

## WHY?

Small and Micro Enterprises across the EU often struggle with various problems pertaining to their products, work force, costs and processes.

**Business strategic planning (BSP) knowledge** can be used to reduce, or even eliminate, many of the problems which Small and Micro Enterprises may face, allowing them to compete more effectively in the market place. However, due to their size/nature, Small and Micro Enterprises may not possess the necessary BSP skills required to tackle certain problems and may have to turn to external consultants. Such services are often prohibitively priced.

## FOR WHOM?

BeSTrain firstly addresses VET teachers and trainers and then - Small and Micro Enterprises.

### ■ VET teachers and trainers.

The Entrepreneurship/Business management curricula in VET sector needs to be updated constantly, so that schools would be able to match job seekers with the labour market, and provide local businesses with tools to implement new strategies in order to survive.

### ■ Small and Micro Enterprises managers

Being able to plan strategically provides a competitive advantage to enterprises. It allows analyzing and developing medium and longer term concepts for entering new markets, developing new business models etc. which are bringing added value to the enterprise. Finally, it is one of the requirements to keep being innovative and to save jobs of the individual employees.

## WHAT?

We aim to improve the knowledge, competences and skills, to rise qualification in business strategy development training and strategic management of teachers and trainers at VET institutions also trainers at business support organizations and Small and Micro Enterprises.

The results of the project will bring a new innovative BSP training programme to the VET systems in Lithuania, Spain and Cyprus allowing VET teachers and trainers, managers of the Small and Micro Enterprises to improve their knowledge and skills in strategic management, improve their access to training and increase the quality of teaching. Teachers will be able to develop or update the knowledge of strategic management and transfer it to the students, who then will be able to build and manage their small business successfully.

## HOW?

As teaching materials will be e-learning based, it will allow small businesses to learn, to improve workers' skills on their own.

Teachers, trainers, entrepreneurs and managers of Small and Micro Enterprises will get an access to free:

- training material (**e-learning material, e-book, CD**).
- new **animated interactive practical tool** which will help the users to apply the theory in practice easier.
- **practical training.**

## WHEN?

October 2011 – September 2013

We invite you to follow the latest  
information about the results and  
dates of trainings on

[www.bestrain.eu](http://www.bestrain.eu)

Contact us for more information:

### In Lithuania:

**Lead Partner**  
**Marijampole vocational education and training centre**

[www.mprc.lt](http://www.mprc.lt)

Contact person:

Ms Rasa Zygmantaite  
[rasazyg@zebra.lt](mailto:rasazyg@zebra.lt)



### KTU Regional Science Park

[www.ktc.lt](http://www.ktc.lt)

Contact person:

Mrs Jurgita Sarkiene  
[jurgita@ktc.lt](mailto:jurgita@ktc.lt)



### In Cyprus:

**X-Panel Ltd**

[www.x-panel.eu](http://www.x-panel.eu)

Contact person:

Mr Elias Kouloumis  
[elias@x-panel.eu](mailto:elias@x-panel.eu)



### In Austria:

**Multidisciplinary European Research Institute Graz**

[www.merig.org](http://www.merig.org)

Contact person:

Mrs Brigitte Zörweg  
[brigitte.zoerweg@merig.org](mailto:brigitte.zoerweg@merig.org)



### In Spain:

**IES Xabier Zubiri Manteo BHI**

[www.zubirimanteo.com](http://www.zubirimanteo.com)

Contact person:

Mr Jesus Maria Cuesta  
[multilingua@zubirimanteo.com](mailto:multilingua@zubirimanteo.com)

[www.bestrain.eu](http://www.bestrain.eu)



[www.bestrain.eu](http://www.bestrain.eu)



Education and Culture DG  
Lifelong Learning Programme  
LEONARDO DA VINCI

This project has been funded with support from the European Commission. This leaflet reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Business Strategy  
Development  
Training –  
BesTrain