

# *BUSINESS PLAN*

## *PITCH*



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# Company description

*Argei le fattorie Renolia* was founded in 2004, represents and contains 5 diversified but complementary production realities, which find their maximum expression in the common mission to bring into the food and wine and agri-food landscape products of the highest quality, obtained with technologically advanced and eco-sustainable production methods, with deep respect for the territory and the nature that hosts the production structures owned

## Production

- ✓ Fresh and semi-seasoned Goat Cheese
- ✓ Goat yogurts
- ✓ Extravergin olive oil
- ✓ Balsamic vinegar
- ✓ Sea Salt Flower - Fior di Sale

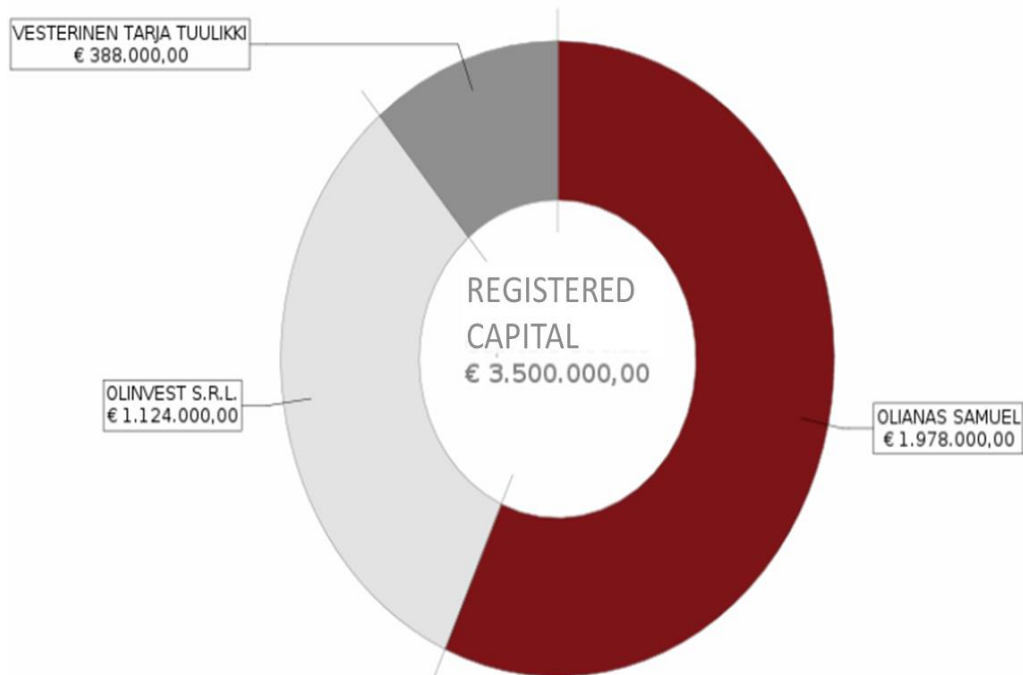
The heart of the island that hosts us, among volcanic jars and fertile countryside, is of a thousand-year-old agricultural and pastoral vocation and allows us to breed our Murcian goats and cultivate ancient olive trees and native vines; the coasts and the flourishing sea that surround it are the cradle of the precious *white gold*, the Fior di Sale, which we work handcrafted





# SHAREHOLDERS TEAM

| SHAREHOLDERS                                  | VALUES       |
|-----------------------------------------------|--------------|
| OLIANAS SAMUEL<br>LNSSML71S14B354I            | 1.978.000,00 |
| OLINVEST S.R.L.<br>02982150969                | 1.124.000,00 |
| VESTERINEN TARJA TUULIKKI<br>VSTTJT49L68Z109M | 388.000,00   |
| ZUCCA VENANZIO<br>ZCCVNZ53L19I274L            | 10.000,00    |



**Company's Registered Value: 12.003.900,00€**

## CUSTOMERS

- ✓ GDO Great Organized Distribution
- ✓ Large and medium retailers
- ✓ HO.RE.CA Hotels, Restaurant, Catering
- ✓ Direct sale

