



Co-funded by
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SMV:PRO

RAACO A/S, 24-SMVPRO-0179

Perio: **01-09-2024 - 31-12-2024.**

raaco A/S has applied for EU funding to help develop a clear and focused Go-To-Market strategy that will strengthen our competitiveness and create future growth. The funding will help provide the necessary resources and advice that raaco needs to conduct an in-depth analysis of market opportunities and competitors and develop strategic plans.

The aim is to identify market opportunities, improve competitiveness and drive growth by analysing market segments, competitors and the value chain. The project will strengthen raaco's market position and commercial capabilities by implementing a data-driven strategy.

Organisationally, the project will strengthen raaco's internal commercial capabilities by introducing structured processes and data-driven decision-making.