

**Atlante**  
**Export**



High Quality Italian Taste



**ITALY OUTSIDE ITALY**

**THE SOUL OF ITALIAN FOOD & BEVERAGE**

# **A**TLANTE **E**XPORT **E'**: **I**TALY **O**UTSIDE **I**TALY

IL PROGETTO ESECUTIVO DI  
ESPORTAZIONE F&B ITALIANO NEL  
MONDO, NELLA TRADIZIONE E CULTURA  
DELL'ITALIANITA'

IL SUPPORTO DI ESPERTI DEL SETTORE  
AL VOSTRO SERVIZIO PER LO SVILUPPO  
DI OGNI SINGOLA AZIENDA ITALIANA  
NEL MONDO DELL'EXPORT

LA FACILITA' E IMMEDIATEZZA DI  
UTILIZZO DEI SUPPORTI OPERATIVI CON  
COSTI ESTREMAMENTE CONTENUTI  
ALLA PORTATA DI QUALSIASI AZIENDA

L'AGGREGAZIONE IN UN PANIERE, IL  
PIU' RAPPRESENTATIVO POSSIBILE,  
DELL'ITALIA FOOD & BEVERAGE

IN PAESI LONTANI, UN UNICO PUNTO FISICO DI  
RAPPRESENTANZA, VENDITA E DISTRIBUZIONE:

**LA PIATTAFORMA**

**LA PIATTAFORMA UK**

# IL PROGETTO IN INGHILTERRA

An aerial photograph of London, England, taken during the "golden hour" of sunset. The River Thames flows through the center of the frame. On the left, the Elizabeth Tower (Big Ben) stands prominently. In the foreground, the spire of St. Martin-in-the-Fields is visible. In the middle ground, the London Eye is a large, white, circular Ferris wheel on the right bank. The city skyline is visible in the background under a sky with soft, orange and yellow light. The text "IL PROGETTO IN INGHILTERRA" is overlaid in white, bold, sans-serif font across the upper middle part of the image.



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Introdurre il  
produttore italiano  
nel mercato  
Inglese

IL PROGETTO è:

Creare un MERCATO STABILE E  
CONTINUATIVO con  
L'AFFERMAZIONE  
DELL'AZIENDA nel MERCATO  
DEL PAESE



**È in INGHILTERRA**

**Atlante | Import-ITALY LTD**

**Devonshire House 582 Honeypot Lane Stanmore Middlesex HA7 1JS**

**DIRECTOR: Ms ALINA VADUVA**

**Company number 10675039**

# WELCOME IN LONDON !

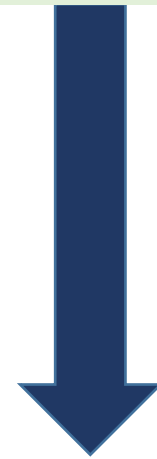
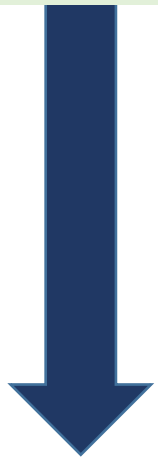


# ATLANTE IMPORT ITALY Ltd è IMPORTATORE e DISTRIBUTORE in...



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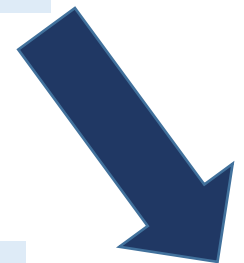


LOCAL  
DISTRIBUTOR

RETAIL

HORECA

@ COMMERCE



GDO &  
SUPERMARKET

TRADITIONAL  
RETAIL

HOTELS  
CHAIN

INDIPENDENT  
RESTAURANT  
& HOTEL

CATERING



CONTATTI GDO





# LE COMPONENTI OPERATIVE DI SPESA NEL PROGETTO

**Atlante|Import - ITALY** Ltd  
ORGANIZZAZIONE

SEGRETERIA  
ITALIANA DI

**Atlante**  
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**LA FORZA VENDITA**

**UFFICI, MAGAZZINI, LOGISTICA**

**I SUPPORTI OPERATIVI PER LE VENDITE  
(merchandising, promozioni, eventi)**

# LA FORZA VENDITA A DISPOSIZIONE

## LONDRA AREA

Sales Officers: Ms Alina VADUVA

1. Area 1

2. Area 2

GDO Channel all area

Local distributor all area



## MANCHESTER AREA

Sales Officers: Ms Alice GRIGORAS

1. Area 1

2. Area 2

Local distributor all area

**I SUPPORTI OPERATIVI PER LE VENDITE**

```
graph TD; A[I SUPPORTI OPERATIVI PER LE VENDITE] --> B[AZIONE SOCIAL MEDIA DEDICATA AL RETAIL E HORECA]; A --> C[EVENTI DEDICATA A HORECA];
```

