



# Alveare <sup>da</sup> Favola

# Chisena Sara

# Guri Ani

# Nobile Eleonora

# Damato Giusj

# Liotta Ettore

# Maglietta Salvatore

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# About the firm

- Apulian business founded in 2020, headquartered in Cassano delle Murge;
- Focus on showcasing the significance of bees;
- Emphasize how bee cooperation can inspire similar collaboration in our lives;
- Offer bee-involved therapy as a solution for de-stressing;
- Main services include: Narrated tastings, Beauty treatments featuring bees, Adventure tourism, Honey and landscape workshops and Hive product workshops;
- Strong commitment to **sustainability**, evidenced by the obtained CETS certification.

## Mission:

Promoting bee and environmental well-being through sustainable practices and offering educational experiences.

## Vision:

Becoming a leading authority, inspiring communities and providing a sanctuary for well-being.



# Bee Therapy

**Bee therapy** (apitherapy) uses honeybee products to treat health conditions and enhance well-being.

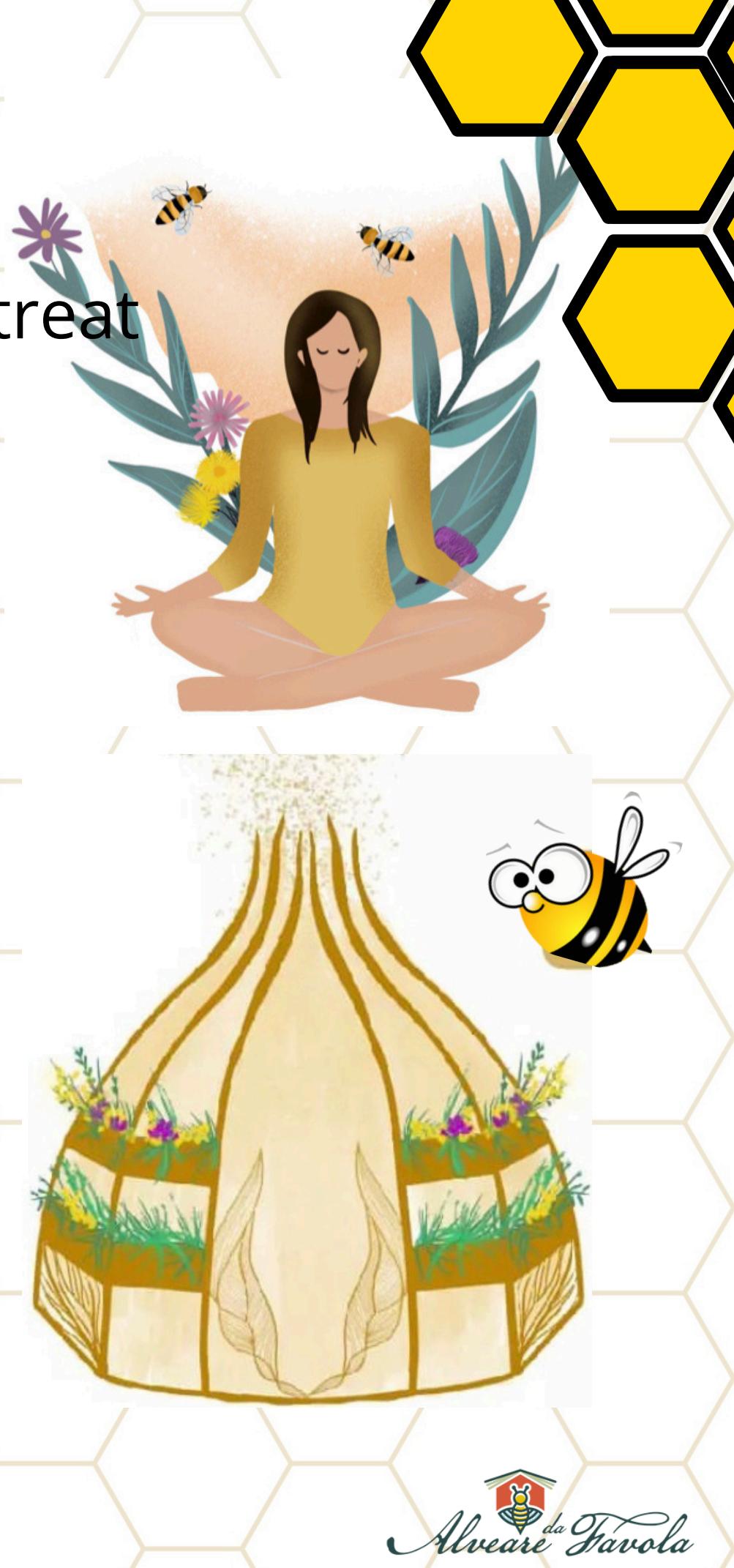
Some benefits, such as:

