

# Italian team

Presentation of the company

*meeting: 1st of June, 2021*

**creators:**

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Sucato Sofia

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ISS "Mario Rutelli" Palermo

## Sicilian Goodness

*a new reality in the world of companies that sell typical Sicilian products online.*



### LOCAL SOLUTIONS FOR GLOBAL CHALLENGES

Project Co-Funded by the Erasmus+ Programme of the European Community

Cooperation for innovation and the Exchange of Good Practices

KA229 - School Exchange Partnerships

Cod. 2019-1-IT02-KA229-062188

# The subject of the commerce

Sicilian Goodness

a new reality in the world of companies that sell typical Sicilian products online.



The project idea involves the design of a virtual company to study and create strategies and marketing solutions for Sicilian typical products. The main channel to sell these products is the online market. Our incubator will involve local companies that are using exclusively Sicilian high-quality ingredients for their products.

## Motivation

### Historical motivation

The first written information about Sicilian cuisine dates back to the Greek era. Numerous works by Greek scholars narrate the vicissitudes of the Siceliots and their eating habits. To make famous the Sicilian cuisine near the Greek cities was the ancient Syracuse. The local cooks were in high demand in Athens, Sparta and Corinth, as they were considered among the most skilful. In Sicily were born some important personalities of the culinary world as Labdaco of Syracuse and Miteco Siculo, who wrote the first cookbook in history, as well as Archestrato di Gela, considered the father of the critics of culinary art.



*images of a dinner during the classic period in sicily*

# Geographical motivation

The most famous typical Sicilian products such as arancine, bread with spleen, zeppole di San Giuseppe and sardine balls come from large cities such as Palermo (1,2), Catania (3) and Agrigento (4). Each of these products has its own specialty: the Arancina is a sort of ball or cone of breaded and fried rice, generally stuffed with ragù, peas and caciocavallo, or diced ham and mozzarella; Pane con la milza is a Palermo food specialty, which consists of a soft sandwich stuffed with pieces of spleen, lung and, sometimes, trachea (previously boiled or steamed whole, then cut into thin slices and fried).



(1)



(2)



(3)



(4)

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*Types of different typical Sicilian products from the three cities mentioned above.*



# Analysis of competitors at the local level

Looking at the local scenario, we can identify scarce competitors comparing them with the idea of our commercial activity. In particular, they are:

Insicilia - Vendita on line prodotti tipici siciliani

4,4 ★★★★★ (8)

Broker di prodotti alimentari · Palermo  
328 608 7602



Typical local products sold by eCommerce



Fernando Cavalli vendita Online di prodotti tipici Siciliani ed Eccellenze Siciliane Sicilia

5,0 ★★★★★ (1)

Negoziato di prodotti alimentari all'ingrosso · Brucoli  
389 251 9999



Comprance.it - Vendita Online di Arance e Agrumi di Ribera e altri Prodotti Tipici Siciliani

5,0 ★★★★★ (12)

Negoziato di prodotti alimentari italiani · Ribera  
338 185 2380





# Designing our business idea

Looking at our analysis, our idea will take into consideration a business activity based on eCommerce. The activity will have a window on the web and a small shop in the old town centre of Palermo. The interior spaces of our small shop will give the possibility to watch our products that will be made by local companies working in the field of the typical Sicilian products. Our activity will strengthen the marketing activity and will give to the local company to sell their product in the international market thanks to the eCommerce activity. **All products will be sold under the same brand "Sicilian Goodness"**.

## SWOT Analysis

	HELPFUL	HARMFUL
	Strengths	Weakness
internal origin	S1 The products is <u>innovative</u> recovering the old local cuisine; S2 All processes to create our products will be certified; S3 The company will have good human resources, and they will be integrated with the reality of the territory; S4 The company will collaborate with the local vocational schools; S5 The communication will be made by website, eCommerce and facebook; S6 The communication system will be integrated with google business to be immediately found and amazon to have an online shop window; S7 The style of our creations will recall the old techniques for the preserves; S8 <u>Research and develop</u> ; S9 Quality of the product;	W1 Rent costs of the shop; W2 High municipal taxes to pay every year; W3 Products and services not very known; W4 Costs for the production; W5 The shop needs of authorisation and a pass for the car; W6 High initial cost to buy materials, advertising activity and the installation for the ecommerce activity; W9 Difficulty to find skilled manpower in the initial phase;

