



Service Two
We assess your range of products

Roadmap to assess your range of products.

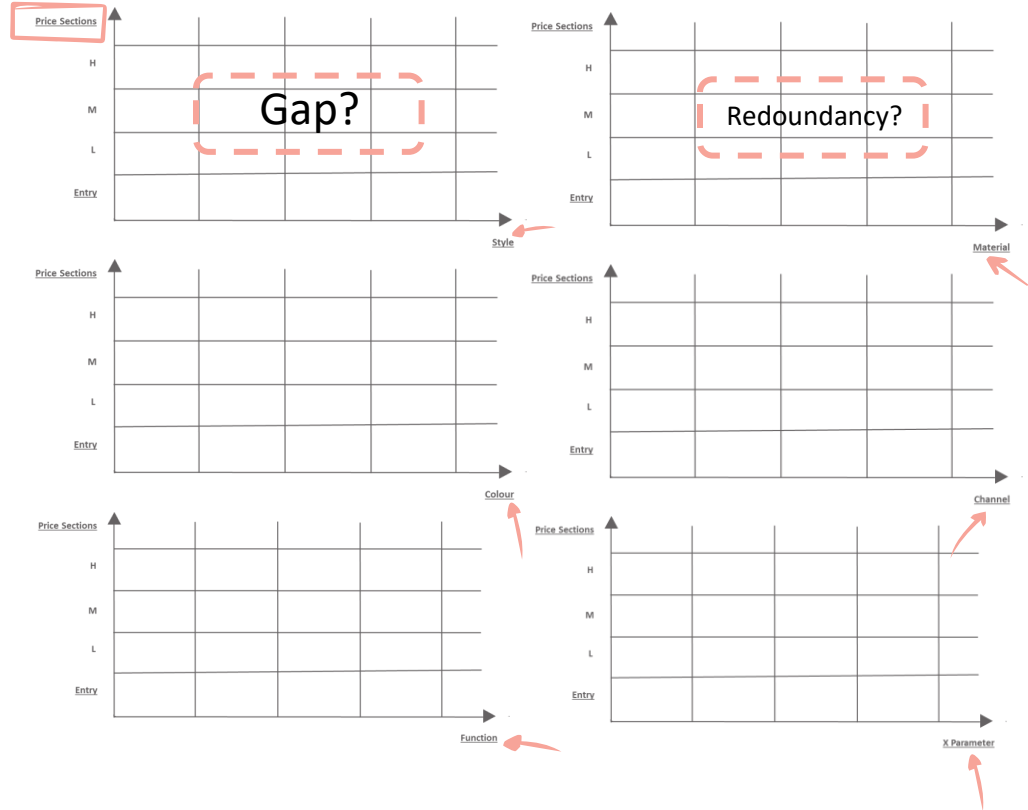
Background You are a start-up, a scale-up or an established firm that wants to grow throughout your exiting range of products. You may want less article numbers and better turnover results. You may need a leaner offer, simpler to communicate. Maybe you want twice as much volumes or maybe increase the margins. You may need positioning. Or a combo of the above.

How Step by Step. We look at your range of products from most perspectives and come back with a mapping and a roadmap on how to reach your goals.

Why You need to identify the core and additional values of your own range, its competitive edge and its commerciality compared to other similar products in the market.

You want to know how the product positions itself in terms of style, function, usability, interface, selling channels, packaging, communications.

You need to know EVERYTHING.

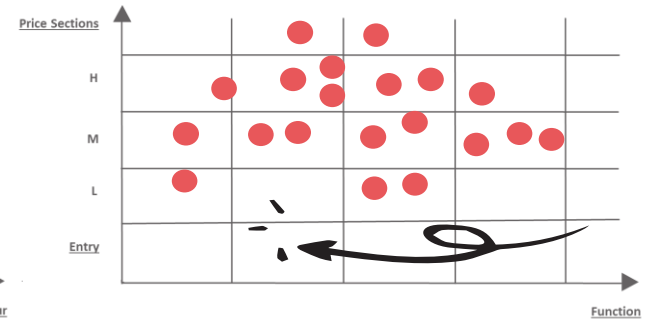
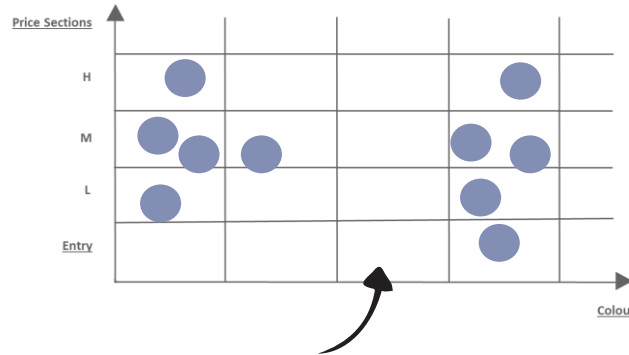
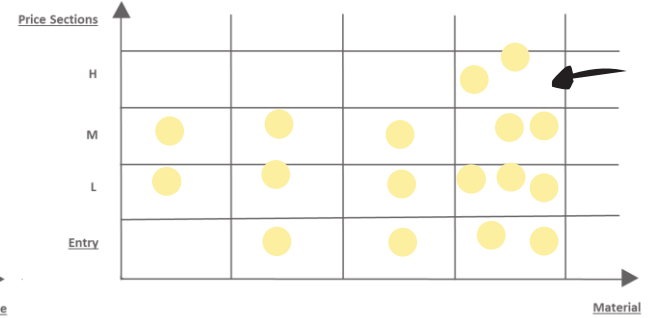
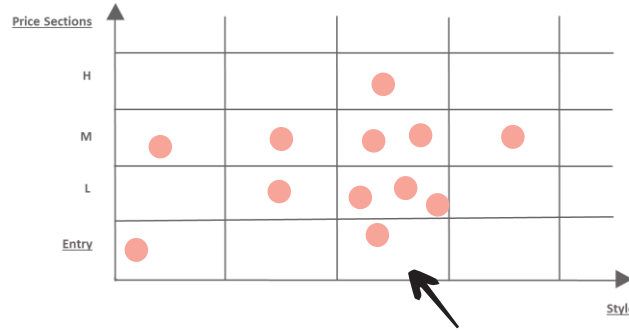


