

**WELCOME TO**

**EMEU**



**ENGINEERING MOBILITY IN  
EUROPE**

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EU WORK PLACEMENT / EMEU

COORDINATOR

**VISION, AMBITION**

**ORGANIZATION**

**CHOICES**

**STEP BY STEP APPROACH**

# WHAT DO I NEED?

INTERNATIONAL

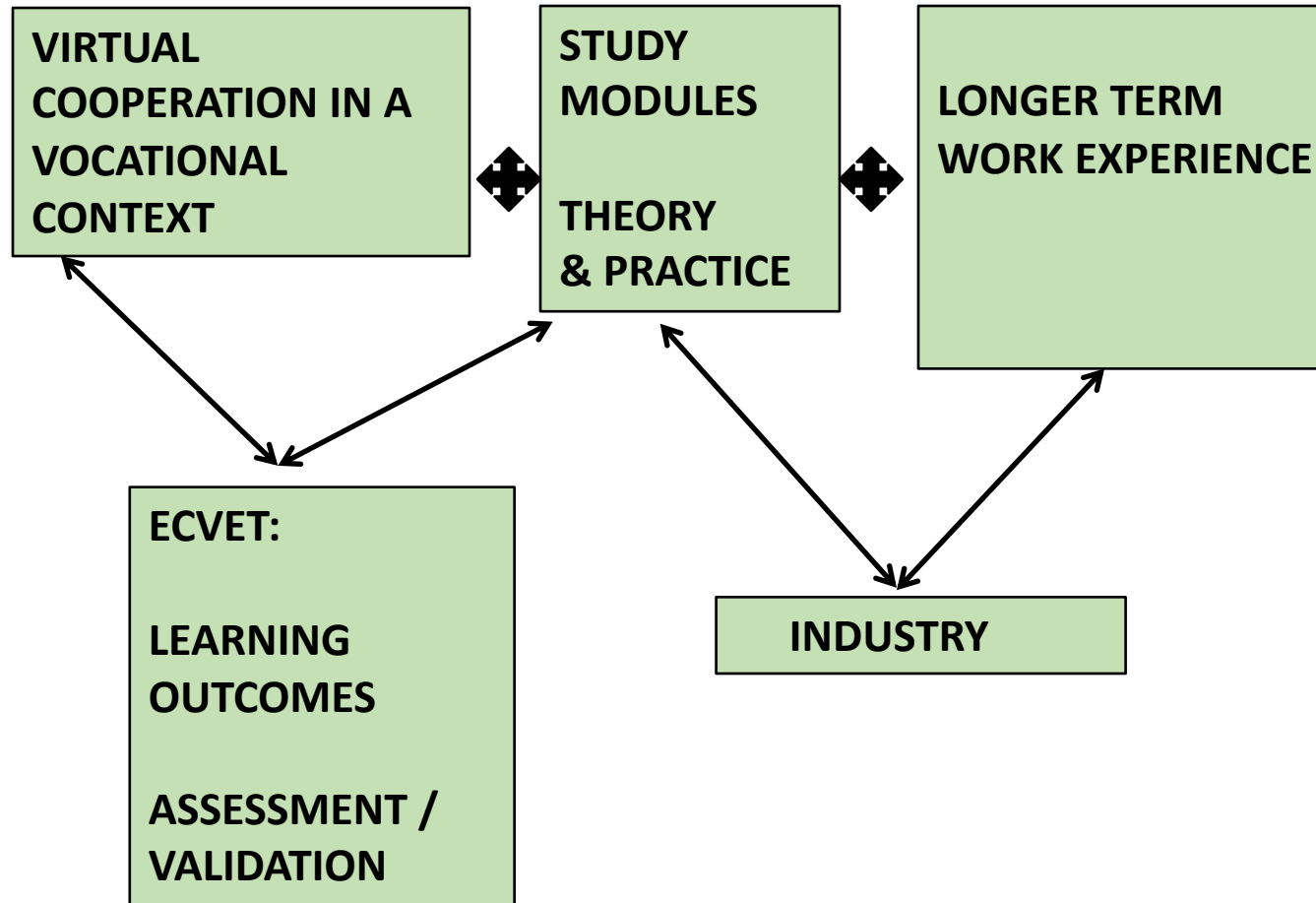
EU VET PARTNERS

NATIONAL

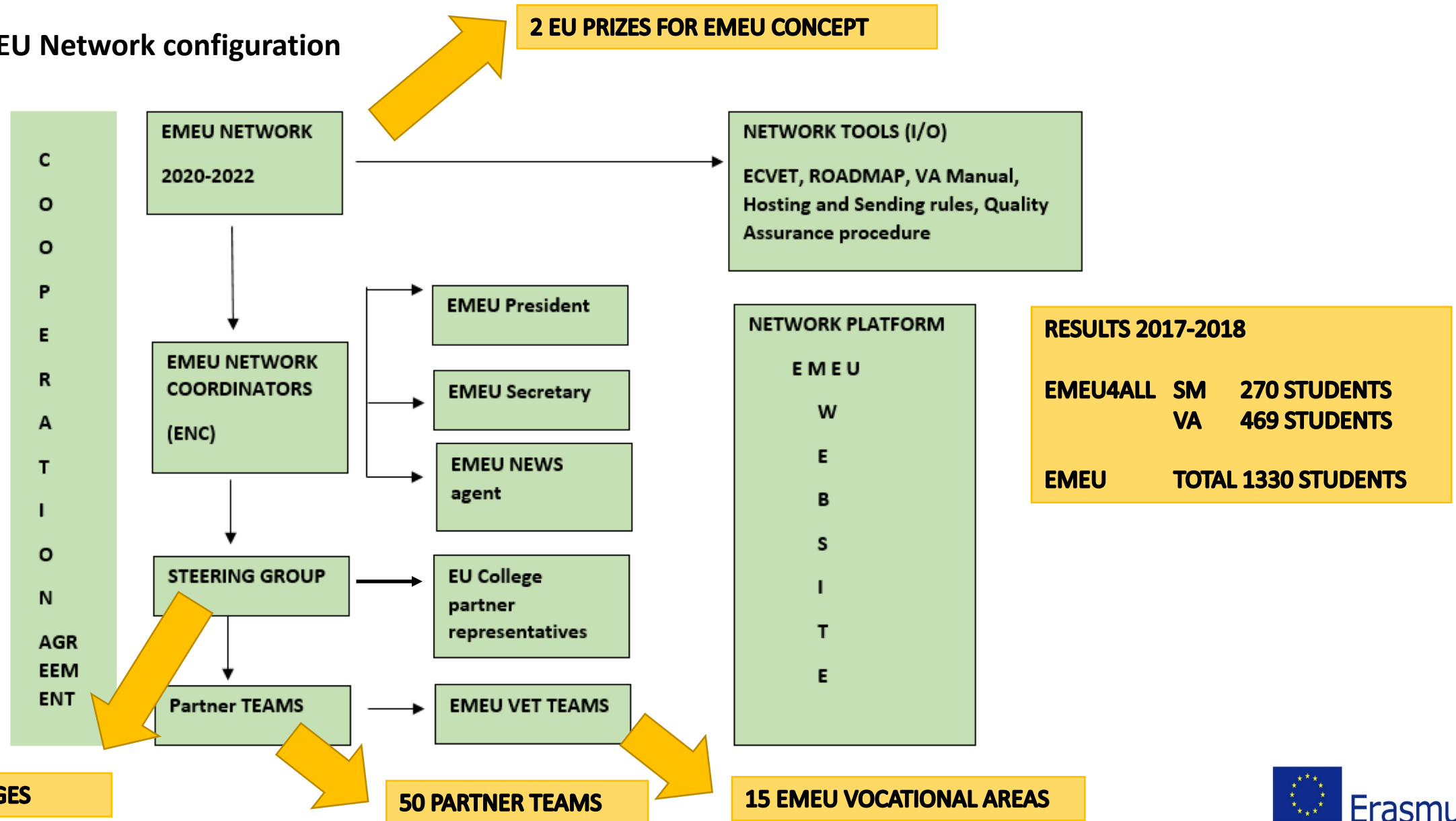
COLLEGE / INDUSTRY  
SUPPORT

# The EMEU CONCEPT

WEBSITE  
<http://em-eu.eu>



## EMEU Network configuration



EXAMPLE OF A STUDY MODULE. (RETAIL)

## EXPLORING THE DUTCH TRADING CULTURE



During this study module you'll be working in groups of 3 for a period of 3 weeks. You'll learn to do field and desk research and give advice on improving the shopping experience (hospitality) in Dutch retail outlets.

**The main question is: "How can stores improve the customer shopping experience in the weeks before Christmas?"**

## **Graphs**

Desk and field  
research

Best practice on  
hospitality

Charts and  
tables

## **Log book**

- Experiences
- Research results
- Graphs
- Photos

## **Presentation**

- Supported by visuals
- All students involved
- Professional



# PLANNING

Date	Activity	Product	Check
<b>Week 1</b>	<p>Desk and field research on hospitality (shopping experience) in stores during the weeks before Christmas</p> <p>The 6 P's:</p> <p>PRODUCT, PRICE, PLACE, PRESENTATION, PROMOTION, PERSONNEL</p>	<ol style="list-style-type: none"> <li>Setting up