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"Interreg VA Greece-Bulgaria" 2014-2020  
"Market Changer"  
"March"  
MIS Code: 5070788

*Website* : <http://marchproject.eu>

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REPORT

from

Consulting 60 entrepreneurs



Association "Chamber of Commerce - Kardzhali"

Проектът е съфинансиран от Европейския фонд за регионално развитие (ЕФРР) и от националните фондове на страните, участващи в Програмата за сътрудничество Interreg V-A "Гърция-България 2014-2020"



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**Kardzhali , 2023**

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The activity is implemented under the grant contract №b6.3a.12 (MIS code-5070788), title of the project "Change in the market (MARCH)", financed under INVESTMENT PRIORITY 1-A: "Competitive and innovative cross-border zone", under the 6th invitation of the Cooperation Program "Interreg V - Greece-Bulgaria" 2014-2020, financed by the European Union, through the European Fund for Regional Development and co-financed by the budget of the Republic of Bulgaria./ contract No. b6.3a.12 (MIS code-5070788), project title "Market changer (MARCH)", funded under 1 -A Competitive and Innovative Cross-Border Area, 6-th call of Cooperation Program "Interreg V –A Greece-Bulgaria" 2014-2020, funded by European Union, through the European Regional Development Fund and co-funded by the Budget of the Republic of Bulgaria/.

Scope of assignment: Provide consulting support to 60 enterprises/start-ups on topics that will result from the analysis of the situation in the area and research in local enterprises (eg marketing, finance, management, quality management, etc.). 6 two-hour sessions are scheduled for each business.

Summary: Consultations were provided in the period from 02.2023 to 11.2023, to 60 companies/PEs developing activity in agro and food industries from the Kardzhali region, and the list was provided by the Contracting Authority, Chamber of Commerce - Kardzhali. The consultations were held in the form of 6 two-hour sessions for each entrepreneur, according to an adopted individual schedule. During the summer period, a break was made from 17.06 to 24.09.2023, in view of the workload in the agro and food industry. The topics are defined as a result of an analysis of the situation in the area and research in local enterprises, as follows: 1. Marketing, 2. Finance, 3. Management, 4. Quality Management, 5. Insurance and 6. Transport and Logistics.

Reports have been prepared on the consultations held, by topics and dates, as follows:

1 : DAMLA 2006 Ltd

1. Marketing – 2 hours - 27.2.2023,
2. Finances – 2 hours - 21.3.2023,
3. Management – 2 hours - 11.4.2023 ,
4. Quality management – 2 hours - 5.5.2023,
5. Insurance – 2 hours - 30.5.2023,
6. Transport and logistics – 2 hours - 26.9.2023,

A total of 12 hours of consultations provided

2: DOCHEVI 2019 EOOD

1. Marketing – 2 hours - 27.2.2023,
2. Finances – 2 hours - 21.3.2023,

3. In administration – 2 hours - 11.4.2023 ,
4. Quality management – 2 hours - 5.5.2023,
5. Insurance – 2 hours - 30.5.2023,
6. Transport and logistics – 2 hours - 26.9.2023,

A total of 12 hours of consultations provided

3: KARLAK ST

1. Marketing – 2 hours - 27.2.2023,
2. Finances – 2 hours - 21.3.2023,
3. Management – 2 hours - 11.4.2023 ,
4. Quality management – 2 hours - 5.5.2023,
5. Insurance – 2 hours - 30.5.2023,
6. Transport and logistics – 2 hours - 26.9.2023,

A total of 12 hours of consultations provided

4: KARTAL FL

1. Marketing – 2 hours - 27.2.2023,
2. Finances – 2 hours - 21.3.2023,
3. Management – 2 hours - 11.4.2023 ,
4. Quality management – 2 hours - 5.5.2023,
5. Insurance – 2 hours - 30.5.2023,
6. Transport and logistics – 2 hours - 26.9.2023,