Roadmap to assess your range of products.

You might be surprised to find out you have too many products of one style, or of one material.

You might find gaps in colours.
Maybe you are missing functions in low price.

Why Overtime it is easy to get used to our products and forget how they sit in the range.
Range assessment is the necessary step to every company ultimate goal: creating a range that could almost sell itself!



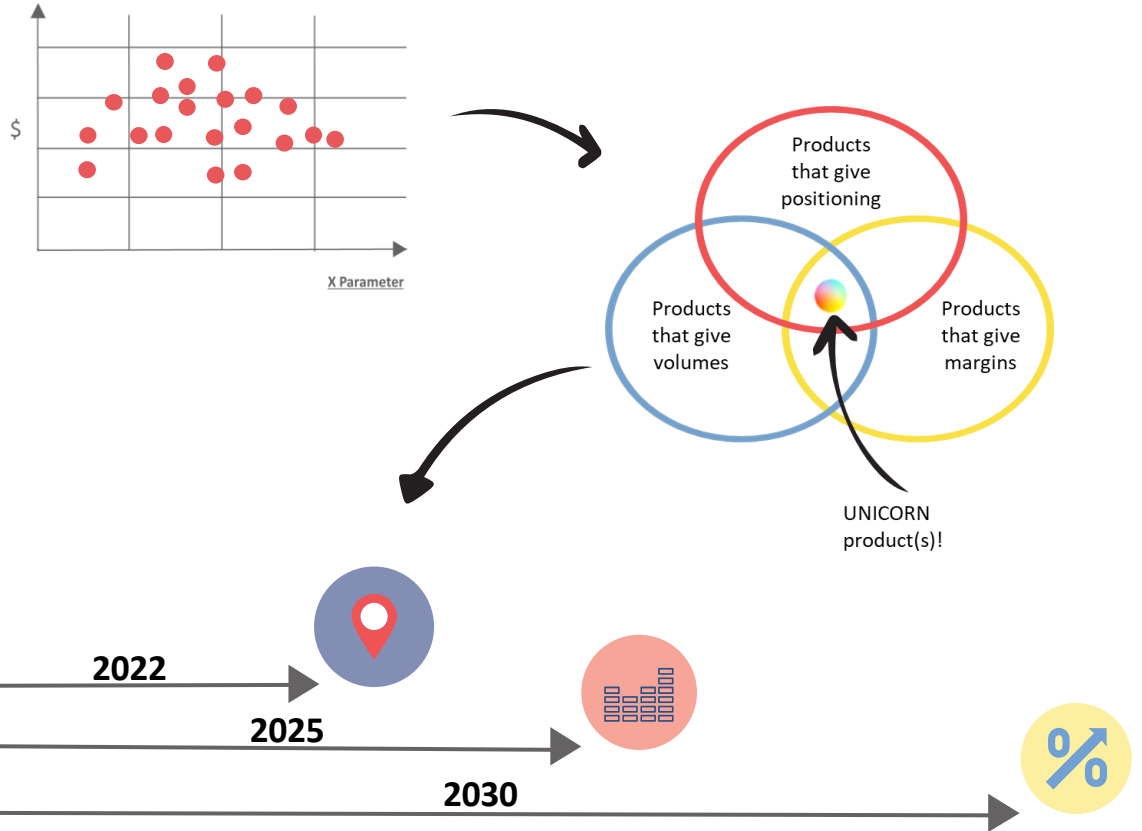
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What You will receive a clear, simple and down to earth roadmap to have a very well performing range of products and when to develop what in the years to come. A plan for short, medium and long term growth, at the level of details that suits you best.

Why You will all be able to work more focused because the way is already traced. You will never get lost on the way because you helped tracing it! Your commerciality will increase and so your revenues.

Why us This tool is been used for many years and the method perfected to make the process simple to follow, interactive, involving and completely personalised on your needs, resources and ambitions.

[LuciA Arrigucci](#) has been working for over 20 years within productization with start-up, scale-up and established firms. Read more in her [articles](#).





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!



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



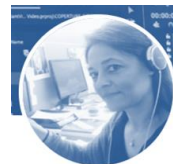
Eliseo Pausa
Industrial Design



GreenGap Sweden
Sustainability



Vincent van der Pas
Photography



Linda Ranalli
Videomaking



Will Gray
Knowledge
Management



Norah Ngoc Vo
Digital Performance
and Data Analysis

