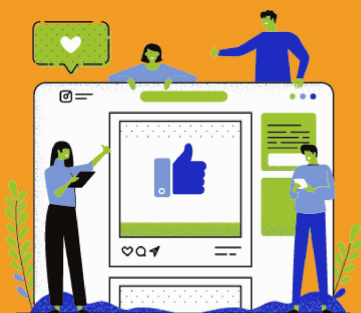


# Digitalise your Business (DYB)

## WHAT IS DYB?

DYB is a new package from the SIYB family of training materials which helps micro, small and medium-sized businesses grasp the opportunities of the digital economy. It is composed of 3 modules:



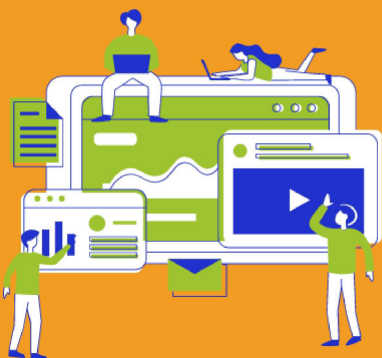
## MODULE 1. BUILD AN ONLINE PRESENCE

This module targets businesses in the initial stages of their digitalisation journey. It helps MSMEs establishing an online presence by staying visible in social media platforms, communicating via messenger applications, creating a website and carrying out digital marketing.



## MODULE 2. SELL ONLINE

This module is mainly for businesses that already have an online presence and are willing to start selling online. It helps entrepreneurs identifying if they should sell online and how. The module provides key recommendations on when and how to sell through social media platforms, through marketplaces and through the company's own website.



## MODULE 3. ADAPT OTHER OPERATIONS

This module targets mainly businesses that are already selling online and need to adapt other key complementary operations. Its key lessons focus on the collection of digital payments, shipping and delivering products, as well as conveying trust and security to clients.

## KEY IMPLEMENTATION STEPS

**STEP 1. QUICK BDS  
AND MARKET CHECK**

**STEP 2. MATERIALS  
ADAPTATION**

**STEP 3. ROLL-OUT  
DYB TRAININGS**