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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*** | |