

# Expansion of export activity of Bike Cafe Sp. z o.o., a company based in Wielkopolska, to Czech, Dutch and German markets

## **Project description:**

Bike Cafe is an innovative form of mobile cycling café, which has been operating since June 2012. Aromatic coffee from a classic lever coffee machine is brewed by qualified baristas and served to passer-bys in urban space. During the implementation of the EU project, Bike Cafe introduced many internal organizational and procedural changes and used specialist consulting services concerning the concept of its image on the Czech, Dutch and German markets. The next stage of the project was the adaptation of Bike Cafe's offer to the requirements of target export markets, as well as the participation of the company as an exhibitor, at franchise fairs in Austria, the Netherlands, and Poland. As a result of the project, the beneficiary extended its activity to three foreign markets: Czech, Dutch and German, where it now conducts export activity.

## **Detailed information:**

### **Beneficiary:**

Bike Cafe Spółka z o.o.

### **Programme:**

WRPO 2014+

### **Fund:**

European Regional Development Fund

## Total value of the project:

320 989,72 PLN

## EU's contribution:

216 376,03 PLN

