

## Recommendations

### 1/ Functional recommendations

- a) Future Development Strategy
- b) Marketing
- c) Staff & Training
- d) Funding

### 2/ Innovation & internationalisation recommendations

- a) Innovation
- b) Market & Competitor Knowledge
- c) Core Services
- d) Internationalisation

### 3/ Project implementation plan

- a) Development Plan
- b) Marketing
- c) Staff & Training
- d) Funding & Financials
- e) Core Services
- f) Innovative Sector Exchange (ISE)

**Interreg**   
**2 Seas Mers Zeeën**  
**ISE**

European Regional Development Fund

ISE Ref. PP6/0818/036

Company name : Company X

Contact name :

City : Canterbury

Country : UK

Website : [www.companyx.com](http://www.companyx.com)

Tel. : 0044 (0) 1234 567 810

## COMPANY PROFILE

### THE COMPANY

Main activity	High-end food retailer
Market	Regional
Sector of activity	Food & Drink
Annual Turnover	3.5M
export %	0%
New products %	Developing product range
Development	Grow/New Markets
No. of employees	43

### FINANCE

Availability of funds	Yes
Access to external financing	Untested
Evolution of turnover	Rising
Evolution of profits	Rising

### INTERNATIONALISATION

International strategy	In progress
International experience	Yes
Expectations of ISE	Exploring new collaboration opportunities

### PRODUCTION

Investment level	Medium
Production capacity	N/A
Quality management	Internal
Technological level	High
Subcontractors %	All supplied goods
Subcontractors location	Local/national & international

### MARKETING

Customer Profile	B2C & B2B
Geographical spread	Regional
Communication channels	Website/Social Media & Customers
Competitiveness advantages	Experience & Quality
New markets plan	International

### TECHNOLOGY

Digitalisation level	Medium
Sector key technology	Automated production
Patents / IP	No
R&D (department)	Yes (informal)
Innovation strategy	Yes (informal)

### HUMAN RESOURCES

Staff qualifications level	High for sector
Employee flexibility	Agile team
Company language skills	Multilingual workforce

ISE is part financed by the EU Interreg 5A 2 Seas Programme and run by the organisations shown below