**Relaxation**: Induced by the soft sounds of bees on the honeycomb.

**Wound Healing**: Honey's antibacterial and anti-inflammatory.

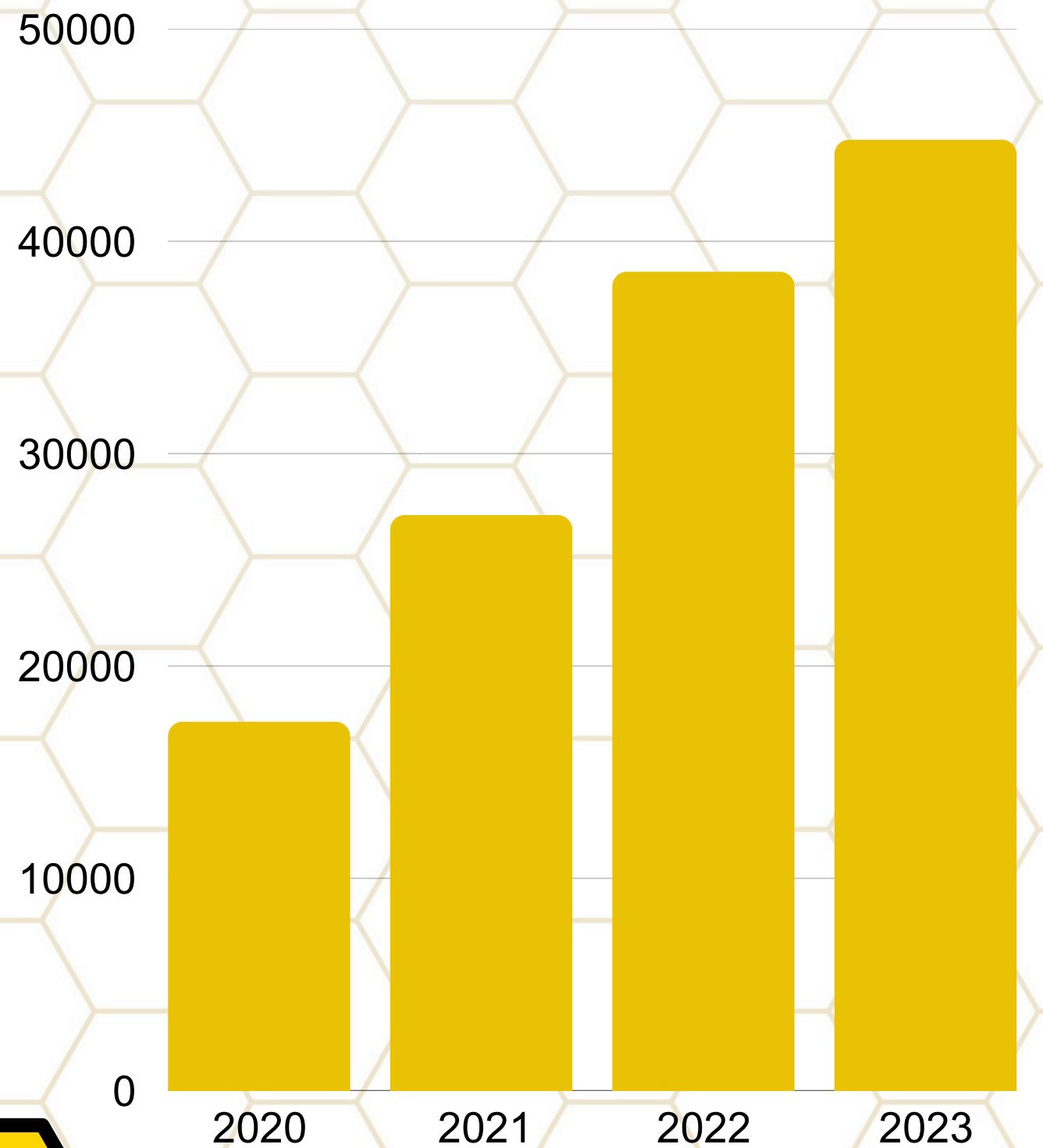
**Energy and Vitality**: Royal jelly boosts energy and reduces fatigue.

