Fundada em 1999 por Victor Antunes e pelo filho, Miguel Antunes, a Animarket foca a sua atividade no estudo, projeto e instalação de equipamentos em estabelecimentos comerciais no setor da distribuição alimentar. Em 2003, a empresa mudou de morada. Deixou os seus escritórios e armazém no Casal do Alvito, em Lisboa, e adquiriu instalações próprias em Famões, também no distrito de Lisboa. Pouco tempo depois, decidiu apostar na internacionalização do negócio.

Prestes a completar 16 anos de atividade, perguntámos a Miguel Antunes qual o segredo para gerir com sucesso uma empresa familiar ao longo de mais de uma década. "Manter os valores, não permitindo que interesses pessoais ou familiares se sobreponham à empresa", partilhou com a COOL, afirmando que a sintonia entre pai e filho "é perfeita, permitindo-nos uma rápida e elevada capacidade de decisão".

Esta visão reflete-se também nos resultados da empresa. Desde o início da atividade, o volume de negócios da Animarket tem registado um crescimento médio de 15% por ano. Miguel Antunes refere, como marco importante deste crescimento, "o facto de, a partir de 2003, as exportações para Angola terem aumentado substancialmente, devido a uma maior estabilidade política e social, após a consolidação da paz neste país".

Aposta nos PALOP

A aposta na internacionalização da Animarket no continente africano, logo no início de atividade da empresa, é reconhecida como uma decisão acertada. "Os mercados dos PALOP (Países Africanos de Língua Oficial Portuguesa) estiveram presentes, desde o início, na nossa estratégia de

Founded in 1999 by Victor Antunes and his son Miguel, Animarket focuses its activity on studying, design layout and installing equipment in commercial establishments in the food distribution sector. In 2003 the company moved premises. It left its offices and warehouse in Casal do Alvito, Lisbon, and acquired premises in Famões, also in the district of Lisbon. A short while after, it decided to take a chance on internationalising the business.

About to complete 16 years, we asked Miguel Antunes the secret of successfully managing the family firm over more than a decade. "Maintaining values, not allowing personal or family interests to come before those of the company'", he told COOL, confirming that the close working relationship between father and son "is perfect, enabling us to enjoy a fast and high level of decision-making".

This vision is also reflected in the company's results. From the beginning of its activity, Animarket's business turnover has recorded an average growth of 15% per annum. Miguel Antunes says that an important part of this growth is down to "the fact that from 2003 our exports to Angola grew substantially, due to a greater political and social stability, after peace was consolidated in that country."

Investing in PALOP (Portuguese-speaking African Countries)

Animarket's decision to focus on internationalisation in Africa, from the very start of the company's activity, is recognised as the right decision. "The PALOP markets (Portuguese-speaking African Countries) were, from the beginning, in our growth strategy, not only because of the cultural and historic ties with our country, but also because they are markets with high levels of growth", argues Miguel Antunes, explaining that in the early years, technical staff were mobilised to carry out fitting, with some local partners having been contracted to provide technical assistance. With an increase in size of equipment turnover, the company decided to "maintain a multidisciplinary technical to deal solely with technical assistance". Later on, the company based itself 100% on the ground with the opening of branches in these countries, providing after-sales care, permanent commercial accompaniment and staff training in the different areas in which Animarket operates".

In 2005 they set up Animarket Cape Verde. In 2008, a partnership was established with a company in Luanda, Angola, in the area of equipment installation and technical assistance and, four years later, a branch of Animarket was opened in the country.

In 2013 an investment contract was signed with the Angolan entity ANIP (Agência Nacional de Investimento Privado — National Private Investment Agency) and offices and a shop were opened in Vila Alice, in Luanda.

In 2014, the construction of a new headquarters was begun in the Angolan capital, with greater showroom capacity and a multi-purpose room for staff training and show cooking demonstrations. Also last year, adaptation and refurbishment work began at the premises in Cidade da Praia, in Cape Verde, which should be ready by the end of February.

Decentralisation of the markets staves off crisis

In 2014, the market showed some signs of recovery in Portugal, with Animarket registering an increase in the turnover of sales. However, "the sector has suffered considerably in recent years, both from an increase in taxes and the international economic climate, which has stifled investment".

Which is why the internationalisation of the company was a winning recipe. Despite all the conditioning factors

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