

**ΕΡΑνηΕΚ 2014-2020**  
**OPERATIONAL PROGRAMME**  
**COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION**



# Competitiveness Toolbox

FOR SMALL AND VERY SMALL ENTERPRISES

The enterprise MOULAS S.A. 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 200.000€ out of which 100.000€ 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:

- ✓ Machinery – Equipment

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

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  
Development Fund

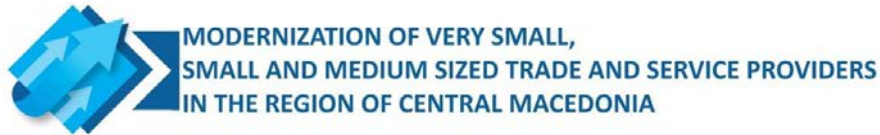


HELLENIC REPUBLIC  
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The enterprise MOULAS S.A., which is headquartered in the Region of Central Macedonia, was co-financed by the European Regional Development Fund (ERDF) of the European Union for the implementation of its project under the Action **"Modernization of Very Small, Small and Medium Sized Trade and service Providers"** in the Region of Central Macedonia, under the framework of the Operational Program **"Central Macedonia 2014-2020"**.

The Action aims to assist small and medium-sized enterprises in implementing investment projects to modernize their organization and operation, and improving their position in the domestic and international market.

The total investment budget is 102.940,57€, of which public expenditure is 50.000,00€.



REGION OF CENTRAL MACEDONIA  
MANAGING AUTHORITY  
O.P. Region of Central Macedonia



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**DIGITAL step**  
DIGITAL UPGRADING OF ENTERPRISES



The enterprise MOULAS S.A. based in Central Macedonia region, has joined the Action "Digital Step" with a total budget of 84 million €. The Action aims at the digital upgrading of very small, small and medium - sized enterprises.

The **investment's** total budget is 26.149,00 € out of which 13.074,50 € is public expenditure. The Action is co-financed by Greece and the European Union - European Regional Development Fund.

The approved subsidised Business Plan includes investments in the following categories:

- ✓ Procurement and installation of ICT equipment
- ✓ Software for office applications, web development, e-shop services etc.
- ✓ Digital services (Digital advertising, e -security certifications, data entry and transfer etc.)

Through the participation in the Action, the enterprise achieved:

- ✓ Competitiveness improvement
- ✓ Increase of profitability
- ✓ Reinforcement of an extrovert business profile
- ✓ Enhancement of entrepreneurship
- ✓ Creation /maintenance of high quality job positions

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



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Co-financed by Greece and the European Union