



**TASTE  
EUROPE  
ON THE GO!**



Erasmus+

# The Final Business Plan TEGO!-Workshop 2-Italy

29.05 – 05.06.2019

# Customers Segments

Who are we creating value for ?

There are several factors that influence our customers segments:

**-Geographic factors;**

**-Demographic factors;**

**-Lifestyles;**

**-Behavioral factors.**

We expect to have a wide range of customers (wine experts, locals and tourists, families).

Our customers have in common interest in:

**-Italian food;**

**-Italian wines;**

**-Ethnic, different, cheaper and tasty street food.**



# Value Proposition

What value do we deliver to the customer?

-**A whole experience** with good quality service, energy, lovely atmosphere and a taste of good food;

-**Traditional dishes of four different countries** but in an innovative and experimental concept, with vegetarian options too;

-**Small portions** easy to be eaten (street food) ;

-**Good value for money**;

-**Time efficient option for dining**, easy-going and easily approachable.





# Channels

## How do we reach our Customer Segments ?

### 5 Phases:

**-Awareness:** Technology is the main tool to promote the project. We have to use social media like Instagram, Facebook, Twitter and other type of advertisement like press, flyers, t-shirts;

**-Evaluation:** we must get a feed-back through questionnaires, forms and asking questions;

**-Purchase:** our customers can see the products and choose;

**-Delivery:** We have to know and tell about the ingredients and the background stories of the products, if asked;

**-After Sales:** We can provide post-purchase support by giving some discount (rewarding-system).



# Customer relationships

What type of relationships do our Customer Segments expect?

- Personal relationship with customers** serving them directly, talking to them;
- Personalized relationship** by knowing their preferences;
- Short-time relationship**, we have to offer excellent on-the-spot service;
- Make the customers **feel wanted and comfortable**;
- Face to face contact** and **online contact** through social media;
- Keep our promises** about our values.

# Revenue Streams

What value are our customers willing to pay for?

Customers will be willing to pay for:

- Affordable, hand-made, fresh, innovative and interesting products;
- Good price and quality ratio;
- Quick, accurate service, offered by young and motivated people.

**Revenue stream** is a source of revenue of a company or organisation; it can be divided into 4 categories:

- Transaction-based Revenue**: coming from the sales; contributes money;
- Service Revenue**: generated by providing service to the customers; contributes feedback and loyal customers;
- Project Revenue**: earned through one-time projects; contributes new customers;
- Recurring Revenue**: from ongoing payments for continuing services or after-sale services; contributes loyal customers.

# Revenue Streams

(Linked to the previous slide)

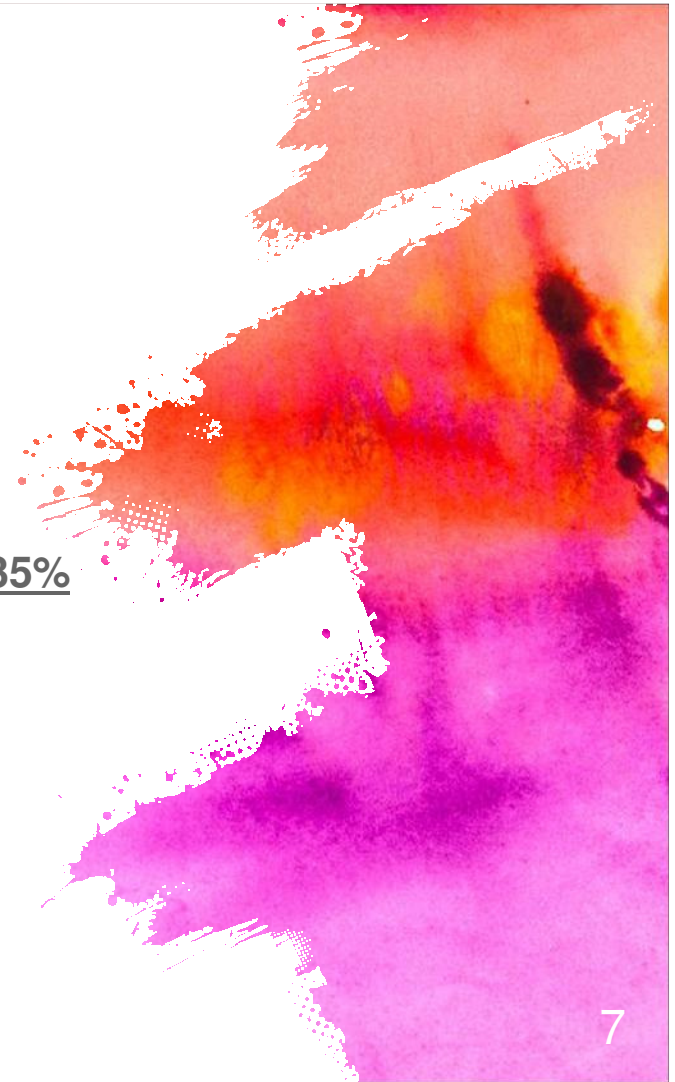
Main Revenue Streams and their percentage of influence:

- Revenue from **sales** (70%);
- Europe / Erasmus+** (20%);
- Local institutions and sponsors** (10%).

