



LOCALS

Concept Design of a Company

Case history: “Susino Sanacore - SlowFood Presidium”

26th November 2019

MARKETS' IDENTITY AND TOOLS TO SURVIVE WITHIN A GLOBALISED WORLD.

- 1) markets are today places where the communication is the main instrument to create business;*
- 2) company within the world wide web are visible;*
- 3) company without a persistent activity within the WWW are invisible;*

tools:

<i>SEARCH ENGINE OPTIMIZATION</i>		<i>NET and WEB SITES</i>
<i>BRAND REPUTATION STRATEGY</i>		<i>PRODUCTS and POLICY</i>
<i>SOCIAL MEDIA ACTIVITY</i>		<i>CUSTOMERS</i>
<i>BOSS IMAGE REPUTATION</i>		<i>IDENTITY of a Company</i>

How changes the world!! my shop within a Laptop

old system



new system

EFFECTS OF A GLOBALISED MARKET

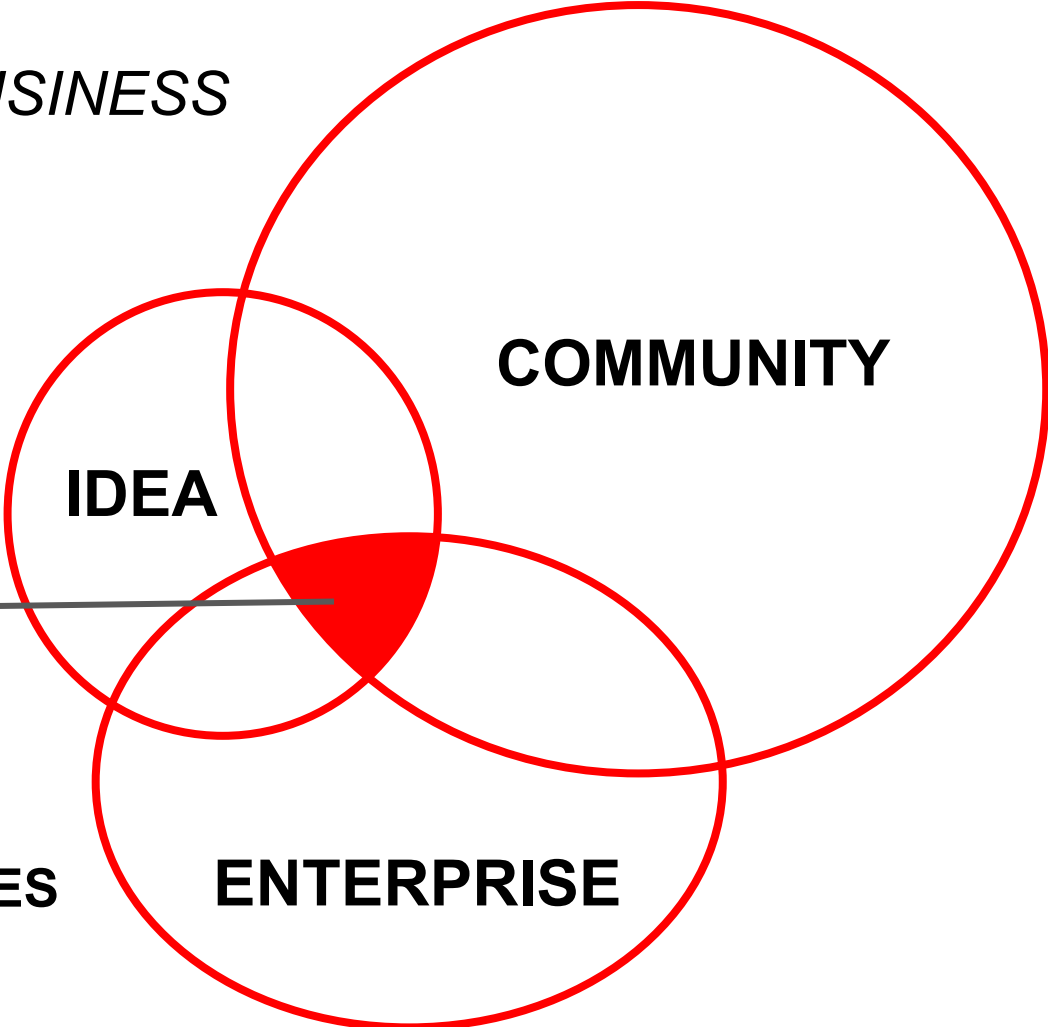
- 1) COMPANY SELLS PRODUCTS - CUSTOMERS BUY BRANDS:*
- 2) BRAND HAVE TO BE LOADED WITH TANGIBLE AND INTANGIBLE VALUES (to qualify the performance of a company);*
- 3) COMPANY PUTS AT THE FIRST PLACE THE CUSTOMERS' SATISFACTION;*
- 4) SPECIFICS BRANDS (PARTICULAR PRODUCTS) HAVE MORE VISIBILITY WITHIN A GLOBALISED MARKET THEN LOCAL MARKET;*

*THREE THINGS TO DO BUSINESS
TODAY*

**SOCIAL
INNOVATION**



- INNOVATIVE MARKETS**
- COMMUNICATION STRATEGIES**
- LOYALTY PROGRAMS**



EXAMPLE



HISTORY - COMMUNICATION - PRODUCTS - PROMOTIONS - CURIOSITY



Il Nostro Impegno

PROGETTI

Cosa facciamo per un Mondo Buono

Mulino Bianco si impegna da sempre per il Benessere delle Persone e del Pianeta.

