



Business Support on Your Doorstep



*"Sharing and discussing different ways of thinking enriches the passage of the company and opens new approaches that will allow us to face new challenges."*

*Óscar Bergasa and Gloria Álvarez, Elittoral.*



## SUCCESS STORY

### Diversification of sources of revenues through internationalisation

Service: going international

#### The organisation involved

**Elittoral** is an environmental consultancy specialized in marine environment. The company offers specialized high value-added services, applicable to all projects that are related to the marine and coastal environment to the marine and coastal environment.

Nowadays Elittoral finds great effort in the internationalization process due to difficulties on the access to finance. In this regard, the company needs to find the way to access to external sources of financing. Elittoral is working hard to win international tenders, but finance aspects could put in danger all the efforts so it is important to think about this characteristic of the business.

#### The services received

The **EEN-Canarias** partner **ITC**, together with **Nottingham Business School**, 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.

Elittoral, as one of the SMEs beneficiaries of this pilot initiative, proposes to receive proper assistance in the process of internationalization and the possible strategies to adjust the commercial opportunities of the company (its technical capacity and its ratios of succeed in tenders and commercial negotiations) with its financial capacity to undertake those works. In summary: Elittoral need help for the diversification of sources of revenues (e.g. different models of revenue streams)

The ITC monitored the initial steps to assure the good quality of the service. 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:

- Open mindedness and exploration of the company from new angles.
- Analysis of the situation from a variety of perspectives supported by an understanding of appropriate frameworks and concepts.
- Development of commercially relevant recommendations.
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- 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.

## For more information:

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