



**ALLON\_I3**



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## **WP3 - Support to the identification of investment projects**

# **MS1- Study and identification of business cases**

Overview	
Name of SME	Memsa ApS
Region	Northern Denmark
Location	Tylstrup
Focus Area	Wholesale of consumable goods for professional use (cleaning supplies, disposable gloves, protective equipment, etc.)
Business case title	Looking for new suppliers
Description	The company is looking for a partnership with suppliers of different types of products (pizza boxes, cleaning equipment)
Stakeholder Involvement	
Key Stakeholder	N/A
Business Model	
Core Activities/Services	The company's core activities focus on the wholesale distribution of consumable products for professional and business use. Their key operations include product sourcing, procurement, product range management, sales and distribution as well as customer support and advisory.
Value Preposition	Memsa ApS's value proposition revolves around convenience, cost-efficiency, and reliability for businesses in need of consumable products. The key components of their value proposition are a wide product selection, competitive pricing, reliable delivery and availability.
Target Market	They mainly sell their products in Denmark, but have suppliers from all over Europe
Capacity Building Needs	Network they can use to find suppliers fitting for their needs

Investment Opportunities	
Product/Service Sales	Their main source of income is from the sale of their 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
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