



SECTION A: GENERAL INFORMATION

1. Name of the project: Karbonius-David Segade
2. E-mail address: karbonius@gmail.com
3. Location covered: international (exports to Germany, USA, UK and France), headquarters: Vedra
4. Number of jobs created: 5
5. Project in operation: since 2011
Sector: accessories and personalized elements for cars

SECTION B: OBJECTIVES/GOALS SET

6. Write down briefly what the young entrepreneurs want to achieve with this project, what their objectives/goals are:

By positioning his products in a market which was previously occupied only by major brands, our entrepreneur's main objective was to create a world benchmark brand in a sector which has very little impact at a national level. Without the backing of a well-known brand, it is difficult to break into such a closed market, so our entrepreneur's aim was for his products to be more highly valued than those of his competitors.

SECTION C: STRATEGIC LINES AND FINANCING

7. Describe how young entrepreneurs develop the project and what type of financial support they used at the beginning:

Our entrepreneur is a clear example of bravery in business enterprise - he started off from a situation of total inexperience in the field of exportation and without any type of external funding. For 6 years he undertook the business with no more than the hope that profits would come if he were able to create a quality product.

SECTION D: RESULTS/IMPACTS OF THE PROJECT

8. Wich are the results/impacts young entrepreneurs achieved thanks to the project?

Nowadays, thanks to David's efforts, Karbonius products are very highly regarded in specialist forums. Despite still not being as renowned as the bigger brands of the sector, his sales have grown considerably and he is starting to make himself a niche in the closed market of car accessories. His products have a growing reputation for their high quality finishes, their superior resistance and a much more extensive guarantee than bigger brands.

SECTION E: DIFFICULTIES AND PROBLEM SOLVING

9. Were there any difficulties they needed to face? If yes, how did they solve them?

At first, lack of experience in not only administrative procedures and business management but also in the export sector were the biggest handicaps faced by our entrepreneur. Bearing in mind that at that time there was much less information available online, David's only means of ensuring he was up to date in all these areas was to teach himself. On top of this problem, our entrepreneur had to start up an export business in a rural area in which the telecommunications infrastructures were frequently not ideal.

These problems were resolved by means of continued effort and ongoing passion for his project; by carrying out his own research in the sector and working hard, with time he managed to overcome these difficulties. Moreover, his work has been facilitated by considerable improvements in the quality of communications in the rural area he currently operates from.

SECTION F: OTHER CONSIDERATIONS AND SUGGESTIONS/REMARKS

10. Do you have any other remarks/considerations/suggestions you would like to share? If yes, feel free to share them because it is very helpful for other young entrepreneurs.

His advice when starting an enterprise is not to be put off by lack of experience in entrepreneurship; if you are enthusiastic about your project, everything you need to carry it forward can be learned.