

Link to our initial google doc :

https://docs.google.com/document/d/1MXaw7UVMwPSrm8quAJ1YRj-z3RYQ3H-F_PCkbWhoNd4/edit?usp=sharing

Plan for next year and important questions for an Erasmus 2 years projects

1. How many mobilities : 4 ? (1 per country)
2. How many students for each mobility ? (does 5 per country look fair to you ?)
3. Which activities in 2021-22 ? / Which activities in 2022-23 ?

March - May 2021 :

1. CV
2. Creation of 6 teams
3. **Consumption survey :**
 - Choice of a target
 - Questionnaire to find 6 products corresponding to a new need
 - Administration to the target
 - Counting
 - Choice of the 6 products to be marketed
4. Catalogue
 - Students research their country's cultural products that can be marketed in other countries.
 - After carrying out the market analysis, they create a portfolio of companies, from their country, that already produce these products;
5. **Step 5 : Market analysis :**
 - Search for target charities
 - Creation of a google form questionnaire
 - Proposal of the questionnaire to associations
 - Analysis of the answers
 - Choice of an association for donation of part of the funds.

Next year 2021-2022

2021-22 Current students

Virtual activities

1. Through a live event students introduce the chosen product to find other international partners interested in sharing the product. The purpose is to form groups of students from different countries.

- Each student should think about how to adapt the product to their country.
- Each enterprise will have a person in charge of the project from each country which is collaborating with the project.

2. Students create a business plan

- Search for suppliers :
- Company search
- tender procedure launching
- Study and comparison of purchase prices
- Setting of the sales price

3. Definition of the most suitable distribution methods

- Preparing the sale: arguments, handling objections etc...
- Organization of sales actions
- Part of your company's profits will revert to the community where the raw material is located, according to the main needs of the community.

4. Each school creates internal and external means of product dissemination, such as: company magazine (e-magazine), television channel, online catalogue;

5. Communication supports

- Advertising posters
- Animated posters : Sales outlet (both on and off line)

Each company presents **the company members, its structure**, the catalogue of products to be sold, using an online catalogue and/or advertising videos or school's website.

At the end of the project, students can share and present their experiences with an audience of students and teachers who have not been part of the project or with parents.

- Web site (company presentation, product presentation, information on planned sales actions...)

Mobility activities

Mobility 1

Visiting enterprises that make the products;

Having workshops related to marketing strategies, selling products and internationalization;

Visiting the original places from the products.

Developing some cultural activities: visiting the most important cultural places from Porto;

November and february/march (week before easter) and before Carnaval

2021-2022 new French students

1. Introduction of the project
2. Etwinning activities : Individual presentation / One activity to imagine to get to know their partners
3. CV and cover letter to join the French Company
4. Job dating to join one of the 6 teams
5. Same activities than all students except mobilities (a selection will be done to know which students will do the mobility in 2022-23)

2022-23 : selection of the students who do the mobilities

Final project = promotion of the projects