[▶ SCOPRI DI PIÙ](#)



La Giornata nel Mondo Buono... ...a Genova!



Dal 18 aprile
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Esplora, condividi,
partecipa e gioca per
conquistare tutti i
Talenti del Mulino!

[REGISTRATI](#)

WHAT WE ARE DOING FOR
A BETTER WORLD

PUBLIC ACTIVITY OF THE
COMPANY

LANDING PAGE - LOYALTY
ACTIVITY

The first step to design a company



at the base of a good project to create a company, we have to follow four elements:

- 1) product idea - company idea;**
- 2) knowledge of my competitors (at local/international level);**
- 3) advantage for our customers and strategies for their loyalisation;**
- 4) plus value to put into products and company;**

WHAT IS MY SALE PROPOSAL?

If my product doesn't is different from others products taking in consideration quality and communication, there isn't any reason why customers have to choose our product except for its cost

WHY PEOPLE HAVE TO BUY FROM US?

because we give them an unique selling proposition (USP) and a significant advantage (discount - fidelity card - tickets - services - etc..)



Idea of a product

Gives you Wiiings

Products

Company

Idea of a company

Giving Wings to People and Ideas.

Knowledge of my competitors (local/international level)

Competitors are all those who satisfy the same needs.

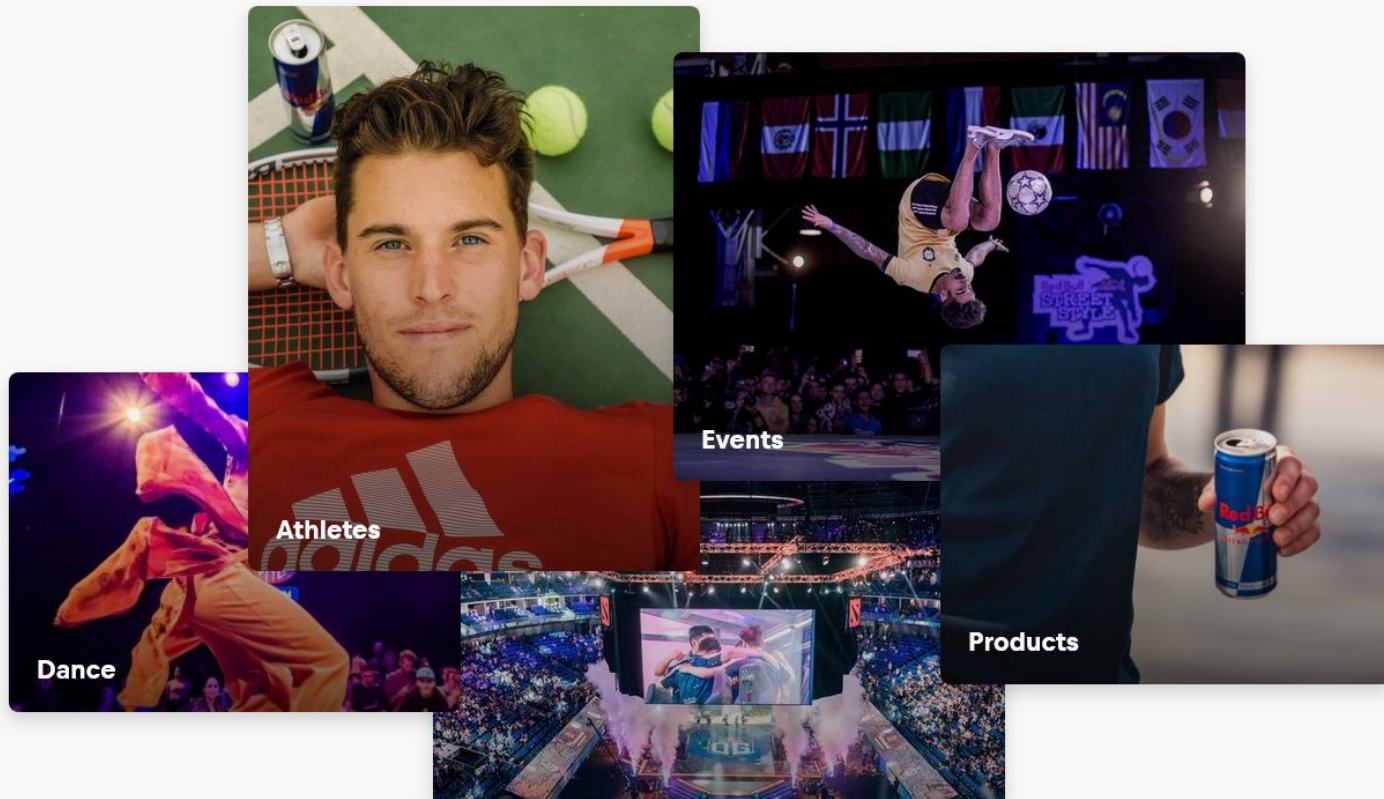
Major competitors of Red Bull by a research on WWW:

