



# Nicola Bonetta

## Business Developer

Crovi Consulting Project



## Bilateral Meetings

- BUSINESS MEETINGS. Please fill the cooperation profile

### Description

**WHO WE ARE:** OpenYourMarket is an Italian Marketing & Business Development , born from Crovi Consulting Project srl. We build and manage market entry strategies on behalf of companies from different branches and countries. We are a young and dynamic team composed by marketing and international trade experts with an high knowledge of the Italian Market. **WHAT WE DO:** **TRADE INTERMEDIARY SERVICES:** We support foreign companies in the research of distributors, partners and clients in Italy. o Research of Key Playerso Creation of a Sales Networko Direct Contact with Key Players · **MARKET ANALYSIS:** We propose market entry analysis in order to understand pricing, positioning, key competitors and key players, potential market evaluation for a period of 3 years. \$ Identification and description of the competitors on the market\$ Pricing anlaysis\$ Value and amount of estimated business · **MARKETING AND COMMUNICATION STRATEGIES:** We manage marketing & communication campaigns suitable to the Italian Market All strategies are tailored, accordingly to the market entry analysis and our know-how of the market. o Definition of “what and how to communicate”o Identification of the correct mediao Definition of the objectives of the single media;o Creation of a publishing plan with support in content definition.

### Organization Type

SMEs

Areas of Activities

## Food Tourism

## Territorial Marketing

## Wine Tourism

Offer

## Market Entry & Business Development

We are a Market Entry & Business Development agency and we help international companies to enter in the Italian Market.

**Our services are:**

- **Market Entry Analysis**
- **Research & Contact of distributors, importers and clients (distribution or fee contract).**
- **Creation of a Marketing Strategy.**

#### **Cooperation Offered**

1. **Outsourcing co-operation**
2. **License agreement**
3. **Sales / Distribution**

#### **Cooperation Requested**

1. **Outsourcing co-operation**
2. **License agreement**
3. **Sales / Distribution**