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# Foglio di lavoro relativo all’unità d’apprendimento M1.1«Il panino: dall’idea alla propria impresa»

Avete visto il video “Il panino: dall’idea alla propria impresa”. Sono state presentate diverse fasi: l’idea, il prodotto, lo sviluppo del prodotto, la determinazione del prezzo, ecc.

Di seguito trovate alcune consegne relative alle diverse fasi. Rispondete con frasi complete. Negli elenchi potete usare delle parole chiave.

1. **L’idea: descrivete l’idea imprenditoriale dei due fondatori.**

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1. **Il prodotto: spiegate che cosa rende il prodotto speciale (ossia il carattere distintivo)**

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1. **Sviluppo del prodotto: spiegate come fanno i due fondatori a sviluppare il prodotto.**

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1. **Determinazione del prezzo: descrivete in quale modo i due fondatori determinano il prezzo.**

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1. **Resistenze: citate le resistenze con le quali lottano i due imprenditori.**

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1. **Ricerche di mercato: a) Descrivete come i fondatori testano il proprio prodotto sul mercato.****b) Menzionate i risultati della ricerca di mercato.**

a)

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b)

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1. **Marketing: menzionate le attività di mercato con le quali i due imprenditori si attirano l’attenzione degli acquirenti.**

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1. **Attività: elencate in ordine cronologico tutte le attività che i fondatori hanno svolto nel tempo.**

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1. **Riflettete: secondo voi quali sono i punti di cui bisogna tenere conto per avviare un’azienda come quella dei “ragazzi del panino”?**

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