

Management
Legal and Financial tools
Internationalization
Marketing & Communication



WKE
ITALIA



COMPANY PROFILE



NETWORK

LONDON

ROMANIA

INDIA

TURKEY

POLAND

CHINA

MAROCCO



WHY INTERNATIONALIZE IS WINNING

Consulting and development of business plans and marketing , selection of communication channels targeted to business objectives. The know-how gained in nearly ten years of success is strategically applied to every single business need , to bring out in clear and unambiguous manner the peculiarities of each actor and to communicate effectively to the market.

We assist our clients in declination consistent with all the levers of the marketing mix , from product to pricing , advertising sales and / or service. A marketing over the past 10 years has greatly changed and enriched , and that does a lot more use of innovative channels of contact and interaction with the market and its operators . We help our clients in the choice of how to structure your organization for marketing , sales or post-sales , in line with the company's strategy.

In some cases the comparison with models of excellence on the market allows you to understand immediately how to stimulate the improvement of the performance and effectiveness . The purpose of the comparison is to understand the processes and mechanisms more effective and to initiate a process for groped to play them within the company.

In others, however, require the redefinition of the organizational structure , roles , job profiles , skills , processes or systems related remuneration and incentive (specifically in the area work in sales). In others there is demand management and the development of skills through training or professional support in the evaluation and development of trade agreements with agents, retailers, wholesalers, or other business partners.

Today the market is global while it is necessary to maintain for the made values a glocal vision company. We want to introduce the phenomenon of industrial, commercial or fiscal internationalization.

Internationalization is a phenomenon with a composite nature that is not reduced to the sphere of trade and economic transactions, but it includes political, social and cultural fields. WKE suggests internationalization by answering to three questions:

1. For what reasons a company should be internationalized?
2. What are the possible ways of the internationalization?
3. What are the most suitable strategies to operate in international markets?



Markets and competences

Construction Industry

The experience in construction industry, contributing to the growth of one of the major producers in the world in the roof's windows sector, with a current share of 15% of the entire market, has promoted the improvement of the relationship with the construction and buildings industry's principles protagonists and has allowed to create the basics for broad-spectrum even of particular technical and specialized content with the most important masthead of Italian and international overview.

The deeply knowledge of sector's problems, of legislation and continuous evolution of the sections of production, allow us to offer an operative support even for communication's activity and for strategic and relational activity towards principal market's operators, included the indirect channel represented by Resale.

Energy and Environment

Energy and Environment are topic of great importance and relevance. The newfound awareness, even by industries, compared with themes of great importance, has brought to light the need of a communication more increasing and specialized, both in public and in private spheres. For us energy market is global and we are involved in its internationalization.

WKE Italia deals with select, for private and institutional investors, the best opportunities for investments about photovoltaic project or plant which are functioning and profitable.

Hi-Tech

In the hardware, entertainment and distance communication sectors the good communication between staff means a deep knowledge of section and its actors.



Industry & Ict

The industrial sector is characterized by the wide variety and complexity of the offer. Ranging from components to products, from technologies to various applications. A business divided into several market segments, often not homogeneous and far apart.

Operators are designers, system integrators, manufacturers. The continuous progress and the need to transmit the technological evolution must be strengthened by a communication not only direct to target, but necessarily supported by accurate, detailed and rigorous information.

The market demands ever higher quality, both design and operational level: innovative materials and products are becoming increasingly important to meet different needs. And here, communication comes into play, the key tool to valorize potentiality and solutions.

Hotellerie

A market with a potential of demand well above the current data.

The luxury and WellBeing maintains a market share where it is possible a further increase towards countries with high growth. In this scenario of constant development, the sector is characterized by pressing changes and dynamism. For many players it is impossible to remain on the market without the aid of technology partners that often go to erode the operating margin. There are many solutions to avoid dispersion of the marginality of the sector and they are independent from booking engines.

For hotels Marketing and Communication are therefore essential and strategic tools that can make the operators independent from large global Websites.

Cosmetics

The world of cosmetics is populated by companies with a strong focus on innovation and highly specialized.

A dynamic and evolving reality, with products with surplus value and technological content, where multinationals and large Italian companies play a leading role.

