



European Union

Project co-financed
by European Regional
Development Fund

THE BRAND MOBILSPAZIO IN THE FOREIGN MARKET: A WAY OF DEVELOPMENT

PROJECT DESCRIPTION

The project benefited from an ERDF contribution in the amount of € 15,000.00 as part of the POR MARCHE FESR 2014-2020 call for Axis 3 - Action 9.2 - "Supporting the consolidation of Le Marche region exports and the development of internationalization processes". The project aims to introduce the products with Mobilspazio brand in new foreign markets and the strengthening of export markets where the company is already present, aiming for a higher market segment.

OBJECTIVE

- strengthen the commercial strategy of business development
- penetration into new foreign markets
- achieve an export turnover of over 60% over a three-year period

OUTPUT

- entry into new markets: Spain, Uganda, Mexico and Algeria
- strengthening of market share in France