



CROSS-BORDER BOOT CAMP

ILLY CAFFE' BUSINESS CASE

October, 25° 2016

live
happilly

THE COMPANY BY NUMBERS

.01

The company



6,000,000+

Coffees per day, away from home, at home, in the office, and *on the go*



100,000+

Clients among the best bars, hotels, restaurants and shops



140+

Countries



TRIESTE
1933, Italy



GRUPPO illy S.p.A.
Ownership



1000+

Employees worldwide

ILLY E-COMMERCE, PRESENT AND FUTURE

.02

DIGITAL ECOSYSTEM

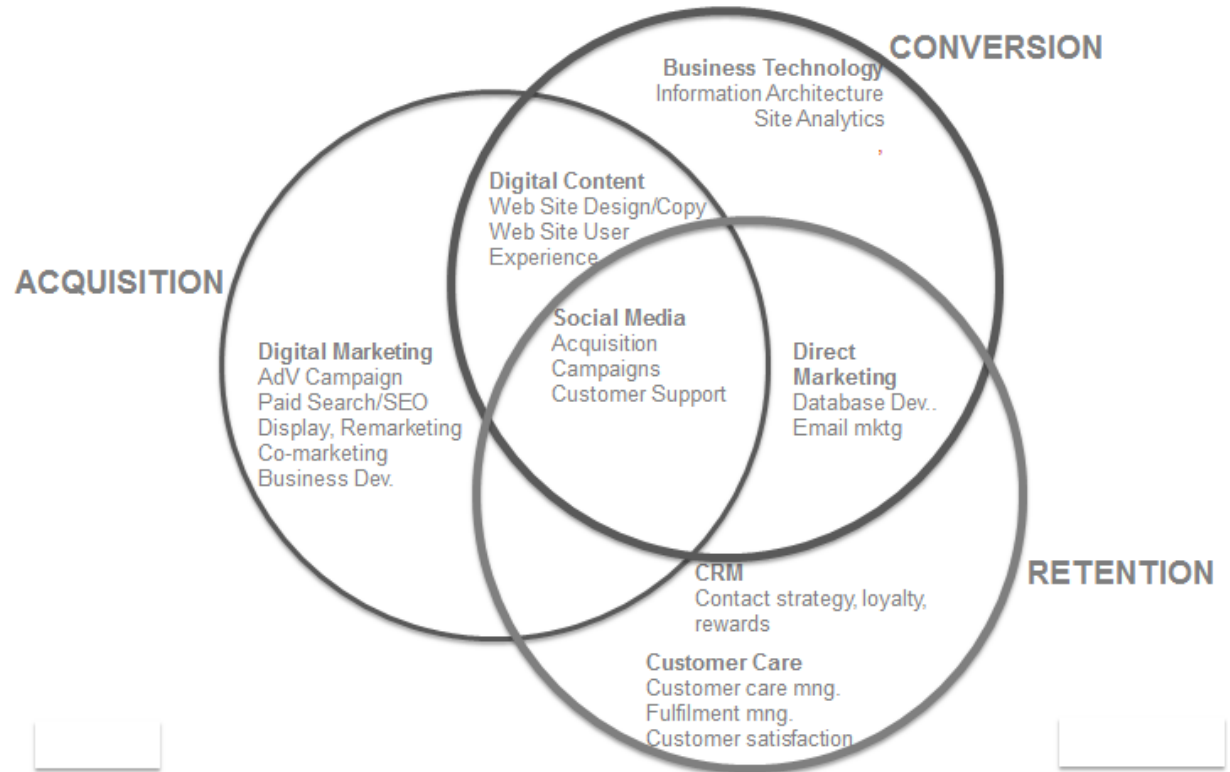


ONE PLATFORM TO MANAGE ON LINE SALES OPERATING A DEDICATED SITE IN EVERY COUNTRY:

