

Italian team

Presentation of the company

meeting: 1st of June, 2021

creators:

Errera Giulia
Niccoli Giuseppe
Madonia Andrea
Sessa Chiara
Conte Alice

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

"Sicilian Potteries"

a new reality within the world of the Sicilian Pottery Companies



The subject of the commerce

The project idea foresees to create a company for the creation and commercialisation of typical Sicilian Ceramics and in general pottery articles. Our project idea includes the use of transversal techniques to create composite objects. Specifically, we will use mosaics and potteries techniques to create objects for the small and large retailers, plus craft-products to join with the most important fashion and beauty farm companies.

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Motivation

Historical motivation

Archaeologists working in Sicily have unearthed pottery dating back to at least 2,400BC, testimony to the island's multi-millennial ceramic-making traditions. Waves of settlers, including Phoenicians, Greeks, Romans, Arabs, Normans and Spanish all brought their own techniques, innovations and preferred colour schemes, leaving behind them rich vein of diverse and flourishing styles.

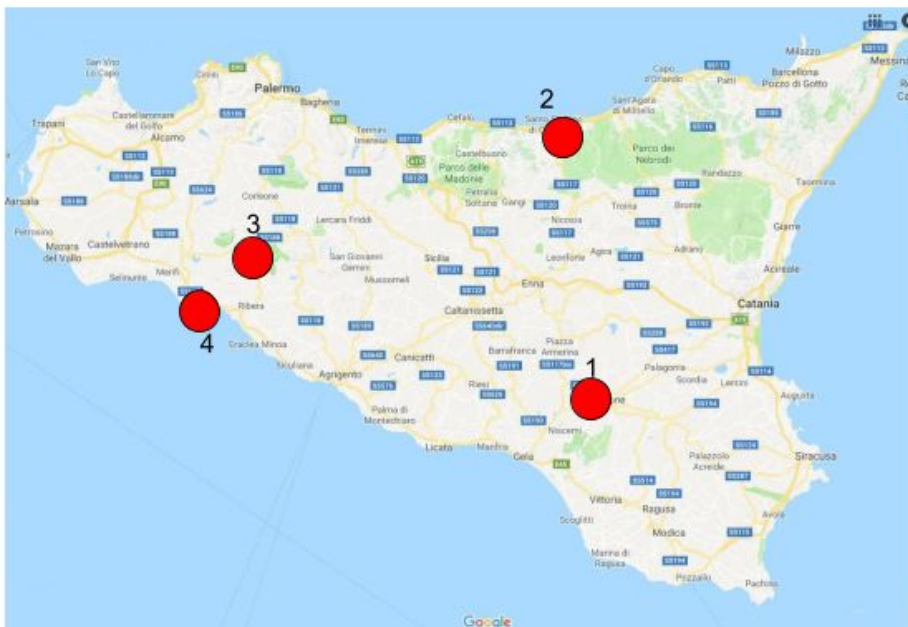


historical sicilian ceramics - greeks and phoenicians period

Geographical motivation

Today, Sicily still boasts a thriving ceramics industry, centred in four main towns:

**Santo Stefano di Camastra (2),
Caltagirone (1), Burgio (3) and
Sciacca (4).**



The geographic position of the main producer of ceramics in Sicily



1



2



3



4

Typology of ceramics with different styles coming from the four municipalities above mentioned

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:

Le Stanze del Gattopardo

Sito web Indicazioni stradali Salva

4.3 ★★★★★ 4 recensioni Google
Negozio di ceramiche a Palermo

Indirizzo: Via generale Magliocco, 25, 90141 Palermo PA



CERAMICHE ARTISTICHE PALERMO ceramica colorata

Indicazioni stradali Salva

4.7 ★★★★★ 15 recensioni Google
Negozio di ceramiche a Palermo



Ceramiche Tre Erre Ceramiche

Sito web Indicazioni stradali Salva

4.5 ★★★★★ 40 recensioni Google
Negozio di ceramiche a Palermo

Indirizzo: Via Roma 368, Via Onorato, 28, 90139 Palermo PA



Nino Parrucca Ceramiche

Sito web Indicazioni stradali Salva

4.5 ★★★★★ 84 recensioni Google
Negozio di ceramiche a Palermo

Indirizzo: Via San Lorenzo, 291r, Via Riccardo Wagner, 16, 90146 Palermo PA



different style of local hand-painted ceramics

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Designing our business idea

Starting from the analysis made, our idea will take into consideration the **opening of a shop with a laboratory in the old town centre of Palermo** ("Quattro Canti" - four corners), to sell hand-craft ceramics also by eCommerce.

