

SME DEVELOPMENT PACKAGE

PHASE 1 CORPORATE

STRATEGIC BUSINESS
CONSULTING FOR
THE OPTIMIZATION
OF YOUR **SME**

PHASE 2 MARKETING

BRAND POSITIONING,
WEB MARKETING AND
CLOUD SOLUTIONS
FOR YOUR **SME**

PHASE 3 SALES & EXPORT

INTERNATIONALISATION
AND EXPORT
MANAGEMENT
FOR YOUR **SME**

Blu∞
Web Marketing Solutions for SMEs

FG
FABIO GIARDINA
BUSINESS DEVELOPMENT & CONSULTING

WHO WE ARE

WE ARE A MULTI-DISCIPLINARY TEAM OF PROFESSIONALS AND CONSULTANTS THAT ADDRESSES SMES IN THE INDUSTRY AND SERVICES SECTORS.

VISION

WE PROVIDE SMES WITH QUALITATIVE MARKETING TOOLS AND KNOW-HOW, TO ENABLE THEM TO COMPETE AND WIN IN THE PREMIUM SEGMENT OF THEIR MARKET NICHE.



Fabio Giardina
Founder

MISSION

WE HELP SMES WITH TURNOVER UP TO 5 MILLION EUROS TO OPTIMISE THE TOTAL TAX RATE, TO OPERATE BUSINESS DEVELOPMENT AND INTERNATIONALIZATION, TO ATTRACT THE HIGH-SPENDING SEGMENT BY RE-ALIGNING MARKETING AND COMMUNICATION.





WHAT WE DO

WE ARE SPECIALISED IN HELPING SMES TO INCREASE THEIR ABILITY TO GENERATE NET PROFIT.

WHY CHOOSE US

OUR DIFFERENTIATING ELEMENT IS MULTIDISCIPLINARITY.
WE DON'T JUST SOLVE INDIVIDUAL PROBLEMS TO MAKE A PROFIT.

THANKS TO OUR 3 BUSINESS DIVISIONS, WE REFINE THE FISCAL, CORPORATE, MARKETING, SALES AND EXPORT TOOLS AVAILABLE TO YOUR SME, TO INCREASE MARGINS AND DECREASE THE TOTAL TAX RATE.

WHAT YOU GET FROM US

THE MOST COMPLETE STRUCTURAL PLAN FOR THE GROWTH OF YOUR COMPANY, PLANNED AND EXECUTED TURNKEY IN **3 PHASES**:



PHASE 1 CORPORATE

FREE UP ECONOMIC RESOURCES TO BE USED FOR BUSINESS DEVELOPMENT.

PHASE 2 MARKETING

ADAPT CORPORATE IMAGE, MARKET POSITIONING AND ONLINE BUSINESS TOOLS.

PHASE 3 SALES & EXPORT

DEVELOP NEW NATIONAL AND INTERNATIONAL COMMERCIAL CHANNELS.

HOW WE WORK

YOUR SME HAS STRENGTHS AND WEAKNESSES THAT MAKE IT UNIQUE.

OUR MULTIDISCIPLINARY TEAM WILL ANALYSE YOUR BUSINESS MODEL IN DEPTH ON 3 STRATEGIC AREAS (TAX AND CORPORATE, MARKETING, COMMERCIAL) AND, WHERE APPLICABLE:

- WE WILL QUANTIFY THE **STRUCTURAL TAX SAVINGS** OBTAINABLE LEGALLY THROUGH TAX PLANNING, OPTIMIZATION OF NON-DEDUCTIBLE COSTS, USE OF BRANDS AND PATENTS, ESTABLISHMENT OF HOLDINGS;
- WE WILL IDENTIFY THE **SOURCES OF NON-REPAYABLE AND DEBIT FUNDING** REQUIRED FOR DEVELOPMENT OPERATIONS (TAX CREDITS, FUNDING CALLS, SUBSIDISED LOANS, TRANSFER OF VAT CREDITS);
- WE WILL PROPOSE A **STRATEGIC MARKETING PLAN** FOR THE BRAND, THE COMPANY'S MARKET POSITIONING AND THE DEVELOPMENT OF NEW MULTILINGUAL ONLINE MARKETING TOOLS (WEBSITES, ECOMMERCE, APPS, VIDEOS, SOCIAL MEDIA, CLOUD);
- WE WILL PROPOSE A STRATEGY OF **BUSINESS DEVELOPMENT AND INTERNATIONALIZATION** OF THE REFERENCE MARKET, THROUGH CHAMBERS OF COMMERCE AND INSTITUTIONAL CHANNELS, EXPORT MANAGERS, EXPORT MARKETING;

