

PINARO PRESENTATION

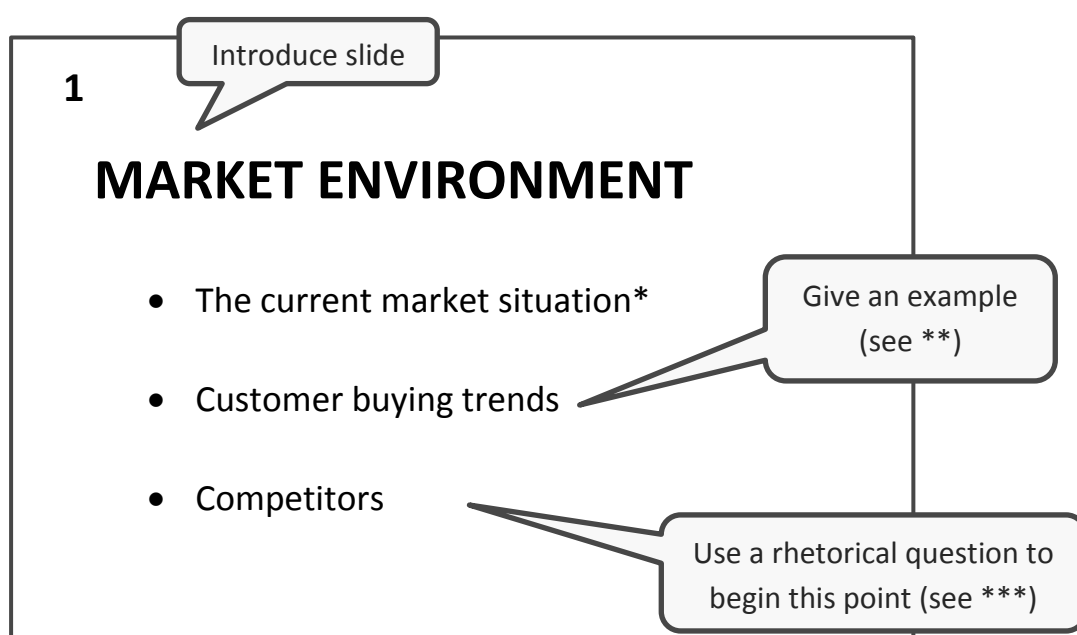
Follow your Trainer's lead in preparing and making the 6-slide presentation that follows.

Context

A start-of-year presentation is being made by the management of Pinaro, an Italian luxury goods brand specialised in high-end leather products. The objective is to outline plans for the forthcoming year to all members of staff at their Milan headquarters.

