

# Italy team

## The Competition of start-up

Paternò 21 march 2018

### The highest turnover

of a company is equal to sum of all sales revenues, services from a company's sales in the tax year against invoices issued.

Σ Sales revenues: ..... 65.000 €

### The highest number of successful transactions

we mean the number of performances commercial contracts, as regards previous contact with buyers.

$$\frac{\text{Successful contracts} \times 100}{\text{the number of contacts}} = \frac{86 \times 100}{104} = 82,69$$

### Highest profit

	Cost of goods sold
Rotation Index	
	Average Inventory

$$\frac{180}{22} = 8,1 \quad (\text{The material rotates } 8,1 \text{ Times in a year})$$

### Profit

is the result of a gain

$$P = R - C = \dots 59.000 - 3.000 = 56.000$$

P= Profit

R= Revenues

C= Costs of goods sold

### Advertising Approach

We can consider all Kind of advertising: billboards, TV Channel, on web sites or on social media.

..... Advertising on social and new single-issue channels (TELEGRAPH).

### Best Presentation of a good business plan

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