IF YOU FIND OUR PROPOSAL USEFUL, WHICH ON AVERAGE IS **FINANCED BY 30 TO 70%** IN NON-REPAYABLE GRANTS OR THROUGH TAX SAVINGS, WE WILL IMPLEMENT THE PLAN IN **3 PHASES**:

PHASE 1 CORPORATE

APPLYING CHANGES TO THE TAX AND COMPANY STRUCTURE.

PHASE 2 MARKETING

DEVELOPMENT OF MARKET POSITIONING AND ONLINE TOOLS.

PHASE 3 SALES & EXPORT

STARTING BUSINESS DEVELOPMENT AND EXPORT MANAGEMENT.



WHY IT WORKS

3 SIMPLE REASONS WHY OUR SUPPORT TO YOUR SME GENERATES RESULTS:

- 1) **FISCAL SIDE:** BECAUSE THE TAX SAVINGS LEGALLY PRODUCED ARE STRUCTURAL AND WILL REMAIN AT YOUR DISPOSAL ALSO IN THE FOLLOWING YEARS;
- 2) **MARKETING SIDE:** BECAUSE THE NEW CORPORATE IMAGE AND NEW MULTILINGUAL ONLINE MARKETING TOOLS WILL AUTOMATICALLY ATTRACT MORE PROFILED AND HIGH-END LEADS AND CUSTOMERS. IN ADDITION, THESE TOOLS WILL HAVE BEEN LARGELY FINANCED THROUGH TAX SAVINGS, TAX CREDITS AND FUNDING CALLS;
- 3) **COMMERCIAL AND EXPORT SIDE:** BECAUSE YOUR NEW MARKET POSITIONING WILL MAKE THE SALES DEPARTMENT'S JOB EASIER. IN ADDITION, THE NEW MULTILINGUAL TOOLS WILL BE SYNERGISTIC WITH THE DEVELOPMENT OF NEW INTERNATIONALISATION PROCESSES THAT WE WILL HELP YOU TO IMPLEMENT THROUGH INSTITUTIONAL CHANNELS AND EXPORT MANAGERS.

STILL HAVING DOUBTS ABOUT IT?

DO YOU THINK YOU ONLY NEED HELP IN CERTAIN AREAS?

BROWSE THE OTHER PAGES TO FIND OUT ABOUT ALL OUR SERVICES.

For more information about our multidisciplinary team please visit fabiogiardina.com/team





PHASE 1

CORPORATE

TAX RATE OPTIMIZATION

WE ANALYSE THE TAX AND CORPORATE STRUCTURE OF YOUR SME AND PROPOSE, WHERE APPLICABLE, A PLAN FOR THE STRUCTURAL REDUCTION OF THE TOTAL TAX RATE THROUGH THE OPTIMISATION OF NON-DEDUCTIBLE COSTS, THE USE OF TRADEMARKS, PATENTS AND ROYALTIES, AND THE ESTABLISHMENT OF NATIONAL AND FOREIGN HOLDING COMPANIES.

SUBSIDISED FINANCE AND FINTECH

WE HELP YOUR COMPANY TO CERTIFY TAX CREDITS, PARTICIPATE IN FUNDING CALLS, FACTORING VAT CREDITS, ACCESS TAILOR-MADE FUNDING SOLUTIONS, ADOPT FINTECH TOOLS FOR INTERNATIONALISATION.

BUSINESS DEVELOPMENT

WE SUPPORT YOU IN THE DEVELOPMENT OF SALES NETWORKS AND IN THE SEARCH FOR CUSTOMERS, PARTNERS AND INVESTORS IN YOUR COUNTRY AND ABROAD; WE ANALYSE YOUR BUSINESS MODEL TO ASSESS WHETHER IT IS DIGITALLY APPROPRIATE; WE CARRY OUT MARKET RESEARCH AND COMPETITOR ANALYSIS; WE HELP YOU OBTAIN ISO CERTIFICATIONS TO ACCESS NEW OPPORTUNITIES.



