

# ΕΡΑνεΚ 2014-2020 OPERATIONAL PROGRAMME COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION



## Upgrading Micro & Small Businesses to Develop their Skills in New Markets

The enterprise "PLEKTA CHIRAS A.E." based in CENTRAL MAKEDONIA region, has joined the Action "Upgrading micro & small businesses to develop their skills in new markets" with a total budget of **310 million €**. The Action aims at the upgrading of the competitive position of very small and small enterprises.

The investment's total budget is 123.515,38€ out of which 40.109,20€ 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:

- ✓ Machinery – Equipment
- ✓ Intangible expenses
- ✓ Wage costs for personnel (current and /or new employees)

### Through the participation in the Action, the enterprise achieved:

- ✓ Competitiveness improvement
- ✓ Increase of profitability
- ✓ Reinforcing an extrovert business profile
- ✓ Market expenditure by adopting new products and services
- ✓ Creating better quality products and services
- ✓ Increasing productivity and improvement of operational procedures
- ✓ Reinforcing entrepreneurship
- ✓ Creating / maintaining job positions

The support of ΕΡΑνεΚ 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  
MINISTRY OF  
DEVELOPMENT AND INVESTMENTS  
SPECIAL SECRETARIAT FOR  
ERDF, CF & ESF PROGRAMMES  
MANAGING AUTHORITY OF ΕΡΑνεΚ



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