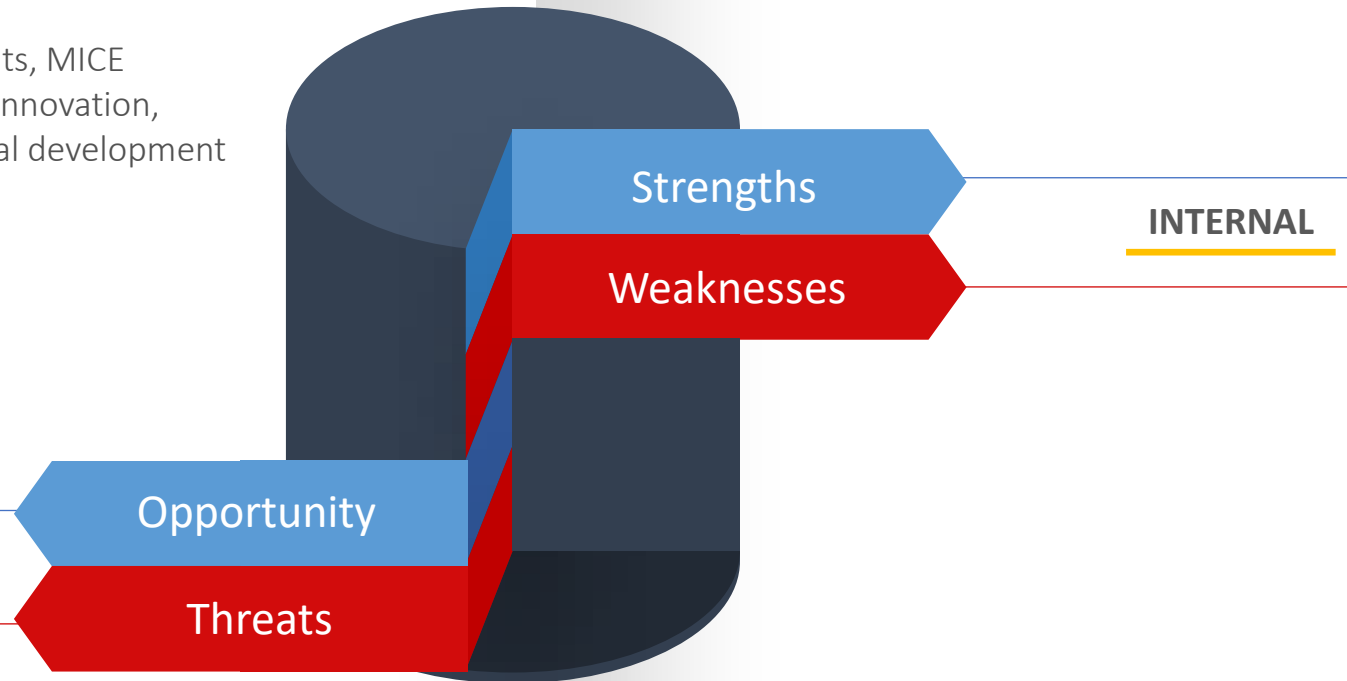


# SWOT Analysis

■ positive ■ negative

- Market trends towards a local development-conscious economy
- E-commerce to achieve the Online Marketplace
- Tourist market, events, MICE
- State incentives for innovation, recruitment and local development

- Quality of milk and uniqueness Products
- Integrated supply chain and experienced staff
- Significant appreciation of active consumers
- Organizational efficiency in the Production department
- Environment and Unspoiled Territory
- Modern and innovative structure



- Competition
- Risk of product duplication
- Intellectual property protection
- Barriers to entry into new markets
- Habits rooted in consumers
- Political instability and the consequent weight of the tax system

- Brand little rooted and known to customers
- Poor commercial capillarity
- Limited variety produced
- Long delivery times
- Company headquarters in a disadvantaged area
- Poorly automated business and administrative processes



# Investement Project

The investments aim to strengthen the company's weaknesses, seize market opportunities and compete with the threats posed by the external environment. The path to follow was defined by the need to promote the company and consequently the product. The initial prevalence was given to investments related to the commercial sector in order to increase sales and increase the customer portfolio. These investments will then be supported by structural expansion, which is essential in order not to achieve saturation of production generated by the resources currently employed