PHASE 2

MARKETING

PREMIUM MARKETING & BRANDING

WE ANALYSE YOUR COMPANY'S MARKET POSITIONING AND HELP YOU REACH THE HIGH END SEGMENT OF YOUR MARKET NICHE, EITHER THROUGH EXISTING BRANDS OR BY CREATING NEW DEDICATED BRANDS.

ONLINE & EXPORT MARKETING

WE CREATE MULTILINGUAL WEBSITES WITH **WEB PRESENCE PRO**, A PROPRIETARY CONTENT MANAGEMENT SYSTEM DEDICATED TO SMES AND OPTIMISED FOR INTERNATIONAL SEO POSITIONING; WE CREATE VIDEOS AND MULTILINGUAL TECHNICAL DOCUMENTATION FOR THE EXPORT OF PRODUCTS AND SERVICES; WE SET UP ONLINE MARKETING AND LEAD GENERATION PLATFORMS; WE MANAGE SOCIAL MEDIA AND ADVERTISING CAMPAIGNS.

DEVELOPMENT OF APPS, CLOUD AND IOT SYSTEMS

WE CREATE WEB APPLICATIONS, MOBILE APPS, IOT SOLUTIONS; WE BUILD HIGH-PERFORMANCE CLOUD INFRASTRUCTURES, LOCATED IN VARIOUS EUROPEAN COUNTRIES, BY USING THE BEST PROVIDERS.



PHASE 3

SALES & EXPORT

EXPORT MARKETING AND GLOBAL E-COMMERCE PLATFORMS

WE HELP THE CUSTOMER TO SELECT AND REGISTER IN THE MOST APPROPRIATE GLOBAL ONLINE TRADING PLATFORMS, BASED ON THE SPECIFICATIONS OF THE PRODUCTS TO BE EXPORTED; WE DEVELOP WEBSITES AND LANDING PAGES FOR MULTILINGUAL LEAD GENERATION SPECIFIC FOR SEO POSITIONING IN TARGET GEOGRAPHICAL AREAS; WE MANAGE ADVERTISING CAMPAIGNS.

MULTILINGUAL BROCHURES AND DATASHEETS

WE ARE SPECIALISED IN THE PRODUCTION OF MULTILINGUAL COMPANY BROCHURES, DATASHEETS AND TECHNICAL DOCUMENTATION FOR PRODUCTS AND EVEN ADVANCED INDUSTRIAL EQUIPMENT.

EXPORT MANAGEMENT

WE SUPPORT THE CUSTOMER IN THE INTERNATIONALISATION PROCESS IN ALL MAJOR GLOBAL MARKETS, THROUGH THE USE OF EXPORT MANAGERS SPECIALISED IN SPECIFIC PRODUCT SECTORS AND GEOGRAPHICAL AREAS, ENTERPRISE EUROPE NETWORK, NATIONAL CHAMBERS OF COMMERCE ABROAD, OTHER INSTITUTIONAL CHANNELS, EVENTS AND TRADE FAIRS.





FOLLOW UP AND TEMPORARY SERVICES

STRATEGIC CONSULTING AND MENTORING

WE SUPPORT THE CUSTOMER IN ANALYSING MARKET CONDITIONS IN ORDER TO MAKE STRATEGIC BUSINESS CHOICES; WE PROVIDE CONSULTANCY ON FISCAL, CORPORATE, MARKETING, COMMERCIAL AND EXPORT ISSUES, IN ORDER TO ENABLE MANAGEMENT TO MAKE REASONED CHOICES THAT TAKE INTO ACCOUNT ALL THE MOST IMPORTANT ASPECTS OF BUSINESS PLANNING AND MANAGEMENT; WE PROVIDE ASSISTANCE AND SUPPORT IN THE IMPLEMENTATION AND PROCEDURALISATION OF MANAGEMENT CONTROL SYSTEMS.