IT, SP, DE, FR, NL, AU, USA, CHINA

IN HQ - TRIESTE THE DIGITAL TEAM RUNS THE DIGITAL GLOBALLY, MANAGING

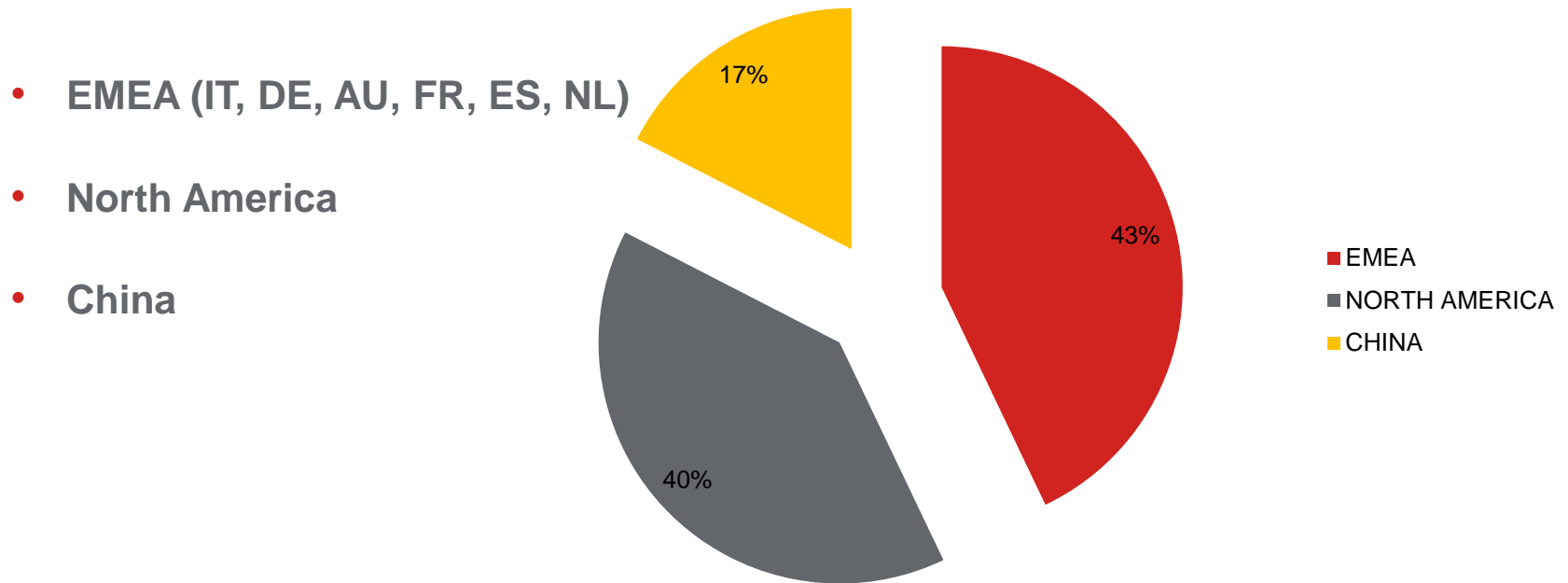
- **DIGITAL CONTENT**
- **DIGITAL MARKETING**
- **CRM**
- **USER EXPERIENCE**
- **BUSINESS TECHNOLOGY**



ILLY ESHOPS, THE PRESENT



Illy is selling directly online in the following markets





OBJECTIVES:

1. BOOST GLOBAL EXPANSION

2. DEVELOP OMNICHANNEL RETAIL



INTERNATIONAL EXPANSION, THE PLAN

.03

THE BUSINESS PLAN, SIX KEY POINTS

Put a Plan in Place



Think "glocally." To successfully sell products abroad, it is important to adapt the global marketing strategy to target each local market. It's not as simple as applying an existing strategy to new regions. A strategy that works in North America won't necessarily work in Asia.

Establish an operations plan to deliver robust logistics and support capabilities. While preparing to launch an e-commerce site and e-marketing operations in global markets, it is important to carefully build a network to handle logistics and customer care on the local level.

Create a rollout plan by region. Regional launches should be carried out under a replicable approach that can be adapted to each market. It should also identify the market characteristics and customer preferences that will be included in the "glocalization" plan.

Take in account local Buyers' Preferred Payment Methods

These vary significantly depending on the country, and it's important to find out what's best for the markets in which you're selling. For example, 60% of payments are by direct debit in the Netherland (IDEAL) while Germans make 46% of payments by online bank transfer.

Develop a pricing and tax-compliance strategy. Local tax-collection regulations must be followed. In addition to the tax issue, the pricing needs to reflect local market realities.

Design a scalable e-commerce infrastructure. A global-expansion strategy generally involves a step-by-step e-commerce rollout. Find a cloud-based infrastructure and secure off-site technology resources that are designed to make expansion quick and easy.

THANK YOU!

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