1. **Pepsico**
2. **Coca Cola**
3. **Monster Beverages**
4. **Nestle**
5. **Dr Pepper Snapple**

What do we need to observe looking a competitor? - history, customer service, customer care, products, communication system, quality of services etc..

where? - official website of the company

Dive into the world of Red Bull

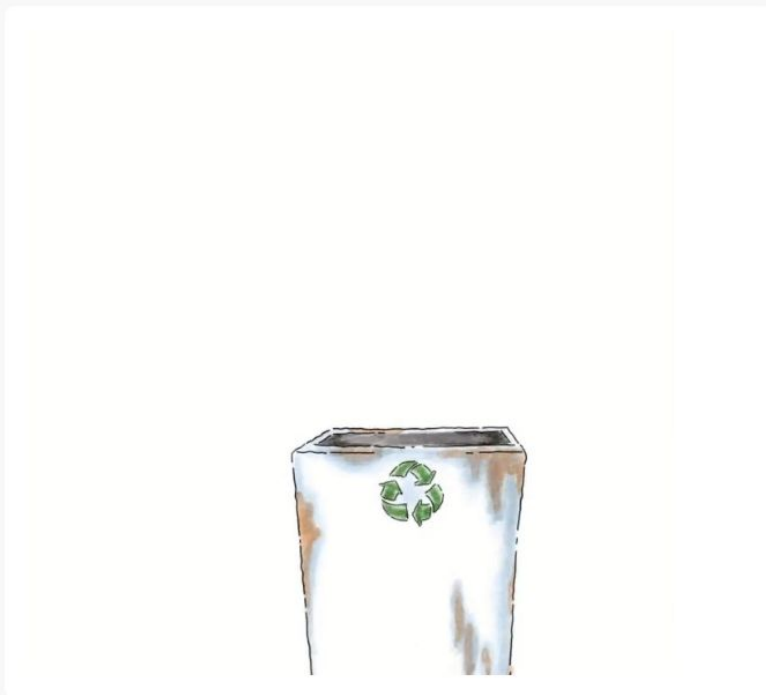


Athletes

Events

Products

Dance

**SUSTAINABILITY**

A can has more than one life.

At Red Bull, we recognise that we have a responsibility to the natural environment. You can read more about our sustainable approach here:

[The life cycle of the can](#)[Take the quiz >](#)

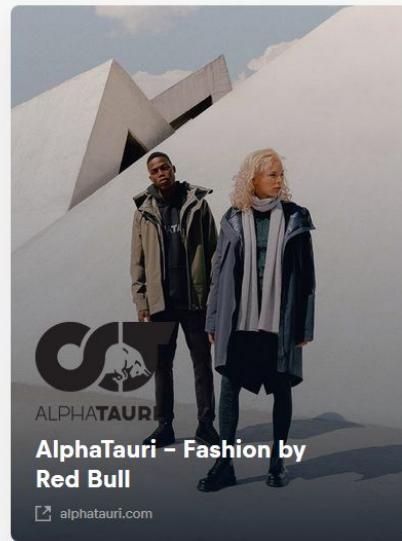
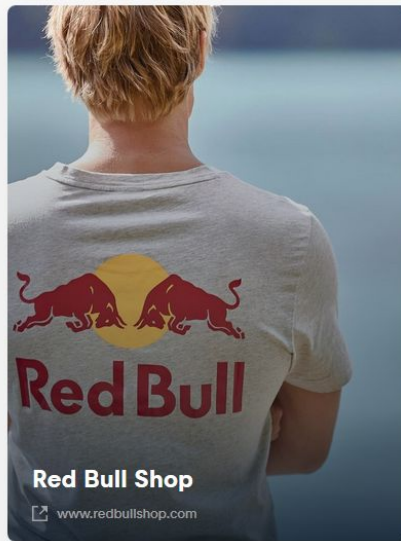
PLUS VALUE

it is the topic (real) that dresses the product giving emotional power. Moreover, it is linked to the Mission of a company. Within a globalised market the plus value identifies and makes more competitive our product.

- the **cost** of your product or service is the amount you spend to produce it
- the **price** is your financial reward for providing the product or service
- the **value** is what your customer believes the product or service is worth to them

the plus value offers something more than the simple thing to give.

