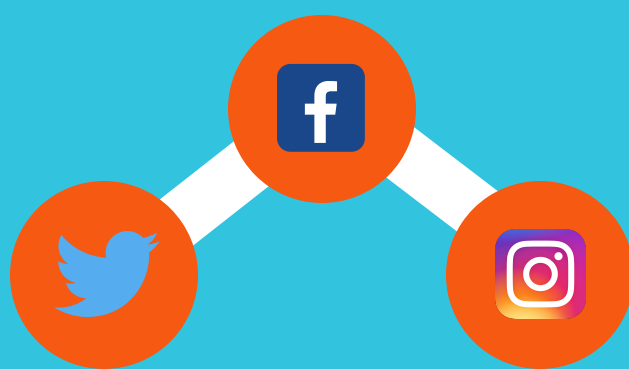


TRAINING NEEDS ANALYSIS

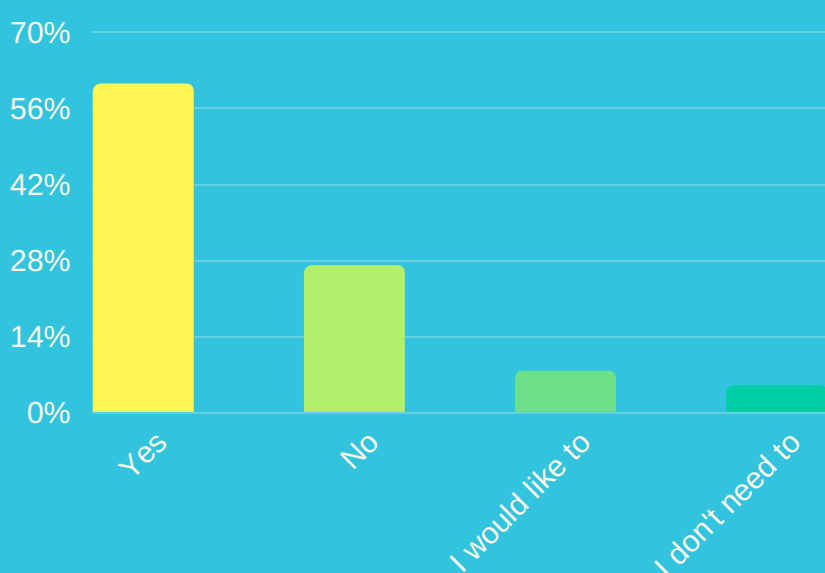
WHAT WE LEARNT FROM MICRO ENTERPRISES'
ABOUT THEIR KNOWLEDGE IN RELATION TO DIGITAL
TECHNOLOGIES USEFUL FOR BUSINESS?



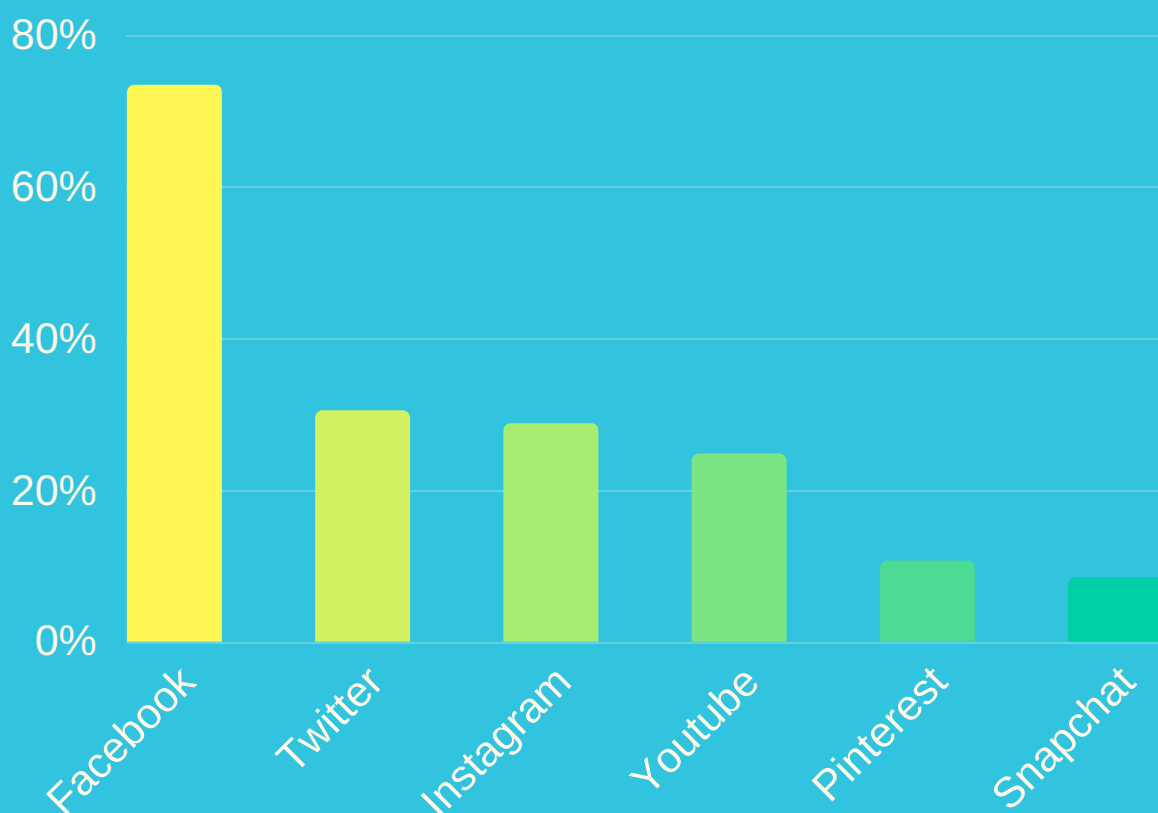
We surveyed a total of 224
representatives of European micro
enterprises, and we found out...



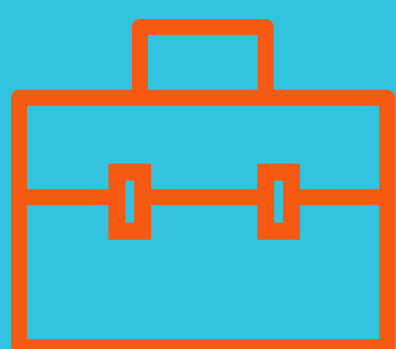
Almost 60% of
the micro
enterprises have
a digital strategy.



Selling online is
not reserved only
for the big
companies. More
than a 60% of
micro enterprises
sell online.



Facebook is the most popular social network among micro enterprises, it is used by almost 74% of them followed by Twitter with 30.5% and Instagram with almost 29%.



File storage (75.4%), collaborative working (73.9%) and remote working (70.8%) are the three most used cloud solutions by micro enterprises.



All surveyed micro enterprises expressed their desire to acquire new skills which would help them in their businesses. The three most desired areas for micro enterprises to develop their skills are:



- digital marketing (50,5%);
- use of social media (36,8%);
- cloud solutions (36,3%).



More information about the project is available at our **website**.

If you are interested in other interesting results from our survey contact us **here**.



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