

eXpand International Consultancy GmbH Universitätsstraße 15: 8010 Graz - Austria Tel.: +43 316 380-3537; E-Mail: expand@uni-graz.at Commerical registration number: 1535

PRODUCT PORTFOLIO

SUMMER TERM 2023

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MARKET ANALYSIS

Our market analyses provides information about demographic and economic statistics about the market area of your choice. Please choose your market analysis/analyses by ticking the desired country/countries:

Austria ☐ Germany Italy Canada

Croatia □ USA

Lithuania

Spain



€ 869.--

excl. VAT

SOCIAL MEDIA MARKETING

Digitalisation has made social media increasingly important for companies. Our social media course helps you to familiarise your company with the social media world. The following questions will be addressed:

- What are the most common channels?
- Which channels can be used for your company?
- Which preparations are necessary for social media postings?
- What are Do's and Don'ts in social media?











€ 1.739,-

excl. VAT

MARKETING BUNDLE

Our marketing plan helps you to strategically succeed on challenging markets. We focus on omni-channel-marketing, which will help you to increase the contact with your target group.

We analyse following information and data:

- your marketing strategy and activities
- your target group
- your market appearance



€ 1.519.

excl. VAT







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We live sustainability!



Therefore, we use CO₂-saving material, efficient technology, renewable energy and all our experts use public transportation when they visit you onsite.

Furthermore, we plant a tree in the Brazilian rainforest, for every purchase you make.

* The tree symbolises the sustainability of our products *



€ 2.489.excl. VAT

excl. VAT **Sustainability Consulting**

€ 989,excl. VAT

Employer Branding

Team Climate Analysis

A positive team climate, where every employee feels safe, welcomed and satisfied improves the collaboration of teams. Furthermore, it encourages the transfer of personal knowledge among team members, which enables a more efficient workflow.

Our specialists analyze in your team:

- the current set of attitudes and norms
- the level of participation and collaboration
- the communication structure and team objectives

Do you want to go green by using eco-friendly work methods? You want to handle your workflow in a fairer and greener way to become a sustainable business? We show you how!

Our operations experts help you to:

- reduce CO2 emission
- establish a paperless office
- switch to a sustainable supply chain
- create a compliant and attractive Corporate Social Responsibility report

Are you having a difficult time finding highly qualified employees? Don't worry - we will help you to become one of the top employers in the market.

We will advise you on following topics:

- work-life-balance
- workplace health promotion of employees
- implementation of home office
- family-friendly workplace





€ 2.169.