A total of 12 hours of consultations provided

5: KITON - 09 EOOD

1. Marketing – 2 hours - 28.2.2023,
2. Finances – 2 hours - 22.3.2023,
3. Management – 2 hours - 12.4.2023 ,

4. In quality management – 2 hours - 9.5.2023,
5. Insurance – 2 hours - 31.5.2023,
6. Transport and logistics – 2 hours - 27.9.2023,

A total of 12 hours of consultations provided

#### 6: NESI PROPERTIES LTD

1. Marketing – 2 hours - 28.2.2023,
2. Finances – 2 hours - 22.3.2023,
3. Management – 2 hours - 12.4.2023 ,
4. Quality management – 2 hours - 9.5.2023,
5. Insurance – 2 hours - 31.5.2023,
6. Transport and logistics – 2 hours - 27.9.2023,

A total of 12 hours of consultations provided

#### 7: REGAKO EOOD

1. Marketing – 2 hours - 28.2.2023,
2. Finances – 2 hours - 22.3.2023,
3. Management – 2 hours - 12.4.2023 ,
4. Quality management – 2 hours - 9.5.2023,
5. Insurance – 2 hours - 31.5.2023,
6. Transport and logistics – 2 hours - 27.9.2023,

A total of 12 hours of consultations provided

#### 8 : TOPACHINO 2014 EOOD

1. Marketing – 2 hours - 28.2.2023,
2. Finances – 2 hours - 22.3.2023,
3. Management – 2 hours - 12.4.2023 ,
4. Quality management – 2 hours - 9.5.2023,

5. Insurance – 2 hours - 31.5.2023,
6. Transport and logistics – 2 hours - 27.9.2023,

A total of 12 hours of consultations provided

9 : FEI - 2011 Ltd

1. Marketing – 2 hours – 01.3.2023,
2. Finances – 2 hours - 23.3.2023,
3. Management – 2 hours - 13.4.2023 ,
4. Quality management – 2 hours - 10.5.2023,
5. Insurance – 2 hours – 01.6.2023,
6. Transport and logistics – 2 hours - 28.9.2023,

A total of 12 hours of consultations provided

10: FUERTE FOODS LTD

1. Marketing – 2 hours – 01.3.2023,
2. Finances – 2 hours - 23.3.2023,
3. Management – 2 hours - 13.4.2023 ,
4. Quality management – 2 hours - 10.5.2023,
5. Insurance – 2 hours – 01.6.2023,
6. Transport and logistics – 2 hours - 28.9.2023,

A total of 12 hours of consultations provided

11: KOLSKA FL

1. Marketing – 2 hours – 01.3.2023,
2. Finances – 2 hours - 23.3.2023,
3. Management – 2 hours - 13.4.2023 ,
4. Quality management – 2 hours - 10.5.2023,
5. Insurance – 2 hours – 01.6.2023,

