

UNITE

UNIVERSITÀ  
DEGLI STUDI  
DI TERAMO



# NEW HORIZONS IN WINE PRODUCTION CHAIN IN THE COVID-19 PANDEMIC

TECHNO PUNK GROUP



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# THE TEAM «TECHNO PUNK»

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EMANUELE DI CARLO  
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BENEDETTA MONTEFIORE

**Affiliated Company:**

**Institution:**  
Univeristy of Teramo

## GROUP DESCRIPTION

Well organized, creative and proven teamwork.  
Moderate experience in data analysis for  
laboratory researches and marketing researches.  
Moderate experience in laboratory analysis.

Team Leader

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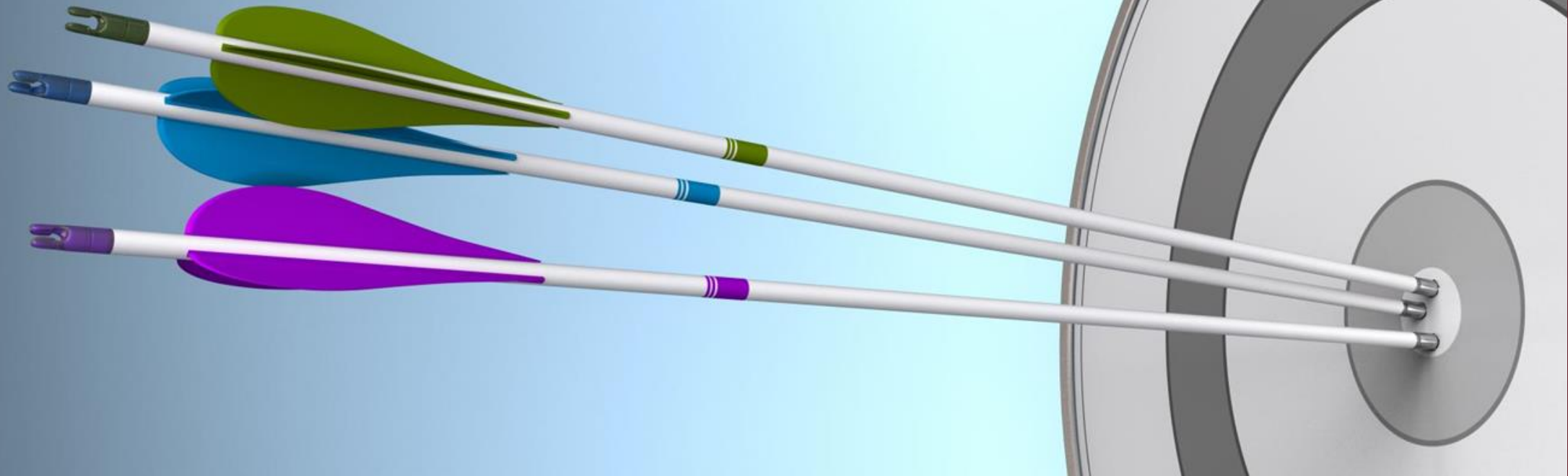
emanuedica92@gmail.com



# PROJECT GOALS

**DEFINITION, AFTER COVID-19, THE BEST STRATEGY FOR THE WINE  
PRODUCTION CHAIN:**

**OPERATION OF PRODUCTION SPECIALIZATION WITH COMMERCIAL  
FLEXIBILITY**



# Interviews with wineries in Abruzzo

Problems emerged:



Difficulties in selling products



Difficulties in expanding its market



Lack of knowledge of alternative markets to the classics



Cultural factor

# Wine market in Abruzzo during Covid-19 pandemic

Compared to 2019:

- **+ 8%** of sales in value
- **+ 3.8%** in volume sales
- Average wine price growth of more than **4%**
- **Montepulciano d'Abruzzo** closed with a **+ 1%**, with about 804'000 hectolitres bottled



# KEY STRATEGIC POINTS



CONSORTIUM WILL SUPPORT THE WINERIES BY:

- EXPAND SALES CHANNELS
- IMPROVE EXPORTS ON INTERNATIONAL MARKET
- GIVE DEVELOPMENT PERSPECTIVE
- RAISE AWARENESS



**MARKET  
EXPANSION**

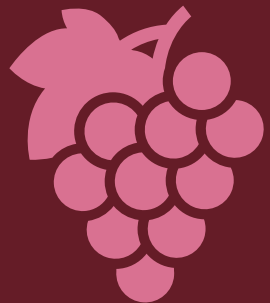
**RAISE AWARENESS**

# **MARKET PLACE B2B**

**SALES  
SUPPORT**



**SOLUTION**



# MARKETPLACE B2B: GENERAL INFOs



## WHAT IS IT?

The MP is a commercial arena for the negotiation of goods and services; it can be "push" (sellers who offer their product and buyers who react) or "pull" (the opposite: there are buyers who ask the market to buy) or "mixed" in which both buyers can ask which sellers to offer.



## HOW IT WORKS?

Sellers can publish their product offering with a price and information about it; the potential customers can search, compare price and quality. It is possible to make a direct negotiation (the seller can deal with one or more of the same game customers) alternatively to the auction.



# ADVANTAGES



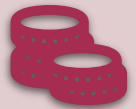
*Good advertising*



*Instantly recognizable*

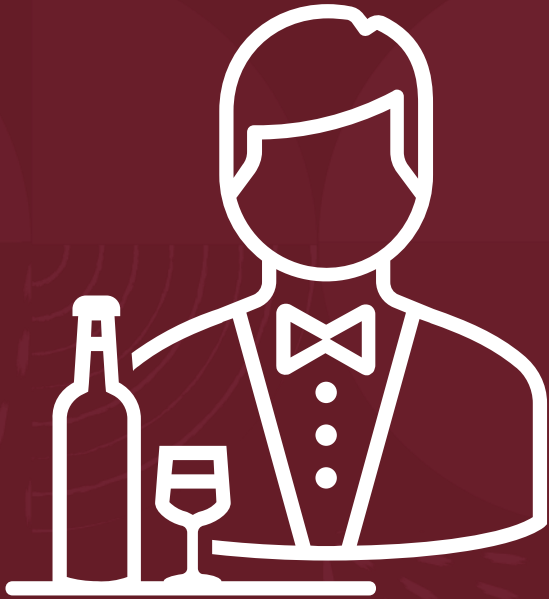


*Large geographic selling-area*



*More economic than phisical store*

# SERVICES



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*Product quality guarantee*

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*Secure payments*

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*Penetrate international markets*

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*Join ordinary channels*

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*Modern-business*

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*Customer support 24/7*

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*Platform manages different aspects  
(delivery, storage, return, logistics)*

# Proposed innovations for Abruzzo wineries



**Objective assessment** designed to assist you by providing a **valuable unbiased filter** to compare and select wines and save time.



**Payment 100% guaranteed** by eliminating commercial risk and reducing credit insurance costs.



**Wine tasting** to **avoid blind purchase** and to **reduce environmental impact**



**Training course**



- Incentive to «scheduled marketing»
- Showcase for best product
- Autonomous sales management
- No physical intermediary

**NEW HORIZONS**



- Our project could take advantage of problems emerged during the pandemic period to incentive this new business model not only for wineries but also for the food industry.

# CONCLUSIONS