More from the World of Red Bull



Vitalizes Body and Mind.®

Red Bull Energy Drink is appreciated worldwide by top athletes, busy professionals, university students and travellers on long journeys.



BRAND, LOGO, VISION, MISSION, GOALS AND VALUES OF A COMPANY



BRAND

Brands mean different things to different people at different times.

A single brand means something unique to each person – be it a current consumer, potential consumer, employee, recruit, or just within the world at large. Brands are dynamic. They can play a different role depending on who they interact with and when. Some people connect with certain aspects of a brand, while others connect meaningfully with another. And often times, a person's relationship with a brand can really develop – increasing trust, loyalty, meaning, and engagement. Smart and successful brands work on reaching all the different audiences who matter to their business and aim to further their brand relationships with each individual



The name of your company

It is better to use your personal name. It capitalises the boss reputation and the brand of your company into a unique image.

Otherwise, we can use the name of our best product.



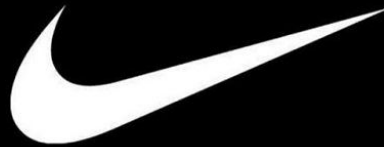
SLOGAN OF A COMPANY

The slogan strengthens the brand. It helps the customer to choose the product, and at the same time, it remembers the company. A **business slogan** is a short phrase that evokes emotions and ideas and associates them with a brand. Good **slogans** are also easily remembered and can become part of the cultural landscape of a society.



Think different.

Just do it



impossible is nothing

COLOURS - logo and company

Colours give
identity to brand
and company,
moreover they
identify the web
site, packaging,
and business
card.



A logo can develop itself changing in the time.



1976
By Ron Wayne



1977 - 1998
By Rob Janoff



1998
Translucent Version



1998 - 2000
Monochrome Version



2001 - 2007
Aqua Version



Current
Chrome Version



1971



1978



1985



OGGI

VISION - MISSION - GOALS

Mission and Vision are strategic management goals in the long term.

In general, these goals help the company to drive the commercial choices. Moreover, once they are defined, they orient the actions of the company about its marketing and communication plan.

A **Mission** Statement defines the **company's** business, its objectives and its approach to reach those objectives. A **Vision** Statement describes the desired future position of the **company**. Elements of **Mission** and **Vision** Statements are often combined to provide a statement of the **company's** purposes, goals and **values**.

The vision is the dream of a company, while the mission is the road to walk to arrive to the vision.

The Mission describes why the company exists, its unicity-values-targets-instruments-needs-resources.

Short vision statements made up of a few words only:

- 1. Disney** - To make people happy.
- 2. Oxfam** - A just world without poverty.
- 3. Ikea** - To create a better every day life for the many people.



“To connect the world’s professionals to make them more productive and successful.”



“To refresh the world...To inspire moments of optimism and happiness...To create value and make a difference.”

MISSION



“To organize the world’s information and make it universally accessible and useful.”

flow chart



GOALS



STRUCTURATION OF MY GOALS

WHICH GOALS HAS THE COMPANY IN GENERAL (z)?

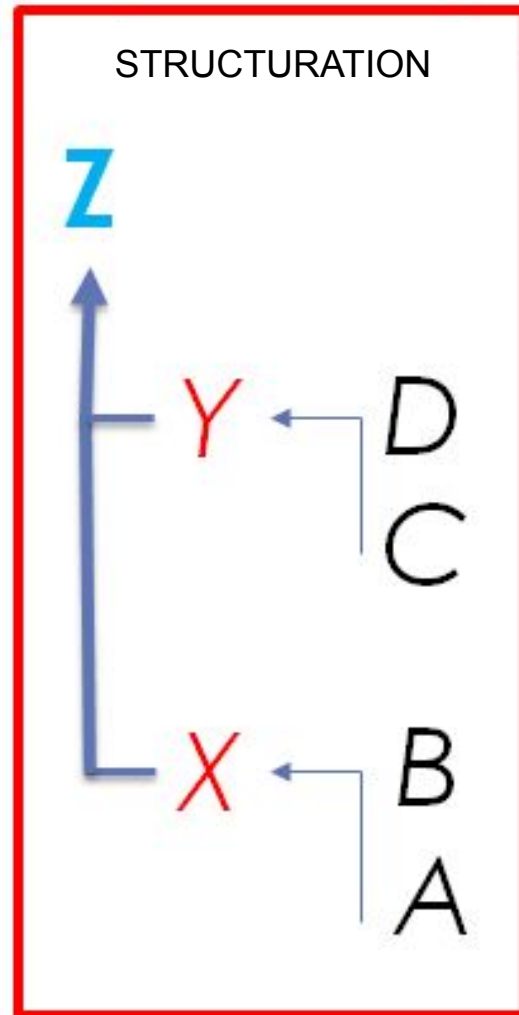
They are goals to reach in the long term (5 years).

