

Handelsverband macht mittelständische österreichische Händler zukunftsfit

In sechs Monaten Omnichannel-Händler werden. Brandneues Rundum-Sorglos-Paket soll Anteil der heimischen Händler mit Webshop verdoppeln.



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; YgW\ÀZngZØ\fYf`XYg`< UbXY`gj YfVUbXYgž`X]Y`A UfgW\f]W\hi b[
j cf"9g`]gh`\ÒW\ghY`NY]hž`XYb`ÒghYffY]W\]gW\Yb`< UbXY``ni _i bZngZ]h
ni 'a UW\Yb.`Bi f`Y]b`J]YfhY``XYf`\Y]a]gW\Yb`9]bnY`\ÀbX`Yf
j YfZØ[Yb`ØVYf`Y]bYb`K YVg\cd"`Ni a `JYf[`Y]W\.`\b`8Yi hgW\`UbX
j YfhfY]VYb`a Y\f`U`g`nk Y]`8f]hhY``XYf`<ÀbX`Yf`fUi W\\E'ØVYf`X]YgYb
?UbU```k Ug`g]W\`b]W\h`ni `Yhnh`]b`a Ugg]j Yb`?Ui Z_fUZhUVZØggYb
ni a `BUW\VUfb`b]YXYfqW\`À[h"

Y7ca a YfWY'GhUfhYf_]h. K UfYbk]fhgWXUZhž'K YVg\cd'i bX 6YfUhi b['ni a ': YghdfY]g

GhUh]cbÀfY; YgWkÀZhY:g]bX:nk Uf'Y]b'YbhgWkY]XYbXYf'JcfhY]`
_`Ugg]gWkYf'<ÀbX`Yf'[Y[YbØVYf'fY]bYb'Cb`]bY!D`UmYfbž'XcWk'Ui Wk
`YhnhYfY'j Yfgi WkYb'g]Wk'ni fnY]h'j YfghÀf_h'Ui Z'XYf': `ÀWkY"' Bi f
YbY'ghUh]cbÀfYb'<ÀbX`Yfž'X]Y'Yhnh']b']\fY'X][]hU`Y'&bZfUghfi_hi f
]bj Ygh]YfYbž'_ÒbbYb'Ub'X]YgYa 'K YhhfYbbYb'ØVYf\Ui dh
hY]`bY\a Yb"'8Yf'GhUfhgWki gg']gh'`Àb[gh'[YZU``Ybž'X]Y': fU[Y']gh'bi f.
K YfXYb'Di fY!Cb`]bYf'gWkbY``Yf': `ÀWkY'`YfbYb'cXYf'ghUh]cbÀfY
<ÀbX`Yf'gWkbY``Yf'77ca a YfWk' ž'gU[h'K]``"

I a 'X]Y'HU_hfUhY']a 'ÒghYffY]W\]gW\Yb'8][]hU''FYhU]''ni 'Yf\Ò\Ybž\Uh'XYf'<UbXY'gj YfVUbX'Y]b VfUbXbYi Yg'DU_Yh'Ybhk]W_Y'hža]h k Y'W\Ya 'XYf'9]bgh]Y[']b'XYb'Y7ca a YfW''ZØf'_'Y]bYfY'<ÀbX'Yf Y]bZUW\'i bX'd`Ubi b[gg]W\Yf'[Y`]b[h'XUg'Y7ca a YfW''GhUfhYf_]h" Ni a ': YghdfY]g'VY_ca a h'XYf'<ÀbX'Yf'Y]bY'j c``k Yfh][Y'X][]hU'Y K UfYbk]fhgW\UZhž'Y]bYb'U_h]j Yb'K YVg\cd'a]h Gi W\a UgW\]bYbcdh]a]Yfi b['gck]Y'<cgh]b['a]h'\c\Yf DYfZcfa UbW''i bX'5i gZU``g]W\Yf\Y]h"'=bbYf\U'V'j cb'XfY]'V]g'a UI'' gYW\g'A cbUhYb'k]fX'Ui g'XYa 'ghUh]cbÀfYb'<ÀbX`Yf'Y]b Ca b]W\UbbY`!<ÀbX`Yf'i bX'X]Y'K Y]W\Yb'ZØf'K UW\ghi a ž 9fk Y]hYfi b['Ui Z'A Uf_hd`AhnY'i bX'*bhYfbUh]cbU`]g]Yfi b['g]bX [YghY``h"