6. Transport and logistics – 2 hours - 28.9.2023,

A total of 12 hours of consultations provided

12: AVICENA ST

1. Marketing – 2 hours – 01.3.2023,

2. Finances – 2 hours - 23.3.2023,

3. Management – 2 hours - 13.4.2023 ,

4. Quality management – 2 hours - 10.5.2023,

5. Insurance – 2 hours – 01.6.2023,

6. Transport and logistics – 2 hours - 28.9.2023,

A total of 12 hours of consultations provided

13: SR 99 Ltd

1. Marketing – 2 hours – 02.3.2023,

2. Finances – 2 hours - 24.3.2023,

3. Management – 2 hours - 18.4.2023 ,

4. Quality management – 2 hours - 11.5.2023,

5. Insurance – 2 hours – 02.6.2023,

6. Transport and logistics – 2 hours - 29.9.2023,

A total of 12 hours of consultations provided

14 : BILD TRADING COMMERCE LTD

1. Marketing – 2 hours – 02.3.2023,

2. Finances – 2 hours - 24.3.2023,

3. Management – 2 hours - 18.4.2023 ,

4. Quality management – 2 hours - 11.5.2023,

5. Insurance – 2 hours – 02.6.2023,

6. Transport and logistics – 2 hours - 29.9.2023,

A total of 12 hours of consultations provided

15: BLAGI AND ANI COMPANY LTD

1. Marketing – 2 hours – 02.3.2023,
2. Finances – 2 hours - 24.3.2023,
3. Management – 2 hours - 18.4.2023 ,
4. Quality management – 2 hours - 11.5.2023,
5. Insurance – 2 hours – 02.6.2023,
6. Transport and logistics – 2 hours - 29.9.2023,

A total of 12 hours of consultations provided

16: DAR-KA AL. KARADZHOV ST

1. Marketing – 2 hours – 02.3.2023,
2. Finances – 2 hours - 24.3.2023,
3. Management – 2 hours - 18.4.2023 ,
4. Quality management – 2 hours - 11.5.2023,
5. Insurance – 2 hours – 02.6.2023,
6. Transport and logistics – 2 hours - 29.9.2023,

A total of 12 hours of consultations provided

17: ZAH EOOD

1. Marketing – 2 hours – 06.3.2023,
2. Finances – 2 hours - 27.3.2023,
3. Management – 2 hours - 19.4.2023 ,
4. Quality management – 2 hours - 12.5.2023,
5. Insurance – 2 hours – 05.6.2023,
6. Transport and logistics – 2 hours – 02.10.2023,

A total of 12 hours of consultations provided

18 : KIANTI 19 EOOD

1. Marketing – 2 hours – 06.3.2023,
2. Finances – 2 hours - 27.3.2023,
3. Management – 2 hours - 19.4.2023 ,
4. Quality management – 2 hours - 12.5.2023,
5. Insurance – 2 hours – 05.6.2023,
6. Transport and logistics – 2 hours – 02.10.2023,

A total of 12 hours of consultations provided

19 : MOKKA LTD

1. Marketing – 2 hours – 06.3.2023,
2. Finances – 2 hours - 27.3.2023,
3. Management – 2 hours - 19.4.2023 ,
4. Quality management – 2 hours - 12.5.2023,
5. Insurance – 2 hours – 05.6.2023,
6. Transport and logistics – 2 hours – 02.10.2023,

A total of 12 hours of consultations provided

20: SONICS 74 EOOD

1. Marketing – 2 hours – 06.3.2023,
2. Finances – 2 hours - 27.3.2023,
3. Management – 2 hours - 19.4.2023 ,
4. Quality management – 2 hours - 12.5.2023,
5. Insurance – 2 hours – 05.6.2023,
6. Transport and logistics – 2 hours – 02.10.2023,

A total of 12 hours of consultations provided



21: FEMILI 2022 EOOD

1. Marketing – 2 hours – 07.3.2023,
2. Finances – 2 hours - 28.3.2023,
3. Management – 2 hours - 20.4.2023 ,
4. Quality management – 2 hours - 15.5.2023,
5. Insurance – 2 hours – 06.6.2023,
6. Transport and logistics – 2 hours – 03.10.2023,

A total of 12 hours of consultations provided

22: HRISTO KIPROVSKI FL

1. Marketing – 2 hours – 07.3.2023,
2. Finances – 2 hours - 28.3.2023,
3. Management – 2 hours - 20.4.2023 ,
4. Quality management – 2 hours - 15.5.2023,
5. Insurance – 2 hours – 06.6.2023,
6. Transport and logistics – 2 hours – 03.10.2023,

A total of 12 hours of consultations provided

23: AN - JI 74 EOOD

1. Marketing – 2 hours – 07.3.2023,
2. Finances – 2 hours - 28.3.2023,
3. Management – 2 hours - 20.4.2023 ,
4. Quality management – 2 hours - 15.5.2023,
5. Insurance – 2 hours – 06.6.2023,
6. Transport and logistics – 2 hours – 03.10.2023,

