

Products Catalogue



We support start-ups and established firms to make an idea, a service or an item into a product that can be sold with our competence and global network of experienced specialists and investors.

No-nonsense approach guaranteed.

You are operating within Durable Consumer Goods:

Whether you are:

- Start up, scale up or establish firm
- Innovation driven firm or branch/department
- Sustainability driven firm or branch/department
- Inventor

You are operating within:

- Durable goods
- Whitegoods
- Technology laden products including OEM
- Furniture and Homeware Indoor/Outdoor/Public use

And you are looking for:

- Make an idea, a service or an item into a product that can be sold
- Enter or establish into a market with your existing range
- Make your business more efficient by working with synergies and new partners
- Access innovative materials or skilled partners
- Create long term growth

Choose from one or more of our 10 services, depending on your needs, budget and where you are with your business.

For any question, make **contact now**.



Did you know that Lucia has 20 years experience within productization in different fields: read her article at Europe's first Business Development platform [TheDB School](#)



Do you need to make it, nail it or sell it?

Choose one or more of our 10 services, then call and we take a first informal [chat](#).



1 / A

Product Development strategy and management

1. **Identification** of the competitive edge in your idea, item or service
2. **Framing** of the products strengths and weaknesses
3. **Competitors'** products analysis, where your product sits in the market
4. **Opportunities** to build a range from one product
5. **Price strategy**, define how much it will cost and how many volumes you need to sell for the margin you want
6. **Minor changes** in function and design to meet different market's needs
7.next page

Did you know that a single product's commerciality automatically improves when it sits in a range?



Example of product development: the first IKEA bamboo and aluminium table. You can disassemble it completely and recycle every single part.



1 / B

Product Development strategy and management

7. **Road map** for development, processes, deadlines, milestones
8. **Definition** of roles and responsibilities within the team
9. **Management** of the product development process
10. **Briefing** of designers
11. **Home-test** and follow-up on function, style, design usability
12. **How to increase** the margins keeping the quality at the same level

13. Industrial Design

Estimated delivery time

Strategy (1-7): 6-8 weeks

Management: To be assessed



Example of product development. From top left: the first fully assembled IKEA product: same price and same number in a container as if it was knocked down.

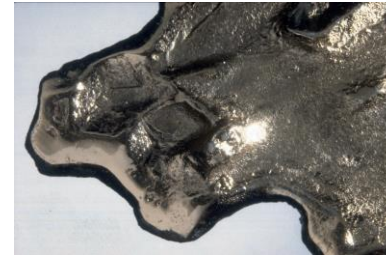
Chosen as example for good design at the Biennale of Venice.

First wooden table with plastic edge to tackle costs attached to returns.
Improvement of an existing table: thanks to the design the new version has an additional function, a drawer, at exactly the same cost as the previous version.

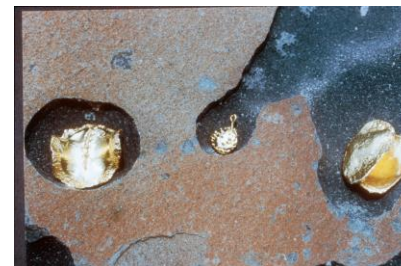
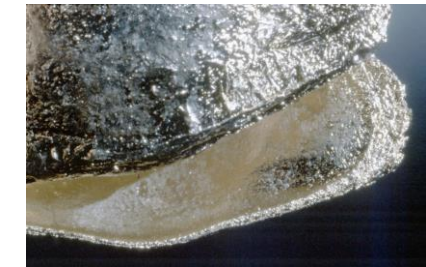
2

Range assessment, development and management

1. **Assessment** of how many products you are in fact already offering (different colour, different finish) and how this affect your budget, your processes and therefore business
2. **Commerciality**, an assessment based on analysis of design and function with respect to global and local behavioral trends
3. **Strategy** on how to multiply your chances for growth by having a range of products starting from one single item
4. **Identification** of which product is missing in the market
5. **Framing** which product will:
 - Carry the volumes
 - Bring the most margin
 - Strengthen and bring forward the identity of your company
6. **Decision** on what to develop first for best use of resources
7. **Differentiation** and expansion of supplier's base for better price, improved quality, local sourcing, working on synergies
8. **Range strategy** and road map for short, medium- and long-term growth



Did you know that if you offer a different colour or a different plug this is already a range of products?



Estimated delivery time: 4-6 weeks

Example of a range of jewellery created with the same innovation of industrial process



3 Pricing

1. **Investigate** the price landscape for similar products or products that solve the same problem
2. **Set** the price goal within a timeframe that allows for margin and volumes
3. **Create** a price picture for the range inclusive of entry price, medium price and high price and action plan on how to strike the right balance price vs margin

Estimated delivery time: 1 – 4 weeks (depending on how many products in the range)

4 Competitors analysis

Navigate what others offer in the field, how much they charge for similar products/items/services, what sticks out in terms of price, design, function, usability and technology used

Estimated delivery time: 1 - 4 week (depending on how many products in the range)



Did you know that a price is in itself is a selling tool?



