

Project Title | ALLCOST SENSE... IN THE BATH, ON THE BED AND ON THE TABLE... ANYWHERE IN THE WORLD!!!

Project Code | NORTE-02-0752-FEDER-20742 | NORTE-06-3560-FSE-20742

Main Objective | Strengthen the competitiveness of SMEs

Intervention Region | North

Beneficiary Entity | Allcost - Têxteis para Hotelaria Lda.

Approval Date | 2017-02-16

Start Date | 2017-03-08

Completion Date | 2019-12-31

Total Eligible Cost | €186,298.04

European Union Financial Support | FEDER - €180,719.85 | FSE - €5,578.19

### OBJECTIVES OF THE IMPLEMENTED INTERNATIONALIZATION PLAN

The various prospecting and promotional actions carried out generated new contacts, as well as a coherent set of strategies, as outlined below:

- Diversification of the client portfolio and target markets;
- Participation in renowned industry trade fairs as an exhibitor;
- Implementation of new marketing strategies;
- International recognition of Portuguese products based on customer feedback;
- Greater sensory proximity - more accurate evaluation of product quality;
- Development of a business model based on trust, opening doors to synergies with clients;
- Increased digital presence;
- Improved efficiency in market segmentation;
- More competitive positioning.



### ACHIEVED RESULTS

65%-Export value in total turnover (2020)

