



FARNETANI ESTERO
CONSULTING

MANAGEMENT CONSULTING
FOR ITALIAN COMPANIES ABROAD



“Do not stop there where you arrived”

Pitagora

The activity of Farnetani Estero Consulting is addressed to companies located abroad and controlled by Italian owners.

Having a company abroad often involves management and control difficulties because of the presence of linguistic and cultural barriers, the need for frequent trips and the lack of on-site skills.

Farnetani Estero Consulting covers these needs.

Providing trusted professionals regarding Italian properties, Farnetani Estero Consulting is able to assist the entrepreneur in the management of the foreign company, in the interactions with the parent company, in the training and coaching of personnel, as well as in the monitoring of local managers.

The activity may concern subsidiaries or affiliates, branches, or foreign strategic suppliers.

Farnetani Estero Consulting based in Milan has offices in Milan, Florence and Rome and is a division of Farnetani Group Sas.

Farnetani Group has been operating in the management consulting sector for over 10 years and its founder and partner, Luca Farnetani, has over thirty-five years of experience in business consulting.

HOW WE WORK

CONSULTING PROJECT

First are defined the scope of the activity, the result to be obtained, the needed time and the related cost

CONTINUATIVE CONSULTING

The consulting activity is carried out continuously for the period requested by the customer

COACHING

The target is the transfer of skills on some people, such as operators, managers or entrepreneurs

TRAINING

The consulting activity is carried out as classroom training when it is necessary to transfer skills to groups of people

OUR STRENGTHS

Experience and enthusiasm

Experience and enthusiasm are required to achieve results. Experience provides the common sense, but enthusiasm leads us where others have not arrived

Pragmatism

Pragmatism means prevalence of substance over form, concreteness over theory, results over alibis and excuses

Overall company vision

The approach must be overall: by knowing the whole company system, we are able to assess the global effects of changes, and not just moving problems from one area of the company to another one

Direct relationship with the customer

Our streamlined structure provides direct and informal relationships with customers, according to the principles of pragmatism that distinguish us

Limited costs with a high value provided

The lean and flexible nature of our company allows us to guarantee limited costs despite the high value we give to the customer

Management of the foreign branch

- Evaluation of the new foreign branch project, on-site verification and assistance in its implementation
- Management assistance and check of operating methods
- Definition and control of the company strategy and its coordination with the parent company
- Organizational and cultural coordination of the foreign branch with the Italian parent company
- Creation of communication and connection tools to remove the physical and cultural distance between the parent company and the foreign branch
- Reorganization, restructuring and change management of the foreign branch
- Analysis of the competitiveness and benchmarking with competitors
- Inclusion of structures, culture and a mentality of innovation and creativity
- Guidance in the transition processes between different managers
- Temporary support for newly appointed managers
- Project management in case of relevant production orders acquired
- Reorganization and optimization of production orders processes
- Management consulting in computerization projects

OUR FOCUS



Organization and human resources

OUR FOCUS

ORGANIZATION AND BUSINESS PROCESSES OF THE FOREIGN BRANCH

- Setting up, evaluation and optimization of the organizational structure
- Analysis, optimization and re-engineering of business processes
- Analysis of the efficiency and creation of control instruments
- Analysis and improvement of governance and operational structures

HUMAN RESOURCES MANAGEMENT OF THE FOREIGN BRANCH

- Evaluation of human resources, roles and responsibilities
- Creation of rewarding and incentive systems
- Analysis and improvement of the company culture, motivation, system of founding values
- Management of paths aimed at increasing innovation, creativity and problem solving

ORGANIZATION OF SPECIFIC FUNCTIONS OR BUSINESS PROCESSES OF THE FOREIGN BRANCH

- Administration, finance and management control processes
- Procurement processes
- Research and development processes
- Marketing, sales, after sales assistance processes
- Processes of the production orders

OUR MISSION

Making the foreign branch a source of incomparable competitive advantage for the company, eliminating any problems arising from physical and cultural distance

Administration, finance and control

OUR FOCUS

ADMINISTRATION AND FINANCE OF THE FOREIGN BRANCH

- Analysis and interpretation of the company balance sheet
- Creation of periodic reporting for the parent company
- Optimization of financial management
- Forecasting and monitoring of cash flows
- Procedures for the assessment of customer credit
- Reorganization of the administration and finance area

MANAGEMENT CONTROL OF THE FOREIGN BRANCH

- Analysis of direct costs and overheads
- Creation of cost accounting systems
- Management consulting in projects for the computerization of cost accounting
- Management control referred to the production orders
- Forecast budget and related control system
- System of objectives linked with organization chart, areas of responsibility and budget outcomes
- Actions to reduce direct cost and overheads
- Margin analysis of prices

“LINK PROJECT”

“Link Project” is a consulting intervention that creates conditions for amalgamating the activities of the foreign branch with those of the Italian parent company. Technologies, procedures, specific activities and other actions make it possible to overcome spatial, linguistic, cultural and time zone barriers. The two companies become one entity, felt as such by the people who work there.

Marketing and sales

STRATEGIC AND OPERATIONAL MARKETING OF THE FOREIGN BRANCH

- Analysis of customers, their characteristic and needs
- Positioning and competitiveness of the foreign company
- Market segmentation and related choices
- Tools for analyzing and monitoring the competitors activity

COMMERCIAL AND SALES ACTIVITY OF THE FOREIGN BRANCH

- Organization of the commercial structure
- Analysis of the sale process and customer approach
- Definition and monitoring of sales budgets
- Training in techniques of creativity and innovation in finding customers
- Training and coaching of sales staff
- Assistance in setting prices for products and services
- Organization of the sales office and customer interaction
- Definition and organization of after-sales activities
- Monitoring from the Italian mother company of sales activities in the foreign branch

OUR FOCUS





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Farnetani Estero is a division of Farnetani Group s.a.s.

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