

ERASMUS+
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2017-2019
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A17-Discovery of regional potential



A.S. 2018/2019

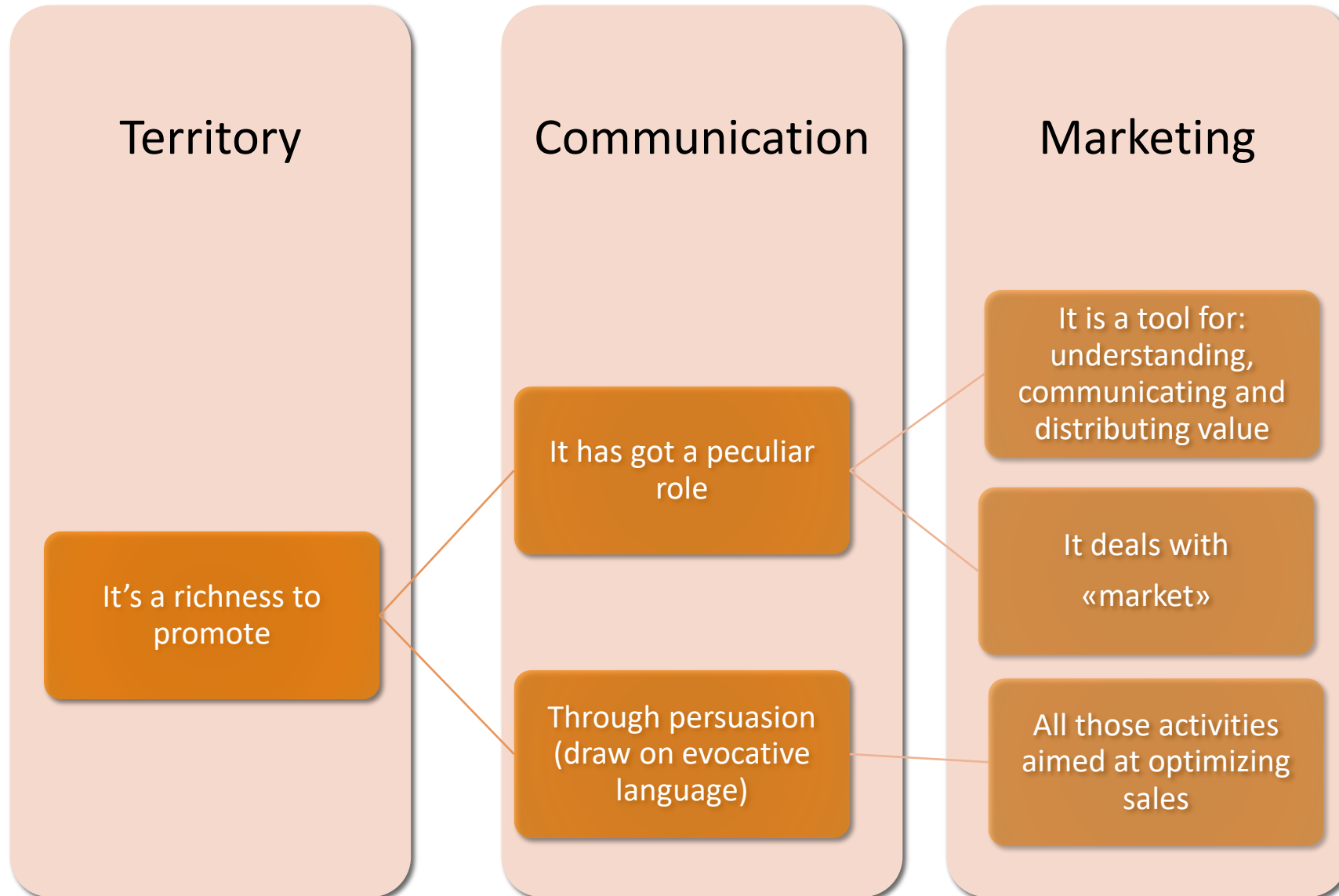
SCUOLA MEDIA ANDREA VELLETRANO,
VELLETRI

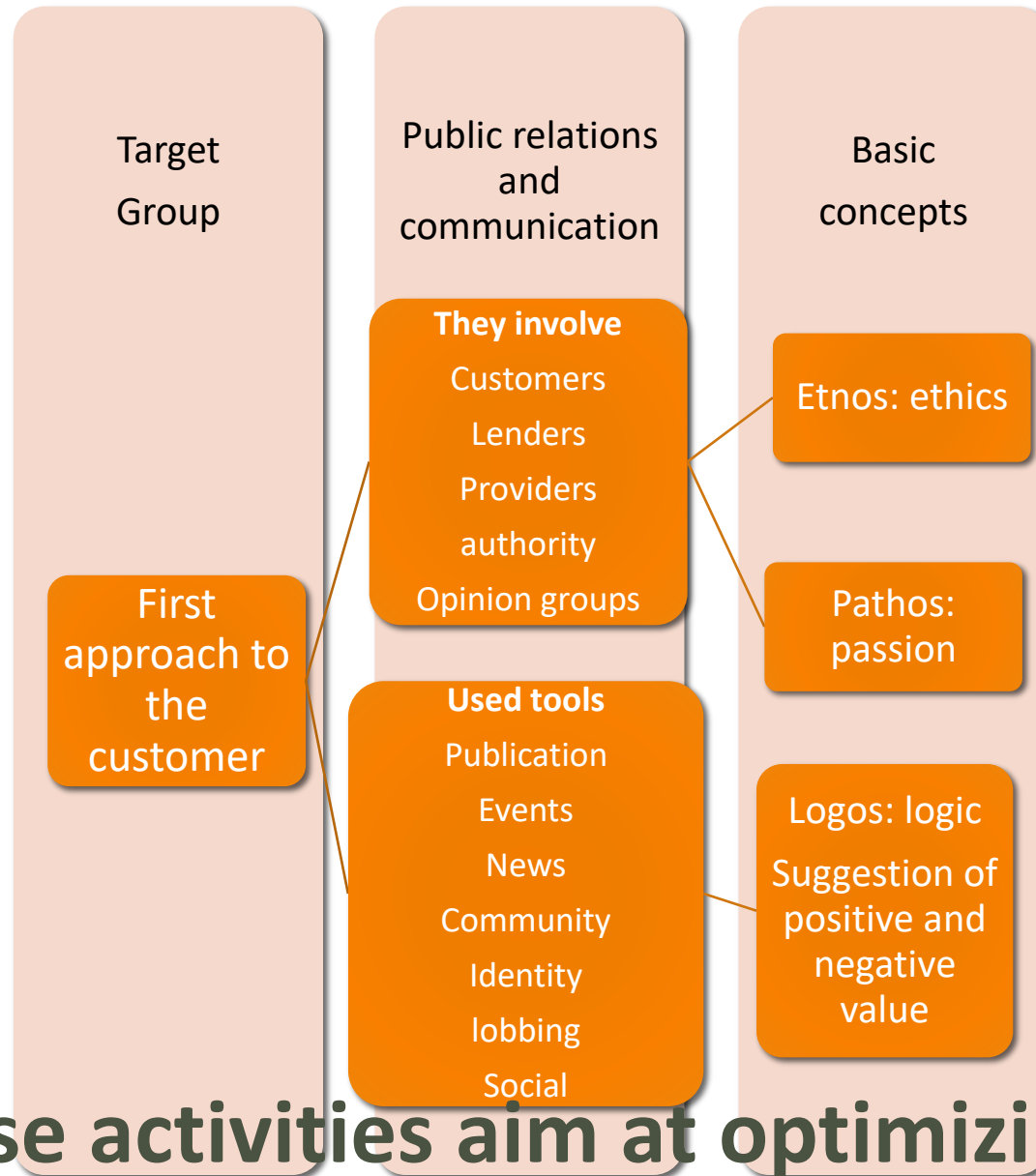


*Business promotion and
SWOT analysis techniques
about Velletri*

GRETA CONTINI E ELENA BOMBARDA III A, IIIB

How to promote our territory: let's first analyse it





All these activities aim at optimizing sales

Setting up the job:

We selected three macro categories for each of which we carried out the SWOT analysis as listed below:

1. business
2. urban planning and logistics
3. sports activities

Carattere del fattore

		POSITIVO	NEGATIVO
Origine del fattore	INTERNO	S Strengths (Punti di forza)	W Weaknesses (Punti di debolezza)
	ESTERNO	O Opportunities (Opportunità)	T Threats (Minacce)

