



L'E-COMMERCE AGROALIMENTARE. Case History (Italian Edition)

Walter D'amario

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Scopo della presente ricerca è comprendere quale siano i mercati migliori, nello specifico il migliore, nel quale pianificare e realizzare un progetto e-commerce di vendita di prodotti agroalimentari di qualità italiana. Gran parte dei dati sono stati reperiti in maniera diretta su indagini e report internazionali, altri invece sono il risultato dell'analisi incrociata degli stessi.

Nella prima parte del lavoro ci siamo occupati di rispondere alla domanda: in quali Paesi la penetrazione di internet e il trend sono favorevoli al progetto Mooditaly? In seconda battuta, abbiamo analizzato i dati sull'e-commerce a livello globale ed individuato i le migliori opportunità.

Successivamente, abbiamo individuato i Paesi dove l'e-commerce di food and drink avesse degli indici percentuali sul totale e-commerce, favorevoli.

Di pari passo è stato indagato quale sia on termini di importazione la miglior opzione possibile per i prodotti agroalimentari. Sulla scorta dei dati dell'e-commerce del food e quelli dell'export agroalimentare è stata stilata in ordine di miglior opzione, la lista dei Paesi.

Sulla base di altre considerazioni che vedremo, sono stati individuate tre possibili opzioni: UK, Giappone e Cina.

Si è approfondita l'analisi dei Paesi su citati e si è giunti a conclusione, senza ombra di dubbio, che per il progetto Mooditaly l'opzione Uk è la migliore.

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