**The Holistic Apiary**: Combines beekeeping with bee therapy, focusing on bee well-being, environmental sustainability, and therapeutic benefits.



# Milestone

Balance  
2020 - 2023



**2020** Activity Opening

**2021** Tourism market

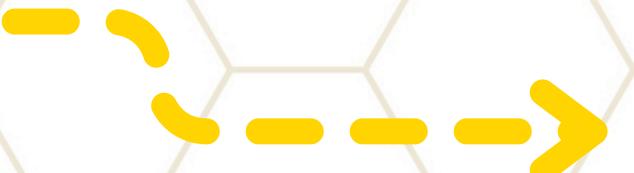
**2022** Bee-education

**2023** Profit increase

# Sustainability

Alveare da Favola priorizes sustainability and bee ecosystem protection.

- Practices focus on minimizing human interventions.
- Promotes natural honey production by bees.
- Ensures most honey is reserved for the needs of bee families.
- Only surplus honey is extracted.



Company structure reflects a commitment to gender equality.

- **Vicky**, the CEO, holds the majority of decision-making process.
- Promotes self-determination of women and girls.

Plans for future expansion include a wide range of unique bee-related experiences.

- All aligned with the United Nations 2030 Agenda sustainability goals.

*Honey collection and sales are secondary to the company's main objectives.*



# Pestel

## ENVIRONMENT

- Environmental sustainability
- Climate change
- Biodiversity

## LEGAL

- Intellectual property
- Legal liability
- Certifications

## TECHNOLOGY

- Research advancements
- Digital platforms
- Unique structures

## POLITICAL

- Government regulations
- Health regulations
- Subsidies

## ECONOMIC

- Economic trends
- Access to funding
- Market demand

## SOCIAL

- Social acceptance
- Health and wellness trends
- Public perception
- Education

# Porter's Five Forces

## Supplier Power

Suppliers wield significant bargaining power due to the abundance of substitutes available to them.

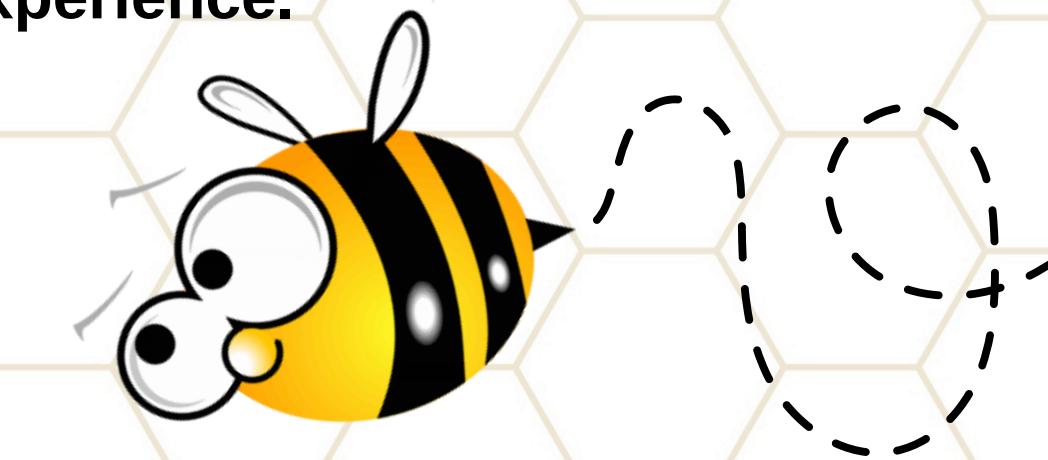


## Competitors



## Buyer Power

Buyers possess considerable low bargaining power due to the lack of similar alternatives to this experience.