BUSINESSES

NATURE OF THE FACTOR

		NATURE OF THE FACTOR	
		POSITIVE	NEGATIVE
ORIGIN OF THE FACTOR	INTERNAL	<ul style="list-style-type: none">- Personalized service- Handcrafted production or "Made in Italy" choice- Reputation and story <p>strengths</p>	<ul style="list-style-type: none">- Poor choice- High prices- Short schedules <p>weaknesses</p>
	EXTERNAL	<ul style="list-style-type: none">- Supports by the Municipality- Active associations of merchants- State aid for small shops <p>OPPORTUNITIES</p>	<ul style="list-style-type: none">- Large chains and supermarkets- Habit of moving to other towns for buying- Inefficient logistic positioning <p>THREATS</p>



Urban planning and logistics

NATURE OF THE FACTOR

		NATURE OF THE FACTOR	
		POSITIVE	NEGATIVE
ORIGIN OF THE FACTOR	INTERNAL	<ul style="list-style-type: none"> - Train, taxi and bus station - Several roads connecting the neighbour towns - Pedestrian area in the historic centre <p>strengths</p>	<ul style="list-style-type: none"> - Scruffy roads - Little cleanliness and architectural barriers - Poor public lighting <p>weaknesses</p>
	EXTERNAL	<ul style="list-style-type: none"> - More parking areas by traders - Cleaning and lighting of the street front by private individuals - State funding <p>OPPORTUNITIES</p>	<ul style="list-style-type: none"> - Natural disasters - Too many heavy vehicles - Malfunction of public transport <p>THREATS</p>

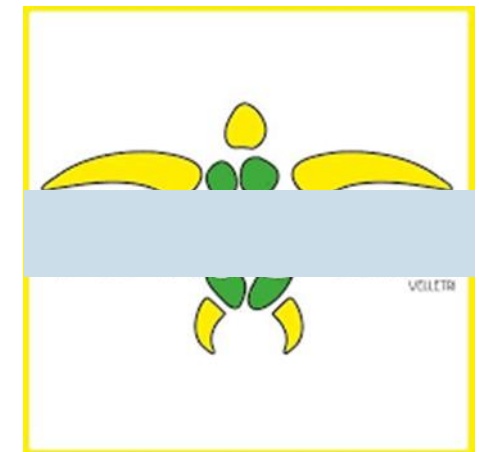


Sports and cultural activities

NATURE OF THE FACTOR

ORIGIN OF THE FACTOR

		POSITIVE	NEGATIVE
INTERNAL		<ul style="list-style-type: none"> - Wide range of associations - Dedicated structures - Lots of visitors both from the members and the public 	<ul style="list-style-type: none"> - Little publicity for activities and events - Events overlap - Little collaboration and sharing of projects, activities and events among associations
		strengths	weaknesses
EXTERNAL		<ul style="list-style-type: none"> -Tenders for financing - Cultural projects with schools and twinning - Folklore and traditions 	<ul style="list-style-type: none"> - Poor financing, difficult to obtain - High costs and taxes - Competition between neighbouring towns
		OPPORTUNITIES	THREATS



Swot analysis: Velletri

Punti di forza	Punti deboli	opportunità	minacce
Museums	Scruffy roads	Development of the agricultural sector	Heavy rains, risk of landslides
Monuments	Little job opportunities	Development of the food and wine sector	Pollution
Culture	Lack of cycle paths	Development of the hotel sector	No universities
Wine	Few green areas	Trade development	Festivals in the neighbouring towns
Agriculture	Festivals and events not advertised	Opening of shopping centres	Stay in anonymity
Geographic location	Few shops	Enhancement of Erasmus projects	Vandalism
Several schools	Few hotels	Enhancement of public transport	Technology
Leisure activities	Little care of the territory	Towns near Rome	The town of Lariano
Sports centres	Little care of the schools	Cultural heritage	
Several events	Little care of the environment	Development of sports clubs	
Recycling	Slow internet connection	Enhancement of leisure	

These results have been obtained after a workshop lesson held by two teachers from the “Cesare Battisti” Institute in Velletri, Ms Marta Pietroni (Communication Techniques) and Ms Stefania Pofi (Business Economics), and a survey held by them and the students from the 3rd classes A,B;G of the “Andrea Velletrano School”, Velletri.



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