

Eligroup Srl

Description of project

Eligroup is an Italian company born over 70 years ago from the experience and family tradition in the business of ship repairs and maintenance.

Specialized in maintenance and installation of electrical and electronic systems, it has been strongly appreciated by the maritime market as a distributor and installer of a variety of equipments for navigation, communication and safety and today it is a leader in the design and implementation of systems for passenger and cargo ships, offshore, mega yachts and military crafts.

Over the years, the Company has received increasing requests also outside the national territory, therefore it aims to expand its business also abroad and especially in some European and Middle Eastern countries that boast a strong maritime tradition.

Targets

Internationalization is important for the search of new opportunities beyond national borders, to strengthen the value of its brand also abroad, but also to give future prospects to corporate life.

The right international marketing actions to be activated in the target countries become crucial factors for obtaining competitive advantages on an international scale.

Therefore participation in international trade fairs and events and the choice of the appropriate advertising means become of fundamental importance for the achievement of the expected results.

Result

Expected results are:

- increase in turnover
- consolidation of the relationships already started
- commercial penetration of new markets

Project co-financed by the European Union, the Italian State and the Campania Region, as part of the POR Campania FESR 2014-2020.