## Threat of New Entry

The likelihood of new competitors entering the market is low due to the novelty of the sector, which requires several years of study and expertise.

## Threat of Substitutive Products

Includes recycling and upcycling workshops, interactive botanical gardens, and educational agritourism experiences.

# Marketing

- **PRODUCT:** Ape educazione with Immersion in nature. API-Terapia with beehumming (buzzing) and bee-aromatherapy (Inhalation of the hive air), treatment using wax and honey. Ape Turismo with activites
- **PRICE:** price varies from the type of experience required starts from the lowest to APE TOURISM up to rise with various treatments
- **PROMOTION:** Several collaborations with the Pro loco and tour operators
- **PLATE:** focus on their SOCIAL PAGE and numerous interviews and attendance in local news such as TGR and Studio aperto.



Alveare da favola aim to position their products within the minds of their consumers for select the right product. Their priority is to 'learn about bees'



# Competitors



**Little to no competition exists** as companies often collaborate to foster industry growth.



Around 20 other companies in Italy operate similarly, although they target different geographical areas or regions.



The Italian market is segmented, based on **consumer** preferences and convenience.



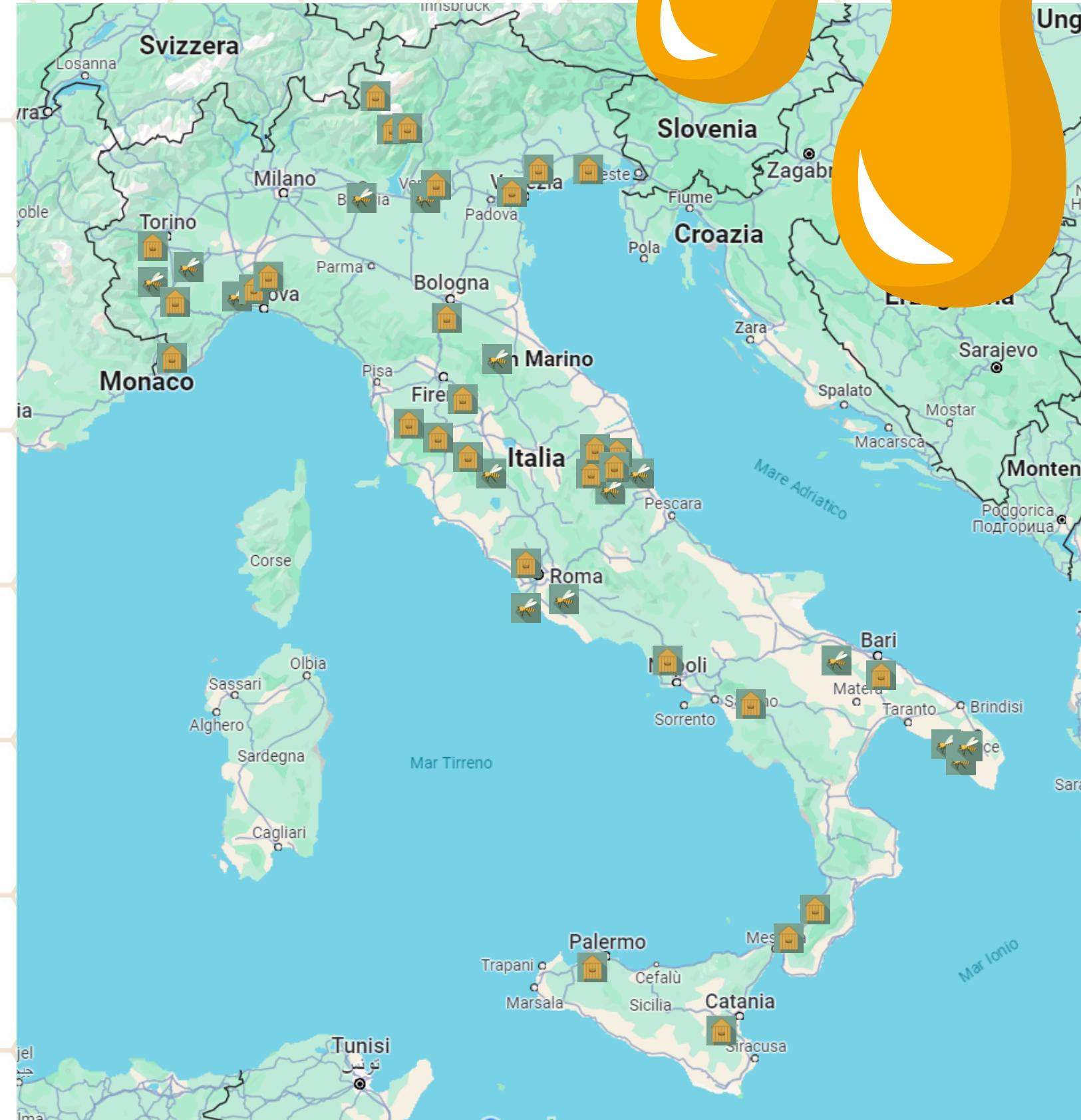
Alveare Da Favola distinguishes from competitors through **innovative product** offerings, particularly benefiting the Puglia region.



