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WP3 - Support to the identification of investment projects

MS1- Study and identification of business cases

Overview	
Name of SME	Appetit
Region	Northern Denmark
Location	Hjørring
Focus Area	Manufacturer of processed garlic and other foods
Business case title	Danish company looking for supplier of garlic
Description	The company is looking for a partnership with a supplier of garlic cloves, frozen, dried and salted.
Stakeholder Involvement	
Key Stakeholder	N/A
Business Model	
Core Activities/Services	The company's core activities revolve around the production, processing, and distribution of food products, specifically within the vegetable and condiment segment. Their key operations include vegetable processing and garlic processing
Value Preposition	Appetit A/S's value proposition is centered around high-quality vegetable and garlic-based products combined with reliable service and tailored solutions for food manufacturers, retailers, and catering businesses.
Target Market	They export to several European countries already
Capacity Building Needs	Network they can use to find a supplier fitting for their needs (currently their supplier is located in China)

Investment Opportunities	
Product/Service Sales	Their main source of income is from their food products
Service revenue	N/A
Licensing and Royalties (EU, National, Public Funding)	N/A
Other Incomes	N/A
Critical Assumptions and Constraints	
Assumption	N/A
Constraints	N/A
Contact Information	
Lead Organization	NDEU
Contact Person	Maria Juhl, msj@ndeu.dk , +45 61880018