



# ITALGENIA COLLECTIONS

Company profile

**ITALGENIA**  
**COLLECTIONS**  
Company profile

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Our Tradition of  
**Made in Italy**  
comes from  
our **past** and  
**colture** of  
perfectionism  
of our **art**



## CASE HISTORY

Italy has always been synonymous with quality that comes from a tradition of craftsmanship to research beauty together with the functionality of everything we are inspired to create. From design to architecture, from fashion to cars, the common denominator is always the same, creating something unique that remains in time because this is our everyday spirit fueled by the passion we want to express in the objects we create.

Technology and know-how have not altered the characteristics of our work, and have added efficiency.

Today's competitiveness requires the realization of more and more products through the large sub-supply industries that supply the large distributions all over the world and which ensure high quality standards and lead times compatible with the market needs starting from the transformed semi-finished product, concept that makes the Made in Italy even more attractive for the type of manufacturing as well as highly competitive.

For those who still do not know us, before developing any project, we invite our partner to visit us to show our headquarters and the whole supply chain of the furniture district.

These **Values**  
are what make  
our districts  
**unique** and  
**recognizable**  
all over  
the **world**

# ABOUT US

Italgenia is a company focused on:



## Marketing & Consulting Project of Internationalization

The projects of internationalization and the management of international markets on behalf of leading companies mainly in the furniture sector has allowed us to consolidate and implement the effectiveness of our methods in achieving important results that have created solid and lasting business relationship.

The reasons are our actions that create a unique team between the companies and the top market players. At the base of our success 2 important characteristics: Presence and Permanence, the first guarantees stability and therefore confidence while the second the continuity of actions.



## Supply & Logistic management of Made in Italy products

Our thirty-year experience has matured within the furniture chain, with a highly professional staff with a deep knowledge in all production processes and a perfect expertise of the Sub Supply Chain able to start processing the procurement from the costs of the raw materials processed. We have been candidates and selected by some groups, the most important in Dubai as consultants for the Italian products they need for large projects and in different sectors, such as Construction, Furniture, Hospitality, Security and others, managing both the development of technical features up to the supply of all items.

# MARKETING CONSULTING

Experience and flexibility to maximize your resources

## The actions that we perform are:

- Mission of the company
- Analysis of products / services
- Staff involved in the competence area
- Analysis of existing communication tools
- Analysis of marketing strategies
- Analysis of the information relating to marketing
- Identification of strategies to be adopted

## Programming related to strategic projects such as:

- Analysis products - services / market areas - Italy - Foreign countries
- Market Segmentation
- Analysis / implementation of geographical coverage
- Communication tools: catalogs / web
- Identification visibility tools : customers / distributors
- Marketing strategies dedicated

## Customize your solution

One of the major difficulty that companies face today, is flexibility when they need a professional and managerial level person. You can optimize their resources with a non-subordinate relationships and highly flexible, so that the management of each activity, will maximize its effect, without a heavy weight for the companies.

## Our presence through the following steps:

- Analysis of the need
- Development of strategies
- Finalize the missing tools
- Planning and construction
- Checkup



**Our target** is giving **more** and **better visibility** to the products / services promoting the advantages and main features through the **most appropriate** instruments that will help you to **reach the target** company previously planned and shared in the strategic **marketing plan.**

# SUB SUPPLY CHAIN

**FF&E**  
Furniture, Fixture & Equipment

**SOE**  
Service Operations Equipment

Our areas:  
Hospitality  
Commercial  
Residential  
Public Areas

The competitiveness of today requires the realization of more and more products through the large sub-supply industries able to serve the large scale distributions all over the world and which ensure high quality standards and lead times compatible with the market needs starting from the raw materials transformed.

This strategy makes the Made in Italy even more attractive for the unique know how of manufacturing as well as highly competitive.

## OUR LOGISTIC PLATFORM



The logistic platform allows to guarantee the quality and the lead time of the loads in case the goods need to be consolidated in storage because ordered by different suppliers or sub-suppliers. The direct supervision with our staff maintains continuity from the order of each individual item to the delivery without the control actions being assigned to other personnel. Logistics is an important and fundamental part of the whole quality process.

