

EPAnEK 2014-2020
OPERATIONAL PROGRAMME
COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION



Entrepreneurship Toolbox

COMMERCE - CATERING - EDUCATION

The enterprise MATINA POUPNARA EE OPTIKA based in western Macedonia region, has joined the Action "Entrepreneurship Toolbox" with a total budget of **80 million €**. The Action aims at supporting existing small and very small enterprises, operating in the following categories:

- Retailing
- Catering services
- Educational and social services

The investment's total budget is 97.590,00 € out of which 48.795,00€ 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 in the following categories:

- ✓ Machinery and equipment for energy efficiency, health and safety improvement, ICT.
- ✓ Digital Promotion
- ✓ Wage cost for new personnel
- ✓ Cost of preparation/implementation/monitoring of the business plan.

Through the participation in the Action, the enterprise achieved:

- ✓ Competitiveness improvement
- ✓ Increase of profitability
- ✓ Reinforcement of an extrovert business profile
- ✓ Market expenditure by adopting new products and services
- ✓ Creation of better quality products and services
- ✓ Increase of productivity and improvement of operational procedures
- ✓ Entrepreneurship Reinforcement
- ✓ Creation/ retention of jobs
- ✓ Other

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

