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| --- | --- | --- | --- | --- | --- |
| ***Who helps you******(Key Partners)***Jewellery, jewelry, marriage, ring, rings, wedding icon - Download on  Iconfinder***- Farmers******- CREA OF di Pontecagnano (Agro-economic Research)******- Pizza Association of Tramonti*** | ***What you do******(Key Activities)******- Transform tomatoes and create a market for niche tomato sauce products*** | ***How you help******(Value preposition)***Gift box icon design present symbol isolated Vector Image***- Quality food******- Healthy diet******- Italian traditions******- Family values******- Beautiful landscape******- Unique story*** | ***Why you do it*** ***(Social impact & mission)******- Protect the cultural and natural landscape******Zurück mit einfarbiger FüllungZurück mit einfarbiger Füllung- Keep the traditional farming and lifestyle alive*** | ***How you interact******(Relationships with customers)*** ***- Personalized marketing******- Personal visits and lunch together*** | ***Who you help******(Customers)***Child Icon Symbol Vector - Icons Child, HD Png Download , Transparent Png  Image - PNGitem***- Pizzerias with special Italian products (abroad)******- Italian families in the nord in need of quality tomato sauce******- Shops of Italian rarities (abroad)***  |
| ***Who you are and what you have (Key Resources)***Diploma icon Royalty Free Vector Image - VectorStock***- Seeds******- Re Fiascone label******- Transformation “Recipe”******- Connection to the territory*** | ***How they know you and how you deliver (Channels)***Conow Communication - Symbol Communication Png Black, Transparent Png -  kindpng***- Our website & online shop******- Journalistic reporting of eno-gastronomy (GEO 3,…)*** |
| ***What you give******(Costs)*** Money in hand icon symbol Royalty Free Vector Image***- Tomatoes (1/3 of costs)******- Transformation (1/3 of costs)******- Marketing, Management, Office, Administration,… (1/3 of costs)*** | ***What you get*** ***(Revenue and benefits)*** Income Growth Icon Graphic Dollar Sign Emerging Plant - Stock Vector , #AD,  #Graphic, #Dollar, #Icon, #Income #AD | Dollar sign, Graphic, Dollar***- Revenue from tomato selling******- Saving the terraces*** |