K]f'UfVY]hYb'gck c\``a]h'YhUV`]YfhYb'DUfhbYfb'k]Y'dWk YV'i bX ChU[c'U`g'Ui W\'a]h']bbcj Uh]j Yb'GhUfhi dg'k]Y']b[`Y'cXYf 5bbUbck ini gUa a Ybž'k Y`W\Y'X]Y'GhÀf_Yb'XYf': `ÀW\Y'Ui ggd]Y`Yb i bX'ni [`Y]W\'XYb'`c_U`Yb'<UbXY``Xi fW\'X][]hU`Y'GhfUhY[]Yb'bUW\ j cfbY'Vf]b[Yb''J cfUi ggYhni b['ZØf'X]Y'Bi hni b['U``X]YgYf

GmghYa Y`]gh`UVYf`Y]b`YZZ]n]YbhYg`K UfYbk]fhgWkUZhggmghYa `i bX Y]bY`\cWkg_U`]YfVUfY`K YVg\cd!@Ògi b["; YbUi `XUg`V]YhYh`i bgYf Y7ca a YfWY`GhUfhYf_]h` `Y]b`Fi bXi a !Gcf[`cg!DU_Yh ž`]gh`FU]bYf K]```ØVYfnYi [h"

? A I 'F YhU]''Hcc'_]h. '8 Ug'GYfj]WY!DU_Yh'ZØf'? A I !< $\grave{A}bX$ 'Yf i bX'K YVg\cdg

NY]h[`Y]WX a]h'XYa '@Ui bWX 'XYg'Y7ca a YfWY'GhUfhYf_]h'\YVh'XYf < UbXY`gj YfVUbX'gY]b'GYfj]WY!DU_Yh'? A I 'FYhU]`'Hcc`_]h'Ui g'XYf HUi ZYž'Y]bY'K Y]hYfYbhk]W_`i b['XYf'F9H5 @'&(#+ 'D`UhhZcfa "'5i g XYf'D`UhhZcfa 'k]fX'Y]b'i a ZUggYbXYg'GYfj]WY!DU_Yh'Ui g \div Zcfa Uh]cbYbž'A Uf_hXUhYbž'BYk gž'7ca a i b]h]Yg'gck]Y'bØhn`]WXYb Cb`]bY!Hcc`gž'ZØf'k Y`WXYg'g]WX'? A I '< ÀbX`Yf'UV'gcZcfh'_cghYb`cg fY[]ghf]YfYb'_ObbYb"

A YYhi d'? A I 'FYhU]`. 'Y7ca a YfWY'`Y]W\h'[Ya UW\h

8 Yf' < UbXY`gj YfVUbXž'dWk YV`i bX`ChU[c``UXYb`Ua`' %"`ÀbbYf &\$%-ž'UV`%, "' \$`I \fž'ni a `?]W_cZI9j Ybh']b`XYb`N= '7ck cf_]b[// 9j Ybh'GdUW'bUWX`K]Yb"=a `A YYhi d` Y7ca a YfW'`Y]WXh [Ya UWXh `k]fX`[YnY][hž'k]Y`ghUh]cbÀfY`?A I! < ÀbX`Yf`a]h`k Yb][Yb A]hhY`b`i bX`XYbbcWX`dfcZYgg]cbY```]b`XYb`Y7ca a YfWY`Y]bghY][Ybž]\fY`FY]WXk Y]hY`gi _nYgg]j Y`Ui gVUi Yb`i bX`A Uf_Yh]b[`g]bbj c`` Y]bgYhnYb`_ObbYb"

<]Yf'[Y\hg'ni f'_cghYbZfY]Yb'5ba Y`Xi b[

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