**Examples of price range: low, medium and high price extraction hoods.
No compromise on design or commerciality**



5

Bottle necks and Cost drivers

1. **Get a grip** on the bottle necks in the development process and how they influence the roadmap
2. **Decide** which bottle neck needs to be solved first to create a positive domino effect on all the others
3. **Explore** potential synergies with different partners or suppliers to transform the bottle necks in opportunity for growth
4. **Plan** how to mitigate the risks linked to them
5. **Product develop** on the factory floor to quickly resolve technical bottle necks
6. **Support** the strategic negotiation with suppliers from series A to the final product
7. **Identify** what drives the cost and how this affects the budget, the final price and the margin
8. **Explore** synergies with different partners or suppliers to transform the cost driver problem into an opportunity for growth

Estimated delivery time: 2-4 weeks



Did you know that bottle necks and cost drivers can be transformed into opportunities for growth?

Examples of cost driver used as an opportunity:
the first glass and metal table with low-tech open and close mechanism in the market.



6

Internal Communication

1. **Assess** the knowledge of the product / the range and/or the business status within the company and the team
2. **Align** the team in terms of knowledge of the product, range and business priorities and routines
3. **Choose** tools and set processes for a smooth update of the co-workers and partners
4. **Identify** external partners for delivering tools or training internal resources
5. **Plan** what tools and forums need to be used for making all co-workers and partner the first fans and testimonials of the product

Estimated delivery time: 1-2 weeks

Did you know that internal communications is the most undervalued tool for growth and can directly affect sales in a dramatic way?



Example of the first internal communication magazine introduced in an IKEA store: 1 A4 once per week.



7

External Communications

1. **Assess** the present use of media vs budget: what tools are used, frequency, what is the main message, what is the secondary message.
2. **SWOT** analysis to agree on what we want to say as primary, secondary and third message.
3. **Plan** the content : when to say what and with what tune of the voice. What is routine information, what is a launch campaign, what is a seasonal or a time-limited-offer. Dotting in the calendar of actions to be taken.
4. **Source** external partners when necessary (designers, growth hackers, digital marketing specialists).

Estimated delivery time: 1-2 weeks



8 Retailing

1. **Identify** the competitive edge of your idea, item or service
2. **Frame** your products strengths and weaknesses
3. **Lead** a competitors' analysis, where does your product sit in the market
4. **Identify** multiple sales channels to work in a complementary way.
5. **Decide** how to distribute the budget among channels
6. **Create or improve** your shop /e-shop customer experience in terms of layout and navigation

Estimated delivery time: 1-2 weeks

Did you know that retailing is almost a science? And in some countries almost a religion?



Examples of products successfully developed: Sales strategy and digital marketing for Librottiglia



9 Growth

Assessment, strategy, action plan and implementation: we identify your company's priorities and key steps for growth in moment of needs. Different tools and format based on need and budget.

Estimated delivery time: 1-2 weeks

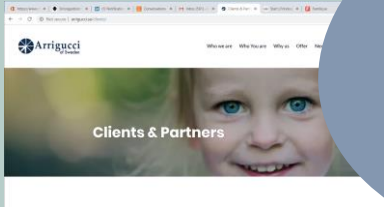


Did you know that since 4 years we have reinvested our profit entirely in new companies and ventures?

Examples of companies we invested in. Click for more info.

10 Industrial Design

Throughout a solid network of professionals we can support with any need for Industrial Design



Did you know that business and love are like the moon, either they go up or they go down?

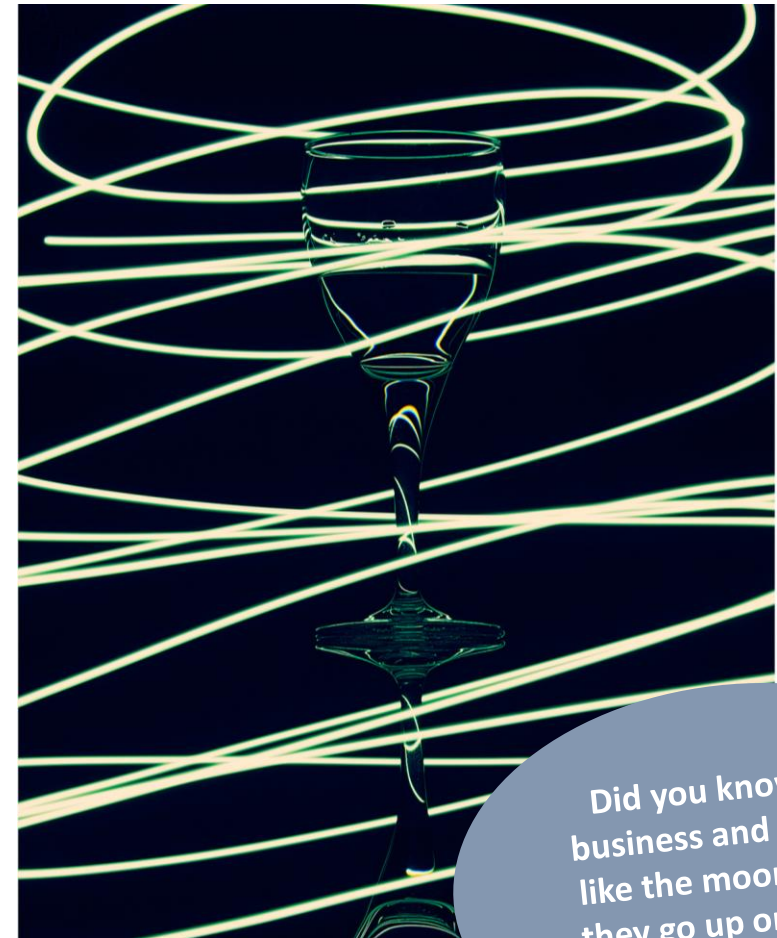
Clients for which we operated within Growth. Click for details.

