



ANCONA MOLE Auditorium 18 giugno 2019

SCHEMA GIURIA

Università - corso di laurea - insegnamento - docente *University - degree -subject - teacher*

Università degli Studi di Macerata
Scienze della Comunicazione, Mediazione Linguistica
Marketing
Giacomo Gistri

Nome progetto *Project name*

TipicoMarche

Squadra *Team*

Giorgia Pasqualini, Domenico Bruno, Leonardo Trillini, Riccardo Cammoranesi, Cecilia Langiotti, Alice Giancaterino, Luca Brunelli

Idea *Idea*

Tipico Marche is a new kind of restaurant. Our target is composed by people who have not enough time to come home for lunch and need to have their meal quite quickly. Quickness is always associated with fast foods like McDonald's, Burger King and other ones. There is a gap between the quality of the meal and the time needed to consume it. Our idea is to create a new type of service which permits to quickly eat healthy and traditional food. Our customers will be able to book their meal using our app avoiding the line. They just need to download it from the App Store or Google Play Store, register, make an order, choose the time that suits them best for eating and pay with Paypal or Credit cards. Then, they just need to come to our restaurant at the scheduled time to find their lunch ready. Quality food will come from certified suppliers located in our territory, some of them will be those affected by the 2016 earthquake, this will increase our project sustainability. Another important aspect is the innovative furniture that we thought for our locals. In fact, we will set up our restoration points following the main features of all the five provinces. It will not only attract customers' interest but also reproduce the atmosphere of our region from the sea to the mountains, through its wonderful countryside and artistic heritage, best expressing our proposal.





ANCONA MOLE Auditorium 18 giugno 2019

Problema e soluzione *Problem and solution*

Tipico Marche is the new way to have a traditional meal. Our idea comes from the social need of joining Marche traditions and innovation. Nowadays, our society lives fast, runs fast, eats fast and works fast. What is the problem in it all? Waiting. This is the main point that our idea focuses on.

We tried to eliminate queues, inconveniences, avoiding people to waste their own time. Furthermore, we identified the popular trend of eating a typical tasty meal, with the pleasure of having a complete consciousness of their origins and roots. We searched a solution to benefit both requests. Our mission goes back to these needs, and it is based on 3 simple key concepts:

- **Innovation:** we offer the brand-new opportunity of joining technological tools and traditional aspects of the local culture. Our customers can book their own meal by using our app or website, directly designed to simplify the buying process. It will allow people to avoid a large waste of time, due to queues, disorganization, waiting preparations. There will be an innovation for management too: technology will help us with real time sales performances, computers will plan the timetable for the kitchen, automatic planning of orders will help suppliers and employee to manage their schedule;
- **Taste & Learn:** clients can check and follow our supply chain to discover beautiful villages located in the Marche hinterland. In addition, they can use in-store tablets placed on the tables, which are provided with our app and our website that will give customers some information about the food we use. We will monthly organise special events in collaboration with our partners to tell clients the story and origin of their products.
- **Sustainability:** sustainability plays an important role in our project because we want to support the local community in an ethical way.

Obiettivi *Objectives*

Our main aim is to sponsor our region's products, to offer a fast service and to involve local farms damaged by the earthquake. They will cover the role be our partners for supplies and events. What is an event? Free food tasting, after 6 months of activity, during weekends.

Impatto *Impact*

Local farmers will supply our company. Our collaboration will help them and the whole territory to recover from the social and economic damages caused by the recent earthquake. Our events will also sponsor Marche's products to generate awareness among clients.

Sviluppi futuri *Future Plans*

We developed a specific timeline that foresees the beginning of the events by 6 months, the launch of an e-commerce by 12 months, the opening of a new store in Urbino by 24 months and in Ascoli Piceno by 36 months.