

PILOT PROJECTS MONITORING SHEET

Brief identification of the pilot project

Title	Management tutorial plans in retail
Brief Description	The aim is to help the SMEs retailers to improve their competitiveness by a personalized monitoring and coaching assistance in retail marketing focus on one of these 4 areas: <ol style="list-style-type: none"> 1. Shop windows 2. Promotion 3. Surface management A. In-store display management
Action field	Marketing, innovation, training.

Evaluation criteria of pilot project execution

QUANTITATIVE CRITERIA	IDEAL SCORE	PROJECT SCORE
Number of SMEs involved	20	20
Number of SMEs trained	20	20
Number of diagnosis on SMEs	20	20
Number of SMEs that developed Innovation activities (I+D, machinery & equipment acquisition, hardware & software acquisition, consultancy & technical assistance hiring, industrial design & engineering activities, staff training, marketing)	20	To be confirmed
Number of transference of Good Practices	80	80
Number of training/information actions organized	60	60 (store visits)
<ul style="list-style-type: none"> ▪ Number of flyers/brochures delivered 		
<ul style="list-style-type: none"> ▪ Date of celebration 	july-october 2012	
<ul style="list-style-type: none"> ▪ Place of celebration 		
TOTAL COMPLETED BY THE PROJECT		
DIFFERENCE BETWEEN IDEAL AND REAL TOTAL		

QUALITATIVE CRITERIA	
Type of innovation: product, process, organization, commercialization	Organization, commercialization
Describe the main products/results/services achieved by the development of your pilot project:	
<ul style="list-style-type: none"> ▪ Methodology 	1. The auditor visits the retailer and gathers data and information from the business and from the Point of

	<p>Purchase (PoP) making an Initial Quantitative Valuation.</p> <p>2. The auditor elaborates an Action Plan and releases it to the retailer and to CCI Castellón.</p> <p>3. The retailer executes the actions. The auditor visits 2 more times the shop and checks how the Action Plan is being executed. During this period there is a permanent support via phone or/and e-mail.</p> <p>4. When the actions are done, the auditor visits again the retailer and gathers more data and information. The auditor makes a diagnosis and elaborates a personalized Final Valuation, and releases it to the retailer and to CCI Castellón.</p> <p>The auditor also releases to CCI Castellón a Working Paper with a global diagnosis.</p>
<ul style="list-style-type: none"> ▪ ICT tools 	
<ul style="list-style-type: none"> ▪ Diagnosis 	Report with the Action Plan and the Final Valuation.
<ul style="list-style-type: none"> ▪ Webs/ blogs 	
<ul style="list-style-type: none"> ▪ Others 	
Fit the results above mentioned according to the following fields of action:	
<ul style="list-style-type: none"> ▪ ICT 	
<ul style="list-style-type: none"> ▪ Energy 	
<ul style="list-style-type: none"> ▪ Marketing 	x
<ul style="list-style-type: none"> ▪ Innovation 	x