

Fine-tune your business?

Know how.

With funding from Austria, we helped Erdeiagro, a Romanian crop farm, to set clear development directions and to create a sustainable local and regional strategy.



Crop Farm, Romania

We helped Erdeiagro, a crop farm from Romania, to fine-tune their business by reducing costs, increasing gains and pointing their business development in the right direction.

Erdeiagro is a family farm created by the Erdei family in 2009, in Ghiorac, a small village in Western Romania. The farm grows premium crops of corn, wheat, sunflower and canola, on 1,300 ha of land, using state-of-the-art farming equipment. Additionally, the company maximises the use of its equipment by offering agricultural services (ploughing, reaping, etc.) to nearby farms.

The business developed rapidly, with farming surface tripling in just a few years and management challenges becoming increasingly complex. The owners had to dedicate their time exclusively to the technical aspects of farming, with no resources left for developing a proper roadmap for future growth based on solid business diagnosis.



By accessing external business advice, Erdeiagro identified the means to fine-tune their business and develop a strategy for the future.

We connected Erdeiagro to OTP Consulting Romania, a local consultant specialising in business strategy. The consultant:

- Performed a thorough company diagnosis
- Explored local and regional development options (including land and equipment purchase, HR development and financing opportunities)
- Drafted a strategy aimed at maximising gains and reducing costs, with clearly outlined development directions and actions.

One year after project completion, company turnover and profit have increased by more than 80% and financing costs have decreased by 2.5%.

The newly-defined strategy helped Erdeiagro to negotiate better financing terms with local financial institutions and to develop their cereal trade activity, thus increasing revenue. Based on the consultant's recommendations, the company implemented a complex, industry-specific management information system, which facilitated cost monitoring and reduction.

“Every meeting gave us a new perspective on our business”, said Mr. Robert Erdei, owner, “and the project itself changed the way we think about business development. Sometimes it takes an outside view to notice the opportunities we are missing.”

These opportunities include accessing European funds, land purchase and finding new trade partners for their growing business.

www.ebrd.com/knowhow
knowhowromania@ebrd.com

Turnover
+80%

Profit
+85%

Financing costs
-2.5%

Total project value
€21,080

Client contribution
€12,580