Kamer van Koophandel  
West-Vlaanderen



Kamer van Koophandel  
Oost-Vlaanderen



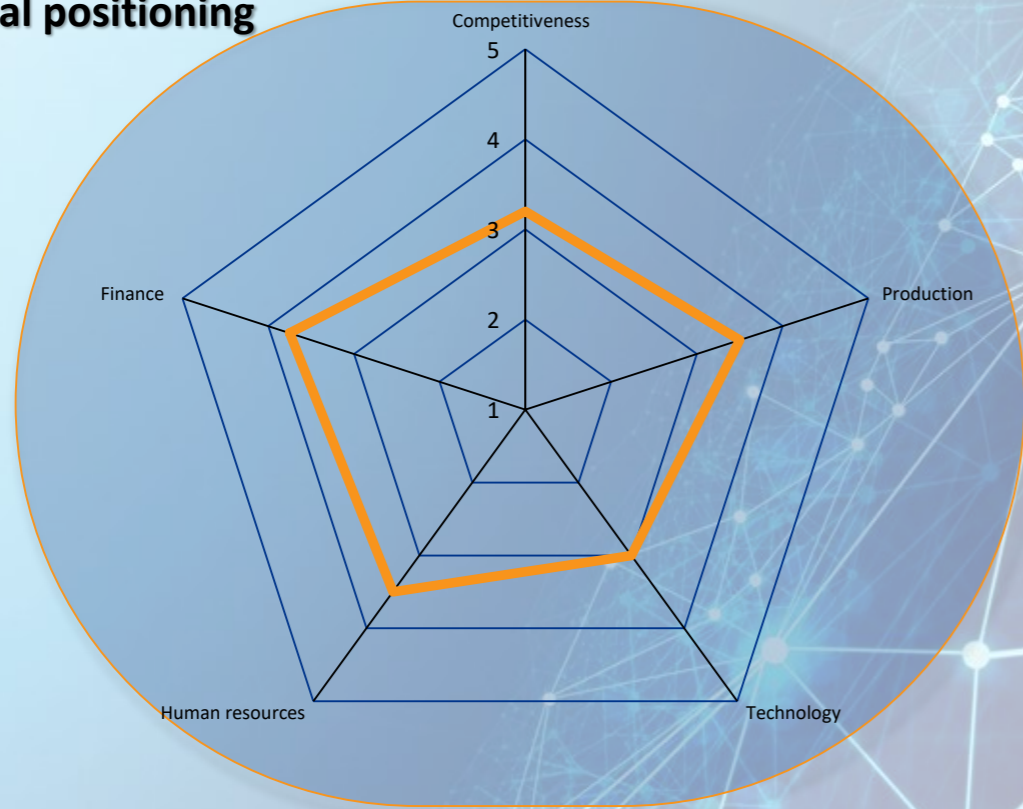
west-vlaanderen  
de gedreven provincie

Provincie Noord-Brabant

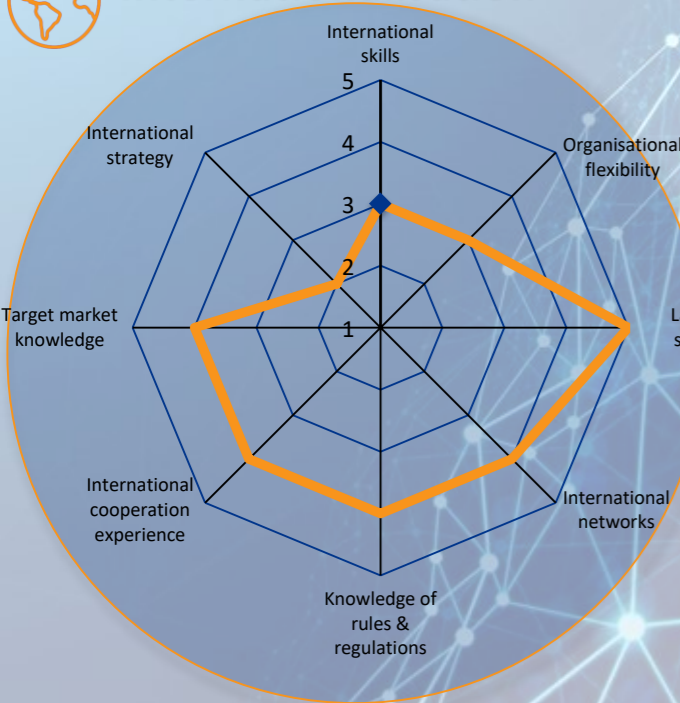




 **Local positioning**



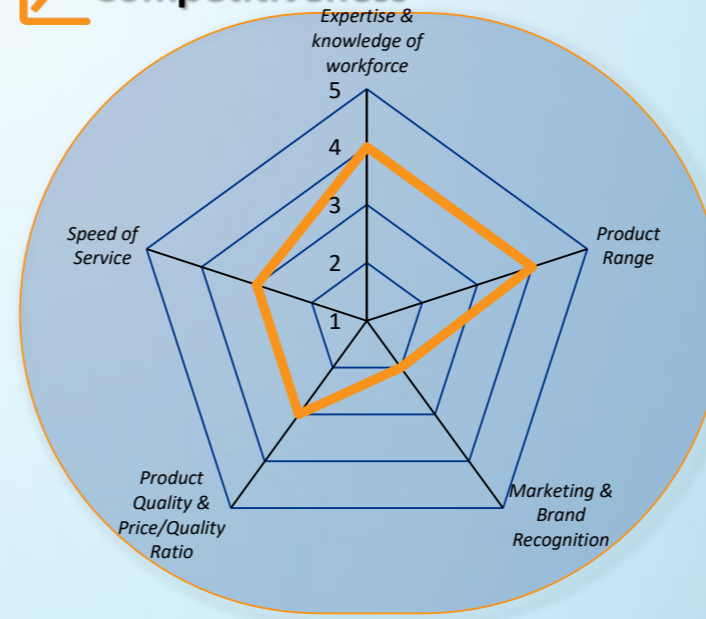
