

WP8: BUSINESS PLANS IMPLEMENTATION AND PROJECT SUSTAINABILITY

PRESENTED BY ACLUNAGA

March 2021

WP8 DESCRIPTION

- At this moment, the export consortia are formed and they can start their activity in the international market. Aclunaga should tutor them in this process, but it is not possible at this moment due to the Covid-19 situation.
For that, as leader of this WP, we elaborated a guidelines with the aim to make it an easy and productive process once this situation is over.
- The important thing is not so much the immediate obtaining of results but the establishment of solid structures that suppose a strength in the world market in the medium and long term.

WP8 ACTIONS & OUTPUTS

○ ACTION Nº 1. IMPLEMENTATION OF BUSINESS PLANS

Each of the export consortia will begin to work in accordance with the Business Plans drafted in the previous WP, and to help them in this process, we elaborate a report with some guidelines and indicators to measure the evolution and the proper functioning of the consortia.



Consortia Results Report until the project's end

Structure of the document

Executive Summary

Consortia Constitution
Process & Results

Guidelines for the implementation of
Business plans & Next Steps

Indicators to measure the
success of consortia

Success cases

Consortia Constitution Process & Results

At this point of the project, the **main result is the constitution of the 6 export consortiums** that are already in a position to start joint activities in the international market, **and the definition of its objectives and strategic lines.**

DECK CONSORTIUM (6 COMPANIES)



ENGINE ROOM CONSORTIUM (3 COMPANIES)



BRIDGE CONSORTIUM (3 COMPANIES)



OFFSHORE ENERGY CONSORTIUM (7 COMPANIES)

Spain



Ireland



United Kingdom



ACCOMODATION CONSORTIUM (4 COMPANIES)

Spain



Portugal



United Kingdom



VESSEL DESIGN CONSORTIUM (6 COMPANIES)

Spain



Portugal



Ireland



France



United Kingdom



Guidelines for the implementation of Business plans & Next Steps

1. Business Knowledge

Actions: Marketing research/Trends analysis/Participation in international networks

2. Market Position

Actions: Joint catalogue elaboration/Common corporate identity/Digital marketing strategy

3. Business Promotion

Actions: Business agreements/Research trade missions/Joint participation in trade fairs/Visits to potential clients

4. Structuring Projects

Actions: Common projects/Temporary firms unions

5. Institutional positioning

Actions:/Public regional, national or EU Authorities

Guidelines for the implementation of Business plans & Next Steps

ECONOMICS AND FINANCING

- How to finance the export consortia
- Funding possibilities
- Pricing policy

STRUCTURE

- Legal form of the consortium
- Operational organization of the consortium (staff, select an executive director, etc.)

COMUNICATION

- Define a communication & promotion plan
- Design a logo or corporate image
- Digital marketing strategy
- Promotional and advertising activities to be carried out

INTENATIONAL MARKETING

- Information about the target markets selected in the business plans.
- List of the main international exhibitions for the sector to decide in which participate and how.
- Define the supply of exportable products and services.
- Define the potencial clients

Indicators to measure the success of consortia

Acquired knowledge
(markets, suppliers, customers)

Results at the network and relationship level
(contacts made)

Regularity in exports
(constant and stable exports)

Increase in export turnover
(since the beginning of a company's participation in the consortium)

Increase in the number of export markets
(consolidated presence in several markets)

Cost and time savings
(money saved by the companies by carrying out collectively activities)

Ability of companies to export on their own
(improved exporter skills)

Perception of the consortium by members
It is not considered satisfactory if its members are not completely convinced of its usefulness (can be measured by a questionnaire or by the frequency with which members participate in consortium meetings).


WP8 ACTIONS & OUTPUTS

○ ACTION Nº 2. ECONOMIC AND SOCIAL RETURN ACTION PLAN

ACLUNAGA drew up an Economic and Social Return Plan that identify the positive results that the project must have on each and every one of the stakeholders and how to achieve them, always from the perspective of Corporate Social Responsibility.



Economic and Social Return Report



Work carried out for the
elaboration of the plan

- Identification of agents of interest or stakeholders directly or indirectly related to the project.
- Identification of potential impacts by stakeholder.
- Determination and definition of indicators related to the identified impact areas.
- Formulation of objectives for each of the defined indicators.
- Elaboration of the Social and Economic Return Plan itself by considering the following elements for each of the previously defined objectives:

WP8 ACTIONS & OUTPUTS

○ ACTION Nº 3. INTERMEDIATE PARTNERS MEETING IN GALICIA

ACLUNAGA organized the fourth face-to-face meeting of all members of the partnership to analyze the development of the project, solve difficulties, take economic and financial control actions and propose corrective actions. This meeting took place in Vigo in July of 2019.



Minute of the meeting that include the progress of the project and the commitments acquired

AGENDA:

3rd July

Partners dinner

Visits to shipyards

4th July

Partners Meeting



FREIRE SHIPYARD



CARDAMA SHIPYARD



THANKS FOR YOUR ATTENTION