- ✓ A- MARKETING&PROMOTION
- ✓ B- DIRECT SALE
- ✓ C- TASTING ROOM
- ✓ D- OFFICE
- ✓ E- CHEESE FACTORY

| Investement | Commercial                                        | Cost estimate        |
|-------------|---------------------------------------------------|----------------------|
| A           | Products/company promotion                        | 40.000,00 €          |
| A           | E-commerce                                        | 40.000,00 €          |
| B           | Electric Vans for Direct Sale                     | 105.000,00 €         |
| B           | Commercial promoters                              | 100.000,00 €         |
| A+B+C+D     | ERP management                                    | 30.000,00 €          |
| A+B+C+D     | CSB-system management hardware                    | 30.000,00 €          |
| A+B+C+D     | Network infrastructure hardware                   | 30.000,00 €          |
| C           | Air change-tasting room                           | 60.000,00 €          |
| C           | Kitchen furniture                                 | 50.000,00 €          |
| C           | Tasting room furniture                            | 40.000,00 €          |
| C           | Outdoor flooring                                  | 80.000,00 €          |
| C           | Tablecloths and linked furniture                  | 15.000,00 €          |
| C           | Furniture Shop                                    | 40.000,00 €          |
| D           | Offices on Via municipio                          | 40.000,00 €          |
| A+B+C+D     | Miscellaneous and possible expenses               | 300.000,00 €         |
|             | Commercial TOTAL                                  | 1.000.000,00 €       |
| Investement | Structural                                        | Cost estimate        |
| D+E         | Structural expansion (dairy +offices)             | 300.000,00 €         |
| E           | 14 Cold rooms                                     | 360.000,00 €         |
| E           | creation of internal warehouse and abatement cell | 5.000,00 €           |
| E           | Goat milk tank 10000 lt                           | 10.000,00 €          |
| E           | Sheep's milk tank 10000 lt                        | 10.000,00 €          |
| E           | Additional boiler                                 | 15.000,00 €          |
|             | Structural TOTAL                                  | 700.000,00 €         |
|             | <b>TOTAL INVESTMENT</b>                           | <b>1.700.000,00€</b> |

# Investment Project objectives

- Strengthening brand awareness, enhancing in particular the dairy line
- meet market needs and expansion of new products
- Digitization, E-commerce and integration with international platforms
- Improve logistics and distribution with the completion of distribution vehicles
- Consolidate the presence on the local market and open new commercial channels at national and international level
- Greater participation of consumers and testimonials, to increase visibility and be able to build a communication made of listening and partnership with its interlocutor for innovation and continuous growth
- Promote nutritional characteristics and beneficial properties to set the health and high-end product line
- Stimulate conscious and healthy buying and consumption behaviors
- Enhance the commitment to innovation and sustainability in every aspect of the company, to promote the promotion of product excellence and increase the competitiveness of the company



# Financial details

On the basis of the production assumptions and the expected development of the commercial network, below is presented the forecast turnover data for the period 2021-2025

| YEARS                           | INCOME         |                  | FORECAST         |                  |                  |
|---------------------------------|----------------|------------------|------------------|------------------|------------------|
|                                 | 2021           | 2022             | 2023             | 2024             | 2025             |
| CHEESE                          | 629.156        | 1.033.306        | 1.759.201        | 2.552.454        | 3.059.075        |
| YOGURT                          | 96.250         | 115.500          | 125.125          | 134.750          | 144.375          |
| OIL                             | 72.000         | 72.000           | 72.000           | 72.000           | 72.000           |
| SALT                            | 126.882        | 146.630          | 177.000          | 198.475          | 220.020          |
| OTHER<br>CONDIMENTS<br>AND WINE | 36.000         | 48.000           | 60.000           | 80.000           | 100.000          |
| TASTING<br>ROOM                 | 15.000         | 36.000           | 49.500           | 60.000           | 69.000           |
| <b>TOTAL</b>                    | <b>975.288</b> | <b>1.451.436</b> | <b>2.242.826</b> | <b>3.097.679</b> | <b>3.664.470</b> |



The company will evaluate any Partnership or expression of interest that has the objective of sustainability and growth



\*Full business plan available on request



*PASSION AND TRADITION  
TOWARDS THE FUTURE*

