Italian team

Presentation of the company

meeting: 1st of June, 2021

creators:

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ISS "Mario Rutelli" Palermo



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



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



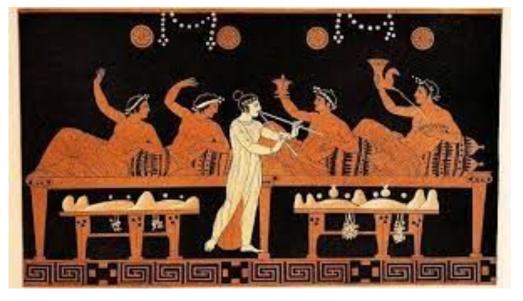
The subject of the commerce

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 which Palermo food specialty, 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)





Sicilian Goodne

(2)



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

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

5,0 ***** (1)

Negozio di prodotti alimentari all'ingrosso · Brucoli

389 251 9999

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

5,0 ***** (12)

Negozio di prodotti alimentari italiani · Ribera 338 185 2380





nando Caval

Typical local products selled by eCommerce









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**".



Sicilian Go

SWOT Analysis

	HELPFUL	HARMFUL		Opportunities	Threats
	Strengths	Weakness	external origin	O1 Shop placed in the old town centre of Palermo near the most important monuments	T2 Plagiarism;
internal origin	S1 The products is innovative recovering the old local <u>cousine</u> ; 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 <u>facebook</u> ; 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 Research and <u>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; 		area of Via Maqueda, Quattro Canti, and Corso Vittorio Emanuele; O3 The area around the shop is visited by	T6 Opening of new stores near the shop; T7 Implementation of regulation and law coming from the municipality; T8 Unfavourable economic context; T9 Glocalisation made by foreign companies;

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

- 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.



VAT number: **018673068995** Nr registration Chamber of Commerce of Palermo: **07043700081** Bank Account: **IT901052161660000009011342**



Communication



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

strategies, pricing and packaging





Le nostre Eccellenze tipiche Siciliane ~

Clicca per altre ricette







Contattaci

equie: Plazza Siracuna n. 1 Nazzetta Chiarament eli (111) - Hab will, a 34 328 7773972

Informative Diritto di Recesso Consider Poster Richiesta accesso al dat

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Caponata 1

4,50€ - 18,00€

Pesto di Nocciola 3,90€ - 25,00€



Pesto di Mandorla 3,90€ - 25,00€



Pesto di

Selvatico

Finocchietto

1,85€ - 18,00€



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

eCommerce of the Company and prices of our products





Caponata 2

4,50€ - 18,00€

Pistaccl



icilian oodnes R

Pesto di pistacchio ***** 4,50€ - 29,50€

Pesto di Pistacchio e Pomodorino ***** 4,30€ - 29,00€

Sicilian Goodness

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.sicilianqoodness.com



Flyer of the Company (front)

Sicilian Goodness







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 accarding to the most ancient Sicilian traditions.



The cream of peppers is a delicacy that Ingredients: you can spread on bread but also dress Peppers 60%. pasta and risatto, for delicious savory sunflower seed oil 30% cakes and appetizers or to accompany oil e.v.o. 10%, main courses of meat. pepper. natural flavors, sait



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

sunflower seed oil 30%. oil e.v.o. 10%. Pepper natural flavors



100		-
	Erelinas Conductors	
	PRICES	
	SICILIAN HONEY	€ 6,0
	Typical fruity sicilian honey	€ 0,0
	PISTACHIO PESTO	
	a bottle	€ 4,5
	PEPPERS PESTO	
	a bottle	€ 1,8
	IN OIL ARTICHOKE	
	a bottle	€ 6,5
	IN OIL CAPERS	
	a bottle	€ 6,9
	SICILIAN MARMALADE	
	orange/lemon/mandarin/	€ 3,0
	SICILIAN CAPONATA	
	Typical sicilian caponata	€ 4,5
	EVO OIL PGI	
	Typical sicilian extravirgin oil	€ 4,5
	SICILIAN PESTO	
	Almond/hazelnut/wildfenne	€ 3,5
	Visits our website	





Flyer of the Company (back)



Sicilian Goodness

R

Our Packaging - NATURE Style and the silver spoon

Glocalisation strategy for Spanish markets



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



Glocalisation Strategy - Spanish market

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 Andalucian 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.



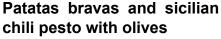
Sicilian Goodn

Glocalisation Strategy - Spanish market

PATATAS BRAVAS



GAZPACHO



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





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

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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