



Business Support Centre Kosovo

Project Title:	Increasing the Competitiveness, Product Quality and Sales of Wood Processors in Ferizaj, Kacanik and Shterpce.
Finance by:	European Union
Start project date:	17.12.2014
End project date:	15.08.2016

Project objectives:

The objectives of Increasing the Competitiveness, Product Quality and Sales of Wood Processors in Ferizaj, Kacanik and Shterpce are:

Overall objective:

1. To create favourable economic conditions by enhancing the competitiveness, product quality and sales of wood processors, thus generating sustainable employment and economic development in Ferizaj, Kacanik and Shterpce.

Specific objectives:

1. To increase productivity, quality and market performance of 20 wood processing companies in Ferizaj, Kacanik and Shterpce municipalities, by providing small scale business infrastructure, market access, training.
2. Establish cooperation and consolidated resources in terms of management, marketing (sales), training and production through the establishment of a wood processing cooperative.
3. Enhance business/management skills toward innovative business improvements (i.e. new product development and design) in 35 wood processing companies.
4. Certification of quality products and processes (ISO/ FSC) in 10 wood processing companies.
5. Increase the competitiveness, product quality and sales of 20 existing wood processing companies by at least 20% in the first 2 years and generate 20 new jobs.



Project results:

1. Wood Processors' Cooperative established which will consolidate marketing, sales, training and new product design resources.
2. Generate at least 20 new jobs directly and another 20 indirect jobs for unemployed, particularly youth, students and unemployed.
3. Quality Management System ISO 9001:2008.
4. Improved distribution, marketing and supply logistics.
5. Products branded and promoted (branding strategy, video ad, catalogue, brochures, and new webpage) and improved access to the market through the establishment of the show-room in the cooperative (improved supply logistics and distribution, networking B2B).