



# PERLAGE

— WINERY —

## VINRUN & BIOFEST

**CSR IN CLASS Strategic Partnership n. 2017-1-IT02-KA201-036535**  
**ERASMUS PLUS programme**  
**03-CSR contest for secondary schools**

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Perlage company was set up in 1985 on the hills of Farra di Soligo by the Nardi family with the objective of beginning an adventure in the agricultural and organic sector.





The message that the company would like to transmit is the positive effect that organic products have on:

- **THE ENVIRONMENT**
- **THE COMMUNITY**
- **EMPLOYEES**
- **GOVERNANCE**

These points underline CSR ethics  
(Corporate Social Responsibility).



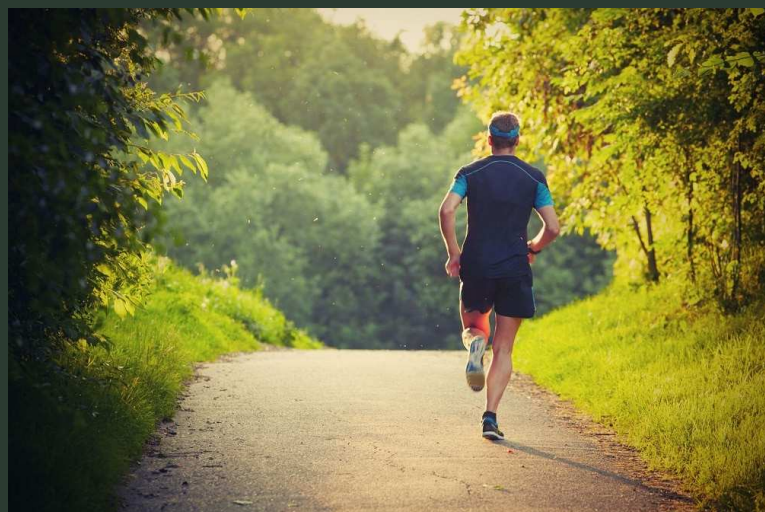
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On 15 September 2019 we would like to organize an Organic Fair in the wineries of Perlage company.

The day will start at 9:00 a.m. with a VinRun, a marathon where amateur and professional athletes can participate. It will be in the vineyards of Perlage where It will be possible to see the area where the grapes are grown and the wine is produced.



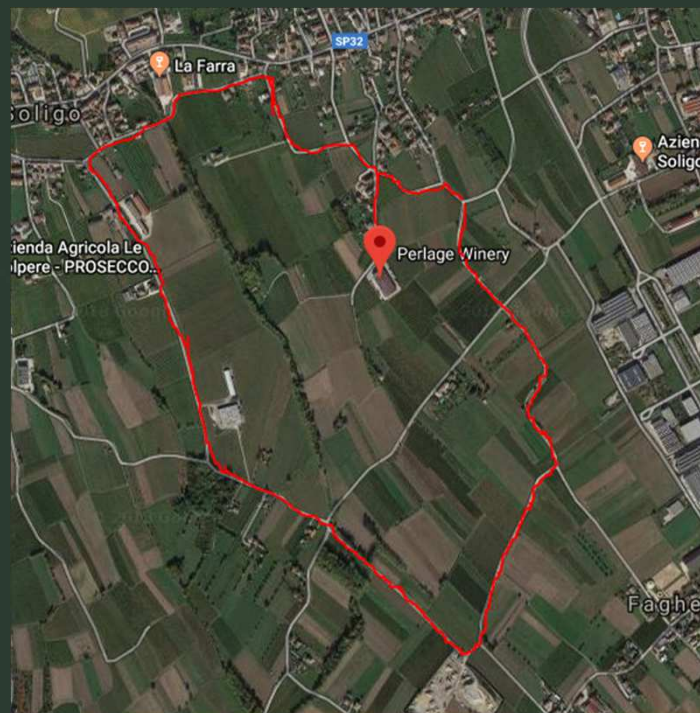


We've planned two trails:

- A GREEN TRAIL of 5 km: 10€ for adults and 5€ for children
- A WHITE TRAIL of 10 km: 15€ for adults and 10€ for children



At the end of the run we will offer a tasting of wine of Perlage company with a buffet.



The day will continue with the opening of gourmet food stands where they will serve dishes produced with organic food, made by students of the fifth classes of the Catering Institute of Valdobbiadene.