In this scenario reinvent communication using new technological tools (Web, E-Commerce) is a must.



NEW TOOLS TO COMPETE

With these premises, the project was born WKE Italia. Assist our customers with their brand in the growth and development of new challenges. Why the brand goes beyond the brand: How our advice goes beyond marketing. The product has a function, **the brand has a value** and the companies which aim at own mark suffers the negative effects of the global economic not so much. The brand as centrality of business system. We have always believed in it.

We work in the Management and Financial Consulting, in Strategic Marketing and in Communication, addressing to companies who are looking for partners with proven experience.

A simplified approach and projected into the future, enabling us to deliver customer solutions, comprehensive and effective. Not only consulting and strategy, not just operational tools, but constant innovation.





CONSULTING MANAGEMENT

ASSETS / STRUCTURES TO COMPETE

Strategy & Internationalization.

The most challenging side of strategic planning is to define the business in which the customer competes. Sometimes it's just necessary to reaffirm the current choices and highlight something the Client already knows and understands. Other times, to incentive new business definitions, preparatory to the conception of innovative and never tried strategies.

The story of WKE ITALIA is characterized by many success in which we were able to raise companies to new ambitious destinations or to innovative ways.

Create a company strategy means to decide clear market positioning aims, but also define business models to follow and alignment programs to reach the aspired repositioning.

With its references WKE ITALIA has dealt many strategic projects of business focusing, growth, expansion to international markets, relocation, vertical o de-vertical production.

Sometimes we have only created development guide lines; other times, instead, we have defined long-term analytical plans, with

appropriate simulation of expected financial and economic profiles.

Institutional Identity Management, study and development of brand communication in all media.

The analyse is aimed to defining and brand and product image through the discover and diffusion of Company valour.

Recruitment: staff selection

WKE Italia guarantees its customers a competent and professional consulting in the recruitment procedures.

The staff selection is one of the most important aspects in the definition of business organization: find the ideal candidate and ensure proper placement within the company means determine the success of the company. The goal is to find workers who are as close as possible to the corporate values so as to shorten the gap between the company and the candidate and ensure that this one can be a source of innovation and enrichment for the company.



LEGAL, FINANCIAL AND INDUSTRIAL CONSULTING

FINANCIAL SERVICES IN SUPPORT OF COMPANIES

WKE Italia supports its customers, including international legal framework providing advice in all areas of corporate law, commercial and administrative, both nationally and internationally. The company operates in a coordinated transnational operations, assisting international clients and proposing the most appropriate solutions, taking into account their specific needs in light of the requirements of local legislation.

Areas of competences are:

- > Finance and Bank Recruitment
- > Commercial
- > Restructuring
- > Intellectual Property & Information Technology
- > Public Law
- > Real Estate
- > Environment and Energy Law
- > Corporate Governance e Compliance

PLANNING AREA - PREVENTATIVE MEASURES

- > Development of the overall portfolio with the gathering of positions declared by the customer and relative risk analysis.
- > Daily monitoring of risk and periodic reporting about situation of the current portfolio.

ECONOMIC ANALYSIS – BUDGETING

WKE organises Business Plan for the establishment and development of new initiative, anticipating financial requirement of business and confirming the best terms for: financing, leasing, factoring, loans and other banking operations included subsidized loan.

FINANCIAL TOOLS – BANK’S MANAGEMENT

Subsidized loan: assistance in identification and use of regional, national and community subsidized loan.

Corporate Finance through: financing, leasing, factoring, bank guaranty, loans and other financial tools ad hoc.

Accompanying and support for choosing the best sources for access to credit for purchase of installation, tools and equipments, restructuring of buildings, having currency, buying provisions, settle down liabilities.

Economic and Financial planning: rationalization of costs regarding financial management and evaluation of corporate rating. Support for the establishment/development of companies: analysis and studies of economic-financial feasibility plans, preparation of investment programs hark back to main founding sources.

INVESTMENT AREA - ASSET

- > Insurance and social security planning.
- > Fiscal, real estate, insurance planning.
- > Planning for the protection of total assets as potential causes of aggression.



