

Farpedra – Project Translation (English)

SME INTERNATIONALIZATION PROGRAM

Project Title: Strengthening Business Capacity for Internationalization

Project Code: 020903

Main Objective: Strengthen the competitiveness of small and medium-sized enterprises.

Region of Intervention: Centre – Leiria Region

Beneficiary Entity: Farpedra – Exploração de Pedreiras, Lda.

Approval Date: 03-11-2016

Start Date: 01-09-2016

Completion Date: 31-08-2018

Total Eligible Cost: €189,986.44

European Union Financial Support: ERDF – €85,493.90

Objectives, Activities, and Expected Results

Established Objectives:

- Increase sales volume by entering new markets;
- Invest in marketing strategy;
- Invest in own brands;
- Strengthen the human resources team.

Planned Activities:

- Prospecting and presence in international markets: prospecting actions in target markets – Colombia, Paraguay, Panama, Chile, Malaysia, Mexico, Morocco, and the United Kingdom.
- Knowledge of foreign markets (Fairs/Exhibitions): participation in international fairs – Expocamol (Colombia); Morocco Stone Fair (Morocco); Vitoria Stone Fair (Brazil); Coverings (United States); Middle East Stone (UAE).
- Development and international promotion of brands: registration of 5 brands internationally to increase visibility.
- Web presence through the digital economy: website adaptation for multi-device access, Google AdWords and SEO optimization.
- International marketing: creation of promotional catalogues and a financial feasibility study.
- Introduction of new organizational methods: hiring one qualified professional for commercial/marketing support.

Expected Results:

With this internationalization plan, international turnover is expected to increase to about 55% of total turnover.