	Opportunities	Threats
external origin	O1 Shop placed in the old town centre of Palermo near the most important monuments of the town, train station and seaport; O2 The shop confines with the pedestrian area of Via Maqueda, Quattro Canti, and Corso Vittorio Emanuele; O3 The area around the shop is visited by tourists and it is within the UNESCO Arab/Normans serial site; O4 Tourists who are visiting the "Quattro Canti" take photos and shoot movies; O5 The shop is positioned along the tourist path from the "Cala" to the cathedral of Palermo and from the Train Station to "Teatro Massimo" and "Politeama"; O6 The area around the shop has restaurants, take away services, and hotels; O7 During the good season there are street artists, concerts, and cultural events; O8 The shop is very distant from other company with the same products; O9 Strong market growth and Globalisation; O10 Brand image of the city known in the world; O11 Our brand can be used to promote at local level our old cuisine.	T1 Decrease of tourist flow; T2 Plagiarism; T3 Lack of financial resources; T4 Fierce competition; T5 Growing number of competitors; T6 Opening of new stores near the shop; T7 Implementation of regulation and law coming from the municipality; T8 Unfavourable economic context; T9 Globalisation made by foreign companies; T10 Difficulty in establishing itself on the international market;

## The Vision Statement of the Company

*Respect the environment to sell our primary product and our local cuisine in the world giving visibility to local companies and our land.*

## Mission Statement

*Expand our cousin globally, in a way that our products became international.*

## Value Statements

1. Quality and certification;
2. Respect of our traditions;
3. Honesty and integrity;
4. Sustainability, delicious food and gastronomy.

## Organisation chart of the Company

**Corrao Elvira** - Chief Executive Officer (CEO)

**Sucato Sofia** - Administrative and Technical Director

**Tagliareni Carmelina** - Marketing and Social Media Director

## GOALS

### General Goal

Style, quality and good primary products to enter in the international market with excellent results.

### 2nd level specific goals

1. Advertising of our Brand implementing the website and the social pages of our company. The web site will be joined with the eCommerce portal for the marketing activity;
2. To get visibility for our company within the international market participating to local fairs and festivals, as well as, promoting our products to valorise our associates
3. To increase the research of the old food traditions to have new products and to diversify our production.

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**Sicilian Goodness SRL** (Limited Liability Company)

*Via Maqueda, 234*

*Palermo, 90100*

VAT number: **018673068995**

Nr registration Chamber of Commerce of Palermo: **07043700081**

Bank Account: **IT901052161660000009011342**

Communication  
strategies,  
pricing and  
packaging

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# eCommerce of the Company and prices of our products



Le nostre Eccellenze tipiche Siciliane

Clicca per altre ricette



Caponata 1  
★★★★★  
4,50€ – 18,00€



Caponata 2  
4,50€ – 18,00€



Pesto di pistacchio  
★★★★★  
4,50€ – 29,50€



Pesto di Pistacchio e Pomodorino  
★★★★★  
4,30€ – 29,00€



Pesto di Nocciola  
3,90€ – 25,00€



Pesto di Mandorla  
3,90€ – 25,00€



Pesto di Finocchietto Selvatico  
1,85€ – 18,00€



Pesto Mediterraneo 'pasta alla milanese'  
3,50€ – 18,00€



Diventa FAN  
f i

Contattaci

Sede Legale: Piazza Siracusa n. 2  
Show Room: Piazzetta Chiaromonte  
93014 Mussomeli (CL) - Italy  
Cell. +39 329 7223977  
eccellenzedivino@gmail.com

Informativa

- Diritto di Recesso
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- Richiesta accesso ai dati





## SICILIAN GOODNESS

It is a young company with the goal to study and create strategies and marketing solution for Sicilian typical products.

Our incubator involve several local companies producing jams, sauses and in general typical food with high-quality ingredients.



Our products respect the old cuisine Sicilian tradition like our "Sicilian mandarin marmalade"

visit our website and you will see how many products you will find!

