

Project n.º: 7208

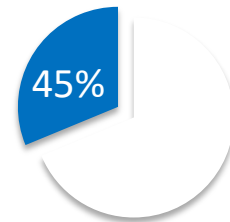
Financial support under the Incentives System

Title of the project: Individual Projects – Internationalisation

Total Eligible Cost: 521.452,16 €

EU Financial Support: 236.800,97 €

■ EU Financial Cost



Where?

Portugal

What?

Internationalisation of
SMEs

Brief Description of the Project:

Description and Goals

The company's strategy is built on the following principle: We aim to open space within the market to create and to capture new demand; to use the existing structure and to diversify in order to turn the brand stronger, widening the fields of action and gaining importance in the market. We aim to create more products and services while offering excellent value for money. Our strategy is one of Growth by Concentric Diversification (core business adding more product), but also by Conglomerate Diversification. The company bases its strategy on the following paradigms

- Its distinctive offer, creating a new portfolio of innovative and exclusive products and service (Unique Bundle);
- Providing the sales team with specialized knowledge (Unique Team);
- Focus on the customer, by fitting existing products and services to the client's expectations (Unique Bundle).

