 case studies related to his module. You can elaborate any case study or best practice mentioned in your training module or develop an extra case study that is not mentioned yet.

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| **Author of the case study:** | *HÉTFA Research Institute* |
| **Name of the module to which the case study is assigned:** | *Module 4: Business models for MSMEs in the post-COVID era* |
| **Title of the case study:** | *Marketing plan for the example company, HealthInnoDietSport (HIDS) – supporting the business model creation by additional techniques and tools in the RESTART Training Module 4.* |
| **Description of the case study:** | *Year 1 (2023):*  *Establish Online Presence: Build a website with an e-commerce platform where customers can purchase the product. Start a blog and produce regular content related to health and fitness, including topics on the benefits of health monitoring and dietary intake.*  *Social Media Marketing: Establish a social media presence on Facebook, Instagram, and Twitter. Develop social media campaigns to target customers who are monitoring their health while sporting. Utilize influencers in the fitness industry to promote the product.*  *Multilevel Marketing (MLM): Develop an MLM strategy to attract and retain independent sales representatives. Launch the MLM program in Germany and the UK, offering generous commission rates and incentives to those who join.*  *Email Marketing: Build an email list and send out newsletters to customers and independent sales representatives. Offer special promotions and discounts to encourage repeat purchases.*  *Year 2 (2024):*  *Expand Online Presence: Optimize the website for SEO and implement paid advertising campaigns to increase traffic and conversions. Launch a referral program to incentivize current customers to refer friends and family.*  *Social Media Marketing: Increase social media presence by launching campaigns in Austria, Switzerland, and other German-speaking countries. Develop social media campaigns to target customers who are monitoring their health while sporting.*  *Multilevel Marketing (MLM): Expand the MLM program into other European countries, such as France and Spain. Host online training sessions and offer additional incentives to top-performing independent sales representatives.*  *Email Marketing: Continue building the email list and segmenting it based on customer behavior. Send targeted email campaigns to increase engagement and conversions.*  *Year 3 (2025):*  *Launch New Products: Expand the product line to include additional health monitoring devices and accessories, such as smart scales and blood pressure monitors.*  *Social Media Marketing: Launch campaigns in the United States and other English-speaking countries. Develop social media campaigns to target customers who are monitoring their health while sporting.*  *Multilevel Marketing (MLM): Further expand the MLM program into North America and other countries. Host in-person training sessions and offer additional incentives to top-performing independent sales representatives.*  *Email Marketing: Continue building the email list and segmenting it based on customer behavior. Send targeted email campaigns to increase engagement and conversions.*  *By implementing the above marketing plan, HealthInnoDietSport will establish a strong online presence, reach customers through social media marketing, and develop a successful MLM program. With a focus on the German and English-speaking markets, the company will expand its reach over the next three years and introduce new products.* |
| **Link for further information:** |  |
| **Target group of the case study:** | Micro, Small & Medium Enterprises (MSMEs)  Employees of MSMEs  The EU VET ecosystem  Business support organizations |
| **ESCO competencies and skills** | |
| [please highlight the competencies and skills that are aligned with the definitions of the ESCO and are developed the case study]   * Transversal skills and competences * Social and emotional skills * Critical thinking * Analytical thinking * Problem-solving * Self-management * Business management * Adaptability * Resilience * Creativity * Networking * Initiative * Flexibility * Openness * Understanding complexity * Cooperation * Empathy * Innovation * Leadership      * Skills * Technological skills * Product marketing * Digital marketing * Digital skills * Communication * Cooperation * Emotional intelligence      * Knowledge * Business management * Online learning and training * Advertising * Cloud computing * Big data * E-commerce * Artificial intelligence * IoT * Digital literacy * Cybersecurity * Data mining and analysis * Sustainability * Well-being * Climate change * Social media management | |