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Project name | SOMANI – The consolidation of an international future

Project Code | POCI-02-0752-FEDER-002016

Main objective | Reinforce SMEs competitiveness

Intervention region | North

Beneficiary entity | SOMANI - SOCIEDADE TÊXTIL, S.A.

Approval date | 2015-08-31

Start date | 2015-06-15

Completion date | 2017-06-14

Total eligible cost | €279.313,14

Financial support from the European Union | €125.690,91

Goals, activities and expected/achieved results

Dedicated to manufacturing knitted and interior textiles for women, men and children, namely home textiles, swimwear and childcare, SOMANI – SOCIEDADE TÊXTIL, S.A., was established in 1985 in the municipality of Santo Tirso.

It quickly started direct sales to foreign countries, having to modernize the equipment due to the high number of orders and register the brand nationally and internationally. Since its creation, the company's objective has been to be present in European markets (currently in the vast majority of E.U. countries) and others such as Mexico, the United States of America and Latvia.

Within the project's scope, the company intends to increase sales in foreign markets by decreasing dependence on the domestic market. The Internationalization strategy is based on diversification via an approach to new markets and diversification of existing products, with SOMANI intending, during the project, to implement actions such as:

- Diversification of the existing range of products;
- Search engine optimization;
- Increase presence and visibility in foreign markets through investment in fairs and customer prospecting;
- Strengthen the staff of human resources with the hiring of two salespeople, consolidating the national and international presence;
- Renewal of the web platform to incorporate a reserved area for customers;
- Production of multilingual catalogues;
- Design and implementation of a showroom in Finland.

The investments aim to achieve the strategy, with SOMANI having defined SMART objectives:

- Development of new collections;
- Strengthening the connection with the client;
- Expand presence in international fairs;
- Achieve an export rate of 67.87%.