**AZIONE SOCIAL MEDIA**

**DEDICATA AL RETAIL E HORECA**

**EVENTI**

**DEDICATA A HORECA**

# AZIONE SOCIAL MEDIA



Facebook

- posts per Month
- 2 Boosted Post per Month  
(Expense shouldered by the company)
- Standard Analytic Report



Instagram

- posts per month
- 2 Boosted Post per Month  
(Expense shouldered by the company)
- Standard Analytic Report



Twitter

- posts per month
- Standard Analytic Report



Youtube

- Handling all new video postings
- Standard Analytic Report

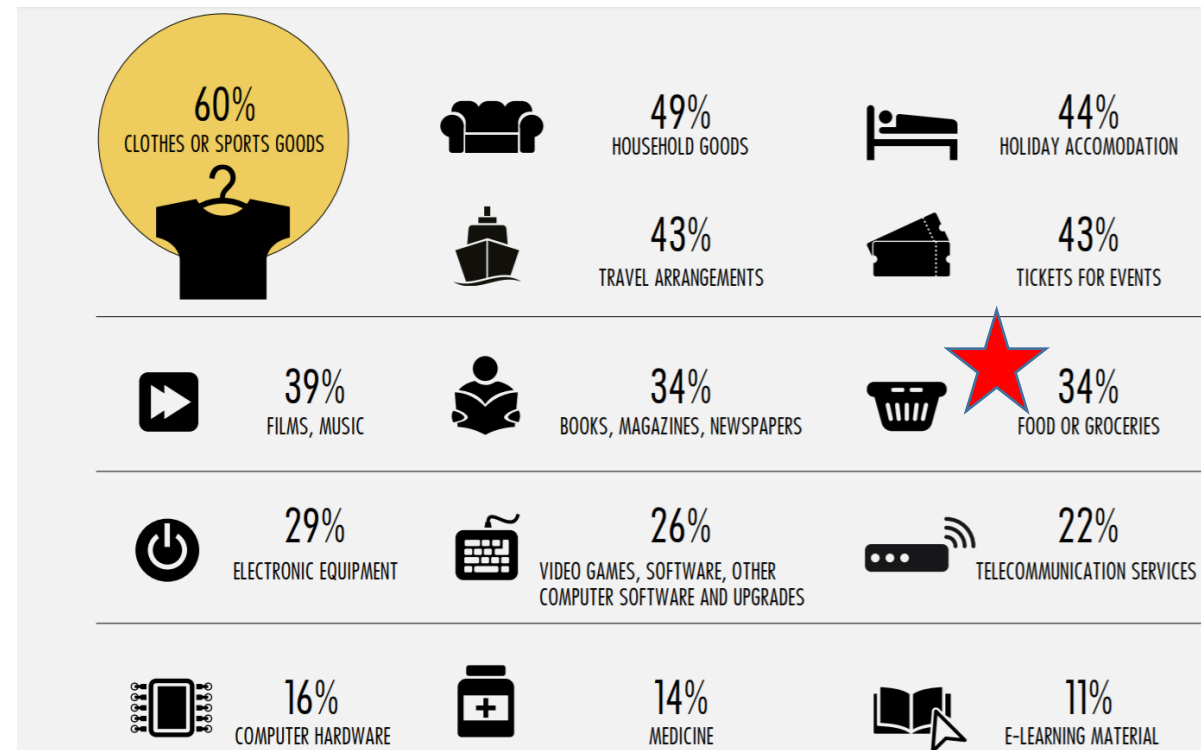
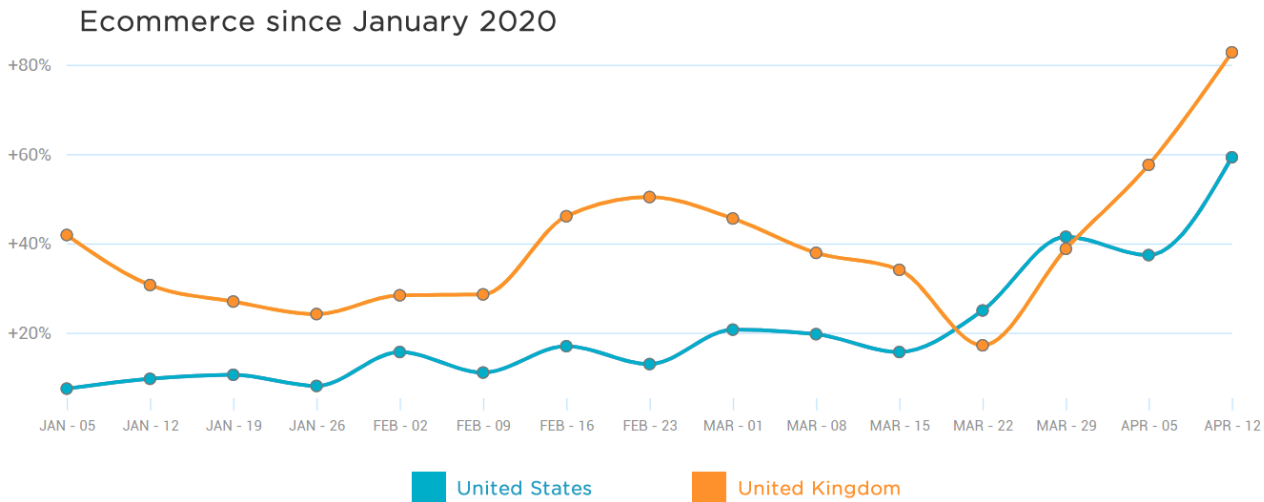
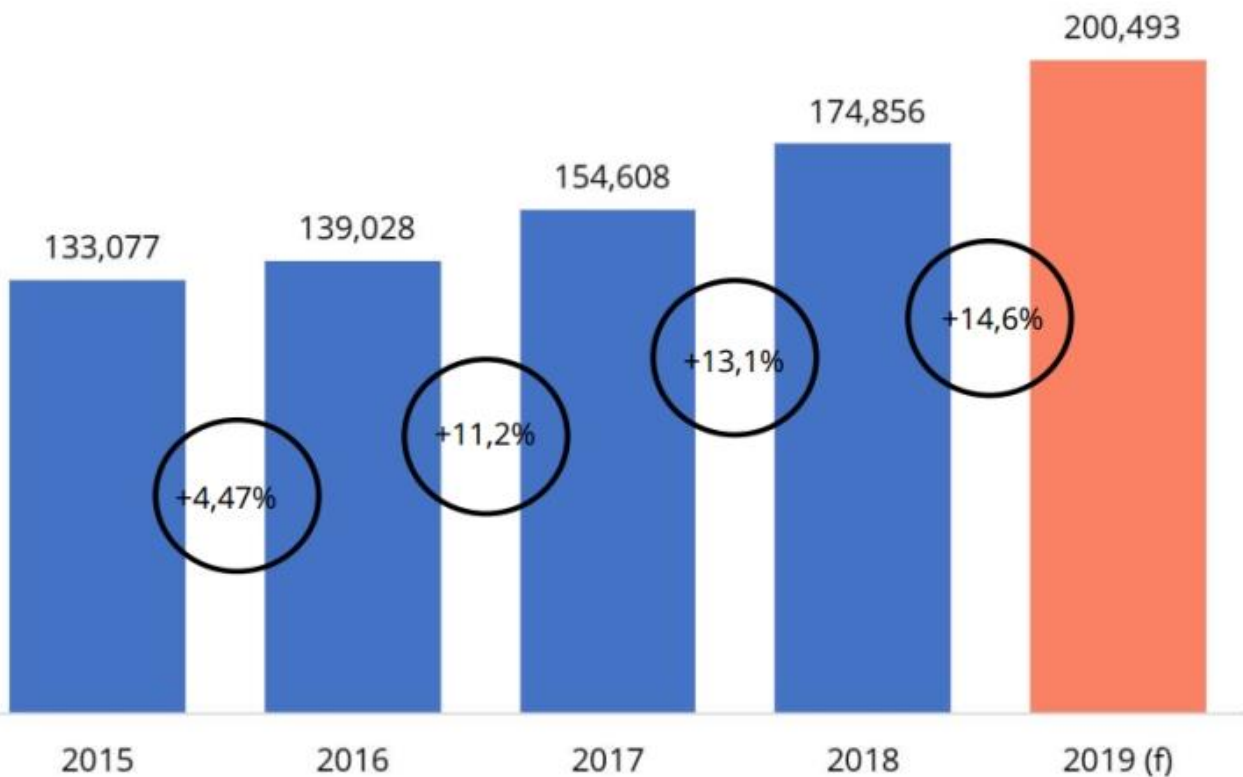
# Atlante Import ITALY LTD



