

THE DIGITAL SHIFT

A Special Edition Newsletter, July 2020



THE LATEST DIGITAL INITIATIVES FROM PPSE PARTNERS

Digitalization is no longer a buzzword or an aspired vision for many small or medium sized businesses. A few months back, establishing an online presence, though highly recommended, was not necessarily a top priority for many such businesses. Post COVID-19 outbreak, moving operations online, enhancing the online presence and the process of digitalization have become a core part of their business strategies. This is necessary if businesses are to adapt to the new reality and survive its challenges. This change is here to stay.

To support our partners through such a monumental shift, the Swiss Agency for Development and Cooperation (SDC) project Promoting Private Sector Employment (PPSE) partnered with various businesses and organizations to harness the power of digital technologies, whether to modify existing business models, create new value or simply make use of advanced technologies to make their presence known online.

In this special edition newsletter we present the inspiring stories of our partners.

AVANCO BIZNESIN TËND

Rrit Shitjet, Zvoglo Shpenzimet



APLIKO TANI

A RENT-LESS SHOP BY APPDEC

The platform www.shitjaonline.com is the answer to the needs of many small businesses to dive into e-commerce. It is a software system offered as a service to them. What businesses need is a computer and Internet. The centralized and integrated platform then manages the selling of products on their behalf. So, businesses do not have to invest a lot to implement such platform. They only pay an annual subscription fee. The service is offered for selling products as B2B, B2C, and offline.

Through a partnership agreement with PPSE, this platform creates new sales channels for interested businesses from the hotels, restaurant and cafeteria (HoReCa) sector, for grocery shops and bakeries, and others, by giving them access to online shops (e-shops) at an affordable price.

“The COVID-19 pandemic has affected all businesses in Kosovo. Although the subscription fee to ShitjaOnline is not high many businesses cannot afford event that, given the current situation. Or they hesitate to invest. Therefore, the PPSE support to our platform was timely and important as we are now able to not only offer this opportunity to more businesses but also advance the platform further,” says Zana Tabaku, founder of Appdec.

PPSE will co-finance 60% of set-up costs and 50% of subscription costs for one year, whereas the clients will co-finance 40% of set-up costs and 50% of subscription costs for one year. Setup costs include: design, hosting, placement of the shop in the platform, remote training for clients how to use the platform, maintenance, and support.

All that businesses need is a computer or a laptop and Internet connection.

Explore Kosovo



Great adventures



Popular Experiences

PRIZREN, PEJA, ISTOG OR PRISHTINA - FIND THE MOST ATTRACTIVE ADVENTURES IN KOSOVA

TOP rated Kosovo Adventures

CONNECTING TOUR OPERATORS WITH TOURISTS

The platform www.kosovapass.com is a digital platform that on one hand, enables tour operators to buy and sell tourism products online, and on the other hand provides them with all the necessary tools to manage those products. “Think AirBnB but for tourism products,” says Ardall Celina, the brain behind the platform, whose driving motivation was to fill a loud gap in the Kosovo market and connect tour operators with buyers.

Kosova PASS is the landing page of tourism products offered in Kosovo. The market for tourism products, especially outdoor and adventure products has really grown in Kosovo. The providers have advanced the quality of products, services and personnel resulting in an increased interest for these products. However, they lacked digital platforms that would enable more efficient operations

management, including sales, logistics, personnel and client relations.

This is the gap that www.kosovapass.com aims to fill by providing tour operators with a set of online tools for marketing, additional sales channels and to manage operations.

“The pandemic was a catalyst for many businesses to take the leap into the online world. The support from PPSE was extremely needed and arrived at the ideal moment. It motivated us to advance the platform further, adding other functionalities that will help tourism businesses even more. Without this support, we would not have managed to launch the platform now, and not with these functionalities,” says Celina. He adds that the platform has a great potential to include other tourism services and their goal is to keep developing it further.

A platform that provides necessary tools for marketing and additional sales channels.

