



**BULGARIA**

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**QualiProSecondHand**

**Qualification of the Second Hand Sector  
in East Europe as a chance of its future  
development**

**Ivanka zur Oven**



Education and Culture

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## Short overview of the Second Hand Sector and its structure in Bulgaria and Slovenia

- Second-Hand markets in Slovenia and Bulgaria are not very distinctive.
- mainly a private Second-Hand sector in Bulgaria
- in Slovenia there is a variety of specialized stores dealing with Second-Hand goods in addition to their main businesses, but there are altogether only five registered shops for profit.
- Flea markets play an important role in the private sector of Slovenia.
- With regard to the social or non-profit enterprises there is just one organisation that collects and sells used goods, especially clothes in Slovenia
- The most enterprises are retail business managed by the owner and have only a small number of employees
- The structure of the sector and/or of the companies in Eastern Europe is the reason for the fact that the degree of professionalisation is lower than e.g. in Belgium
- In Bulgaria, for example, 97% of the goods of the Second-Hand market are imported.
- Only Bulgaria does not have a Second-Hand trade with books and CDs.

## **Forecast for the future development of the Second Hand Sector in East Europe**

- the trade with used goods is less attractive as the prices for new goods get lower and lower
- the society has become more aware of the environment and there is a larger share of persons with low financial power. More people are thinking “environmentally friendly”
- Financial support from the state by the recycling of used goods and wastecollection
- The Second Hand Sector will be more attractive for young people if they have chance to become a good qualification

## Qualification products for the Second Hand market in East Europe

- the specific characteristics of the Second Hand market in the East European countries:
  - Almost 97 % of the second hand goods in Bulgaria are imported
  - The majority part of market participants are small family-run businesses
  - Multitask functions are required by the staff
  - No experience in the existing enterprises

## Qualification needs on the management level

- Internetsearch for new suppliers
- Establishment and care of businesscontacts
- Knowledge about prices and pricing
- Cost-and time-saving organisation of the workprocesses
- Knowledge of the law prescriptions

## **Specific for Bulgaria and Slovenia qualifications could be**

- Organisation and financing of the collecting of used goods (Werthof)
- Workshops about the new European Prescriptions about recycling
- Workshops about foreign experience in the collecting and recycling of used goods

## Qualification needs on the shop level

- „soft skills“ and social competences
- customer advisory service
- decoration of the shop window
- presentation of the goods in the shop
- the use of personal computer

## **Need of co-operations, networks or associations in the Second-Hand sector in Slovenia**

- the establishment of an **Info-office** to assistance and support the Second Hand companies with a view to ensuring their better visibility on the Slovenian market.



## **Following services should be offered:**

- Promotion of the second hand sector through fairs, publications and other dissemination media. Particular attention should be paid to Internet promotion.
- Information about business opportunities (range of products, information about suppliers)
- Information about business environment (business legislation, market data etc.)
- Information about training programmes
- Organisation of the workshops which would help members with their applications for EU structural funds.
- Assistance in locating suitable partners for cooperation on cross-border level.

## **Need of co-operations, networks or associations in the Second-Hand sector in Bulgaria**

- common network or marketing-/advertising network in the form of a federation or association
- The financing should take place by membership fees

**The main tasks of such a possible association could be:**

- Design and publication of a label for Second-Hand businesses
- Support in the planning, organisation and implementation of action days and promotional activities
- Maintenance of contacts with the trading partner abroad and making new contacts
- Representatives of the members in negotiations with trading partners
- Organising the transport and possibly temporary storage of goods before they are transported to each member
- Support for the organisation of trainings/qualifications for the employees in the Second-Hand enterprises

## **Benefits through the creation of an association**

- National uniform brand/label and presence of the members
- Higher grade of publicity
- Emergence of „consumer confidence“ in quality and service
- Fast and easy access to goods procurement sources
- Exchange of experience between the members
- Lower costs for promotional activities
- Increased representation in the government offices and agencies
- Access to specialised trainings