

Erasmus+

LEAMAN
Manager in an Efficient
and Innovative
Leather Company

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On-line commerce with accessorized fur coats



Name: Andrei VESA
Country: ROMANIA

Innovative Leather Product Competition



VESA company is a Romanian tannery and a fur items producer (classic stores & on-line sale). We intend to add accessories (hats, gloves etc.) from different selected suppliers to provide the customer a complete dress ensemble.

On company's website (www.vesa.ro) will be developed a special section dedicated to this idea.

Adding accessories from selected suppliers to factory production will provide the customer a complete dress ensemble in an innovative on-line system.



- Promotion and increasing the export and innovative on-line sales, in a friendly way in which the customer has a fully digital picture of the acquisitioned dress ensemble (fur coat accessorized);
- Attracting new young customers interested in the most performant on-line sales systems.

The purpose of the crowd-funding campaign

Crowd-funding amount (5200 Euros) for:

- Supporting digitalization and innovation of the business in order to increase sales volume and customers' satisfaction;
- Bearing costs for building the new innovative sales platform;
- Respecting the EU initiative/measures to Digitise European Industry;
- Publicity, further partnership & collaboration development including also the sponsor/sponsors;
- Creating new work places and attracting new customers in an innovative - friendly - digital environment.

Thank You!