 **Internationalisation**



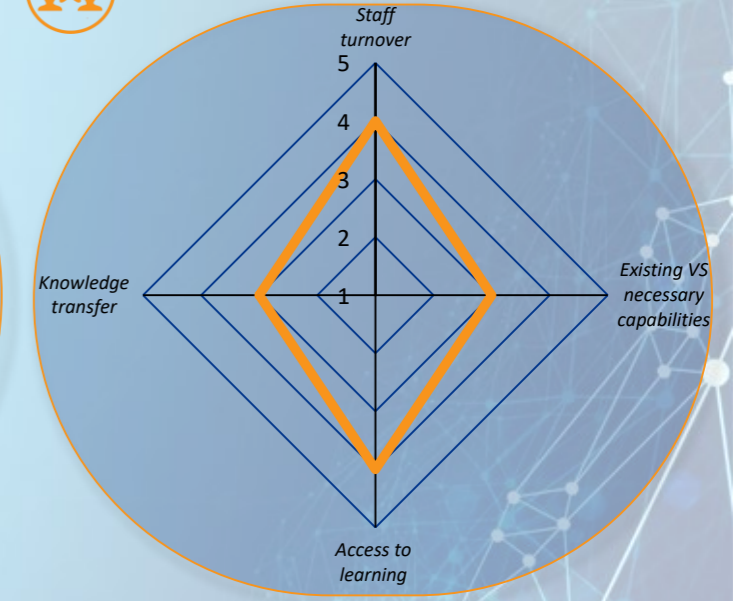
 **Innovation ability**



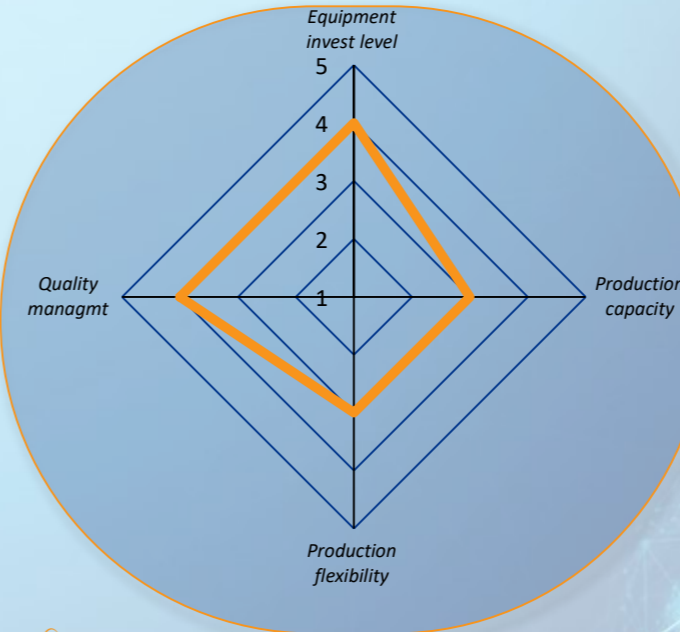
 **Competitiveness**



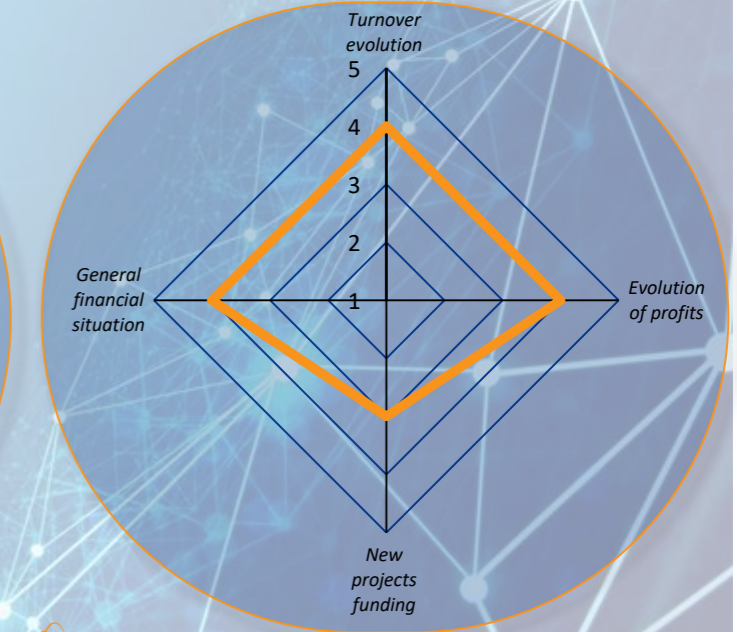
 **Human resources**



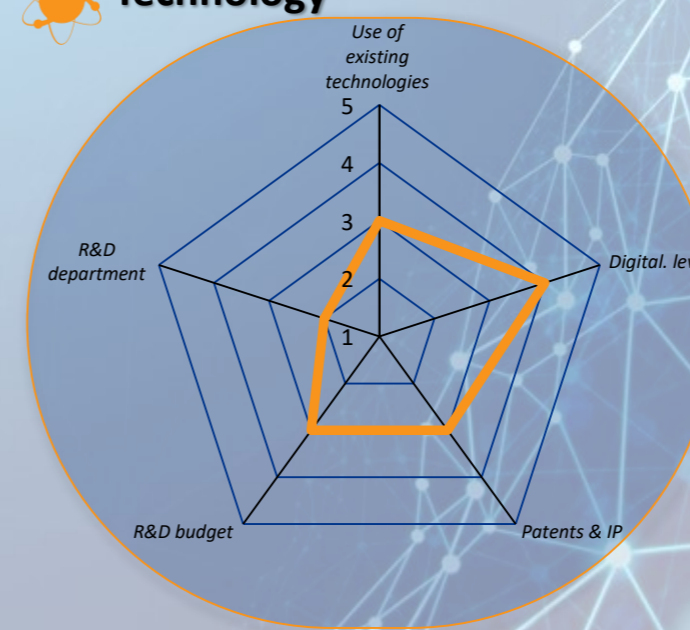
 **Production**



 **Finance**



 **Technology**



 **Technology control**