Can reach I my general goals in two steps (x e y)?

They are goals to pursue in the middle period (2-3 years)

Which goals have I in the brief period? (a,b,c,d)

They are goals to pursue year by year that bring me to reach the goals prefixed in the middle period



IDENTITY OF MY GOALS

goals have to be fixed following the S.M.A.R.T. theory!!

they have to be:

SPECIFIC

I need to be clear about my goals!!

MEASURABLE

our results have to be measurable following clear unity (*money, success, followers, etc.*)

ACHIEVABLE

What action Do I have to put on the table to reach my objective?

REALISTIC

goals must be linked with real scenarios!!

TIME-BOUND

How many time, Do I need to reach the objective?

RESUMING

VISION REPRESENTS THE DREAM OF A COMPANY ABOUT THE WORLD, SOCIETY, PEOPLE, UNIVERS;

MISSION DEFINES THE PURPOSE OF A COMPANY, WHY THE COMPANY EXISTS AND ITS ACTION TO REACH THE PREFIXED VISION

tools

VISION AND MISSION DEFINE THE POLICY OF A **BUSINESS PLAN**

GOALS ARE KEY COMPONENTS OF THE **ACTION PLAN OF A COMPANY**

A **business plan** alludes to what you hope to accomplish.

An **action plan** leans on how to execute and achieve your objectives. The **action plan** explains how you will operate and manage your **business**.

OPERATIVE TOOLS TO ANALYSE THE ENVIRONMENT AROUND AND INSIDE ME



SWOT Analysis is a simple but useful framework for analyzing your organization's strengths and weaknesses, and the opportunities and threats that you face. It helps you focus on your strengths, minimize threats, and take the greatest possible advantage of opportunities available to you.

S.W.O.T. Analysis EXAMPLE

VIDEO



Strengths	Weaknesses
What do you do well? What unique resources can you draw on? What do others see as your strengths?	What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
<ul style="list-style-type: none"> • We are able to respond very quickly as we have no red tape, and no need for higher management approval. • We are able to give really good customer care, as the current small amount of work means we have plenty of time to devote to customers. • Our lead consultant has a strong reputation in the market. • We can change direction quickly if we find that our marketing is not working. • We have low overheads, so we can offer good value to customers. 	<ul style="list-style-type: none"> • Our company has little market presence or reputation. • We have a small staff, with a shallow skills base in many areas. • We are vulnerable to vital staff being sick or leaving. • Our cash flow will be unreliable in the early stages.
Opportunities	Threats
What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	What threats could harm you? What is your competition doing? What threats do your weaknesses expose to you?
<ul style="list-style-type: none"> • Our business sector is expanding, with many future opportunities for success. • Local government wants to encourage local businesses. • Our competitors may be slow to adopt new technologies. 	<ul style="list-style-type: none"> • Developments in technology may change this market beyond our ability to adapt. • A small change in the focus of a large competitor might wipe out any market position we achieve.

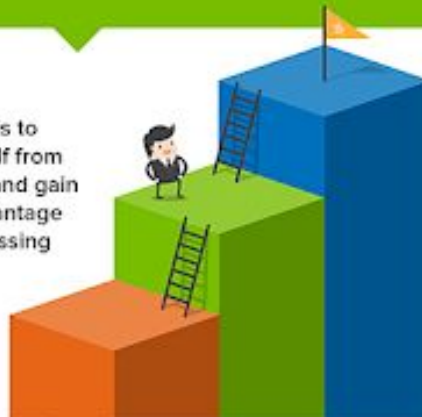
SWOT ANALYSIS



SWOT Analysis helps you to identify your organization's **Strengths** and **Weaknesses**, possible **Opportunities**, and potential **Threats**.

You can use it to find and exploit a sustainable market niche.

Use SWOT Analysis to distinguish yourself from your competitors and gain a competitive advantage over them by assessing your company's strengths and market position.



RESUMING



Also, by understanding your company's weaknesses, you can manage and eliminate threats that would otherwise catch you by surprise.

Now let's look at some of the questions you should ask when you carry out a **SWOT Analysis**:

S

STRENGTHS

What does your company do better than others in a similar field?

What is your company's Unique Selling Proposition?

What do people in your market see as your company's strengths?

W

WEAKNESSES

What factors lose your company sales?

What production or sales processes could you improve?

What do people in your market see as your weaknesses?

O

OPPORTUNITIES

What interesting business trends are you aware of?

What useful opportunities could come from changes in technology or government policy?

T

THREATS

What are your competitors doing?

Is changing technology threatening your position?

Do you have bad debt or cash-flow problems?

Be Harsh

You've probably written down lots of ideas, but now is the time to cut, prune and organize what you've come up with.

Prioritize specific and fully costed ideas, so you can work with the most usable first.

