



Business Support on Your Doorstep

SUCCESS STORY

Entry into a new market (UK) Commercial viability of products and diversification of clients

Service: going international



"For TBDC.tv, being involved in this project, has supposed to connect with professionals with strong analytical skills and to get a real approach of the market.

Their recommendations on the market have facilitated the planning of our business strategy in the UK "

Argentina Oliva. TBDC.tv

The organisation involved

Brandia Mediabranding S.L. is a company created with the purpose of the internationalisation. With only 3 years of track, the company has launched 4 trademarks, 3 of which are directly related with the international market. [TBDC.tv](#) is the evolution of Brandia.tv, the first commercial name for the company. The development of the trademark complies with the objective of reaching a specific audience based outside Spain. TBDC.tv is an **Animation and Motion Design Company** based in the Canary Islands, Spain. Since its foundation has grown into a multi-award winning firm producing animation & motion pieces for TV channels, films and agencies.

The services received

The ITC, member of EEN-Canarias, together with Nottingham Business School (NBS), a business school of the Nottingham Trent University in UK, proposes a pilot initiative with international students to develop Applied/Consultancy Projects in local SMEs with groups of students from Full-time MSc International Business at NBS.

TBDC.tv received a consultancy service on "the entry into a new market (UK): commercial viability of products and diversification of clients". The work was carried out from September to December 2013. The students, with the supervision of a tutor, have successfully acted as free consultants and demonstrate at the same time a valuable learning experience, giving recommendations that can make a significant contribution to the company and to the business development in the region.



Benefits:

“The introduction of a company in a new market involves know it. The first step arguably is the study of the country, its characteristics and barriers to entry, the type of market, the competition, and, above all, to find the more efficient and effective way to reach the target audience”
Argentina Oliva.

The benefits of this cooperation are:

- Open mindedness and exploration of the company from new angles.

- Access to up to date research information via on-line databases on financial performance, market research analysis, newspapers and journals and their unlimited access to public Internet resources.
- Analysis of the situation from a variety of perspectives supported by an understanding of appropriate frameworks and concepts.
- Development of commercially relevant recommendations.

For more information:

TBDC.tv: <http://tbdc.tv>

EEN-Canarias: <http://www.een-canarias.org>

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