INTELLECTUAL PROPERTY AND THE EUROPEAN FRAMEWORK PROGRAMMES

HORIZON 2020

WKE Italia only for its Customers also carries historical title search and store brands, dealing with the entire Legal Process.

In particular, you can choose whether to file an Italian brand, community, effective in 27 countries of the European Union and automatically extended to all those who will join in the future or international, valid in all countries that have signed the relevant agreements.

Finally, it is also possible to file an application for trademark registration in individual foreign countries.

HORIZON 2020 is the European Framework program for Research and Innovation (2014-2020) and WKE Italia is part of the qualified Network for the presentation of projects.

Horizon 2020 is the new program of integrated funding system directed to the research activities of the European Commission, assignment that was of VII Framework Programme, Framework Programme for competitiveness and innovation (CIP) and European Institute for Innovation and Technology (EIT).

The new programme will start from January 1st 2014 until December 31st 2020 and will sustain the UE in global challenges giving researcher and innovators necessary tools to the realization of own projects and ideas. The budget allocated for Horizon 2020 (included Programme for Nuclear research Euratom) is 72.2 billion euro constant prices / 78.6 billion euro current prices.



INTERNATIONALIZATION: SELECTION OF PARTNERS IN ASIA AND EAST EUROPE

Search for productive partner in Asia and East Europe can be the key to success of own business.

It's evident that in a global market such as the current one, exist no more borders, even for supply and for outlet to foreign country.

But before checking these opportunities, the company almost always has to clash with very high costs, most of all if we think about the traditional business mission: substantial charges

for the journey, varied transfer days abroad, organizational rigidity due to a calendar of established activities with weeks of advance, none certainties of results are some of the main complications that meets the company interested in testing a new market in production. WKE Italia's consulting guarantees a qualified and punctual service of scouting in Asia and East Europe in order to select the ideal partner for the development of projects, following the phase of selection, production, quality control and transport.



OPENING MARKETS THROUGH COMPANIES THAT BENEFIT FROM LOCAL AND FISCAL ADVANTAGES

WKE Italia is able to offer many services to companies interested in growing in Italy and in Europe with the construction or renovation of the commercial network, the coverage of a market that is already known or only partially exploited, the search for new sales channels in context of the market already established and the opening of new markets, understood both as the identification of new geographical areas to analyze and penetrate commercially, either as a studying and experimenting with new forms of business to diversify sources of profitability.

In both cases, we proceed with a detailed feasibility study, which is not limited to macroeconomic analysis, but which takes into account the peculiarities of business, providing relevant information of commercial and marketing from which to determine the next strategy approach to that market; depending on the type of target set will proceed, then, with the definition and implementation of promotional activities and the creation of the commercial structure or with the selection of potential partners:

- > search, selection and management of a network of agents / distributors in the target market;
- > implementation of a communication program which can be determined by a mix of marketing activities (advertising, participation in trade shows, promotions of various kinds);
- > checks on the marketability of products in terms of quality / price ratio;
- > indication of any corrective measures to be introduced in the distribution;
- > constitution, creation, start-up and management of the foreign country;
- > support in the management of commercial negotiations and international contracts;
- > legal and tax consulting



THE EVOLUTION OF COMMERCIAL ACTION

SALES

WKE Italia works according to clear quality standards to increase the results deriving from the action of commercial ` sales ` in support of Customer's internal sales force and toward the target market. Areas of operation are:

- > Penetration of new markets and / or opening new trade channels
- > Launch of new products and / or services
- > Increase and promote sales with direct action through the call center and in-house staff with experience
- > Enhance and promote sales with direct action through call centers and experienced internal staff
- > Performance evaluation requirements of internal and external sales force tracking and qualifying standard
- > Customer loyalty
- > Creating Projects Qualification of Commercial Network
- > Marketing support to channel
- > Management framework for more active customer portfolio turnover
- > New business development portfolios aimed at widening clientele



DIRECT & SALES MARKETING

B2B e B2C

MARKETING

The constant evolution of the market forces the company to be more informed about the characteristics of their customers.

WKE Italia develops strategies to collect more data and to stimulate demand from customers.

Market Research

Researches about main and potential markets of the company, qualitative/quantitative studies on the target audience, testing and surveys about products and services, analysis of the major competitors.