SWOT Analysis

- **Strengths:** characteristics of our idea that gives an advantage over others;
- **Weaknesses:** characteristics of our idea that places the business at a disadvantage relative to others.
- **Opportunities:** elements in the environment that the business or project could exploit to its advantage.
- **Threats:** elements in the environment that could cause trouble for the business or project.

	Strengths	Weakness	Opportunities	Threats
internal origin	<p>S1 The products is innovative recovering old techniques and styles;</p> <p>S2 All processes to create our objects within the laboratory will be certified using a quality label;</p> <p>S3 The founders of the company have special skills in marketing and experience in the production of pottery;</p> <p>S4 The company will have good human resources, and they will be integrated with the reality of the territory;</p> <p>S5 The company will collaborate with the vocational schools and art high schools;</p> <p>S6 The communication will be made by website, eCommerce and facebook;</p> <p>S7 The communication system will be integrated with google business to be immediately found and amazon to have an <u>online shop window</u>;</p> <p>S8 The style of our creations will recall also the Greek, Roman and Byzantine art well known in the world;</p> <p>S9 Research and develop;</p> <p>S10 Quality of the product;</p>	<p>W1 Rent costs of the shop;</p> <p>W2 High municipal taxes to pay every year;</p> <p>W3 Products and services not very known;</p> <p>W4 Costs for the production;</p> <p>W5 Labour cost;</p> <p>W6 The shop needs of authorisation and a pass for the car;</p> <p>W7 The shop has only two small shop window;</p> <p>W8 High initial cost to buy materials, tools and instruments;</p> <p>W9 Difficulty to find skilled manpower in the initial phase;</p> <p>W10 Electrical Supply for the ceramic industry;</p>	<p>O1 Shop placed in the old town centre of Palermo near the most important monuments of the town, train station and seaport;</p> <p>O2 The shop confines with the pedestrian area of Via Maqueda, Quattro Canti, and Corso Vittorio Emanuele;</p> <p>O3 The area around the shop is visited by tourists and it is within the UNESCO Arab/Normans serial site;</p> <p>O4 The area is very interesting because has fountains, sculptures, and the most interesting churches of the city;</p> <p>O5 Tourists who are visiting the "Quattro Canti" take photos and shoot movies;</p> <p>O6 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";</p> <p>O7 The area around the shop has restaurants, take away services, and hotels;</p> <p>O8 During the good season there are street artists, concerts, and cultural events;</p> <p>O9 The shop is very distant from other company with the same products;</p> <p>O10 Strong market growth and Globalisation;</p> <p>O11 Brand image of the city known in the world;</p> <p>O12 The laboratory can be used from students and school of art;</p>	<p>T1 Decrease of tourist flow;</p> <p>T2 Plagiarism;</p> <p>T3 Lack of financial resources;</p> <p>T4 Fierce competition;</p> <p>T5 Growing number of competitors;</p> <p>T6 Opening of new stores near the shop;</p> <p>T7 Implementation of regulation and law coming from the municipality;</p> <p>T8 Unfavourable economic context;</p> <p>T9 Glocalisation made by foreign companies;</p> <p>T10 Difficulty in establishing itself on the international market;</p>

The Vision Statement of the Company

To be dynamic in our approach to sell culture and local identity in the world by capturing the vibrant colours of our land.

Mission Statement

Expand the company globally, in way that our products being typical, traditional and innovative became international also celebrating the Sicilian culture by nurturing the inner talent of our artists.

Value Statements

1. Quality in everything we do;
2. A motivated team where members trust and respect each others;
3. Honesty and integrity;
4. Accountability and Sustainability respecting environment and urban life.

Goals

General Goal

Encourage people to buy our local craft using technologies, marketing activity and brand reputation at the base of our action towards the international markets.

2nd level specific goals

Implement a good website of the company where is qualified our brand. The web site has to be integrated with facebook, Instagram and the eCommerce portal of the shop where apply the marketing actions to transform visitors in customers

← 1st level specific goals

To get best visibility for our company within the international markets by participating to local fairs and cultural festivals, as well as, promoting our craft works and our artists to valorise the brand image of our company

← 1st level specific goals

To strength the research and develop sector of our company to have new and innovative products to place at local and international level by commercial partners who will give us the possibility to diversify our products according to their needs.

