

**Sector** : IT  
**Foundation Year** : 2019  
**Number of Employees** : 2  
**Web** : <https://www.gorjbiz.ro>



## “Digitalization in Sales and Marketing Process”

### GorjBiz INNOVATION

*GorjBiz - a unique project, which covers the need of the Gorj economic environment for: relevant information in the economic field, but also for development, optimization and web promotion services. Initiated after finding an informational vacuum on the Gorj economic environment in the online space, GorjBiz was launched in 2019, in the form of a START-UP co-financed by the European Social Fund through Romanian Operational Programme Human Capital.*

#### **Crisis:**

Lack of digital knowledge of entrepreneurs from Gorj region, deadlines pressure, impatience in obtaining results.

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#### **About**

Since the starting of GorjBiz project, the founding team aimed to address two essential directions for the development of a coagulated and well-informed business community in Gorj County.

1. Gorj's main business news portal. The first direction was to transform the site [www.gorjbiz.ro](http://www.gorjbiz.ro) into the first news portal in the economic field, in Gorj.

Gorj business promotion platform. The second direction successfully approached was to turn GorjBiz into a real platform for online promotion of Gorj business.

GorjBiz is a unique project locally. It was initiated following the finding of an informational vacuum on the Gorj economic environment in the online space, but also the glimpse of the opportunity to fill this gap with good quality information, having at hand both good knowledge of the environment and economic actors, and the means information transmission. The project saw the light of day in 2019, in the form of a START-UP co-financed by the European Social Fund through the Operational Program Human Capital 2014-2020. The launch of the project overlapped with the launch of many other Start-Up projects that required web development and online promotion

services, so GorjBiz became operational from day one.

## Background

Shortly after the launch of the project, the global health crisis intervened, dramatically changing the perspective and priorities of the Gorj business environment. Due to the social distance measures imposed and the desire to obtain a reasonable turnover - the only chance seen by entrepreneurs was the rapid orientation towards digitalization. One could even talk here about a forced digitization in the first months of 2020.

GorjBiz team has also been affected by all the quarantine measures. Many of the team members went to work from home, reaching up to 70% of their actual working time. In such a situation, various requests appeared, starting from the need for optimal and real-time communication, continuing with the concomitant work in a common virtual space and ending with the need to ensure adequate storage spaces.

The need for a high-quality connection was also felt in the relationship with the clients, as most of the work meetings took place online. All these problems have been solved by the investments made by the GorjBiz management, both in modern and high-performance equipment, as well as in software.

## Digital Tools

- Web hosting client management system: **WHM / cPanel**
- "To do" type system with assignment of tasks in the team: **Microsoft To Do**
- Digital signature: **provider CertDigital**
- E-invoicing and accounting: **Saga C**
- Online Meeting Platform: **Zoom**
- Social Media: **Facebook, Instagram**
- Own cloud storage solution: **Western Digital solution**
- Infrastructure consisting of specific software solutions and own servers colocation in a given center
- Portable computers for each team member

## Method

WHM / cPanel web hosting client management system has helped us in our work development, while the "to do" type system with the assignment of tasks in the team (Microsoft To-Do), offered the possibility of keeping track of each task and project. It even brought more efficiency in meeting the schedules of each task. When using our own cloud storage solution, the team had the possibility to work simultaneously and store a significant amount of centralized data in a common space.

Infrastructure consisting of specific software solutions and own server's colocation in a given center speeded up all processes while facing an increase of usage.

The Digital signature from CertDigital ([www.certdigital.ro](http://www.certdigital.ro)), E-invoicing and accounting Saga C (via [www.sagasoft.ro](http://www.sagasoft.ro)) have improved significantly improved the activity carried out within the economic and administrative departments.

Zoom was used both for the usual internal meetings within the team, as well as for meetings with third parties, project presentations or notification solutions.

In order to meet the new needs of Gorj's entrepreneurs, the GorjBiz team quickly rethought its package of services. Adapting to market demands, GorjBiz has grown rapidly from 2 to 6 permanent contributing members.