# INGHILTERRA IN CIFRE SU



**B2C Ecommerce Turnover**  
B2C ecommerce sales (billions of euro) & growth rate, 2015-2019 (f)



SOURCE: STATISTA, OFFICE FOR NATIONAL STATISTICS (UK)



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## Top 10 Food Instagrammers

1. [Rebel Recipes](#) (212.6k followers)
2. [Dooney's Kitchen](#) (175.4k followers)
3. [SlimmingWorldxGemx](#) (126.7k followers)
4. [Nadia's Healthy Kitchen](#) (118.1k followers)
5. [Sugar Ruffles](#) (114.7k followers)
6. [Bea Lubas](#) (106.4k followers)
7. [Carrot & Crumb](#) (74.2k followers)
8. [Twigg Studios](#) (73.7k followers)
9. [Jane's Patisserie](#) (66.8k followers)
10. [Two Chubby Cubs](#) (62.9k followers)





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The benefit over other routes is the cost control, speed and scalability. It allows new geographical markets to be tested relatively quickly without incurring the expense of shop premises or distribution contracts. The speed of expansion can also be controlled and tapered to take into consideration the relative stock levels, shipping times and growth of demand for products that gain traction quicker than others. Analytics can help to identify and measure the opportunities and trends, helping to focus the advertising better.

There are 6 main chronological strategies within route 3:

**1) ATTRACT INITIAL FOCUS**

focus on the niche product

**2) BUILD DESIRE**

**2) EXPAND FOCUS**

Attract the correct demographic, then give them a wide choice of products to browse, because they might not jump onto the main product in the advert that first attracted them, and you don't want to spend money attracting a prospect to just one product, when you have a wider range of products.

By creating a core marketplace of high quality Italian food and drink products, we can ensure that the initially curious browser experiences a high quality and memorable experience, helping to build brand recognition of the main site and also the products. This is a win win scenario.

**4) COLLECT THEIR CONTACT DETAILS ("LIST")**

Email marketing etc

**5) REPEAT VISITS**

bring them back after they leave the website/platform using email and social media advertising and google ads.

**6) BUILD A COMMUNITY**

Competitions and viral marketing campaigns

07886261135 

mark@thecreativeagency.com 

THE CREATIVE AGENCY LTD

Your requirements are launching niche food products into the U.K. market.

The sequence of the marketing activity will be important for success.

I am proposing the following sequence with an estimate of costs:

Step 1: Build the e-commerce website

Step 2: Set up the social media platforms

Step 3: Content Marketing

Step 4: Generate targeted traffic with google ads and Facebook ads

Step 5: Use analytics to improve ad targeting and to improve sales page design

Step 6: Do deals with non-competing companies for joint campaigns

Step 7: Viral marketing competitions and promotions

Step 8: Use analytics to measure what was successful and refine the method, returning to Step 3.

Step 9: Find brand ambassadors and nurture them

Step 10: Produce emotional video adverts

Step 11: Build the community around your brands

We will require stock in order to provide prizes for the competitions and promotions

Mark RICHARDS

# WELCOME IN UNITE KINGDOM!

Per informazioni inviare email a:

## **ATLANTE EXPORT**

**Project BRAND of**

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**Head Quarter**



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# GRAZIE PER L'ATTENZIONE