**Last prices** (calculated by knowing that the cost will be about 35% of the selling price) and **portions**:

- Savoury dish** (1000 portions, 250 per country): € 4,00
- Dessert** (800 portions, 200 per country): €2,50
- Water: € 1,00
- Combo 1 (savoury + sweet)**: € 6,00
- Combo 2 (savoury + sweet + water)**: € 6,50

*Our aim is to cover expenses and to get some profit.*



# Key Resources

What key Resources do our Value Proposition/Distribution Channels/Customer Relationship/Revenue Streams require?

Key Resources are the assets necessary to operate and deliver our value proposition and can be divided into:

- Physical:** manufacturing facilities, vehicles, kitchen equipment, raw materials, booth, decorations, biodegradable packaging, uniforms;
- Intellectual Property:** daily tasks, advertising, branding;
- Human:** manpower, good organization, fluent communication in a foreign language;
- Financial:** Erasmus+ grant, Bardolino Top foundation, our own profits.



# Key Activities

## What Key Activities do our Value Propositions require?

- Product development: Design, practicality, accessibility, standardization;
- Production: Important role played by the way the food will be served (visual), the origin of the products, the quality;
- Active marketing and communication: Before the event, the design of flyers and other elements of promotion; during the event we must call customers' attention; good cooperation among team members;
- Price-setting: Considering competitors, we have to define the prices of the products we offer without overvalue or underestimate them; allow discounts to attract more customers;
- Customer service: Be professional, friendly, helpful, have quick and good problem-solving skills.

# Key Activities

(Linked to the previous slide)

- Good cost-effective suppliers;
- Order and store the right quantities of raw materials;
- Cook the dishes and keep them cool and fresh in the fridge;
- Choose the right packaging for each product;
- Be sure HACCP procedures are followed in the right way.

# Key Partners

Who are our Key Partners?

- The Chiaretto Festival Organizers** (Bardolino Top Foundation and Bardolino Municipality) to provide the stand and advertising;
- Reliable suppliers** to ensure quality;
- Our Staff** (students, staff, schools taking part in the TEGO project);
- Possible Sponsors.**

# Cost Structure

What are the important costs inherent in our business model?

-**Variable Costs:** linked to the sales, for example labor costs, raw material costs, packaging;

-**Fixed Costs:** administrative, rentals (booth is 730€), power and water supply, marketing and advertising, insurance and other mandatory documents.

-Travel expenses and accommodation costs are not related to the business activity because they are Erasmus+ project's costs.

Is our Business more **Cost Driven** or **Value Driven**?

Our business is both Cost Driven and Value Driven because we both care about offering high value creative product but at a low price in the way to sell more.

# Competitors

Who are our competitors?

3 categories:

-**Other stands** at the Palio del Chiaretto that can only sell wine and some finger food.

-**AMO Baldo-Garda association**, a volunteer organization (they assist people with cancer) selling traditional Italian food and water at a cheap price, located right next to us, along the lakeshore.

The only other stand selling food apart from us: **our strongest competitor.**

-Several **local restaurant, trattorias, cafes, pizzerias** all located in Bardolino.





# SWOT Analysis

(Linked to the previous slide)

	Strength	Weaknesses	Opportunities	Threats
TEGO Stand	-Ethnic and innovative food -Creativity and union of different traditions	Limited quantity of food, can sell only water as beverage, Limited equipment, Is far from the place where the dishes are prepared (school)	Is a school project, Young people working in there, Low structure costs, advertised by the Bardolino TOP association , Palio del Chiaretto	Other stands and companies, people who don't like to try new food, people who want only to drink and not to eat, Only take away food, Not having a place where customers can sit
Wine stands	Offer free finger food and sell the main event product	Can only sell Chiaretto wine	Palio del Chiaretto, lots of people that love wine, people how visit the Palio only to drink	People who want to eat and not only to drink, other stands and companies
AMO <u>Baldo-Garda Onlus</u>	Is a volunteer association, sells local food	Can sell only water as beverages	Palio del Chiaretto, clients that cares and help the association by buying their dishes, low food costs	People who like to try new food and not only local one, other companies and stands
Catering Companies	Are strongly known in the town, offer a wide variety of dishes and beverages, offer a place to sit and eat	Higher prices, slow serving times, Higher costs	The Palio that withdraws lots of tourists	The large amount of companies that is located in Bardolino, people who want to eat at the stands

# Legislation

## Is any licence required?

A license is required for the sale of food and drinks.  
This is issued by the municipality of the town where the activity is opened.

For our kiosk we have to communicate:

- Stand designation;**
- Safety regulations;**
- The working place;**
- Food and beverages that we intend to offer.**

# Health and Safety

Which health and Safety rules need to be followed?

Hygiene is very important in kitchens, because the staff may contaminate the food in different ways and that can compromise customers' health.

Food poisoning can be avoided by:

- Washing hands when we handle different foods;
- Keeping the workplace, tools and the uniforms clean;
- Avoiding mixing raw and cooked food;
- Following HACCP principles;
- Checking expiry dates, that packages are sealed correctly and at the right temperatures
- Sterilizing and pasteurizing every food product that requires it;

We also have to:

- Display a list of allergens;
- Respect the environment, also using biodegradable materials.



**THANK YOU  
FOR YOUR ATTENTION  
AND CONTRIBUTIONS!**

**The Italian Team  
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