TEMPORARY MANAGEMENT

WE OFFER SMES THE OPPORTUNITY TO TEMPORARILY INTEGRATE INTO THEIR STAFF FIGURES SPECIALISED IN SPECIFIC STRATEGIC AREAS:

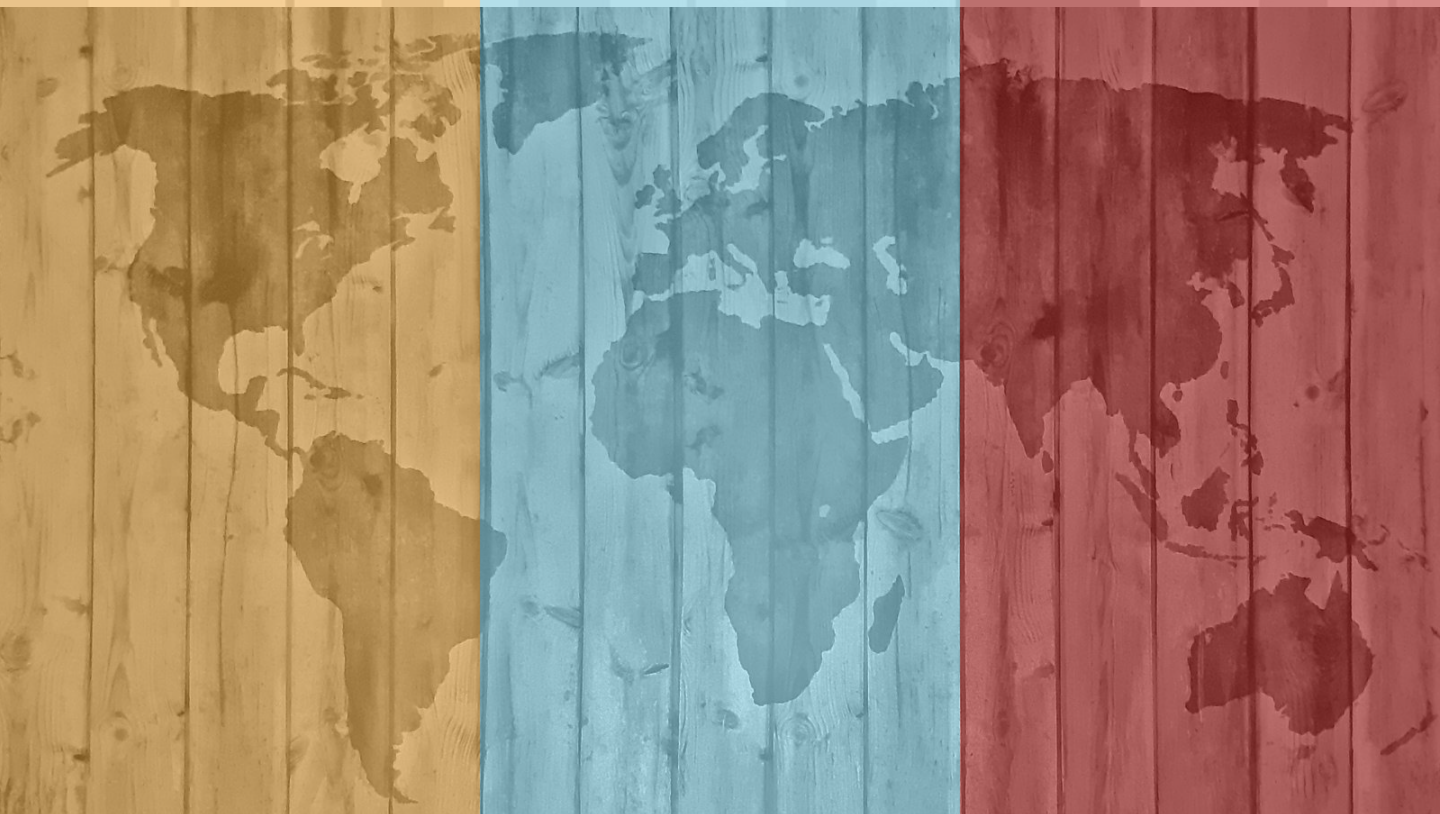
- TEMPORARY EXPORT MANAGER
- BUSINESS DEVELOPMENT MANAGER
- MARKETING MANAGER
- PROJECT MANAGER



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CONTACT US

Blu∞
Web Marketing Solutions for SMEs

office@blu8.eu
www.blu8.eu

VAT No. IT02652420999
Genova: Via Ferriera 9, 16010 Mele, IT
Venezia: Via A. Poerio 19, 30171 Mestre, IT

FG
FABIO GIARDINA
BUSINESS DEVELOPMENT & CONSULTING

fabio@fabiogiardina.com
www.fabiogiardina.com
+39 348.76.88.676