A total of 12 hours of consultations provided

24: NLRS-SLRB

1. Marketing – 2 hours – 07.3.2023,
2. Finances – 2 hours - 28.3.2023,
3. Management – 2 hours - 20.4.2023 ,
4. Quality management – 2 hours - 15.5.2023,
5. Insurance – 2 hours – 06.6.2023,
6. Transport and logistics – 2 hours – 03.10.2023,

A total of 12 hours of consultations provided

25: ZDRAVETS 2ND FLOOR

1. Marketing – 2 hours – 08.3.2023,
2. Finances – 2 hours - 29.3.2023,
3. Management – 2 hours - 21.4.2023 ,
4. Quality management – 2 hours - 16.5.2023,
5. Insurance – 2 hours – 07.6.2023,
6. Transport and logistics – 2 hours – 04.10.2023,

A total of 12 hours of consultations provided

26: OSETIA-SIDI-1216 EOOD

1. Marketing – 2 hours – 08.3.2023,
2. Finances – 2 hours - 29.3.2023,
3. Management – 2 hours - 21.4.2023 ,
4. Quality management – 2 hours - 16.5.2023,
5. Insurance – 2 hours – 07.6.2023,
6. Transport and logistics – 2 hours – 04.10.2023,

A total of 12 hours of consultations provided

27: RODOPI MESCOM OOD

1. Marketing – 2 hours – 08.3.2023,
2. Finances – 2 hours - 29.3.2023,
3. Management – 2 hours - 21.4.2023 ,
4. Quality management – 2 hours - 16.5.2023,
5. Insurance – 2 hours – 07.6.2023,
6. Transport and logistics – 2 hours – 04.10.2023,

A total of 12 hours of consultations provided

28: FANNY 22 EOOD

1. Marketing – 2 hours – 08.3.2023,
2. Finances – 2 hours - 29.3.2023,
3. Management – 2 hours - 21.4.2023 ,
4. Quality management – 2 hours - 16.5.2023,
5. Insurance – 2 hours – 07.6.2023,
6. Transport and logistics – 2 hours – 04.10.2023,

A total of 12 hours of consultations provided

29 : PROGRESS 210 LTD

1. Marketing – 2 hours – 09.3.2023,
2. Finances – 2 hours - 30.3.2023,
3. Management – 2 hours - 24.4.2023 ,
4. Quality management – 2 hours - 17.5.2023,
5. Insurance – 2 hours – 08.6.2023,
6. Transport and logistics – 2 hours – 05.10.2023,

A total of 12 hours of consultations provided

30: BUTER EOOD

1. Marketing – 2 hours – 09.3.2023,

2. Finance – 2 hours - 30.3.2023,
3. Management – 2 hours - 24.4.2023 ,
4. Quality management – 2 hours - 17.5.2023,
5. Insurance – 2 hours – 08.6.2023,
6. Transport and logistics – 2 hours – 05.10.2023,

A total of 12 hours of consultations provided

31 : DOBRUJA LTD

1. Marketing – 2 hours – 09.3.2023,
2. Finances – 2 hours - 30.3.2023,
3. Management – 2 hours - 24.4.2023 ,
4. Quality management – 2 hours - 17.5.2023,
5. Insurance – 2 hours – 08.6.2023,
6. Transport and logistics – 2 hours – 05.10.2023,

A total of 12 hours of consultations provided

32 : Sheriff Myumun Myumun ZP

1. Marketing – 2 hours – 09.3.2023,
2. Finances – 2 hours - 30.3.2023,
3. Management – 2 hours - 24.4.2023 ,
4. Quality management – 2 hours - 17.5.2023,
5. Insurance – 2 hours – 08.6.2023,
6. Transport and logistics – 2 hours – 05.10.2023,