Taking into account the conditions of physical distance imposed by the health crisis, the company resorted to the solution of remote labor management, in the periods when the incidence of cases in the operational area was high.



Today, Gorjbiz SRL provides Gorj companies with web development, optimization and promotion services: Web development services

The company's area of expertise includes various web programming languages, CMS and related frameworks. Among these the following could be mentioned:

1. Languages: HTML / CSS, PHP / MySQL, JavaScript, Pearl, Python;
2. CMS: WordPress, Opencart;
3. Framework's: Codeigniter, Laravel, JQuery, Bootstrap.

These technologies are used to develop presentation sites, web applications and responsive web stores (which look good on any mobile device), easy to navigate and user friendly.

The team of the company develop and edit modules, plugins and source code to always adapt to the needs of their customers. In the case of both CMS and custom solutions, devirusing and securing the sites could be performed, following exact analyzes on the code.

The departments of the company are interconnected so that in the development and optimization process the best results for the end customer could be get and these are also approved by the search engines, in accordance with current web standards.

Web maintenance services:

- manual and automatic backups;
- updating CMS platforms and plugins used;
- database optimization;
- online and offline devirusing;
- securing platforms and modules using specific techniques;
- updating and developing web content.

In addition, the company have included in the list of services offered:

- web promotion / online marketing;
- SEO insite and offsite;
- web consultancy regarding the popularity of the used platform, its exploitation, security and promotion.

When it comes to their services, the company use all the means and resources necessary for the final beneficiary to get the perfect strategy to promote his company.

Presentation services for companies, presentation of news in the economic field benefit from free of charge within the gorjbiz.ro site. Considering that GorjBiz articles alone garnered over 100,000 views on Social Media alone, with 4,800 daily readers, it can be said that this goal has been

successfully met.

The almost 1300 articles that populate the website, offer only relevant information, having along with an informative- educational role, through the topics covered. Here you will find both the latest news of economic interest for the local community, but also information on potential sources of funding that can be accessed or even articles of general economic interest, inspired by famous international publications.

Any company in Gorj can benefit from professional online and offline promotion services through personalized campaigns.

Among the important partners with which GorjBiz concluded collaboration contracts, in order to publish advertorials and press releases on the GorjBiz platform, it could be mentioned comunicatedepresa.ro.

GorjBiz has provided free marketing advice to companies in Gorj affected by the crisis, in order to reduce the negative impact of the pandemic on the Gorj county business environment.

The free consulting sessions are now a pilot program and are addressed to a number of 10 companies. Because such help would be needed for a much larger number of companies, the company start with the integration of these 10 hours of pro-bono consulting, in their current activities. The program comes in support of those companies that have the greatest need to optimize the current marketing strategy, in the short term, to redefine the budgets dedicated to this type of activity and which aims to reorient to the digital environment of sales activities and more.

## **Conclusion**

GorjBiz continues its rise, aiming to make its mark on the Gorj business environment in the third year of its activity, helping to improve the online and offline image of Gorj companies. The ultimate goal is to transform the local business environment, from a dispersed and weak one, into a strong one, coagulated and interesting for investors and for the skilled workforce as well. The financial situation of the company, at the end of the first two years of activity, speaks for itself. The GorjBiz start- up has exceeded its own objectives, managing to gain from one month to the next, the trust of more and more companies in Gorj county that use GorjBiz services, but not only.

Given the way in which GorjBiz has gone through this pandemic, it can be said that they are ready to react promptly in crisis situations, adopting the necessary resilience measures by

implementing the right technologies. All this is possible thanks to a fine understanding of digital entrepreneurship, an understanding that has 20 years of experience in the field.

*«We initiated the GorjBiz project out of the desire to help the Gorj business environment and this is what we do. We want to continue to grow our business together, in crisis and post-crisis!», says Mitrut Stanoiu, GorjBiz founder and Manager.*