

## IO1.B – REAL CASE SCENARIO LEARNING OBJECT

Title of the Learning object	<b><i>Pronto e Sano analyses the market</i></b>
Thematic area	<input checked="" type="checkbox"/> <i>Development or improvement of the company website</i> <input checked="" type="checkbox"/> <i>Development or improvement of the visual identity of the company.</i> <input checked="" type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	<a href="https://www.youtube.com/watch?v=ChmAeC5jYu8">https://www.youtube.com/watch?v=ChmAeC5jYu8</a>
Description of the context	<i>Matteo Breda has designed and built a new cooking machine and wants to start producing it and putting it into the market. First, he would like to know if the kitchen equipment suppliers, who are his target, would be interested in buying this kind of machine.</i>
Practical activity to be performed	<p><i>Analyse kitchen equipment suppliers' interest in purchasing renting equipment addressed to catering restaurants.</i></p> <p><i>Do it in 3 phases:</i></p> <ul style="list-style-type: none"> <li>- <i>Produce a list of potentially interested suppliers to contact</i></li> <li>- <i>Create a technical information sheet on the equipment that you want to promote and send it to the contacts that you have found</i></li> <li>- <i>Store a list of feedback obtained via telephone and e-mails</i></li> </ul>
Results to be achieved	<i>Create a database with the list of names of suppliers contacted, their contact information, the response received from each of them and their feedback. Create an email template which contains a hypothetical brochure of the product, then send it to the companies. Call them after a week to understand the interest.</i>
Guidance and suggestions	<i>Try to be accurate in tracking the contacts you had with different companies. Find out all the information about them and do not forget to write down with whom you spoke.</i>
Mistakes to avoid	<i>Try not to be superficial in organizing your work, it would be better to previously create a Gantt scheme in order to organize the activities that you are going to carry out in your time.</i>

