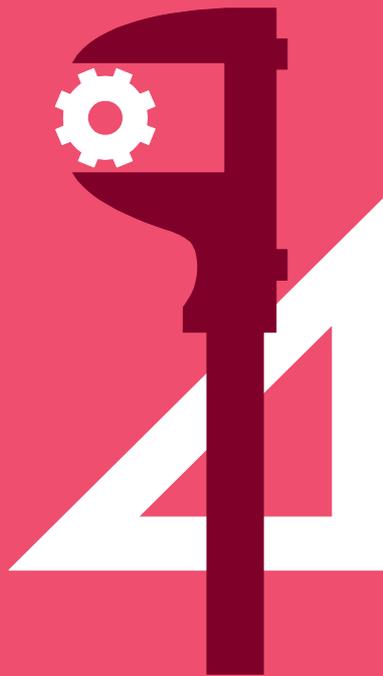


# Increase competitiveness? *Know how.*

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With funding from Luxembourg, we helped Europa Construction, a metal processing company in Albania, to develop a new strategic plan for a brighter future.



# Metal processing company, Albania

**We helped Europa Construction, a metal processing company in central Albania, to develop their strategic plan for the future. Within a year of completing the project, Europa Construction successfully signed a contract with Alstom, a leading French company doing engineering works for the Banja Hydropower plant on the Devoll river. This helped the company to grow and increase their turnover by 250%.**

This family-run business started activities in 1995 and is located in the outskirts of Elbasan, one of the largest Albanian cities. Two brothers, Vangjel and Thanas Rula, founded Europa Construction, which produces the metal infrastructure used in tunnels, dams, sports arenas, cinemas and industrial facilities.

In order to respond to the growing demand for their products and get involved in the implementation of bigger projects, further investment was needed to increase the company's production capacity.

The business needed to develop a new strategic and business plan for the future, including the investment needed for the expansion of the



With the EBRD's help, Europa Construction is refashioning the country's landscape

workshop area and acquiring new technology. The Rula brothers knew that a well-structured strategic plan would help them in planning for the future and establishing the right approach to targeted clients.

We connected Europa Construction with a local strategy consultant, Naim Çope – RDA Elbasan. The consultant:

- Conducted comprehensive market research
- Developed new strategic and business plan including financial evaluation and projections for the two coming years
- Provided assistance in the implementation of the marketing strategy of the company, including a renovated identity and use of contemporary marketing tools

With a clear business strategy, Europa Construction approached a local bank, which partially financed the investment needed at the amount of €450,000. Since then, the firm's business performance has impressively improved through successful contracts and the right approach to clients.

Currently, Europa Construction operates a 6,000m<sup>2</sup> facility; the production system is more streamlined, security for 80 employees has increased and costs and construction defects have diminished.

EBRD support has been crucial to the company, with prior assistance for the implementation and certification according to ISO standard.

"It's a great time for us," said Ermal Rula, one of the company managers. "The ISO certification and the business plan opened up many opportunities".

[www.ebrd.com/knowhow](http://www.ebrd.com/knowhow)

Turnover  
**+250%**

Employees  
**+66%**

Exports  
**+25%**

Total project value  
**€9,800**

Client contribution  
**€4,900**