

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

**DIGITAL step**  
DIGITAL UPGRADING OF ENTERPRISES



The enterprise PHARMACIES ATHANASOPOULOU ANGELOPOULOU EFROSYNI - ATHANASOPOULOS KONSTANTINOS OE based in Western Greece region, has joined the Action "Digital Step" with a total budget of **84 million €**. The Action aims at the digital upgrading of very small, small and medium - sized enterprises.

The investment's total budget is 44.656,00€ € out of which 22.328,00€ € 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:**

- ✓ Procurement and installation of ICT equipment
- ✓ Software for office applications, web development, e-shop services etc.
- ✓ Digital services (Digital advertising, e -security certifications, data entry and transfer etc.)
- ✓ Wage costs for new personnel

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

- ✓ Competitiveness improvement
- ✓ Increase of profitability
- ✓ Reinforcement of an extrovert business profile
- ✓ Enhancement of entrepreneurship
- ✓ Creation /maintenance of high quality job positions
- ✓ Other .....

The support of ΕΡΑνεΚ proved beneficial, not only for the enterprise but also 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  
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MANAGING AUTHORITY OF ΕΡΑνεΚ



Co-financed by Greece and the European Union

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# Entrepreneurship Toolbox

COMMERCE - CATERING - EDUCATION

The enterprise ..... based in .....region, has joined the Action "Entrepreneurship Toolbox" with a total budget of **80 million €**. The Action aims at supporting existing small and very small enterprises, operating in the following categories:

- Retailing
- Catering services
- Educational and social services

The investment's total budget is..... € out of which ..... € is public expenditure. The Action is co-financed by Greece and the European Union - European Regional Development Fund.

**The approved co-financed Business Plan includes investments in the following categories:**

- ✓ Improvement of the business's premises for energy efficiency, health, safety and accessibility improvement
- ✓ Machinery and equipment for energy efficiency, health and safety improvement, ICT.
- ✓ Service and procedures standardization
- ✓ Digital Promotion
- ✓ Wage cost for new personnel
- ✓ Cost of preparation/implementation/monitoring of the business plan.

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

- ✓ Competitiveness improvement
- ✓ Increase of profitability
- ✓ Reinforcement of an extrovert business profile
- ✓ Market expenditure by adopting new products and services
- ✓ Creation of better quality products and services
- ✓ Increase of productivity and improvement of operational procedures
- ✓ Entrepreneurship Reinforcement
- ✓ Creation/ retention of jobs
- ✓ Other .....

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