

EPAnEK 2014-2020
OPERATIONAL PROGRAMME
COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION



Competitiveness Toolbox

FOR SMALL AND VERY SMALL ENTERPRISES

The company Zournatzis Michalis based in the South Aegean region, joined the action "Competitiveness Toolkit" with a budget of 400 million Euros. The action aims to improve its competitiveness of small and very small businesses, investing in their productive modernization, as well as in branding and digital promotion.

The total investment budget is €167,695.36, of which the public expenditure amounts to €83,847.68 and is co-financed by Greece and its European Regional Development Fund The European Union.

The business plan that was approved for financing and is being implemented includes investments in the following categories:

- ✓ Machinery – Equipment
- ✓ Digital Projection
- ✓ Means of transport

Through participation in the Action, the business achieved:

- ✓ improving its competitiveness
- ✓ increasing its profitability
- ✓ strengthening extroversion
- ✓ expanding the market by adding new products & services
- ✓ ensuring higher quality products & services
- ✓ increasing productivity & improving operational processes
- ✓ strengthening of entrepreneurship
- ✓ creation / maintenance of quality jobs

With the contribution of EPANEK, the company was strengthened, bringing benefits to the competitiveness of the country as well as to the local economy.

