

CRAFTS CODE

Interreg Europe



European Union
European Regional
Development Fund

Presentation of good practices on 'How to access to new markets and targets'

International success with pieces of straw

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The six P principles to success

- 1) Find your own **PASSION**.
- 2) What is your **PURPOSE**?
- 3) **PERSON**alize your product.
- 4) Concentrate on one **PRODUCT**.
- 5) Identify your **PUBLIC**.
- 6) Add value and get the **PRICE**.