A total of 12 hours of consultations provided

33 : Gulshen Ramadan Muyun ZP

1. Marketing – 2 hours – 10.3.2023,
2. Finances – 2 hours - 31.3.2023,

3. In administration – 2 hours - 25.4.2023 ,
4. Quality management – 2 hours - 18.5.2023,
5. Insurance – 2 hours – 09.6.2023,
6. Transport and logistics – 2 hours – 06.10.2023,

A total of 12 hours of consultations provided

34: Semra Sunyar Ferhad ZP

1. Marketing – 2 hours – 10.3.2023,
2. Finances – 2 hours - 31.3.2023,
3. Management – 2 hours - 25.4.2023 ,
4. Quality management – 2 hours - 18.5.2023,
5. Insurance – 2 hours – 09.6.2023,
6. Transport and logistics – 2 hours – 06.10.2023,

A total of 12 hours of consultations provided

35 : Raim Hamdi Ramadan ZP

1. Marketing – 2 hours – 10.3.2023,
2. Finances – 2 hours - 31.3.2023,
3. Management – 2 hours - 25.4.2023 ,
4. Quality management – 2 hours - 18.5.2023,
5. Insurance – 2 hours – 09.6.2023,
6. Transport and logistics – 2 hours – 06.10.2023,

A total of 12 hours of consultations provided

36 : ECOFRUIT LTD

1. Marketing – 2 hours – 10.3.2023,
2. Finances – 2 hours - 31.3.2023,
3. Management – 2 hours - 25.4.2023 ,

4. In quality management – 2 hours - 18.5.2023,
5. Insurance – 2 hours – 09.6.2023,
6. Transport and logistics – 2 hours – 06.10.2023,

A total of 12 hours of consultations provided

37: Boryana Mitkova Angelova ZP

1. Marketing – 2 hours – 13.3.2023,
2. Finances – 2 hours – 03.4.2023,
3. Management – 2 hours - 26.4.2023 ,
4. Quality management – 2 hours - 19.5.2023,
5. Insurance – 2 hours – 12.6.2023,
6. Transport and logistics – 2 hours – 09.10.2023,

A total of 12 hours of consultations provided

38 : Nazmie Rafetova Ramadan ZP

1. Marketing – 2 hours – 13.3.2023,
2. Finances – 2 hours – 03.4.2023,
3. Management – 2 hours - 26.4.2023 ,
4. Quality management – 2 hours - 19.5.2023,
5. Insurance – 2 hours – 12.6.2023,
6. Transport and logistics – 2 hours – 09.10.2023,

A total of 12 hours of consultations provided

39: AGRO FARZ EOOD

1. Marketing – 2 hours – 13.3.2023,
2. Finances – 2 hours – 03.4.2023,
3. Management – 2 hours - 26.4.2023 ,
4. Quality management – 2 hours - 19.5.2023,

5. Insurance – 2 hours – 12.6.2023 ,
6. Transport and logistics – 2 hours – 09.10.2023,

A total of 12 hours of consultations provided

40: DREAM GARDENS LTD

1. Marketing – 2 hours – 13.3.2023,
2. Finances – 2 hours – 03.4.2023,
3. Management – 2 hours - 26.4.2023 ,
4. Quality management – 2 hours - 19.5.2023,
5. Insurance – 2 hours – 12.6.2023,
6. Transport and logistics – 2 hours – 09.10.2023,

A total of 12 hours of consultations provided

41: YASHAR AYA EOOD

1. Marketing – 2 hours – 14.3.2023,
2. Finances – 2 hours – 04.4.2023,
3. Management – 2 hours - 27.4.2023 ,
4. Quality management – 2 hours - 22.5.2023,
5. Insurance – 2 hours – 13.6.2023,
6. Transport and logistics – 2 hours – 06.11.2023,

