



Project: Erich Brodheim Qualification 2020

Project Code: LISBOA-02-0853-FEDER-012273

LISBOA-05-3560-FSE-012273

Main goal: Strengthen the competitiveness of small and medium sized companies

Area: Lisboa

Beneficiary: ERICH BRODHEIM, S.A.

Approval date: 28/04/2016

Start date: 18/09/2015

Conclusion date: 18/09/2017

LISBOA-02-0853-FEDER-012273

Total eligible cost: 802.590,02€

European Unio Finacial support: FEDER – 361.165,51€

National/regional public financial support - N/A

LISBOA-05-3560-FSE-012273

Total eligible cost: 19.665,00 €

European Unio Finacial support: FSE – 11.799,00 €

National/regional public financial support - N/A

Objectives, activities and expected / achieved results

ERICH BROADHEIM focuses its activity on the retail business, and over the past decade followed the evolution and transformation of the market in the field of distribution strategies. Nowadays mono-brand trade space has been increasing, occupying most of the surface of modern shopping centers. Over the past decade, the company has had a presence in the market through the development of mono-brand chain stores linked to the prestigious names of International Fashion, being the main brands it represents, Guess, Furla, Timberland and Burberry.

Trough this project, we intend to make a set of investments centered on the qualification vector of the management and communication models supported by ICT technologies. Investments will be made in the implementation of various software, hardware, website expenses, job creation, and professional training courses. The strategic objective is the development of retail activity in the domestic market through new international brands and the internationalization of activity in the African continent.

Goals:

- Introduction to innovation and organizational management and the digital economy and information and communication technologies (ICT)
- Development of the new Betrend website to modernize and enable this digital marketing tool for consumer equipment trends.
- Team building and training with integration of two highly used teams

The project focuses on the intangible domains of competitiveness, to consolidate and qualify the company's performance through technological and informatic investments, articulating the acquisition of 2 powerful and important tools for our new management model:

- The creation and installation of a CRM
- Customer Relationship Management solution Implementation of a new ERP solution
- Enterprise Resource Planning Implementation of a new SAP solution
- Complementary Investments