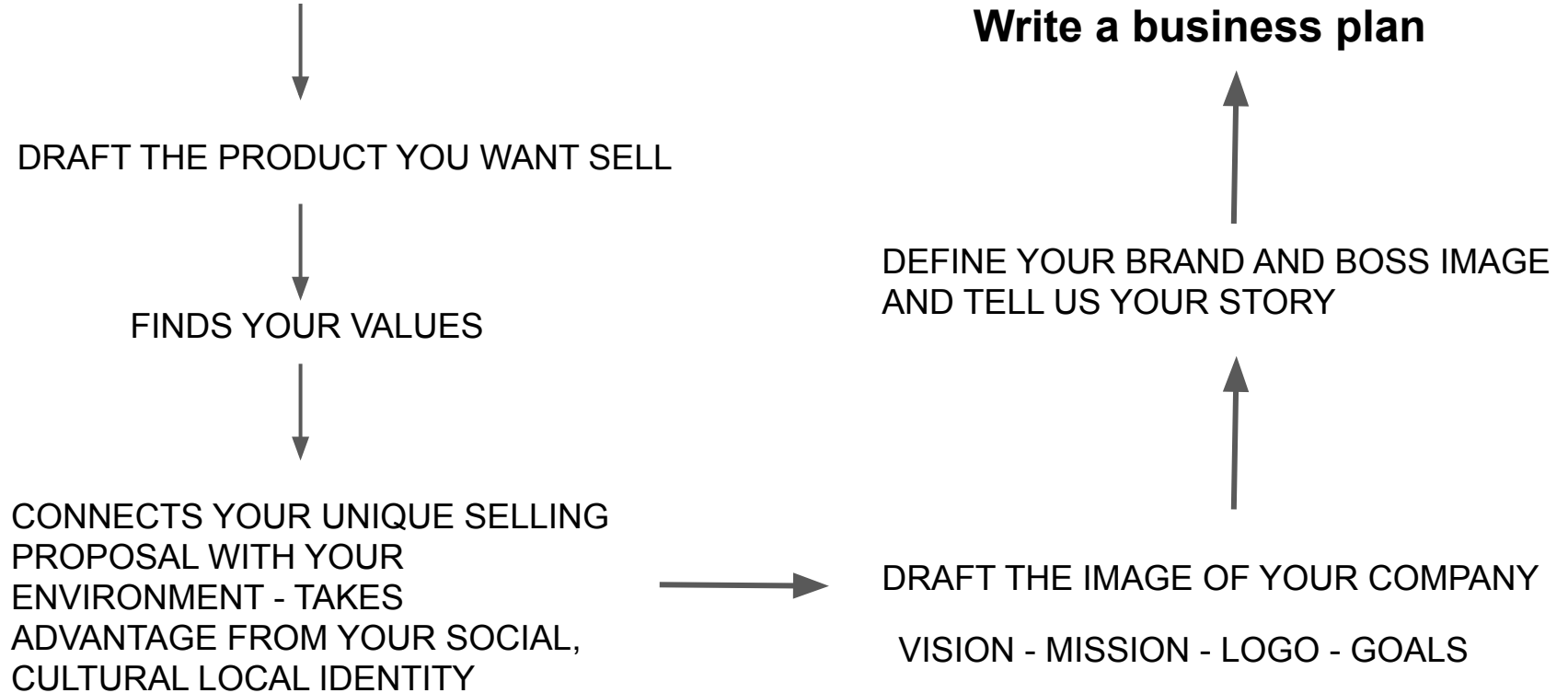
Put the more general suggestions to one side, ready to be discussed and expanded later.

1) REFINE YOUR IDEA

"Many people think they have a great idea and jump into launching their business without thinking through who their customers will be, or why these people should want to buy from or hire them," Desaulniers said. "Second, you need to clarify why you want to work with these customers – do you have a passion for making people's lives easier? Or enjoy creating art to bring color to their world? Identifying these answers helps clarify your mission. Third, you want to define how you will provide this value to your customer and how to communicate that value in a way that they are willing to pay."

HOW TO DESIGN A COMPANY

1) REFINE YOUR IDEA



2) WRITE YOUR BUSINESS PLAN

Once you have your idea in place, you need to ask yourself a few important questions: What is the purpose of your business? Who are you selling to? What are your end goals? How will you finance your startup costs? These questions can be answered in a well-written business plan.

A business plan helps you figure out where your company is going, how it will overcome any potential difficulties and what you need to sustain it.

3) Assess your finances.

Startups and new companies requiring significant funding upfront may want to consider an investor. Investors can provide several million dollars or more to a fledgling company, with the expectation that the backers will have a hands-on role in running your business. Alternatively, you could launch an equity crowdfunding campaign to raise smaller amounts of money from multiple backers. Crowdfunding has helped numerous companies in recent years, and there are dozens of reliable crowdfunding platforms designed for different types of business. It's not challenging to find a good option for your business should you elect to launch a crowdfunding campaign.

4) Determine your legal business structure.

