

## EXECUTIVE SUMMARY

**ENTERPRISE: CtheCJA** (Change the Coaster)

Established in 2016 among the 13 students attending the 4A-SIA (Business Information Systems) from I.I.S. "Cesare BECCARIA" in Carbonia (CI), Sardinia.

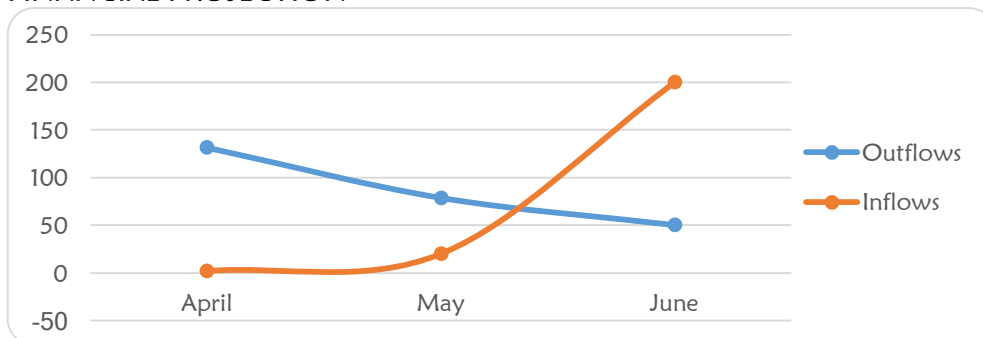
**VISION:** Being part of a set of positive, constructive and innovative experiences that, starting from the school environment, highlights how creativity can be transformed, even with limited resources, into concrete business realities.

**MISSION:** Simplify and make enjoyable the temperature evaluation of a beverage container. It was made possible through the creation and use of a coaster that will indicate if the drink is at its best temperature in order to be savoured.

**PRODUCT:** Nice decor with a real function: a coaster that changes its colour according to the temperature of the beverage container's content placed on it. It will show if the drink is at the ideal temperature to enjoy its best flavour.

**MARKET:** Considering the significant amount of bars, pubs and restaurants where various kinds of drinks, especially wines, beers and liquors are served, the potential customer base is wide. Moreover, if you add the possibility for each person to buy our product for domestic use, the potential market share is even, and undoubtedly, more extended. The percentage of restaurants and pubs managers who participated in our Market Survey, and said that they were interested in our innovative product, is over 50%.

### FINANCIAL PROJECTION



**MAJOR ACHIEVEMENTS:** Starting from the idea of creating a coaster that changes its colour according to the temperature, we faced a search period that led us to define two possibilities of implementation and we have, accordingly, chosen the best option for our reality.

Facing and solving the several difficulties encountered has allowed us to reach a first important result: the development of the feeling of being part of a "corporate group", fundamental for the success of a business.

In addition to that, the full business of our enterprise (starting from the company constitution and the production start), represents the achievement of a very important objective.