10 Industrial Design

[For more details go back to the main seven services within Industrial Design of Durable goods.](#)

- We design your own collection
- We design your own product
- We finalise your own design
- 3D Modelling
- Communications

Estimated delivery time: TBA



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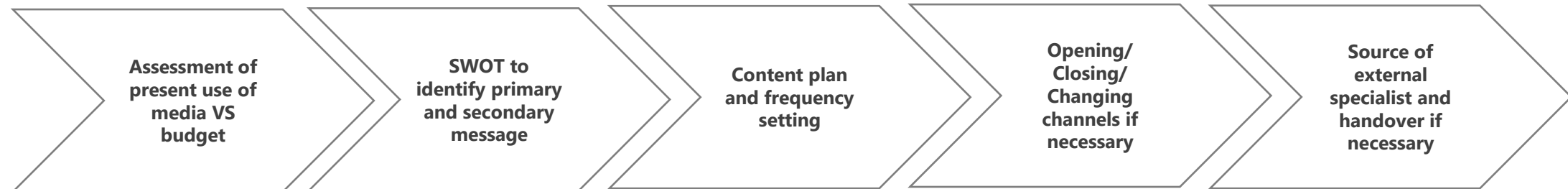


Examples. How to pick services.

You need to transform a concept, item or idea into something that needs to be sold



You have a product or service, you need visibility



You have a product, service and visibility, you need to grow



Referrals and recommendations

Vi på Smeg Nordic AB valde att samarbeta med Lucia och Arrigucci of Sweden för att göra en komplett analys över rutiner och processer på företaget. Vi är ett bolag som vuxit mycket under kort tid och det är mycket viktigt att alla i organisationen drar åt samma håll. Vi är otroligt nöjda med Lucias, väl utförda, arbete. Det kommer hjälpa oss mycket i framtiden!

//Ulrika Theander, Managing Director & Fabrizio Fonte CFO, Smeg Nordic AB

“Highly skilled and serious company. Efficient from start to end with well performed delivery and on time.” **Harris Mehmedovic, Midroc Automation**

“Delivered quality report well within expectations and timeframe.”

Marcus Rickardsson, Pfizer

“Frederik and Lucia are great honest and hard-working people who go the extra mile to ensure that you have the best customer experience.”

Stephen Holmes, Global Account Manager, Falcon

“It is rare to work with people that are so professional and also genuine. This international duo is determined, motivated and committed. They are constantly teaching and learning. It has been a pleasure working alongside them.”

Jalen Bijei, CTO Flow Loop

“Lucia har varit ett bra bollplank i uppstartsfasen av mitt nya företag.”

Adam Haglund, VD Kulladal Shakerkök

[More ...](#)





LuciA Arrigucci



Since 2015 LuciA Arrigucci is running [Arrigucci of Sweden AB](#), working with Innovation and sustainability.

LuciA's core competence is **Productization**, supporting start-ups, scale-ups and established firms to make an idea, a service or an item into a product that can be sold. Surrounded only by top competence in each field LuciA likes creating growth throughout sustainable products that meet a real need. No-nonsense approach guaranteed.

Innovation and growth is the red thread across LuciA's working life.

2001 First **start-up**, Legnidoro Design, based on an Innovation of a process to impregnate wood in partnership with [Henkel Loctite](#).

2003 **Marketing Communications Manager** in a 24/7 retail operation counting 700 people workforce. **Internal and External Communications Coach** for all the Marketing Managers across [UK](#).

2007 - 2011 **Global Product Owner** for two different business areas on behalf of IKEA, first white goods then tables and public use furniture.

Development, improvement and launches of dozens of products, managing turnovers in the hundreds of millions €.

Lived in 4 European countries.

Business Mentor at the [University of Lund](#).

Core Team

Arrigucci of Sweden AB business model is to work on a network. This allows the agility needed to meet the demand for complete tailoring and top quality of our services for current and future clients and partners.

The network is global, so our clients and partners can have a local approach. Meet the core team.



Reverse Innovation
Branding



Eliseo Pausa
Industrial Design



GreenGap Sweden
Sustainability



Vincent van der Pas
Photography



Linda Ranalli
Videomaking



Will Gray
Knowledge
Management



Norah Ngoc Vo
Digital Performance and
Data Analysis





We support start-ups, scale-ups and established firms
to make an idea, a service or an item
into a product that can be sold
with our competence and global network
of experienced partners.

No-nonsense approach guaranteed.

Thanks for your attention!