A total of 12 hours of consultations provided

42 : Ahmed Ahmed Memish ZP

1. Marketing – 2 hours – 14.3.2023,
2. Finances – 2 hours – 04.4.2023,
3. Management – 2 hours - 27.4.2023 ,
4. Quality management – 2 hours - 22.5.2023,
5. Insurance – 2 hours – 13.6.2023,

6. Transport and logistics – 2 hours – 06.11.2023 ,

A total of 12 hours of consultations provided

43 : Fikri Hasan Mehmedali ZP

1. Marketing – 2 hours – 14.3.2023,
2. Finances – 2 hours – 04.4.2023,
3. Management – 2 hours - 27.4.2023 ,
4. Quality management – 2 hours - 22.5.2023,
5. Insurance – 2 hours – 13.6.2023,
6. Transport and logistics – 2 hours – 06.11.2023,

A total of 12 hours of consultations provided

44 : Metin Kadir Ahmed ZP

1. Marketing – 2 hours – 14.3.2023,
2. Finances – 2 hours – 04.4.2023,
3. Management – 2 hours - 27.4.2023 ,
4. Quality management – 2 hours - 22.5.2023,
5. Insurance – 2 hours – 13.6.2023,
6. Transport and logistics – 2 hours – 06.11.2023,

A total of 12 hours of consultations provided

45: Sezgin Mustafa Hasan ZP

1. Marketing – 2 hours – 15.3.2023,
2. Finances – 2 hours – 05.4.2023,
3. Management – 2 hours - 28.4.2023 ,
4. Quality management – 2 hours - 23.5.2023,
5. Insurance – 2 hours – 14.6.2023,
6. Transport and logistics – 2 hours – 07.11.2023,



A total of 12 hours of consultations provided

46 : Nezhdi Ilyaz Osman ZP

1. Marketing – 2 hours – 15.3.2023,
2. Finances – 2 hours – 05.4.2023,
3. Management – 2 hours - 28.4.2023 ,
4. Quality management – 2 hours - 23.5.2023,
5. Insurance – 2 hours – 14.6.2023,
6. Transport and logistics – 2 hours – 07.11.2023,

A total of 12 hours of consultations provided

47 : Ilhan Mustafa Mestan ZP

1. Marketing – 2 hours – 15.3.2023,
2. Finances – 2 hours – 05.4.2023,
3. Management – 2 hours - 28.4.2023 ,
4. Quality management – 2 hours - 23.5.2023,
5. Insurance – 2 hours – 14.6.2023,
6. Transport and logistics – 2 hours – 07.11.2023,

A total of 12 hours of consultations provided

48 : Faizullah Hasan Hadjahasan ZP

1. Marketing – 2 hours – 15.3.2023,
2. Finances – 2 hours – 05.4.2023,
3. Management – 2 hours - 28.4.2023 ,
4. Quality management – 2 hours - 23.5.2023,
5. Insurance – 2 hours – 14.6.2023,
6. Transport and logistics – 2 hours – 07.11.2023,

A total of 12 hours of consultations provided

49: Anton Yulianov Pehlivanov ZP

1. Marketing – 2 hours – 16.3.2023,
2. Finances – 2 hours – 06.4.2023,
3. Management – 2 hours – 02.05.2023 ,
4. Quality management – 2 hours - 25.5.2023,
5. Insurance – 2 hours – 15.6.2023,
6. Transport and logistics – 2 hours – 08.11.2023,

A total of 12 hours of consultations provided

50 : Durdu Mestan Ramadan ZP

1. Marketing – 2 hours – 16.3.2023,
2. Finances – 2 hours – 06.4.2023,
3. Management – 2 hours – 02.05.2023 ,
4. Quality management – 2 hours - 25.5.2023,
5. Insurance – 2 hours – 15.6.2023,
6. Transport and logistics – 2 hours – 08.11.2023,

A total of 12 hours of consultations provided

51: "REGIONAL" LTD

1. Marketing – 2 hours – 16.3.2023,
2. Finances – 2 hours – 06.4.2023,
3. Management – 2 hours – 02.05.2023 ,
4. Quality management – 2 hours - 25.5.2023,
5. Insurance – 2 hours – 15.6.2023,
6. Transport and logistics – 2 hours – 08.11.2023,

