

ΕΡΑνηΕΚ 2014-2020
OPERATIONAL PROGRAMME
COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION



Competitiveness Toolbox

FOR SMALL AND VERY SMALL ENTERPRISES

The enterprise MAZI TRAVEL SERVICES based in Central Macedonia region, has joined the Action "Competitiveness Toolbox" with a total budget of **400 million €**. The Action aims at supporting existing small and very small enterprises, in order to upgrade and improve their competitive position in domestic and international markets, by investing in the modernization of their production equipment and by adopting product certifications.

The investment's total budget is 88.400 € out of which 44.200 € is public expenditure. The Action is co-financed by Greece and the European Union - European Regional Development Fund.

The approved co-financed Business Plan includes investments on the following categories:

- ✓ Product – Service – Process Certification
- ✓ Packaging – Label – Branding
- ✓ Digital Promotion
- ✓ Employee Payroll Costs (new staff)

Through the participation in the Action, the enterprise achieved:

- ✓ Improvement of competitiveness
- ✓ Increase in profitability
- ✓ Enhancement of extroversion
- ✓ Market expansion through the addition of new products & services
- ✓ Ensuring higher quality products & services
- ✓ Increase in productivity & improvement of operational processes
- ✓ Strengthening of entrepreneurship
- ✓ Creation / retention of quality jobs

The support of ΕΡΑνηΕΚ proved beneficial, not only for the enterprise but for the competitiveness of the national as well as the local economy.



European Union
European Regional
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