



# Nicola Bonetta

BUSINESS DEVELOPER

## Crovi Consulting Project

**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
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