A total of 12 hours of consultations provided

52 : Sedat Sefat Yunuz ZP

1. Marketing – 2 hours – 16.3.2023,
2. Finances – 2 hours – 06.4.2023,
3. Management – 2 hours – 02.05.2023 ,
4. Quality management – 2 hours - 25.5.2023,
5. Insurance – 2 hours – 15.6.2023,
6. Transport and logistics – 2 hours – 08.11.2023,

A total of 12 hours of consultations provided

53 : Emin Myummyun Osman ZP

1. Marketing – 2 hours – 17.3.2023,
2. Finances – 2 hours – 07.4.2023,
3. Management – 2 hours – 03.05.2023 ,
4. Quality management – 2 hours - 26.5.2023,
5. Insurance – 2 hours – 16.6.2023,
6. Transport and logistics – 2 hours – 09.11.2023,

A total of 12 hours of consultations provided

54 : Juneit Yuksel Mustafa ZP

1. Marketing – 2 hours – 17.3.2023,
2. Finances – 2 hours – 07.4.2023,
3. Management – 2 hours – 03.05.2023 ,
4. Quality management – 2 hours - 26.5.2023,
5. Insurance – 2 hours – 16.6.2023,
6. Transport and logistics – 2 hours – 09.11.2023,

A total of 12 hours of consultations provided

55: Krasimir Nikolaev Marinov ZP

1. Marketing – 2 hours – 17.3.2023,
2. Finances – 2 hours – 07.4.2023,
3. Management – 2 hours – 03.05.2023 ,
4. Quality management – 2 hours - 26.5.2023,
5. Insurance – 2 hours – 16.6.2023,
6. Transport and logistics – 2 hours – 09.11.2023,

A total of 12 hours of consultations provided

56: ET "VALENTIN MILKOV PACHEV"

1. Marketing – 2 hours – 17.3.2023,
2. Finances – 2 hours – 07.4.2023,
3. Management – 2 hours – 03.05.2023 ,
4. Quality management – 2 hours - 26.5.2023,
5. Insurance – 2 hours – 16.6.2023,
6. Transport and logistics – 2 hours – 09.11.2023,

A total of 12 hours of consultations provided

57 : ALADA 2020 Ltd

1. Marketing – 2 hours – 20.3.2023,
2. Finances – 2 hours – 10.4.2023,
3. Management – 2 hours – 04.05.2023 ,
4. Quality management – 2 hours - 29.5.2023,
5. Insurance – 2 hours – 25.09.2023,
6. Transport and logistics – 2 hours – 10.11.2023,

A total of 12 hours of consultations provided

58 : RODOPCHANKA LTD

1. Marketing – 2 hours – 20.3.2023,
2. Finances – 2 hours – 10.4.2023,
3. Management – 2 hours – 04.05.2023 ,
4. Quality management – 2 hours - 29.5.2023,
5. Insurance – 2 hours – 25.09.2023,
6. Transport and logistics – 2 hours – 10.11.2023,

A total of 12 hours of consultations provided

59 : PERPERICONA LTD

1. Marketing – 2 hours – 20.3.2023,
2. Finances – 2 hours – 10.4.2023,
3. Management – 2 hours – 04.05.2023 ,
4. Quality management – 2 hours - 29.5.2023,
5. Insurance – 2 hours – 25.09.2023,
6. Transport and logistics – 2 hours – 10.11.2023,

A total of 12 hours of consultations provided

60: VIRBITSA MILK LTD

1. Marketing – 2 hours – 20.3.2023,
2. Finances – 2 hours – 10.4.2023,
3. Management – 2 hours – 04.05.2023 ,
4. Quality management – 2 hours - 29.5.2023,
5. Insurance – 2 hours – 25.09.2023,
6. Transport and logistics – 2 hours – 10.11.2023,

A total of 12 hours of consultations provided

## **Topics and specific tasks for consulting small businesses on the six mentioned topics:**

### Marketing (2 hours):

Marketing Strategy Development: Help create a comprehensive marketing strategy, including target audience definition, channel selection and campaign planning.

