

REGIONAL OPERATION PROGRAM “NORTH AEGEAN” 2014 – 2020

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| Title | DIGITAL TRANSFORMATION OF A WHOLESALE BOOK TRADE BUSINESS IN MYTILENE, LESVOS ISLAND |
| Project Operator/ Beneficiary | MYTHOS GROUP LTD |
| Place | Mytilene, Lesvos island, Greece |
| Budget * | € 33.403,00 |
| Fund | European Regional Development Fund (ERDF) |
| Project description | Digital Transformation of a book wholesale company in Mytilene, Lesvos, Greece |
| Photos | |

The project is about the technological and digital modernization of an existing book wholesale business in the city of Mytilini, Lesvos, Greece. The company namely MYTHOS GROUP LIMITED LIABILITY COMPANY has the distinctive title MYTHOS GROUP LTD and was established in Mytilene, Lesvos in 2012. The company operates under the legal form of a limited liability company. The main activity of the company is publishing (mainly books). Other activities of the company are the wholesale trade of books of all kinds, the organization of conferences and exhibitions, the provision of tourist information services, public relations and communication, real estate management, etc.

With this project the company will acquire and install new ICT equipment (informatics and communications) and specialized software. A new website and online store will be launched. MYTHOS GROUP LTD will also receive digital support services, and will be enabled to perform activities of digital promotion. The result will be that the company will upgrade its operation and competitiveness. The project will result to the development, expansion and modernization of the company.

The project has two objectives: A. To improve the company through the use of ICT, automation equipment and software programs B. To increase sales and competitiveness of the company through its digital promotion and advertising and through the establishment of a modern online store.



European Union
European Regional
Development Fund

