

CROATIA

Agri-food chain integration & quality

Location

Varaždinske Toplice

Programming period

2014 – 2020

Priority

P3 – Food chain & risk
management

Measure

M4 – Investments in physical
assets

Funding (EUR)

RDP contr. 50 886

Project duration

2016 – 2016

Project promoter

Silma d.o.o.

Contact

silma@silma.hr

Website

<http://jet.orbis.hr/~silma/>

A company making pork products used RDP support to purchase new equipment that allowed it to increase production capacity and end product quality.

Summary

The company Silma d.o.o is located near Varaždinske Toplice. It specialises in the production of traditional domestic products, including pork meat. Demand for its products was increasing, but the company's ability to grow was limited by its production capacity and a lack of quality control technology. The project financed the procurement of meat-processing equipment. This included electric knives for cutting meat and pallet trucks for transporting products.



Results

Purchasing new equipment has boosted the beneficiary's capacity, improved product quality and allowed it to enter several new markets.

The expansion has increased Silma's annual revenue by 20%.

The investment led to the creation of two new jobs.

Lessons & Recommendations

- ❑ A joint effort by all company staff was needed to complete all project activities in a timely manner.

Context

The company Silma d.o.o is located near Varaždinske Toplice, a well-known spa and tourist centre of north-western Croatia. The company specialises in the production of traditional domestic products, including pork meat.

Before the start of the project the company was facing difficulties because it could not produce enough to meet demand. And it was also unable to enter some markets that needed more advanced quality control processes than the Silma possessed.

Objective

The objective of the project was to increase the company's production capacity to meet growing demand. It also aimed to improve quality standards in the production process.

Activities

The project financed the procurement and installation of new equipment, e.g. electric blades, pallet trucks and wheeled carts.



© Silma d.o.o.

Main results

Purchasing new equipment has boosted the beneficiary's capacity, improved product quality and allowed it to enter several new markets.

The expansion has increased Silma's annual revenue by 20%.

The investment led to the creation of two new jobs.

Key lessons

The biggest challenge that the company faced was meeting the needs of its customers. Buy-in from all Silma's staff was essential to the completion of the project in a timely manner.

Additional sources of information

n/a