

*“younG ENterpreneurs In eUropean Schools”*

# GENIUS E+

Meeting in Chania, 16-23 April 2016



**Business plan realized by:**

VENTURELLA GIUSEPPE  
MESSINA ETTORE  
D'ALEO PIETRO  
PALAZZOTTO CHRISTIAN  
SEMILIA IVAN  
TUZZOLINO SAMUEL

**Teachers:**

MERCURIO GIUSEPPE  
PAVONE ANDREA

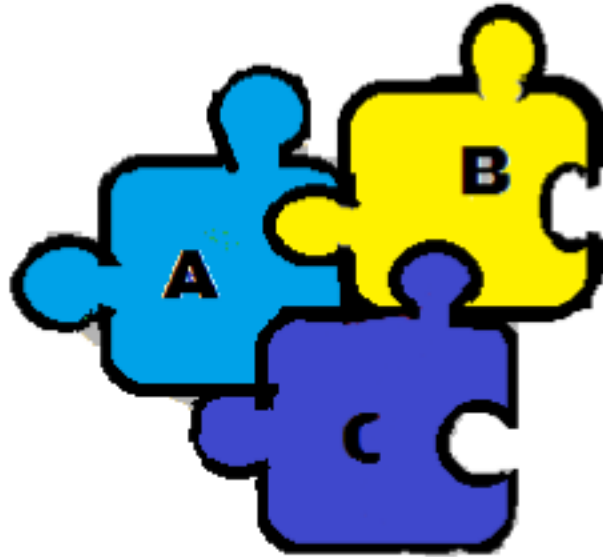


↑ Cathedral of Palermo



↑ Teatro Massimo of Palermo

↑ Establishment of "A.B.C. Service Company"



## **A.B.C. Service company**

**The “ABC service company” is a limited liability cooperative company established in Palermo (Italy), 364, via Leonardo Da Vinci.**

# MISSION:

The keywords of our mission are...

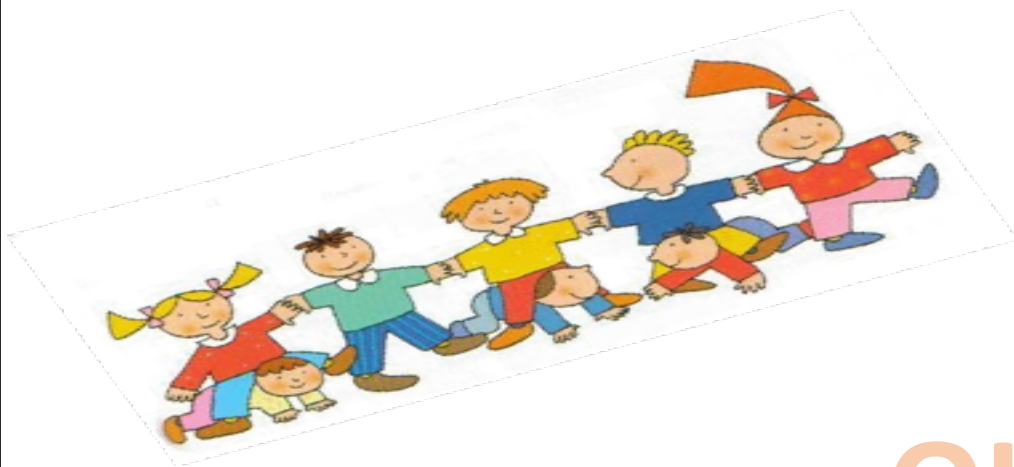
**No stress**

**SUPPORT**

**WELCOME**

**Time optimization**





# OUR SERVICES







# SUSTAINABILITY



The business idea appears sustainable both in economic terms and in the environmental one.



## STRENGTHS:

- Innovativeness of the business idea with respect for the territory, with the absence of direct competition;
- Professional competence gained by the frequency of specific education/training;
- Competitive prices and the possibility of discounts thanks to special agreements with the malls;
- Location inside the mall.
- Growth of the attention towards the environmental protection.



## POINTS OF WEAKNESS:

- Low awareness;
- Modest initial financial availability;
- Reduced experience;
- Distance from the residential center.

**WEAKNESS**

**PRESIDENT  
GIUSEPPE VENTURELLA  
CEO**

**ETTORE  
MESSINA  
RESPONSIBLE FOR  
ADMINISTRATION  
AND FINANCE  
(Accounting,  
Financial  
transactions)**

**PIETRO D'ALEO  
RESPONSIBLE  
COMMERCIAL  
AREA  
(Market  
Analysis,  
Marketing,  
Sales)**

**SAMUEL  
TUZZOLINO  
RESPONSIBLE  
PRODUCTION  
AREA  
(Programming,  
Production,  
Providers and  
purchases)**

**IVAN SEMILIA  
RESPONSIBLE  
GENERAL AREA  
AFFAIRS  
(Public relations,  
Internal activities)**

**CHRISTIAN  
PALAZZOTTO  
RESPONSIBLE  
HUMAN  
RESOURCES  
(Staff, Training and  
development)**