

Success Story: RLT186794

New Entrepreneur (NE)

Name & surname: Eduardo Guillén Ruiz

Country: SPAIN

Age: 42

Status: *Entrepreneur less 3 years*

Sector: Strategy and Operations Consultant

Name of business: PMANAGELS

Website: www.pmanagels.com

Host Entrepreneur (HE)

Name & surname: Merja Forsäng

Country: SWEDEN

Age: 68

Experience (years): 30

Sector: Golf Sport

Name of business: ALE GOLF AB

Website: www.alegk.se

Details of the exchange

Period of Exchange:

5th August - 15th September 2018

Duration of Exchange: 6 weeks

Brief introduction:



It was Spring 2018. The board of ALE Golfklubb had listened about how an Erasmus Entrepreneur improved the business of friend's company, and now it decided to try her chance looking for a creative person that could give new ideas to develop its golf club thinking “out of the box”. ALE Golfklubb was created in 1986 and offers an 18 holes course, practice areas and golf lessons for everyone.

In those days, casually Eduardo, a senior consultant and ex-CEO of a startup, was looking for an opportunity where he could put into practice his experience in business development and the theory he was writing on *La Diana*, a book where he talks about a business analysis for young and senior entrepreneurs. Eduardo, a creative person, was also interested in knowing how an association works and it could also be an opportunity to discover it.

Activities undertaken:

Eduardo arrived the first weekend of August, and lived in a caravan in ALE Golfklubb's caravan area for six weeks. It was 24 hours living and diving in golf activities. During this period, Eduardo, the board members, the employees and the club members were able to talk, discuss, imagine and work together about what could be done to boost the club to one of golf clubs in the area. The result was a business analysis, a lot of new ideas and a proposal about what strategy could the golf club follow to become a reference in Sweden: a commercial strategy, a communication strategy and a marketing strategy, including also the development of several of its golf products.

Thinking “out of the box” in Sweden

Benefits achieved:

On the one hand, this project gave to Eduardo the opportunity to apply all his expertise as a senior consultant, and the theory written in La Diana, into a business development, and to open today a new business consultancy service. On the other hand, it allowed to ALE Golfklubb to get a new business point of view based on its great and well-known 18 holes course and all a golfer can do when it arrives there for playing and enjoying.

Quotation regarding the experience:

NE: *“A wonderful experience, I recommend it 100%”*

HE: *“A great way to develop my business together with another entrepreneur.”*

For further information about the exchange:

- HIO, Ale Municipality, kristina.engstrand@ale.se
- NIO, Instituto Tecnológico de Canarias, eye@itccanarias.org

For information on the programme and details on how to enroll visit:

www.erasmus-entrepreneurs.eu