

***Title:***  
***Expanding into Europe***

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**1. Executive Summary**

This report is prepared for the Board of Directors of 'READ-U Construction Ltd', in view of their thinking of expanding into Main Europe.

The Company having found itself in the difficult position of losing ground to competition at a time when the workload should be increasing, due to the improved market activity, is rightfully considering expanding to Europe.

In Europe generally there are two sides, those in the European Union (EU)/Community and those trying to enter, especially the ex-socialist countries.

On the one side the Community, having realised the importance of construction and the contribution of the Small to Medium size Enterprises (SMEs), is providing various initiatives/incentives for investment (so that the status of the construction industry can improve); but on the other side the country members are reducing their public expenditure. However, the ex-socialist countries are using various means to attract foreign investors so that they can improve the conditions of their economy and become eligible for joining the EU.

The company, using its expertise and considering carefully the opportunities and threats, it can expand into those ex-socialist countries which lead the group.

By formulating an appropriate strategy (with regard to projects as well as investment), and taking advantage of the various EU support schemes/incentives, as well as incentives from these countries, the company could expand not only to these countries but also into other complementary construction sectors.

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