[www.siciliangoodness.com](http://www.siciliangoodness.com)

*Respecting  
the environment  
We sell our jams and sauses  
made with the primary products  
of our cuisine  
giving visibility to  
local company  
and our land*



Sicilian Goodness Ltd

[www.siciliangoodness.com](http://www.siciliangoodness.com)

Via Magnano 236

90131 Palermo

Italy



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Flyer of the  
Company  
(front)



*The natural environment and the richness of the flora of a splendid and luxuriant land are the ingredients that make our Honey a product of the highest quality. Genuine and natural, it is produced according to the most ancient Sicilian traditions.*



*The cream of peppers is a delicacy that you can spread on bread but also dress pasta and risotto, for delicious savory cakes and appetizers or to accompany main courses of meat.*

**Ingredients:**  
Peppers 60%  
sunflower seed oil 30%  
oil e.v.o. 10%  
wine vinegar.  
pepper. natural flavors. salt



*Our Sicilian artichoke hearts, harvested and processed by hand, are blanched or grilled and preserved in extra virgin olive oil, without the addition of dyes and / or preservatives.*

**Ingredients:**  
Sicilian Artichokes 60%  
sunflower seed oil 30%  
oil e.v.o. 10%  
Pepper  
natural flavors



*Our Sicilian capers come from Pantelleria island. They are processed by hand and preserved in extra virgin sicilian oil, without the addition of dyes and/or preservatives.*

**Ingredients:**  
Capers 60%  
sunflower seed oil 30%  
oil e.v.o. 10%  
Pepper  
natural flavors



## PRICES

- SICILIAN HONEY**  
Typical fruity sicilian honey € 6,00
- PISTACHIO PESTO**  
a bottle € 4,50
- PEPPERS PESTO**  
a bottle € 1,85
- IN OIL ARTICHOKE**  
a bottle € 6,50
- IN OIL CAPERS**  
a bottle € 6,90
- SICILIAN MARMALADE**  
orange/lemon/mandarin/ € 3,00
- SICILIAN CAPONATA**  
Typical sicilian caponata € 4,50
- EVO OIL PGI**  
Typical sicilian extravirgin oil € 4,50
- SICILIAN PESTO**  
Almond/hazelnut/wildfenne € 3,50

Visits our website  
[www.siciliangoodness.com](http://www.siciliangoodness.com)

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Flyer of the Company (back)

# Our Packaging - NATURE Style and the silver spoon

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# Glocalisation strategy for Spanish markets

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# Glocalisation Strategy - Spanish market

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Our glocalisation strategy will join the traditional spanish food with our products.

We selected these spanish traditional foods:



## Patatas bravas

Whilst the Spanish are keen on spices, they're not so hot for spicy food. One of the few exceptions to the rule is this famous Spanish dish and nationwide favourite, patatas bravas. Here a fiery red sauce, varying in composition from province to province, accompanies humble spuds which have been peeled, cubed, and fried.



## Paella

One of the most famous Spanish dishes is, of course, paella. For an authentic paella, visit Valencia, it was here in the mid-19th century, on the shores of Lake Albufera, that the dish was born. In a Valencian paella, the key ingredients are chicken and rabbit although the seafood versions are considered traditional in more coastal areas.



## Gazpacho

The most famous Andalusian plate, it combines red pepper, pestle-and-mortared cucumber, garlic, onion, pepper, and tomato with olive oil, salt, water and wine vinegar, the gazpacho receives a happy finish of chopped cucumber, onion, pepper, and tomato.



## Santiago cake

You'll certainly know this traditional Spanish cake, as the first thing for your spanish breakfast. It is made with, almonds, orange, lemon, eggs and sugar.

# Glocalisation Strategy - Spanish market

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## PATATAS BRAVAS



+



### Patatas bravas and sicilian chili pesto with olives

We will offer to refine the red sauce with our chili pesto with olives, including also our sicilian extra virgin olive oil.

## GAZPACHO



+



### Gazpacho and sicilian pepper pesto

We will offer to refine the original ingredients using our sicilian red pepper pesto including also our red sauce with our sicilian extra virgin olive oil.

# Glocalisation Strategy - Spanish market

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## PAELLA



+



### Paella with Sicilian Red pepper and Pantelleria capers

We will offer to refine the original Valencian recipe using our red pepper pesto and capers.

## TARTA DE SANTIAGO



+



### Santiago Cake and sicilian almond creme

We will offer to refine the original ingredients using our sicilian almond creme

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