Logistics Options as per client request:  
Ex Woks | FOB | C&F | DDP on site

- Suppliers
- Logistic Platform
- Italgia Office

## OUR ACTIVITIES FROM ITALY



### Project Analysis

- PDF analysis
- BOQ analysis
- Specs analysis



### Sub-Suppliers Analysis

- Individual product analysis
- Sub codes analysis
- Sub supplier analysis | RFQ
- Logistics cost analysis
- Client Report



### Sub-Suppliers Orders

- RFQ analysis
- Client PO
- QC in different steps through production chain



### Logistic Services List

- Volume analysis each supplier
- FOB Costs
- See freight
- Custom Duty
- Delivered on site

## ACTIVITIES FROM DESTINATION SITE OFFICE



### Marketing to Final Client

- Meetings
- Presentations
- Marketing Sales
- Quotations
- Follow Up



### Project Coordination

- Italian Office
- Site Office Staff
- Orders
- Delivery
- Warehousing



### Site Assistant

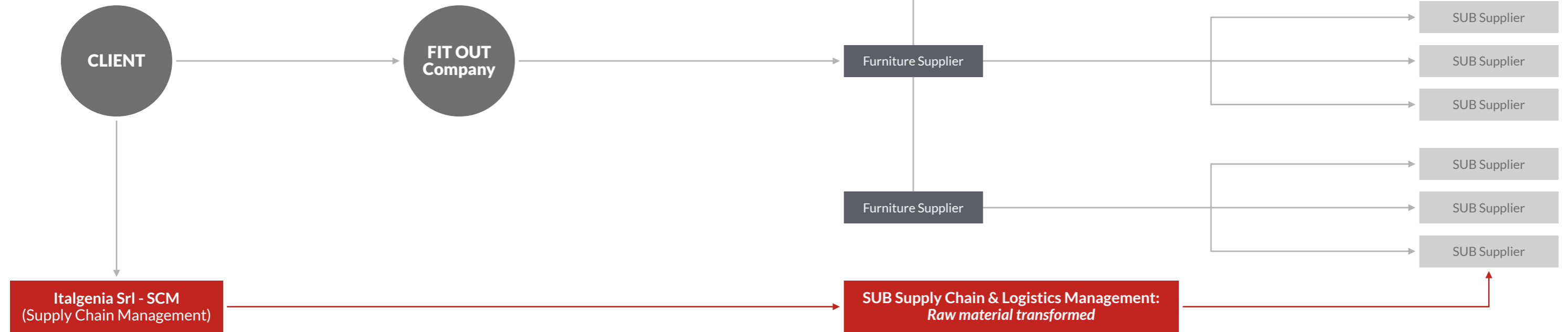
- Supervision
- Coordination
- Assistance till hand over



# SUPPLY CHAIN MEANING

The Supply Chain is a system of information, people, assets and resources involved in the process of transferring or supplying a product or service from the supplier to the customer. This service begins with the raw materials continues with the realization of the finished product and its warehouse management, and ends with the supply of the final product to the customer. The entire process is divided into various steps, and in each step different professional figures are involved.

## THE SUPPLY CHAIN MANAGEMENT SCHEME



## SUPPLY CHAIN MANAGEMENT (SCM)

The supply chain management (SMC) is, consequently, the coordination of the various phases that combine to create the supply chain of an institution or a company, to improve the performance and efficiency of the entire supply and resource storage flow of products. In other words, we can talk about managing the different activities. The activities that define the supply chain management are nine, which usually take place in this precise order:

- Marketing
- Relations with suppliers
- Procurement
- Raw materials management and storage
- Production
- Management and storage of stocks of finished products
- Purchase order management
- Delivery management
- Return logistics

## COMPETITIVE ADVANTAGE OF WORKING DIRECTLY ON SUB SUPPLY CHAIN

An efficient and well-organized supply chain has a great competitive advantage, as it allows to optimize available resources, avoid waste and be faster in satisfying customer requests. Precisely for this reason, more and more companies decide to resort to the outsourced management of advanced logistics.

- Highest competitive price
- Direct link - Client | Sub Suppliers
- Shortest lead time
- Selected Sub Suppliers
- Direct Quality Control
- Professional Staff involved in Sub Supply Chain Management
- No Warehouse
- Logistics Platform Management

# RESIDENTIAL KITCHEN







RESIDENTIAL  
BEDROOM  
& BATHROOM













**RESIDENTIAL  
FURNITURE &  
UPHOLSTERED**







**RESIDENTIAL  
FURNITURE  
& LIGHTING**







**HOSPITALITY  
BEDROOM  
& BATHROOM**









**HOSPITALITY**  
DOORS &  
HANDLES





**HOSPITALITY  
SLEEPING  
SYSTEM**







**HOSPITALITY**  
GUEST  
AMENITIES











**HOSPITALITY**  
BED LINEN  
& SPONGE







**HOSPITALITY  
LIGHTING**









**PUBLIC AREAS**  
HALL



**PUBLIC AREAS**  
INDOOR  
& OUTDOOR  
FURNITURE







**PUBLIC AREAS**  
OFFICES  
& WALLS













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