## PROGRAMME OF THE DAY

09.00: Meeting of the VinRun participants at Perlage winery

09.30: Marathon starts

11.00: Ending of the 5km marathon

12.00: Ending of the 10km marathon

13.00: Opening of the gourmet food stands

16.00: Participants awarding

During all the day the winery will be open to the public for a visit with the tasting of wines.



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# PREVISION OF COSTS AND REVENUE

COSTI	
Gadget Pubblicitari	€ 2.850,00
Materiale Pubblicitario	€ 295,00
Contributo donato alla scuola alberghiera	€ 400,00
Stima di costo per la sicurezza e ordine pubblico	€ 350,00
Autoconsumo destinato alla degustazione gratuita	€ 2.500,00
<b>TOTALE COSTI</b>	<b>€ 6.395,00</b>

RICAVI	
Durante la gara abbiamo previsto che parteciperanno circa 500 persone tre adulti e bambini	
gli abbiamo suddiviso nel seguente modo:	
- Adulti 200 10 Km costo 15€	€ 3.000,00
- Adulti 200 5 Km costo 10€	€ 2.000,00
- Bambini 50 10 Km costo 8€	€ 400,00
- Bambini 50 5 Km costo 5€	€ 250,00
I bambini di età inferiore ai 7 anni partecipano gratuitamente	
<b>RICAVO DELLA CORSA</b>	<b>€ 5.650,00</b>

RICAVO DELLA CONSUMAZIONE DEI PIATTI	
Prevediamo che le persone che mangeranno alla fiera saranno in totale circa 800 (500 della gara e 300 extra)	
Partecipanti	800
Costo previsto per la consumazione dei piatti	€ 30,00
<b>RICAVO DELLA BIOFEST</b>	<b>€ 24.000,00</b>
Il ricavo della BIOFEST sarà suddiviso in due parti	€ 24.000,00
35% andrà alla azienda Perlage	€ 8.400,00
65% andrà alla azienda partner (la percentuale è maggiore perché il servizio prevede l'offerta di materie prima)	€ 15.600,00
Il 35% del ricavo del BIOFEST	€ 8.400,00
Ricavo della corsa	€ 5.650,00
Previsione di ricavo della vendita di bottigli di vino durante l'evento	€ 5.100,00
<b>TOTALE GUADAGNO</b>	<b>€ 19.150,00</b>
Una quota del ricavato sarà devoluta in beneficenza al Centro Ricerca Agropolis dell'Università di Padova	



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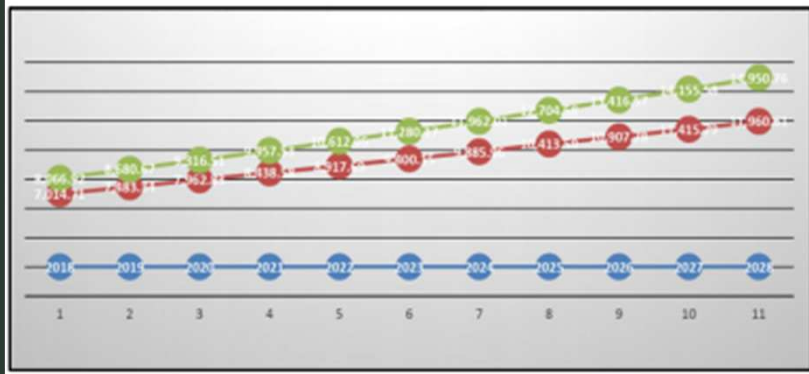


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## INCREASE OF SALES IN 10 YEARS' TIME

ANNO				DOPO SCONTO 15%	AUMENTO PREVENTIVO VENDITA FINALE
2018	6680,68	334,034	7.014,71	1.052,21	8.066,92
2019	7099,94	383,39676	7.483,34	1.197,33	8.680,67
2020	7519,2	443,6328	7.962,83	1.353,68	9.316,51
2021	7938,46	500,12298	8.438,58	1.518,94	9.957,53
2022	8357,72	559,96724	8.917,69	1.694,36	10.612,05
2023	8776,98	623,16558	9.400,15	1.880,03	11.280,17
2024	9196,24	689,718	9.885,96	2.076,05	11.962,01
2025	9615,5	798,0865	10.413,59	2.290,99	12.704,58
2026	10034,76	873,02412	10.907,78	2.508,79	13.416,57
2027	10454,02	961,76984	11.415,79	2.739,79	14.155,58
2028	10873,28	1087,328	11.960,61	2.990,15	14.950,76



To increase sales we have decided to offer new customers a discount of 15% on their first purchase.

As a result of this market strategy we anticipate an increase of sales of 20/25% in a time period of 10 years.



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