

SECTORAL CONTEXT

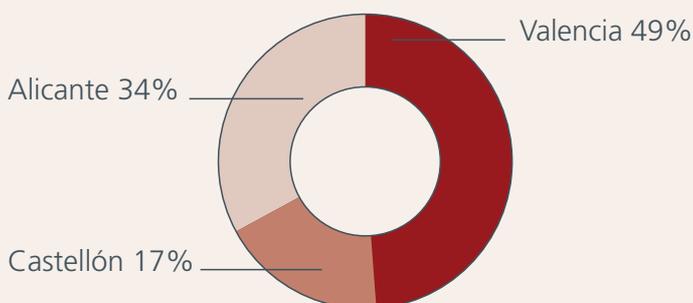
Environmental engineering services are relating to carry out projects related to construction of plant and equipment for the prevention, control and management of pollution.

The sector has experienced significant growth in recent years due to the development of a legislative framework favorable and more control in its application: new areas of environmental management (floors and noise, basically), revising outdated rules and implementation of new mechanisms in pollution control.

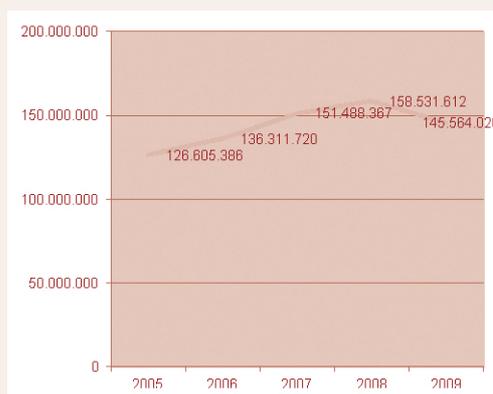
At the national level there are 2,669 engineering companies with a turnover of EUR 12.234 million (2010). The subsector of environmental services to companies is composed of approximately 1,579 companies: 70.9% developed environmental engineering activities, 66.8% the environmental consulting and 24% of environmental auditing.

Employment in the environmental sector in Spain represents today 2.62% of the employed population of Spain. In the Valencian Community employs 54,279 people (2009), of which 16.4% are dedicated to environmental services to businesses (consulting, engineering and environmental audit), a higher percentage than the national average (5%).

PROVINCIAL DISTRIBUTION OF ENVIRONMENTAL ENGINEERINGS, 2011



EVOLUTION OF VALENCIAN COMPANIES SPENDING EARMARKED FOR ENVIRONMENTAL PROTECTION, AMONG WICH INCLUDES ENGINEERING SERVICES. IN EUROS. PERIO: 2005-2009



SWOT

TREATS	OPPORTUNITIES
<p>Low conscience and environmental sensitivity of the industry, which explains the low spending at enterprises on systems to prevent, control or correcting environmental impact</p> <p>Low compliance of environmental legislation, result of a scarce control by the administration</p> <p>Customers choose the financial offer against technical quality of work</p>	<p>The major challenges to confronts us the climate change</p> <p>Favorable legal framework</p> <p>Progress on the integration of the environmental dimension in business strategy</p> <p>Increment government investment in environmental policy</p> <p>Trend towards outsourcing of services by industry and public administrations</p>
STRENGTHS	WEAKNESSES
<p>Companies with a high degree of specialization and technical qualification</p> <p>Constant new product development of consultancy and engineering</p> <p>Capacity of customer loyalty due to the high degree of adequacy of the solutions to their needs</p>	<p>Activity undervalued by private sector, as it is seen as an additional expense for the company</p> <p>It requires continuous technological adaptation of computer tools</p> <p>Environmental actions entail high investment for companies</p> <p>Weak conscience and environmental sensitivity of the industry and citizens</p> <p>Low degree of legal compliance and scarce control exercised by the Administration</p>

COMPETITIVE ANALYSIS IN VALENCIAN COMMUNITY

The province of Valencia have 108 environmental engineering firms, Alicante 75 and Castellón 36. The main customers are industry (32.8%), public administration (19.8%), construction (19.3%) and services to companies (13.3%).

Valencian companies invested 145.6 million euros to environmental protection, and other 78.6 million in investments in this area. Deterioration of economic activity has affected the business development in the last two years, which has significantly reduced the demand for this type of services.

WHAT PRODUCTS CAN I OFFER TO MY CLIENT?

BASIC AND COMPLEMENTARY SERVICES

- Developing projects that provide solutions to the various forms of contamination generated during production processes
- Design of installations and processes to provide preventive solutions to contamination problem
- Environmental impact evaluations

BASIC CHARACTERISTICS OF THIS KIND OF COMPANIES

CNAE/SIC	71.12 / 89.11
IAE	84.31 if natural person
Legal status	Limited liability company
Turnover	143.000 euros
Location	Urban areas or areas where there is a concentration of industrial activity
Personnel and organizational structure	An entrepreneur (a chemical engineer with a specialization in environmental engineering), a chemical engineer and an administrative worker
Installations	Office of 60 m ² located in ground floor or floor
Customers	Public Administration. Private sector: mainly the industrial sector companies
Promotional tools	Commercial task, own website, presence in the College of Engineering corresponding website, presence on websites of professional companies' associations, mouth to mouth, advertisements in trade directories
Value of assets/Investment	64.357 euros
Amount of annual expenses	120.555 euros
Gross profit (%)	15,69%

RECOMMENDATIONS

This type of engineering firms are usually specialized in various environmental vectors and industrial sectors, covering many matters involving various areas of environmental management, and working with public and private clients.

The behavior of your sales will be strongly influenced by the degree of diversification of your service offering and your customer portfolio. In general, more diversified companies, constantly looking for new products and niche markets with high potential for future growth, manage to maintain or increase their level of activity.

It is recommended that at the beginning of projects requesting, by way of funding, a provision of funds of between 20% and 30% of the agreed remuneration.

You must keep informed of grants and aid to the industrial sector in terms of efficient energy management and environmental protection.

It is common outsourcing management services in tax, labor and accounting, and computer programmers, cleaning and industrial risk management and quality. Choose a room or office that can be easily expandable, to tackle major projects.

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