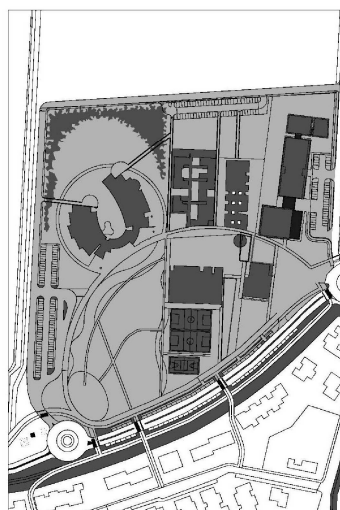




NUOVO POLO SCOLASTICO
LIDO ADRIANO - RAVENNA

PROGETTO DEFINITIVO-ESECUTIVO

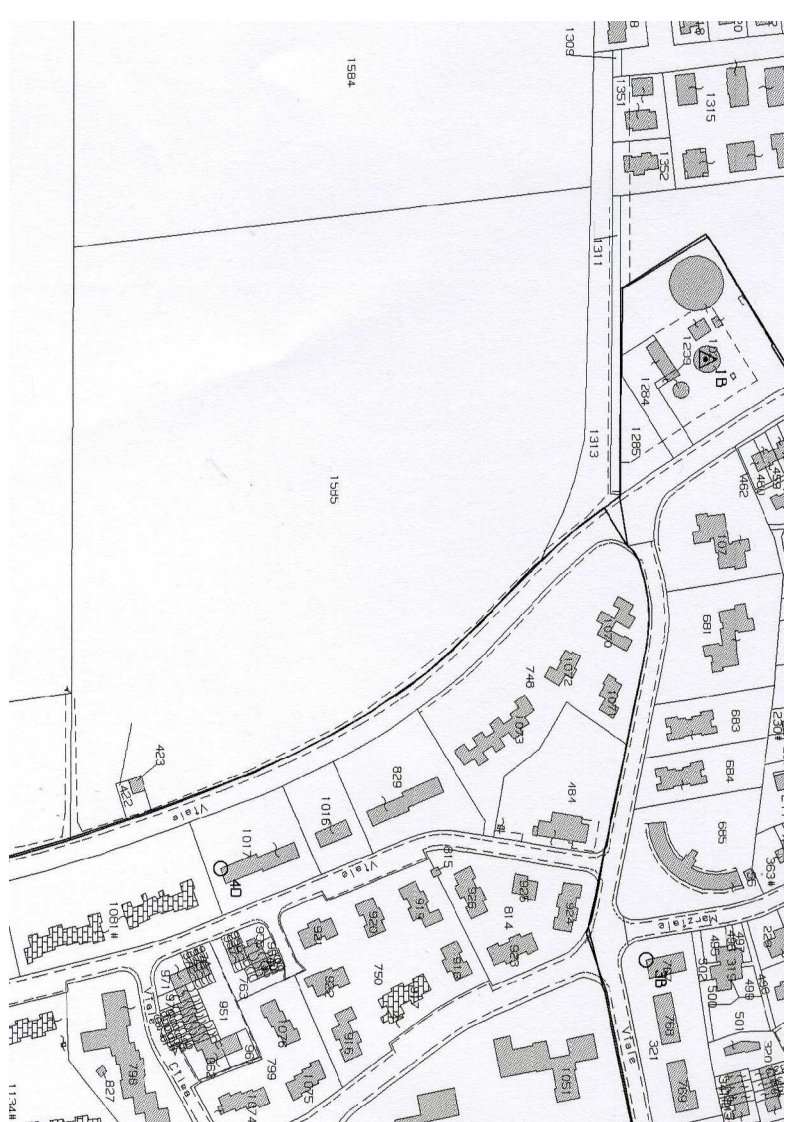


Segmentation Target Market	Positioning USP/Key Benefit	Product Description	Price Value Proposition	Promotion Marketing Mix	Place Distribution Channels
Corporate Clients B2B Segment	Cost-Effectiveness Reliability	High-Quality Customized Solutions	Competitive Pricing Volume Discounts	Trade Shows Direct Sales	Global Distribution Network
Individual Consumers B2C Segment	Convenience Personalization	Wide Range of Options User-Friendly Interface	Subscription Models Pay-Per-Use	Digital Marketing Social Media	Online Retailers Direct-to-Consumer
Government Contractors	Compliance Security	Secure Data Handling Regulatory Adherence	Fixed-Fee Contracts Long-Term Agreements	Government Procurement Direct Sales	Global Distribution Network
Non-Profit Organizations	Transparency Social Impact	Donation Management Fundraising Tools	Non-Profit Discounts Grant-Funded Solutions	Non-Profit Networks Community Outreach	Global Distribution Network
Academic Institutions	Research Support Educational Resources	Research Data Management Educational Software	Academic Pricing Research Grants	Academic Conferences Direct Sales	Global Distribution Network
Healthcare Providers	Patient Care Data Security	Medical Data Management Patient Engagement Tools	Healthcare Discounts Insurance Reimbursement	Medical Conferences Direct Sales	Global Distribution Network
Financial Institutions	Investment Management Risk Mitigation	Portfolio Management Risk Assessment Tools	Financial Discounts Investment Advisory Fees	Financial Conferences Direct Sales	Global Distribution Network
Real Estate Developers	Property Management Market Analysis	Property Listing Management Market Trend Analysis	Real Estate Discounts Commission Structures	Real Estate Conferences Direct Sales	Global Distribution Network
Manufacturing Companies	Production Efficiency Quality Control	Production Data Management Quality Assurance Tools	Manufacturing Discounts Bulk Order Pricing	Manufacturing Conferences Direct Sales	Global Distribution Network
Energy Sector	Renewable Energy Energy Efficiency	Renewable Energy Solutions Energy Efficiency Tools	Energy Discounts Renewable Energy Incentives	Energy Conferences Direct Sales	Global Distribution Network
Transportation Companies	Logistics Optimization Fleet Management	Logistics Data Management Fleet Tracking Tools	Transportation Discounts Logistics Partnerships	Transportation Conferences Direct Sales	Global Distribution Network
Telecommunications	Network Reliability Customer Support	Network Performance Monitoring Customer Support Tools	Telecom Discounts Service Level Agreements	Telecom Conferences Direct Sales	Global Distribution Network
Media Companies	Content Creation Audience Engagement	Content Management Systems Audience Analytics Tools	Media Discounts Advertising Partnerships	Media Conferences Direct Sales	Global Distribution Network
Government Agencies	Public Safety Data Security	Public Safety Data Management Data Security Tools	Government Discounts Public Safety Grants	Government Conferences Direct Sales	Global Distribution Network
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00	Emissione	C. Majot	L. Leonetti	15/12/2014
Rev.	Descrizione:	Revisione	Convalida	Approvato
LABORATORIO:				
Data:				

PLANIMETRIA GENERALE

Codice Intervento: FASCCOLO.2014/06.0531 Scala:	Codice Entità: G421	Codice Fase: D/E	Codice Elemento: P01
Scala 1:200 File: G421-2014/06.0531-D/E-F01_R00	Data: 15 dicembre 2014	Revisione: R0	



STRALCIO PLANIMETRIA CATASTALE



STRALCIO R.U.E.

