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RESEARCH ON THE DYNAMICS OF THE EVOLUTION OF A CONSULTING FIRM

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Abstract: Consultancy services for projects financed from European non-refundable sources show certain notable characteristics. These characteristics are related to the process of selecting consultations, the process of carrying out the consulting missions and the procedures of payment for the services.

• Introduction

The quarantine period, as well as the post quarantine one, brought major changes in the entire national economy and in the approach to economic policies. Companies providing consultancy services in the field of accessing governmental and non-refundable European grants were negatively affected in the first pandemic period, given the fact that the entire economy was frozen worldwide. Therefore, a Temporary Framework for State aid measures to support the economy regarding the COVID-19 outbreak has been established at European Union's level. EU Member States have been able to put in place State aid schemes allowing financing of up to 800,000 euros per enterprise (in the form of direct grants, selective tax advantages and pre-payments) to meet urgent liquidity needs.

• Material and method

The negative effects of the pandemic have put many entrepreneurs in difficulty, whose businesses have come close to bankruptcy. Thus, people in the business environment have come to put their last hope of saving their businesses into accessing non-refundable grants.

The company we analyzed included all state aids in their offer for consultancy services, granted in the context of the COVID-19 effects.

During this period, accessing non-refundable funds became an exclusively digital process, which brought a new opportunity in this environment, respectively the analyzed company was able to collaborate with customers from all over the country.

The main consultancy services provided by European funds and/or governmental funds are:

1. Elaboration of documentation and technical assistance in order to request non-refundable European funds for your investment project;
2. Assistance in signing the financing contract;
3. Project management;
4. Project monitoring.

• Results and discussions

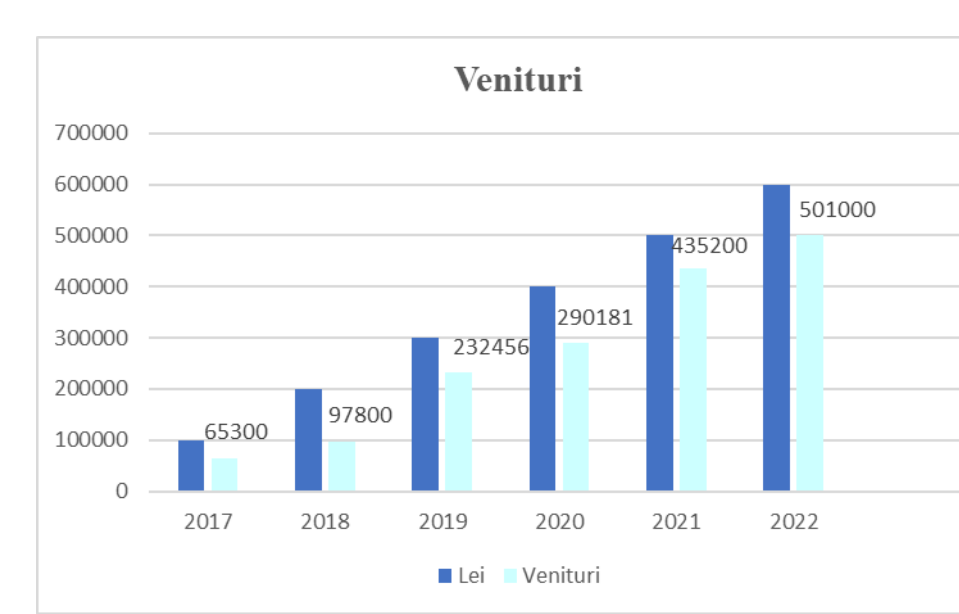


Figure 1. Company revenues

As we can see, the company's revenues from 2017 to 2022 have a steady and harmonious growth.

