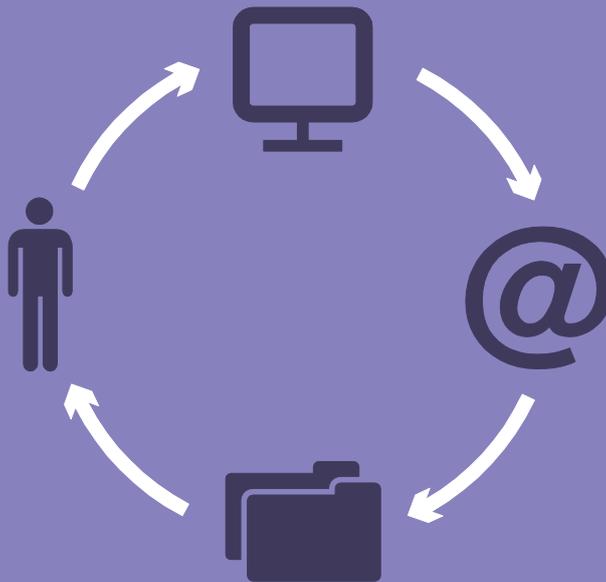


# Upgrade your business? *Know how.*

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With funding from Austria, we helped M.G. Trading Service, a printing and publishing company from Romania, put in place a customised information system to improve management effectiveness and increase their client and service portfolio.



# Printing and publishing company, Romania

**We helped M.G. Trading Service, a modern copy centre in downtown Bucharest, introduce a Management Information System and improve their effectiveness. In 2014 the company saw a 68% increase in turnover and a 122% increase in number of clients.**

Founded in 1994 in Bucharest, M.G. Trading Service is Mr George Musat's entrepreneurial vision put into practice. As a young entrepreneur (a student at the time), he seized the opportunity of opening a small copy centre where it was needed most – a university campus. With the profit from this first copy centre, Mr Musat expanded his business incrementally and today employs 27 people. The company offers its customers a wide range of printing services, from digital printing to photo processing, engraving and personalisation of various items (pens, mugs, textiles, etc.), as well as full servicing and rental of copy equipment.

This growth and diversification has put pressure on the company's ability to manage its business processes. In the absence of a proper information system, M.G.Trading Service used spreadsheets and free software to keep track of its operations, which led to inaccurate data,



The new system has improved the internal management of the business.

poor customer and order management and few management reports.

Acquiring a software solution that would solve these problems became a top priority for the business. We connected them to a local consultant, M-blem Solution, who developed a customised information system for the company.

The consultant:

- Performed a comprehensive analysis of the business, including interviews with personnel and management.
- Used that data to identify existing issues and solutions for optimising business flows
- Configured the system architecture, which included modules for customer relationship management (CRM), operations, fast retail, rental services, management and invoicing, and reporting
- Imported all the company's data and trained the employees in using the new system.

The system was launched in December 2013. Over the course of one year the system helped decrease report generation time by 70% and ensured real time reporting and data consistency.

"The implementation of this project represented a real opportunity for our company", stated Mrs. Ligia Musat, Manager. "It was the first time we used consultancy services for our business, and we definitely have reasons to use them again. We received user-friendly solutions that were easy to put into practice and this has had a good impact on our operations."

With its business processes strengthened, the company now has the confidence to pursue the external financing it needs to develop further.

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

Turnover  
**+68%**

Clients  
**+122%**

Report generation time  
**-70%**

Total project value  
**€25,420**

Client contribution  
**€15,420**