Online presence: Help with creating or optimizing websites, social media profiles and online stores.

Branding and Design: Help develop a strong brand, including logo, tagline and visuals.

Promotional activities: Planning and execution of promotional activities, such as discounts, events and partnerships.

### Finance (2 hours):

Business Planning: Help create a comprehensive business plan, including financial projections and metrics.

Cash flow management: Advising on effective cash flow management, including budgeting, invoicing and debt collection.

Taxation: Providing guidance on business tax obligations and ways to minimize tax burdens.

Funding: Help identify funding opportunities such as bank loans, grants and investors.

### Administration (2 hours):

Legal framework: Providing guidance on legal requirements for businesses, including company registration, employment contracts and safety regulations.

Human Resources: Advising on employee management, including recruitment, training and employment law.

Bookkeeping: Assisting in the management of business accounting, including record keeping, preparation of financial statements and compliance with reporting requirements.

Compliance: Providing guidance on compliance requirements such as GDPR, data protection regulations and environmental standards.

### Quality Management (2 hours):

Quality management systems: Assistance in establishing or improving quality management systems, including ISO certification.

Data Analysis: Advising on the collection and analysis of data to measure business performance and identify areas for improvement.

Product Quality: Help ensure the quality of products or services, including quality control, testing and customer feedback.

Risk Management: Providing guidance on identifying, assessing and mitigating the risks facing the business.

Insurance (2 hours):

Identify risks: Help identify the risks facing the business and determine the appropriate types of insurance coverage.

Insurance Market: Providing guidance on the insurance market, including comparing policies and insurance companies.

Claims and Settlement: Help with processing insurance claims and negotiating fair settlements.

Preventive measures: Giving advice on preventive measures to minimize the risk of accidents and damage.

Transport and logistics (2 hours):

Transport Planning: Help planning efficient transport routes and modes, including the use of tracking and optimization technologies.

Logistics contracts: Providing guidance on logistics contracts and contractual relationships with carriers and suppliers.

Supply Chain Management: Help with supply chain management, including inventory management, quality management and supplier relationship management.

Freight Forwarding and Customs Clearance: Providing guidance on freight forwarding and customs procedures, including paperwork and customs clearance..

### **Comments and conclusions:**

Over 80% of the businesses are sole proprietorships (EOOD, ET and ZP), which speaks of a lack of attitude/culture for business cooperation and partnership on the part of the entrepreneurs in Kardzhali region.

Nearly 32% of the entrepreneurs are registered as farmers and work in the field of agriculture and animal husbandry.

Almost all entrepreneurs are interested not only in preserving the positions of the company, but also in realizing expansion, including in foreign markets (mainly regional - Greece, Turkey, etc.).

Over 2/3 of businesses want to position themselves on the Internet and social networks, with a view to better presentation and realization of direct sales.

More than half of the entrepreneurs define solving transport and logistics as tasks of extreme importance, especially as the main factors for making deliveries to customers.

Nearly 1/3 of those consulted attach great importance to quality management, with a view to meeting existing regulatory requirements and good practices, in order to guarantee the provision of quality products and services.

In conclusion, we can summarize that the interest of entrepreneurs in Kardzhali region is primarily aimed at entering regional markets and the EU, development of e-commerce and online marketing, investments in meeting various quality standards, better management planning and use of the right transport and logistics. At the same time, all define as insufficient the limited number of hours of consultations provided to them, but consider that the complex approach in the direction of general business support is a good prerequisite for sustainable cooperation and use of the services of the locally built Business Support Centers - Busses.