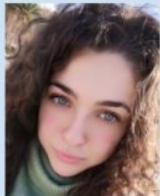


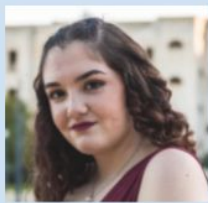
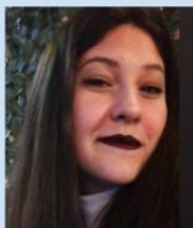
← 1st level specific goals



Organisation chart of the Company: "Sicilian Potteries srl"



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Errera Giulia , Chief Executive Officer (CEO);	Niccoli Giuseppe , Partner - Administrative Director;
	
Madonia Andrea , Partner - Marketing and Social Media Director;	Sessa Chiara , Partner - Artistic Director;
	<p>Employees: <i>Sucato Sofia,</i> <i>Corrao Elvira,</i> <i>Tagliaremi C. Chiara,</i> <i>De Iosa Felice,</i> <i>Choukri Yasmine.</i></p>
Conte Alice , Partner - Technical Director;	

Sicilian Potteries SRL (Limited Liability Company)
 Via Maqueda, 134
 Palermo, 90100

VAT number: **01836730687**
 Nr registration Chamber of Commerce of Palermo: **07043700017**
 Bank Account: **IT901052161660000008011381**

Opening of VAT

see *Annex III*

MODULARO F. - (S.P.A.) - N. 3 Mod. AA41 Copia per il contribuente

AGENZIA DELLE ENTRATE UFFICIO COMPETENTE
PALERMO
CERTIFICATO DI ATTRIBUZIONE DEL
NUMERO DI PARTITA IVA

DATEI RELATIVI AL SOGGETTO D'IMPOSTA

CODICE FISCALE: **01836730687** TIPO SOGGETTO: **SOCIETA' DI CAPITALI - SRL**

DESCRIZIONE: **SICILIAN POTTERIES - SRL**

COMUNE: **PALERMO** PROV: **PA** INDIRIZZO: **VIA MAQUEDA, 134**

TIPO ATTIVITA': **67201 - VENDITA AL DETTAGLIO E ALL'INGROSSO DI CERAMICHE ARTIGIANALI**

DATEI RELATIVI AL TITOLARE: **SICILIAN POTTERIES - SRL**

AGENZIA DELLE ENTRATE

UFFICIO: **PALERMO** DATA: **10 / 07 / 2007**
 IL FUNZIONARIO: *[Signature]*

AVVERTENZE

- Il presente certificato è rilasciato dal competente ufficio provinciale IVA ai soggetti diversi dalle persone fisiche ed alle altre individualità che filiano un'attività lavorativa nei campi di applicazione dell'IVA, ovvero comunicano una variazione di dati relativi ad attività già esercitata.
- Al soggetto già in possesso del codice fiscale con il presente certificato viene attribuito soltanto il numero di partita IVA.
- In caso di smarrimento del presente certificato è possibile richiederne un duplicato presentando apposito domanda al competente ufficio.
- Il numero di partita IVA deve essere indicato nelle dichiarazioni annuali IVA, nella designa di pagamento dell'IVA contenute alle scadenze di credito, nonché in ogni altra comunicazione all'ufficio provinciale IVA.
- Il numero di codice fiscale deve essere indicato, tra l'altro, nei seguenti atti:
 - bolture, regolarmente adempite;
 - richieste di registrazione di atti pubblici e privati;
 - dichiarazioni dei redditi e redditi allegati;
 - dichiarazioni annuali IVA;
 - domande per autorizzazioni, concessioni e licenze per l'esercizio di determinate attività;
 - domande per licenze, variazioni e cancellazioni nei registri della Camera di Commercio e negli Albi professionali.

Communication strategies, pricing and packaging

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Ceramica Siciliana, La Tradizione e la Sua Storia

La tradizione della **Ceramica Siciliana** affonda radici nel lontano passato.



eCommerce of the Company and prices of our products



ARTISTICA CUPOLA

EUR 170,00

o Proposta d'acquisto
+EUR 9,00 di spedizione



ARTISTICA PIANTA FICHI D'INDIA cm21

EUR 90,00

o Proposta d'acquisto
+EUR 10,00 di spedizione



Asinello mulo asino ciuccio

EUR 60,00

Compralo Subito
+EUR 10,00 di spedizione

Vieni a trovarci

Indirizzo

Via Maqueda, 134
90131 Palermo
[Sicily - Italy](#)

Contacts

www.sicilianpotteries.com
+39 091-456788

Visite

Lun-Sab:
Mattina 8:30 - 12:30
Pomeriggio 15:00 - 18:30

Scrivici da qui:

Per un ordine, una richiesta di chiarimenti, una personalizzazione, per conoscere i prezzi, compila questo modulo ti risponderemo entro 24h.