Your objective

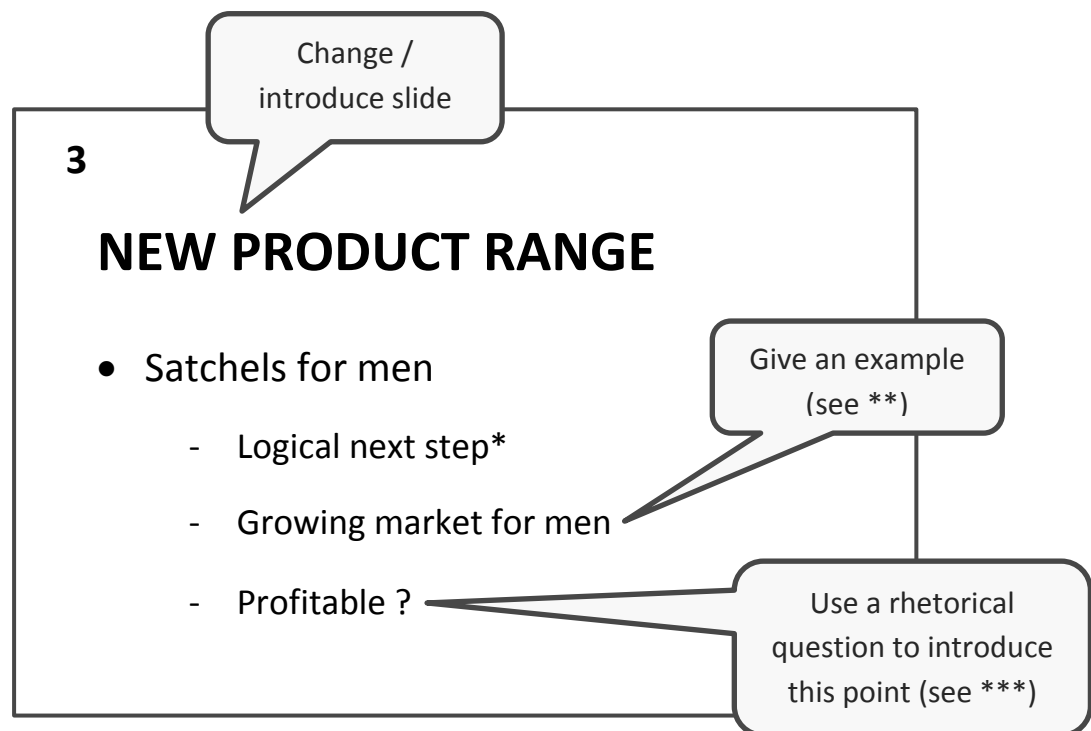
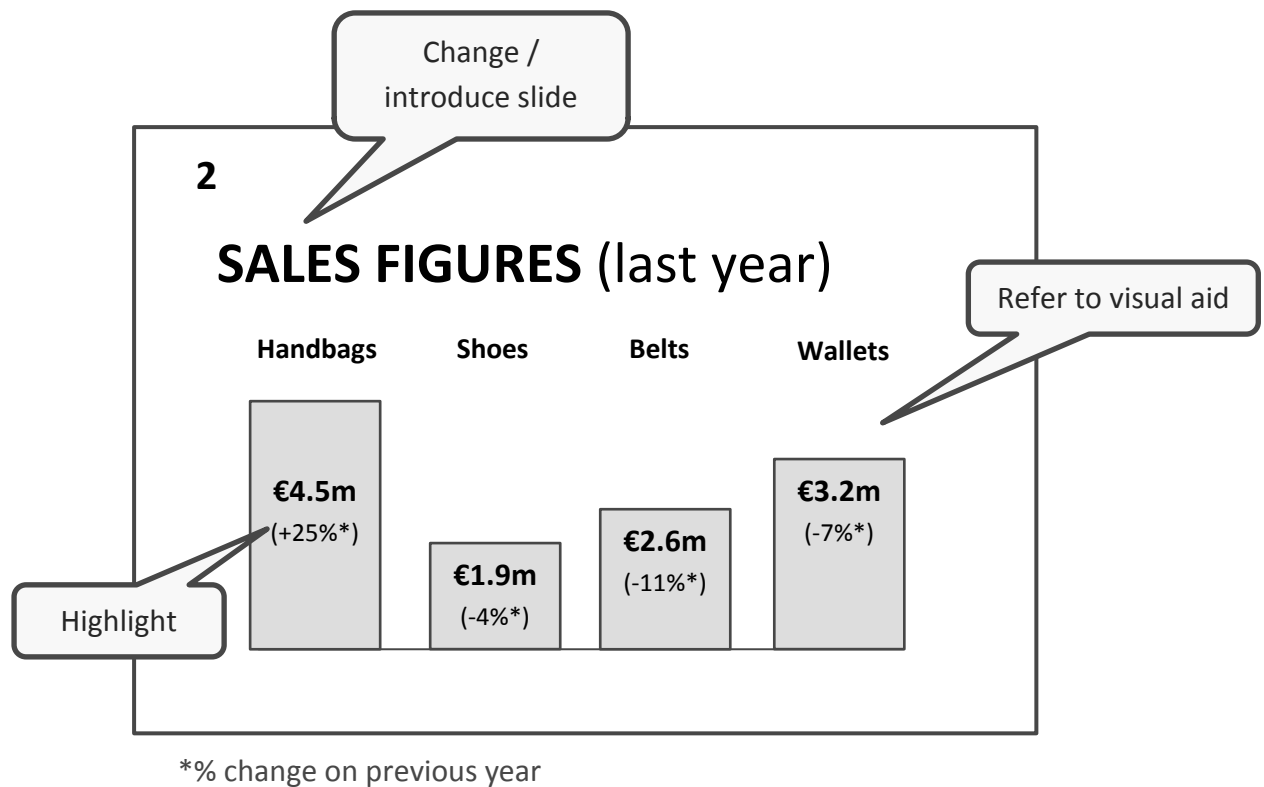
Prepare and present the 6-slide presentation (one slide per person or per small group, in line with your Trainer's instructions), making sure to use the language functions indicated.



*Difficult: financial crisis. But Pinaro has maintained market share.

**Buying less often, but spending more per item. Example: expensive handbags = best seller

*** Two new competitors: Toscana and Salamanca (specialised in leather goods, lower quality than Pinaro)



*Product similar to existing Pinaro products: same clientele

**Market research: 65% more men are carrying satchels now in comparison to 5 years ago

*** We think so: know-how and existing position in the leather goods market

4 Change / introduce slide

RESTRUCTURING

- Changes to management*

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graph TD
    CP["Chris PINTO (CEO) **"]
    PR["Paolo RIZZO*** (CFO)"]
    TP["Theo PISANO** (Marketing)"]
    CC["Carla CONTI*** (HR)"]
    CP --- PR
    CP --- TP
    CP --- CC
  
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Refer to visual aid

Highlight

Highlight

* Some senior managers have left the company = changes
 ** Keep existing position
 *** New

5 Change / introduce slide

FLAGSHIP OUTLET, NEW YORK

- Milan... Paris... NEW YORK*
- Increase presence in US**
- Positive market place

Use a rhetorical question to begin this point

Give an example (see ***)

* Success of outlets in Milan and Paris > continue this strategy
 ** Pinaro sells mostly in Europe at the moment
 *** Example: sale of luxury goods in New York ↗ 18% last year, despite financial crisis