logbook               <ol style="list-style-type: none"> <li>Front page,</li> <li>Table of contents</li> <li>Introduction + planning</li> <li>Week 1: experience and research results</li> </ol> </li> <li>Results of desk research on hospitality – 6 P's</li> <li>Photos and results of field research at Garden Centre 'De Boet' – 6 P's</li> <li>Graph of research results (pie charts and graphs)</li> </ol>	
<b>Week 2</b>	<p>SWOT-analysis of work placement and Batavia Stad assignment on Presentation and Promotion</p>	<ol style="list-style-type: none"> <li>Continuing logbook               <ol style="list-style-type: none"> <li>Week 2: research results</li> </ol> </li> <li>Results of SWOT-analysis of work placement</li> <li>Photos and research results of Batavia Stad (Presentation and Promotion)</li> </ol>	
<b>Week 3</b>	<p>Cultural differences, Store safari assignments in Amsterdam, final presentation</p>	<ol style="list-style-type: none"> <li>Completing logbook               <ol style="list-style-type: none"> <li>Week 3: research results including cultural differences</li> <li>Conclusion</li> </ol> </li> <li>Preparation of final presentation               <ol style="list-style-type: none"> <li>Cultural differences</li> <li>All research results</li> <li>Advice on improving the shopping experience and hospitality in Dutch stores</li> </ol> </li> <li>Final Presentation</li> <li>Assessment</li> </ol>	

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