Furnizohu brenda ditës
Me të gjitha produktet si në market



A PLATFORM FOR GROCERY SHOPPING

The platform www.flizza.shop was a natural progression of Flizza, known for its production and delivery of traditional dishes. With the expansion of the food delivery and the well-established logistics infrastructure, the company deemed it was time to expand services by building an additional platform to sell other products like: fruits, vegetables, beverages – just like any other grocery store.

To build the platform, Flizza partnered with PPSE. Such partnership happened at just about the right time, says Drilon Qehaja, founder. “We launched the online sales using a limited platform that had been developed 9 months prior. The PPSE support enables us to build a broader and more functional platform not just for selling but also to manage local producers,” says Qehaja.

The online platform will be used to manage stock, digital payments, GPS tracking so the company can provide efficient services.

The online platform goes hand in hand with the opening of two new selling points in Peja and Gjilan, in addition to the existing one in Prishtina, as well as to purchase the required equipment.

Increased sales are expected to result in increased demand for locally produced fruits and vegetables. In fact, when ordering the needed supply with fruit and vegetables Flizza will give priority to local producers. This in turn will lead to increased employment and income for direct and indirect beneficiaries.

Increased sales are expected to result in increased demand for locally produced fruits and vegetables.



AFFORDABLE MARKETING SERVICES

Seeking to contribute to the community during difficult pandemic times, United Pixels Academy (UPA), a training provider mainly for graphic design, motion design and application development, moved fully into online teaching mode and designed a special program to create a pool of young creative designers who can then provide affordable services to small and medium enterprises in Kosovo, primarily from the food processing and tourism sectors.

This course was Photoshop, which according to Armend Berisha, founder, is a skill needed by “a broad range of professions: architects, photographers, graphic designers, fashion designers to mention a few”. That is why they decided to teach this course. UPA was able to implement the idea with support from the Swiss Agency for Development and Cooperation.

The targeted participant profile was primarily young people, including students of marketing or sales for whom knowledge of Photoshop adds real value to their CVs, but also other people with an affinity for this skill.

“We taught online courses before the pandemic too. During the Photoshop course we noticed how eager the participants were to learn as much as possible. The experience proved to be interactive, with an easy and effective approach making a stronger case that we can achieve quite a lot through online learning,” says Granit Cernaveri, one of the instructors.

Participants came from diverse backgrounds and most had no knowledge of Photoshop.

Read full story on:
<https://medium.com/@ppse>
program

“Maybe I can use
the newly
acquired skills as
a second
profession, or a
hobby”
Rina Trnava
trainee

HOW TO MEET THE DCED STANDARD

In June 2020, the Donor Committee for Enterprise Development organized a webinar on the topic of the DCED standard on results measurement.

The webinar focused on the recent experience of the PPSE with the audit of its results measurement system, achieving one of the best results of formally audited projects to date, scoring 97% in the “MUST” category and 94% in the “RECOMMENDED” category.

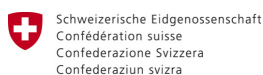
Fisnik Bajrami, Measurement and Results Monitoring Specialist of PPSE, elaborated practical examples and lessons from our experience in applying the DCED standard.

“The DCED standard provides an excellent framework for enabling programmes with strong monitoring system to further improve their implementation and monitoring, particularly to prove and improve functions. There is no one fits for all system, thereby each Programme should develop a tailored system for monitoring and results management” Bajrami said.

What is the DCED Standard?
Why is it useful?
How do you implement it in a practical way?

Contact Us:
Promoting Private Sector Employment
Rr. Sylejman Vokshi Nr.42 |10000 Prishtinë,
Kosovo
Tel: +381(0)38220403
email: ppseinfo@swisscontact.org
website: www.ppse-kosovo.org and
www.swisscontact.org/kosovo
www.facebook.com/ppse.kosovo
<https://www.instagram.com/ppsekosovo/>
https://twitter.com/PPSE_Kosovo

The Swiss Agency for Development and Cooperation project Promoting Private Sector Employment is implemented by Swisscontact and Riinvest Institute.



Swiss Agency for Development
and Cooperation SDC



PROMOTING
PRIVATE SECTOR
EMPLOYMENT

