



Business Support on Your Doorstep

SUCCESS STORY

Expansion in Spanish & Portuguese speaking markets

Service: going international



"We have discovered a lot of interesting new markets and services as a result for this experience. It is an incredible tool for companies that want to have an international image."

Nayra Iglesias. IN OUT studio

The organisation involved

IN OUT Studio is a corporate design and architecture studio offering an integral design corporate service to optimize resources, reinforce strategy and get ahead of the client's competition from Spain to the rest of the world. The team is formed by young people from different nationalities under the leadership of Nayra Iglesias working on a common goal, finding creative solutions that make every project a unique and timeless experience.

IN OUT Studio has several experiences and success stories at international level, but it is not a marketing company so they have done their 360° marketing campaign just by learning from others. IN OUT Studio wants to be in the list of top 10 European companies specialized in corporate projects. Its best product is shop design and management and they strongly believe that they do not have more clients because they really do not see or find them.

IN OUT Studio would like to focus the expansion for 2014 in national and international companies that speak Spanish or Portuguese that want to start a new business or want to change the image of the current ones. Those businesses can be more than shops: pharmacies, restaurants, cafe, clubs, etc. There is a big market out there and IN OUT Studio has enough experience and talent to create great concepts but they have to make be visible.

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.



The activity as focused on:

1- Improve IN-OUT Corporate image on Spanish speaking countries, by creating a solid new campaign or by changing our current strategy.

2- Helping IN-OUT with the launch of a new project, online services for multinational companies of the retail sector. A service that will allow them to have an online architect with a flat rate thanks to technology.

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:

- 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:

IN OUT studio:

<http://www.inoutstudio.com/>

EEN-Canarias:

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

e-mail: eencanarias@itccanarias.org



Corporate website www.inoutstudio.com

The screenshot shows the website for IN OUT studio. The header features the logo 'in out studio' with the tagline '* creativity for your business *'. To the right is a 'REGÍSTRATE' button and social media icons for email, Facebook, Instagram, LinkedIn, Pinterest, SoundCloud, Twitter, and YouTube. Below the header is a navigation menu with links: ESTUDIO, SERVICIOS, PROYECTOS, SHOP ON LINE, PRENSA, and IN OUT WORLD. The main content area displays a high-quality photograph of a fashion boutique interior, showcasing various handbags and shoes on display. A semi-transparent text box at the bottom of the image reads 'FASHION & APPAREL COMPREHENSIVE DESIGN'. At the bottom of the website, there are logos for 'GRAN CANARIA MODA CALIDA' and 'LIVING LAB COMERCIOS INNOVADORES DE GRAN CANARIA'. Contact information is provided for IN OUT CANARIAS (El Salvador 59 - 35010 - Las Palmas de Gran Canaria - +34 928 280 153) and IN OUT MADRID (General Díaz Portier 12 - 28001 - Madrid - +34 670 333 276). The footer also includes the copyright notice '© In Out Studio 2008-2014' and the email 'info@inoutstudio.com'.

For more information: eencanarias@itccanarias.org

Website: www.een-canarias.org

Comprehensive Design Fortuni Night Club at Las Palmas de Gran Canaria, Spain

<http://www.inoutstudio.com/en/projects/fortuni-las-palmas-2/>



Sensorial Hotel + Experience. New concept of Hotel Architecture

<http://www.inoutstudio.com/en/projects/sensorial-hotel/>