Events

The events allow a tactical approach to the market.

There are many types of events and the resulting aims that can be reached with them. One of the biggest advantages is the possibility for the company to acquire a qualified and timely knowledge of the territory and the operators. WKE Italia organizes the logistics and the preparation of the required materials.

Mall positioning/Contests with prizes

The intervention in large-scale distribution represents an alternative to traditional Media, given the high number of contacts. The presence at the dealer in the large-scale retail trade, exhibitors and/or information corner is an interesting opportunity for the communication of the Brand.



COMMUNICATE... A PERSONAL FACT

COMMUNICATION

Tools, strategies, theories ...

The communication uses these elements but it is based on people.

Making communication means above all focus attention on one aspect: the individual.

You don't operate with structures, you don't work with companies, but with people who externalize values.

The human can not be transcended if you communicate effectively.

Do not just focus on the content of their messages, but it is essential to focus on the actors involved.





OFF-LINE AND ON-LINE

Press Office / Crisis Management

WKE Italia follows the Press Office: from the editing of the press releases to relations with the media up public relations even in the framework of corporate crisis.

The goal is to create attention and interest to products and companies, in order to establish a long-lasting and fruitful relationship with the Media. It is therefore to provide its clients with adequate visibility through the creation of articles that can reinvolve the media interest and give to the company the importance that they deserve.

The Press Office represents the conjunction between the editorial offices and the market and it must always be careful to innovations, preferring if necessary new technologies so as to make more usable and accessible content to recipients.

The deep knowledge of specialized magazines and the mainstream press allows specific operations both in the planning stages and delivery of product or institutional information, and the definition of targeted events.

WKE Italia devotes also himself to the entire organization and promotion of press conferences, press releases and the management and development of Public Relations.

All these tools, if designed for commercial use, can strengthen the credibility of the company and its Management tanks to the credibility they have in Media sector.



COMMUNICATION

Web Solution / APPS / E-commerce

To ensure that a web site is mapped by search engines in a functional way WKE Italia is involved on reporting all purpose solutions and offers services such as analysis and management of the appropriate position in the search Engine, choice and management of the -keys-, online campaigns aimed at generating leads, maintenance and creating websites or mini-sites produced with advanced technology and software platforms, without forgetting Newsletters as fundamental on line Marketing tools.

The use of the network and its most innovative channels is an essential action in designing suitable communication strategy that tends to promote the company and its products.

The diffusion of Smart phones and Tablet in different operating systems, allows us to create APPs to provide the company and the sales force of new working tools, fast, flexible and easy to download even from customers. There's complete synergy between the company's management systems and the outside world.

the knowledge of the social tools allow us to work with:





Advertising & Editor

Communication actions are designed and developed in tools above and below the line, both in optical business-to-Business and Business to Consumer. Our creative sector manages entirely the creation of advertising campaigns and graphic-communication tools that can give to the company visibility and credibility.

The editor sector produces publications and records magazines for various sectors. Every company knows that all these tools are relevant whether it is strengthening its placement, imagine, identity and values so as to loyalize customers and appear competitive in the market. Through them is possible to proceed with the promotion of the company's product, service and all the complementary activities.

The creation and spread of target Magazine, Newspaper and House Organ represents strategic procedure of enhancement of own company and services and from them derive the success of many commercial transactions aimed at making the company, with its vision and its products, the undisputed leader in the market. The goal is to differentiate its own identity compared to the competitors, highlighting the peculiarities and, at the same time, describing in a more comprehensive way the complexity of its offer.



METHOD

Communication, Marketing and Business Administration.

The quality of work is ensured by a precise and well-defined methodology. The division of tasks and the timely scheduling of activities allows you to keep under control scope, time and cost. Experience, professionalism and research opportunities are available to customers, who can rely on our ability to increase the value created.

Step 01

The vision and the analysis

Step 02

The project

Step 03

Enhance project





THE VISION AND THE ANALYSIS

The approach to a new project goes through a rigorous and detailed analysis of the existing situation. You need to be able to share with your Referrals language and a common vision, which enables you to make concrete ideas already applied and to propose new ones. It is therefore essential to a climate of dialogue and mutual cooperation in work teams, where trust is the foundation of the result.