Before you can register your company, you need to decide what kind of entity it is. Your business structure legally affects everything from how you file your taxes to your personal liability if something goes wrong.

5) Register your Company

To become an officially recognized business entity, you must register with the government. Corporations will need an "articles of incorporation" document, which includes your business name, business purpose, corporate structure, stock details and other information about your company. Otherwise, you will just need to register your business name, which can be your legal name, a fictitious "doing business as" name (if you are the sole owner), or the name you've come up with for your company.

6) Build your team.

Your product is built by people. Identifying your founding team, defines roles and responsibility, division of labor, how to give feedback or how to work together when not everyone is in the same room will help you.

7) Go on with your Brand and social media.

After you start selling your product or service, you need to go on with your brand and get a following of people ready to jump when you open new initiatives with your business. Social media help you to spread the word about your business, perhaps as a promotional tool to offer coupons and discounts to followers. Creating a marketing plan that goes beyond your launch is essential to building a clientele by continually getting the word out about your business. This process, especially in the beginning, is just as important as providing a quality product or service.

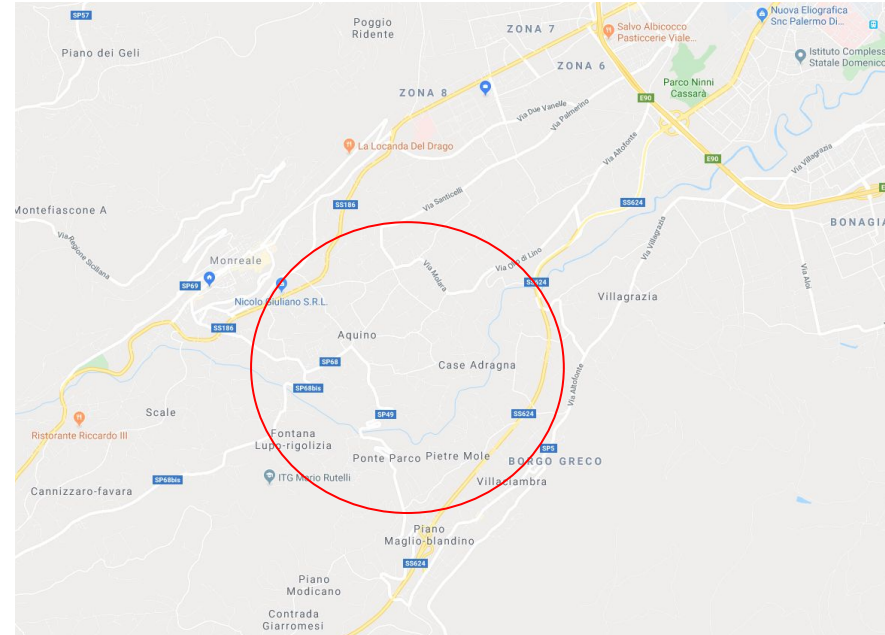
8. Grow your business.

Your launch and first sales are only the beginning of your task as an entrepreneur. In order to make a profit and stay afloat, you always need to be growing your business. It's going to take time and effort, but you'll get out of your business what you put into it.

Collaborating with more established brands in your industry is a great way to achieve growth. Reach out to other companies or even influential bloggers and ask for some promotion in exchange for a free product sample or service. To run a successful business, you have to adapt to changing situations.

SUSINO SANACORE - WHITE PLUMBS

This most particular fruit has been, in fact, better known since ancient times by the name of “core plums” where “core” would recall classical mythology: legend has it that the inhabitants of the place used to invoke the goddess “Core” to ask for a plentiful harvest and, precisely because of their wonderful qualities, these plums were dedicated to her. These plums also have a thousand-year tradition of conservation, following the same technique: although they are a summer product, they have always been preserved for consumption in other seasons. Like tomatoes and figs, they were dried, but these plums were wrapped in tissue paper to prevent oxidation and braided together and left to hang in the air in a closed environment.





white plumbs



technique for its conservation



Marilù Monte - Owner of the factory



derived product: white plumb marmelade



Drying systems constructed to guarantee the best possible result while respecting the laws of nature and therefore constantly focused on the quality of the finished product.



Slow Food[®]

Slow Food is an **organization** that promotes local **food** and traditional cooking. ... **Promoted as an alternative to fast food**, it strives to **preserve** traditional and regional cuisine and **encourages farming** of plants, seeds, and **livestock characteristic of the local ecosystem**.



Slow Food Communities: What They Are and How They Are Created

30 YEARS OF THE
SLOW FOOD
MANIFESTO

OUR **FOOD** 
OUR **PLANET**
OUR **FUTURE**



Join the Campaign
and celebrate with us!

