

SECTORAL CONTEXT

An environmental consulting is a service company that performs activities to satisfy the needs of its customers in the various environmental sectors.

The environmental services sector for companies comprises, statewide, approximately 1,579 companies, of which 70.9% developed environmental engineering activities, the 66.8% environmental consulting and 24% environmental auditing.

Environmental services to companies and organizations (consulting, engineering and environmental auditing) represent 5% of Spanish employment green sector (26,354 employees). This sector has experienced significant growth in recent years thanks to a favorable legislative framework and greater control in their application.

The sectors that are most subject to any environmental pressures are agriculture, transport, construction and tourism, so go into them may be an opportunity for your business.

Companies often use the services of consultants for the implementation of environmental management systems. ISO 14001 is the number one choice for companies when certified.

DEVELOPMENT TURNOVER OF CONSULTING SECTOR IN SPAIN, 2004-2010 (million euros)



Source:
Asociación Española
de Empresas de
Consultoría (AEC)

SWOT

THREATS	OPPORTUNITIES
<ul style="list-style-type: none"> General consulting companies Current economic situation, which has led to a investment reduction on consulting services Lack of environmental culture among businesses Deficiencies in environmental lines of financing Insufficient government participation on international projects 	<ul style="list-style-type: none"> Growing market Approach to SMEs of any sector of activity Tendency to specialization Development of legislation on environment Gradual employment policy towards prevention and environmental evolution
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> Personalized treatment Customer proximity Knowledge of the reality of Valencian Community Low volume of investment 	<ul style="list-style-type: none"> The service is treated as expendable Low valuation of certain jobs Seasonality in the demand for services Scarce levels of association

COMPETITIVE ANALYSIS IN VALENCIAN COMMUNITY

In Valencian Community, there are environmental services companies to companies, employing 4.322 people. Geographically, 55% of consulting firms are concentrated in the province of Valencia, Alicante holds 36% and 9% in Castellón.

In 2010, the sales value of consulting firms in the national market grew just 0.4% compared to 2009, reaching 9,900 million euros. About 9% of turnover corresponds to Valencia.

The chemical industries, food, beverages and snuff, along with other non-metallic mineral products, and production and distribution of electrical energy are those that major investments made in environmental protection in our community.

WHAT PRODUCTS CAN I OFFER TO MY CLIENT?

BASIC AND COMPLEMENTARY SERVICES

Carrying out environmental audits	Obtaining Certificates
Project development	Environmental Impact Analysis
Comprehensive services: environmental certifications, quality, occupational hazards, etc.	

BASIC CHARACTERISTICS OF THIS KIND OF COMPANIES

CNAE 09/SIC	70.22 / 89.31 - 89.99
IAE	84.39 if natural person
Legal status	Principally Limited liability company and a lesser degree of public limited company
Turnover	94.927 euros
Location	No defined criteria. Can be in urban areas, outskirts of cities, industrial areas, etc. The only requirement is that the selected area has good communications
Personnel and organizational structure	Initially, two entrepreneurs with possible support person (usually commercial tasks)
Instalaciones	Office 80 to 120 m ² with three jobs and a conference room
Customers	Mainly SMEs. Public administrations are secondary, especially at the beginning of the activity
Promotional tools	Commercial work and mouth to mouth. Additionally, are also used different ads in local press, magazines, or participation in trade fairs, conferences and website
Value of assets/Investment	12.930 euros
Amount of annual expenses	66.066,68 euros
Gross profit (%)	17,90%

RECOMMENDATIONS

Rated factors when choosing a consultant are common to them all: quality work, experience and professionalism of the company, its market history (clients, projects, etc.) and variety of services offered and price established by them.

If the company decides certified with environmental criteria, can choose between ISO 14001 or EMAS Regulations.

The activity is based largely on increase customer loyalty, this means that you must look carefully the personal relationship, direct treatment and ultimately, customer proximity.

The most important and effective way to publicize your business and your services is the "mouth to mouth". You can also use to promote yourself differentiators elements as assurance certification and budgeting closed.

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