Step 01
The vision and the analysis

Step 02
The project

Step 03
Enhance project



THE PROJECT

The definition of the scenario in which we will operate allows you to define the objectives to be pursued and what actions to take. The peculiarities of each project emerges through the deep knowledge of their Referrer and the definition of each activity, with specific objectives to be achieved. Managing a project means defining rules, times, costs, actors and responsibilities, constantly checking the progress of work and consistency with the objectives.



Step 01
The vision and the analysis

Step 02
The project

Step 03
Enhance project



ENHANCE PROJECT

The experience and the know-how acquired allow us to guarantee a specific added value to each project. The synergies developed with co-workers and the ability to fully manage the process are the foundation for process values to communicate to the outside.



Step 01
The vision and the analysis

Step 02
The project

Step 03
Enhance project

REFERENCES

AB Holding	industrial cogeneration
Ablerex	UPS producer
Acquamarcia	real estate company
ADEO Group	audio-video solutions
AET ITALIA	solar energy products
A&T Multimedia	audio-video integrate solutions
Agath	LCD TV
Alessi	audio-video professional solutions
Antica Bottega Digitale	e-commerce software
Armonia Computers	personal computers
Aros	UPS producer
Artel Software House	software for industry
Ascensit	informatic security
Asem	Informatic industry
Avanzini Group	raw materials
Axis	networking products
BSP Telecom Italia	Business Service Provider
Casaforte	self storage
Castello del Nero	wellness and tourism
Cima	industrial security
Clavister	informatics security
Compuprint	printers
Conergy	solar energy products
Cosmos	ICT distributor
CPG International	printers
Dah Lih	machine tool manufacturer
Deepvine Italia	informatic products
Dimensione Software	software for industry
Dolomia	cosmetics
EFA Automazione	HW and SW for industrial automation
Elmat	networking and solutions distributor
Enerray	solar energy products
ESPE Group	System Integrator - Renewable Energy
Eurotec	Industrial PC
Excelsa	videocontrol solutions
Fakro	construction solutions
Feel Audio Communication	professional audio equipment
FIAMM	batteries
FT Commerciale	machine tools

GEO-Monolith Italia	notebook and LCD display
Genicom International	printers
GSC Elettronica	UPS producer
Hedelius	machine tool manufacturer
Hyundai Kia Machine Tools	machine tool manufacturer
HS Group	chemical, design and biotechnologies
IBC Solar	designer and distributor for solar energy
IBM-Storage Division	storage
La Réserve	wellness and tourism
Level One	ICT industry
Loewe	televisions
Luxury System	lux technology
Komet	cosmetics
Kyneste	ASP software
Metodo	management software
Mobile Quality	notebook and accessories
Mondialcom	satellite navigation's kit
OST	software solutions for planning
PMI	Project Management Institute
Proteo	machine tool manufacturer
Riello UPS	UPS producers
Saint-Gobain Solar	solar energy products
SCT Ingegneria	technology for the production processes
SECO	PC products
Shunda	photovoltaic modules distributor
Socomec Sicon UPS	UPS products
Società delle Terme	cosmetics
Solon	photovoltaic modules producer
SunTechnics	project and installations in the renewable sector
Tandberg Data	storage
Toyoda Mitsui	production systems
Unifarco	cosmetics
Vegstor System	hw/sw storage solutions
VeronaFiere	Fair
Vimacchine	machine tools distributor
Vixel	networking products
Voltwerk	solar energy projects and plants
WKE World Key Energy	solar energy products
Wienberger	costruction materials
Yamaha	DVD producer



NETWORK

LONDON - POLAND - ROMANIA - INDIA - CHINA - TURKEY - MAROCCO

MANAGEMENT CONSULTING ■ MARKETING ■ COMMUNICATION



ROMA (Sede Legale)
Via Circonvallazione Clodia, 163/171
00195 (RM) - Italia
Riva 11002111000



PESCARA
(Sede Operativa Centro)
Via Einaudi, 3/D
65129 (PE) - Italia



VICENZA ALTAVILLA
(Unità Locale Nord)
Viale Ticino, 31
36077 (VI) - Italia

840 000 626
www.wke-mp.com