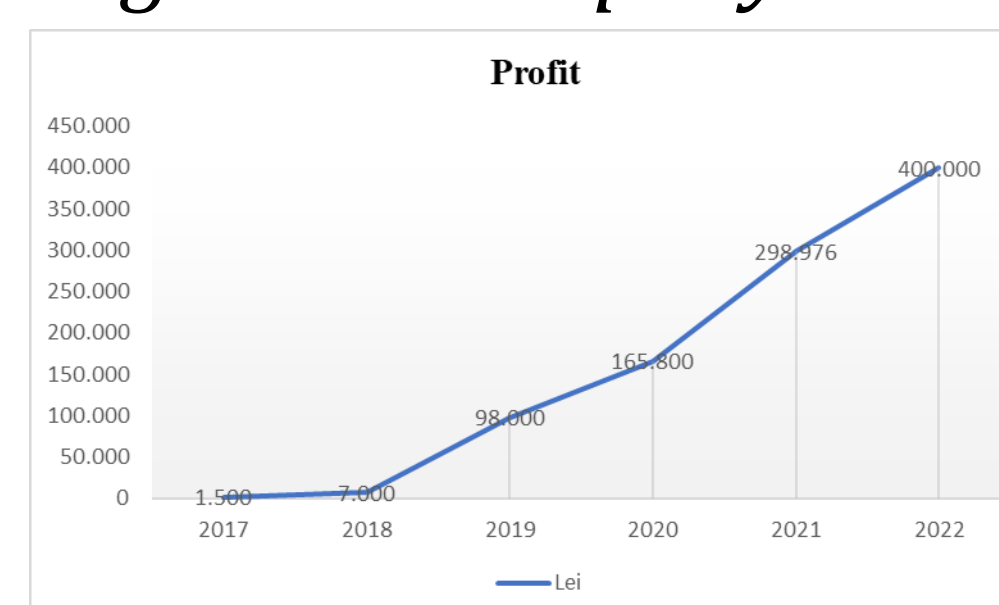


Figure 2. Company's profits

In the figure below, in terms of profit, there is also a steady increase.

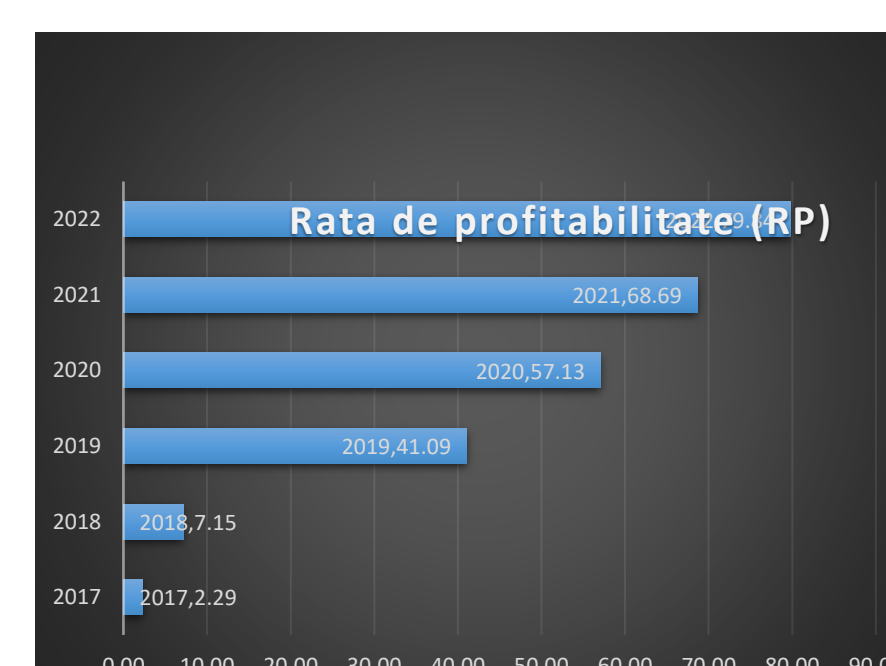


Figure 3. Profitability rate

From the graph shown, it can be seen that from 2017 to 2019 there was a sharp increase and from 2020 to 2022 there was a steady increase.

• Conclusions

The role of consultancy services in assisting potential beneficiaries of European grants is currently insufficiently analyzed and understood. The demand for these services arises in particular from the complexity of the documentation to be developed and the procedures to be followed for obtaining and using these financing.

Therefore, the company we analysed managed not only to successfully survive this period of Covid-19, but also to have a major growth even in the year 2020. Thanks to its field of activity, the analysed company managed to stay on the market during the pandemic, but also to help smaller companies to prosper.