While other local companies primarily **focus on selling products** such as honey, propolis, and royal jelly, Alveare Da Favola serves this market segment only in a smaller quantity.

Bee-therapy firms

Honey production firms

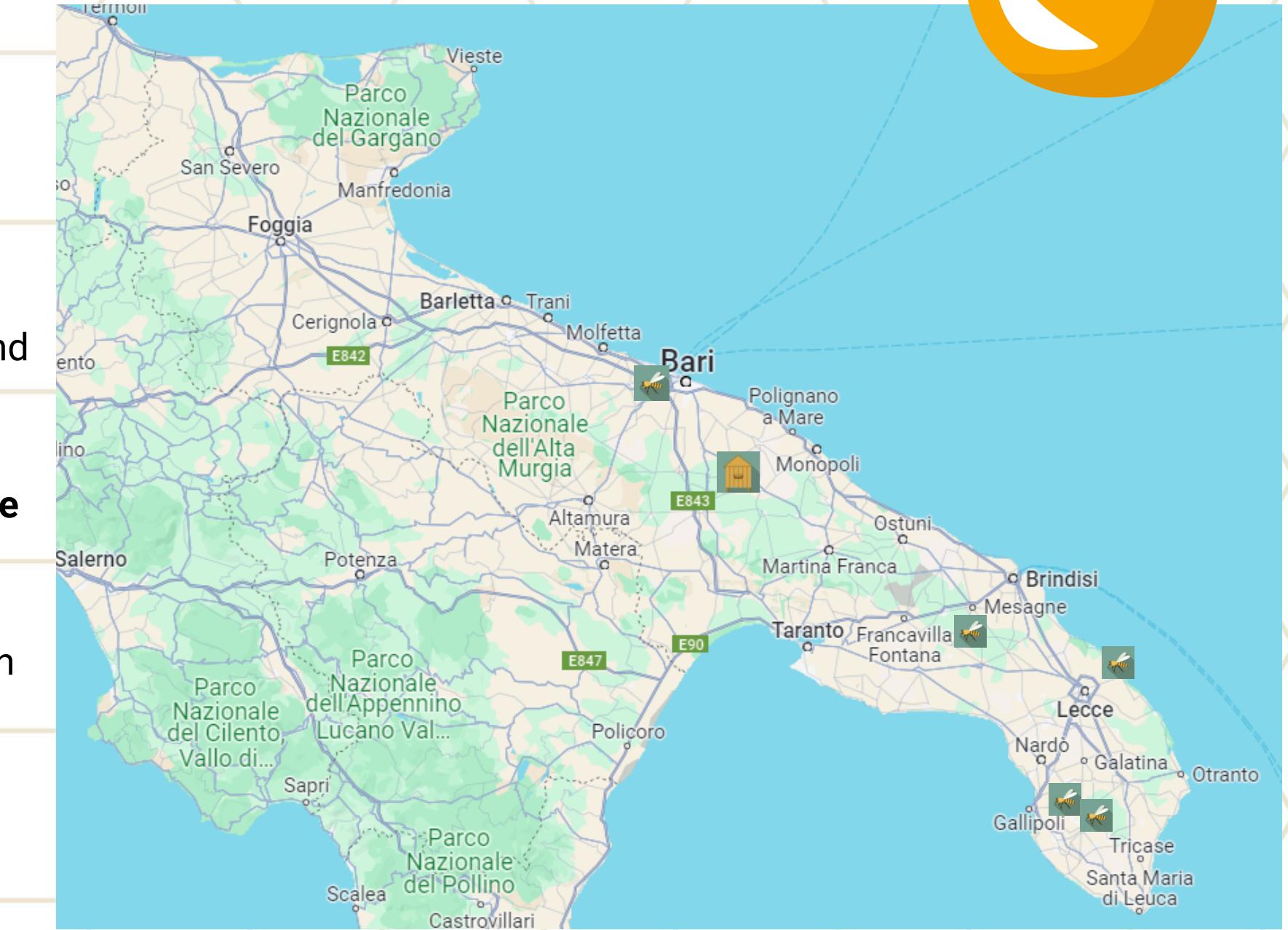


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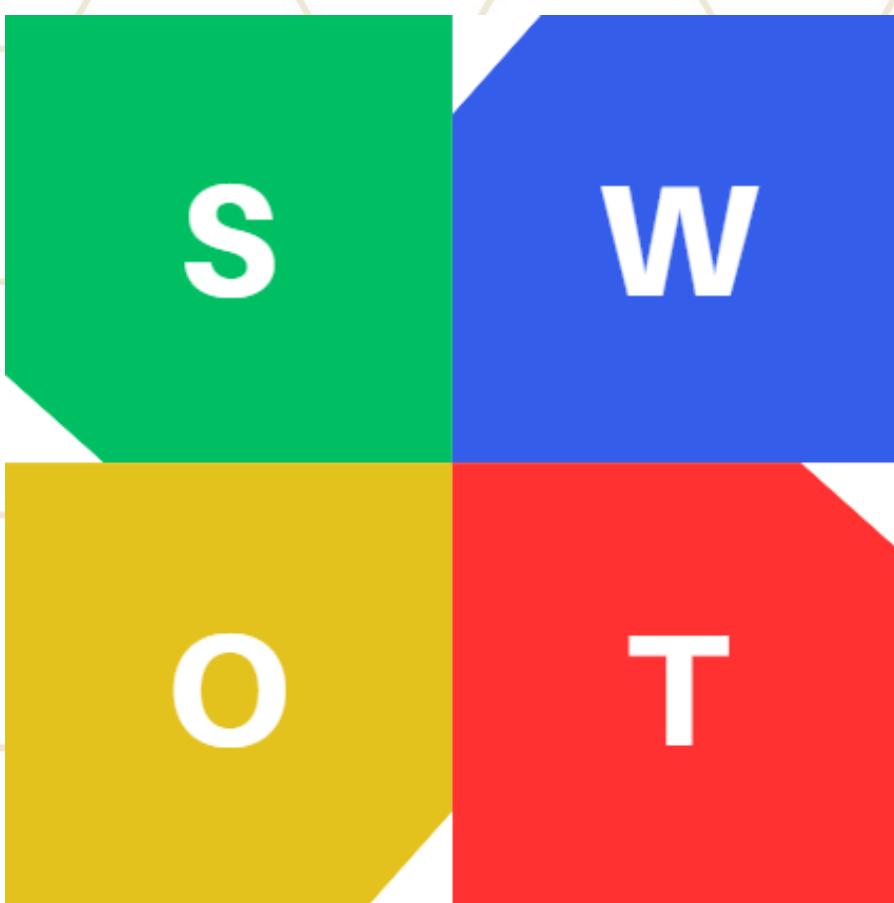
Honey production firms



# SWOT Analysis

## Strengths

- Knowledge
- Natural Resources
- Market Exclusivity



## Opportunities

- Market Diversification
- Educational Purposes
- Collateral Products

## Weaknesses

- Environmental Sensitivity
- Seasonality
- Safety

## Threats

- Regulations
- Public Perception



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# **Business Plan**

## *Increasing Earnings and Creating New Facilities*

The 3 steps needed to reach this objective are:

### ***1. Integration of new professional figures***

- Marketing Manager
- Financial Manager
- Project Manager
- Others



# **Business Plan**

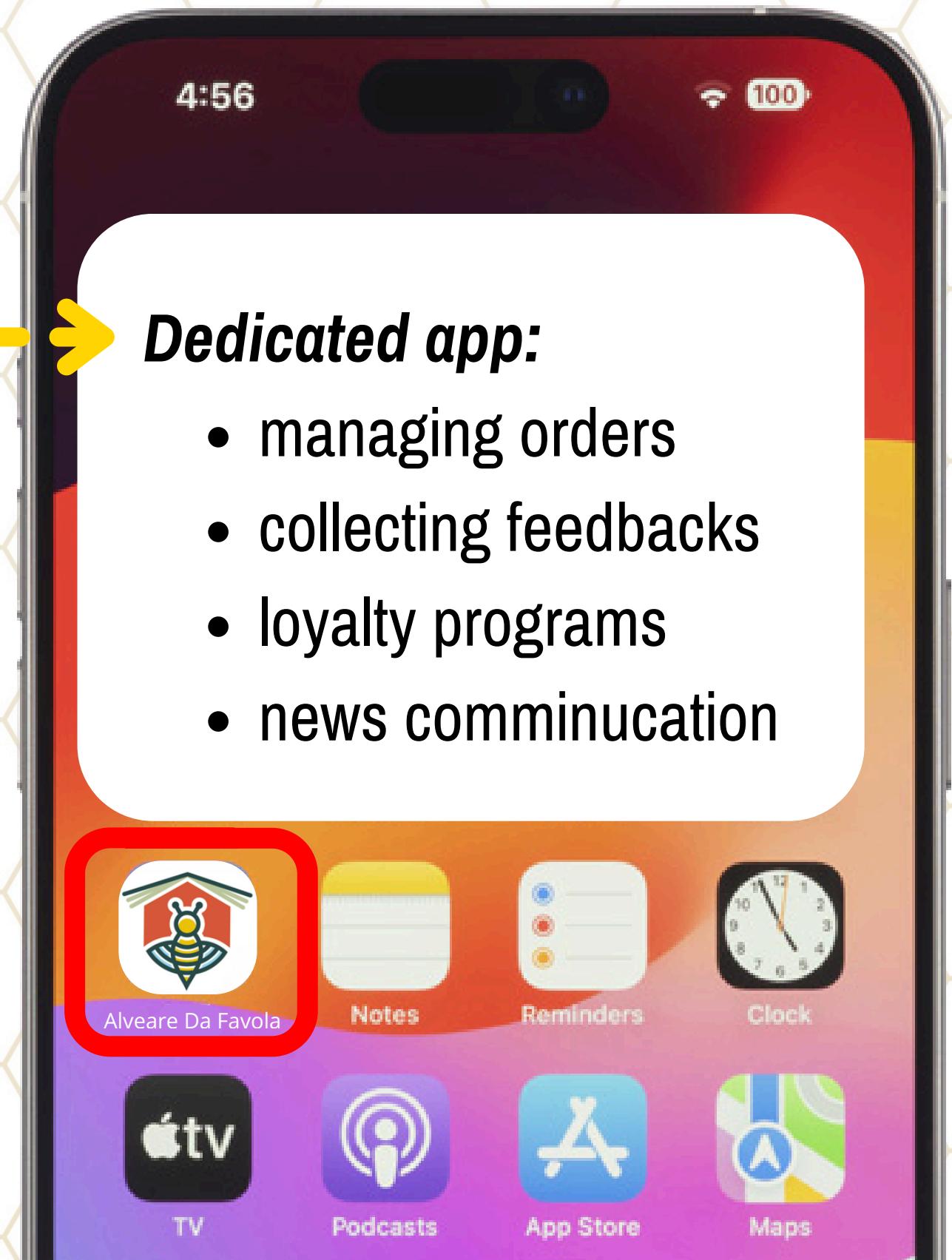
## **2. Networking**

Using tools, such as:

- Advertisement campaign
- Community involvement
- Collaboration
- Transparent Communication

**Dedicated app:**

- managing orders
- collecting feedbacks
- loyalty programs
- news communication



# Business Plan

## 3. Food & beverage services

Offering food and beverages that satisfy tastes and reflect our commitment to sustainability.

The selection will therefore focus on bee-related products like:

- Honey and honey-based products
- Organic beverages
- Sustainable foods



Using a food truck

That can host private and public events.

# The Roadmap

