

INNOVATION IN ARKON FLOW SYSTEMS s.r.o.

Annotation

The subject of project is implementation of products innovation – two type of electromagnetic flowmeters, related production process innovation. Apart from those innovations also implementation of process and marketing innovation is planned.

Objective

The primary objection of the project is improving competitiveness in the sectors, expansion of company products into new applications, market segments and opening new trade opportunities.

By organizational innovation there will be tendency on reducing administrative and time demand in the processes. The goal of marketing innovation will be focusing on increasing the sales of innovated products through opening new industrial segments.

Result

The result of the project will be innovated product module, production process, innovated company information system, new sales channel and marketing studies.

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