Our network and projects



EARTH MARKETS



ARK OF TASTE



SLOW FOOD PRESIDIUM



SLOW FOOD CHEFS ALLIANCE



10,000 GARDENS IN AFRICA



SLOW FISH CARIBE



SLOW FOOD YOUTH NETWORK



TERRA MADRE

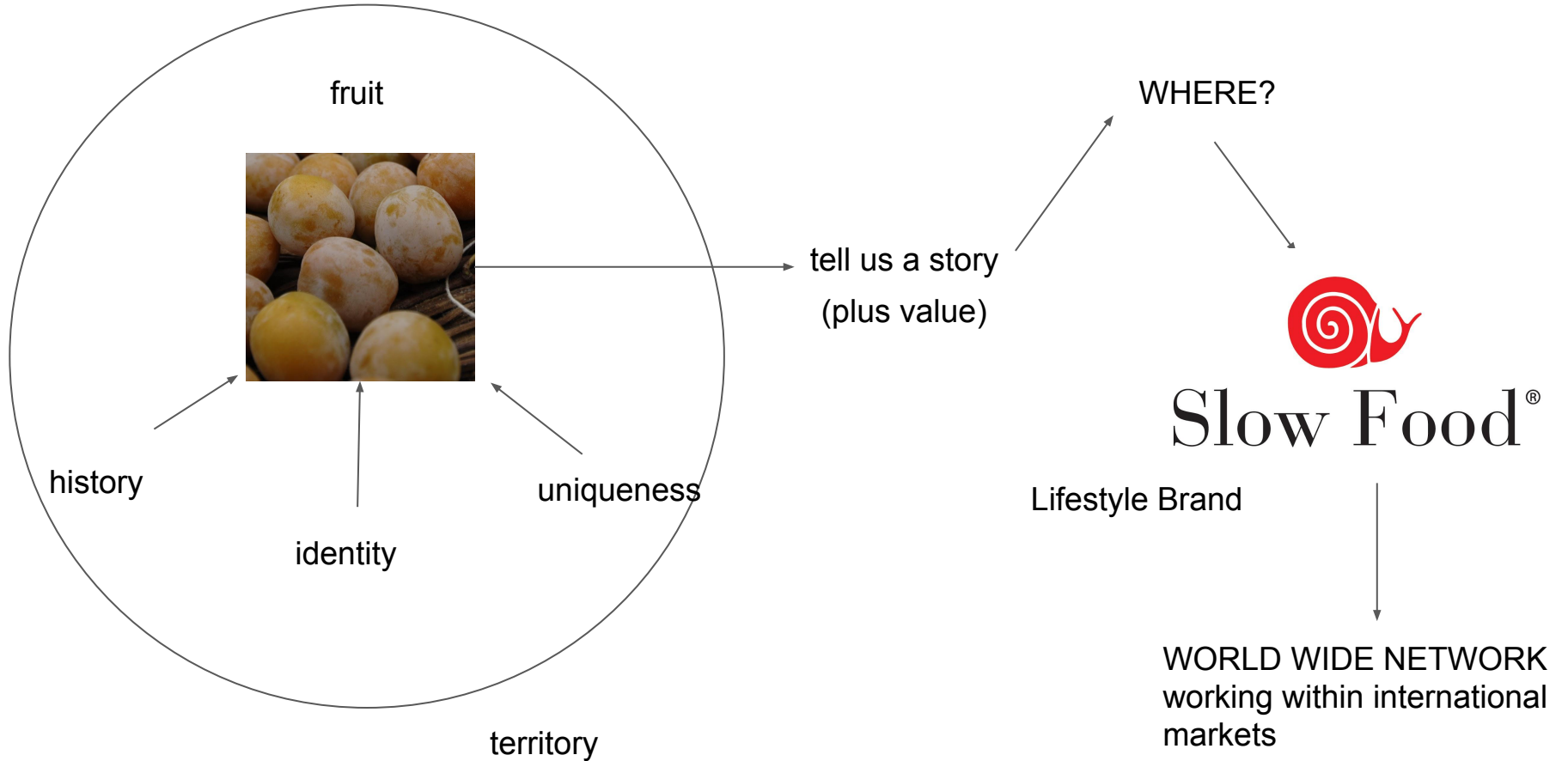


TERRA MADRE INDIGENOUS



UNIVERSITY OF GASTRONOMIC SCIENCES

Strategy, from local fruit, to product/brand





Lifestyle Brand

Slow Food®

SLOW FOOD GOALS. The **Slow Food movement** has 3 **main goals**: taste education, defense of biodiversity and interaction between **food** producers. **Slow Food** conducts programs for all ages that educate members about the origins and processing of local **foods**.

VISION

Our philosophy

Slow Food envisions a world in which all people can access and enjoy food that is good for them, good for those who grow it and good for the planet.

Our approach is based on a concept of food that is defined by three interconnected principles: **good, clean and fair**.

- **GOOD:** quality, flavorsome and healthy food
- **CLEAN:** production that does not harm the environment
- **FAIR:** accessible prices for consumers and fair conditions and pay for producers

ANY QUESTIONS?



NO HARD QUESTIONS PLEASE