



MODULE 4 Worksheet

Giveaways:

1. In-house training and development drive competitiveness and foster a culture of innovation by equipping employees with essential skills to adapt to market changes.
2. The retail landscape has been transformed by digitalization and the pandemic, highlighting the significance of e-commerce, sustainability, and smart technology adoption for businesses.
3. Building a thriving fashion brand requires a strategic understanding of the market, innovative e-commerce solutions, effective team management, and skilful brand positioning.

Activity for self-reflection:

Take some time to review the current state of your **digital payment infrastructure**. Consider aspects such as your adaptability to online shopping trends, the convenience your system offers customers and the cost of transactions.

Then consider the position of your business in relation to the larger companies in terms of payment options.

Finally, envision a strategy to enhance your payment methods. Try to balance the elements of cost-effectiveness and customer convenience in this vision.

This activity will allow you to visualize and reflect on the current state of your business's digital transactions and inspire ideas for improvement.

Case study

Early investment in branding elements - such as branding, logo and visual identity - can play a critical role in effectively introducing a brand and differentiating it within a competitive market landscape. **Bombshe**'s strategic foresight in brand development has allowed it to establish a distinctive market presence and foster customer recognition, even as a new entrant in the fashion industry.

Find out more in Module 4 through the online cooperative platform <https://tecofash.erasmus.site/>