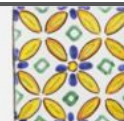
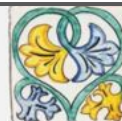
Nome

Email

Messaggio

Accetto le condizioni sulla Privacy per il trattamento dei miei dati personali

INVIA
RICHIESTA



CONTACTS

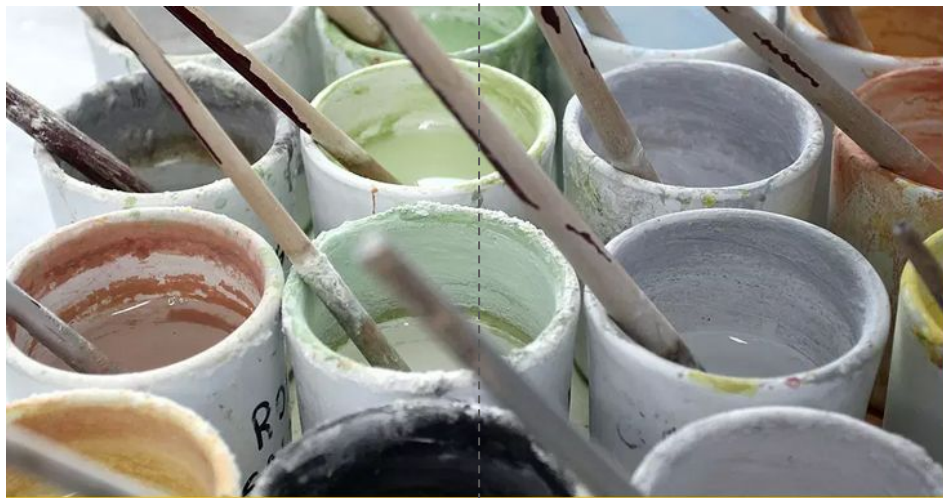
Via Maqueda, 134
90131 - Palermo
Sicily - Italy

www.sicilianpotteries.com
sicilianpotteries@gmail.it



Sicilian
Potteries

Flyer of the
Company
(front)



“With Sicilian Potteries you will not simply buy a made in sicily product with a unique character, but you will bring all the charm of our island into your home. ”

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Sicilian Potteries

We are a young company working the traditional ceramics. Our style and production recall the Greek, Roman, Byzantine, Normans, and Liberty period. Our products are innovative, handmade, following the ancient traditions.

Through its ceramics, Sicilian Potteries tells stories that reveal Sicily, its colors, its flavors and its scents, giving life to furnishing accessories with a typically Mediterranean taste.

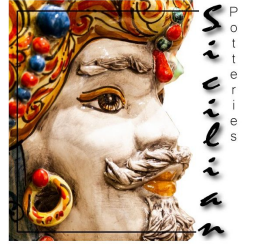


Flyer of the Company (back)

Our Packaging - ZEN Style for small objects

"Sicilian Potteries"

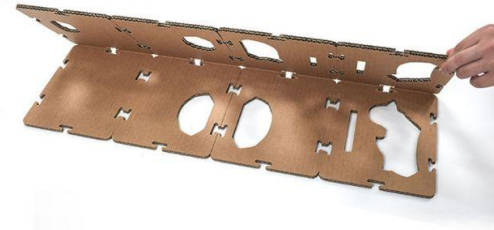
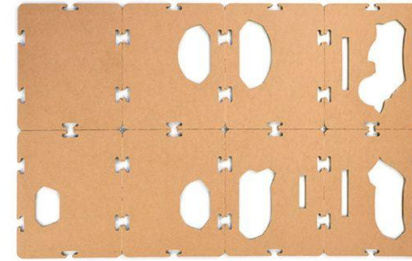
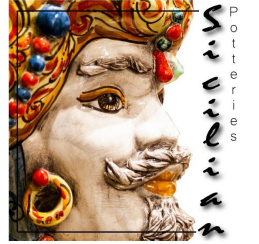
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Our Packaging - ZEN Style for travelling products

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Our Packaging - ZEN Style for travelling products

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Glocalisation strategy for Spanish markets

“Sicilian Potteries”

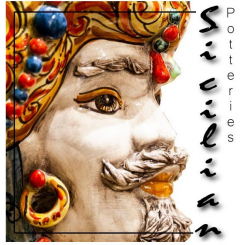
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Glocalisation strategy - The Spanish market

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Our strategy intends to combine hand-painted Sicilian ceramics with the most interesting images of local ancient architecture and landscape.

The images are hand-painted and then vitrified following the traditional sicilian processes to product ceramics.

Following this idea, we will combine our artistic tradition with the most important spanish identities.



Typical Sicilian ceramic plates painted with spanish monuments and landscape



Glocalisation strategy - The Spanish market



The second idea is to produce ceramic objects that can be used at home in everyday life,

but also sculptures following the Spanish sculptural composition of ceramics combined with the Sicilian artisan tradition.



Sicilian ceramic bottle that can be used for sangria



Sicilian Moorish heads adorned with typical Spanish sculptural decorations



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