# Background

PiP is a European company headquartered in Brussels with 50 employees, operating within the EU.

PiP produces eco-diapers from completely recycled material and has two business channels
- E-commerce
- Grocery store chains as well as individual corner shops which focus on bio and sustainable products.

• It is a buy/sell marketing organization which outsources production but keeps the R&D in house.

• The company is 7 years old and had a stable & strong growth year over year. They would like to accelerate this growth.

# Challenge

- Part of the growth strategy is to understand the market and customer demand much better to improve their market share in physical sales channel (to Grocery store chains as well as individual corner shops which focus on bio and sustainable products).

Therefore, they would like to implement the new Customer relationship management (CRM) software. Everyone in the company will use this new tool.

- YOUR TASK

How would you design a systematic training approach with clear timing for those 50 people to learn the new tool?
- The launch is in 6 months
- The details about the workforce is in the next slide
- What do you need to manage this (as in resource, etc.)?

# Workforce

Out of these 50 people

- 10% worked with the CRM tool before in their previous work

- 10% cannot speak very well English

- 60% do not know the CRM tool and are aged between 40 – 60 years

- 20% of the force is young and has strong tech affinity

# Instructions

- Format: Word, Powerpoint or PDF

- **HINT**

- Pay attention to the launch time and plan a sensible training time

- Think of how you would use this organization (and the different portions indicated on slide 3) to your advantage?

- Think of your resource needs