

ORGANIZATION AND COMPANY MANAGEMENT

Assessment and realization of strategies
Definition of the changes to be applied.

Estimation of the processes and removal of critical routes.
Synergistic integration of activities, elimination of obstacles and achievement of objectives

Design of the structure and definition of managerial levels.
Ideal sizes of operative structures.

Recovery of efficiency and cost reduction.
Set-up of processes and profitability increase.

Policies of outsourcing of activities with low-value added.
Identification of operational convenience – make or buy.

Systems of management control and financial planning.
Planning, monitoring, economic estimation of investments and processes.

Policies for human resources management.
Selection, estimation, analysis of the roles factors, professional development,
compensation, training, industrial relations.

TOOLS FOR BUSINESS DEVELOPMENT

Identification of opportunities meant to reduce costs.

Definition of operational layout

Internal and/or decentralized setting up and management of general services

Integrated services for business development

Identification of financial tools for daily management and start-up

Enhancement of the environment through inclusion of high value-added activities

Development of services and activities in tourism facilities and structures, recreational sports, etc...

PRODUCTION AREA / LOGISTICS

Types of actions

Analysis of activities / Identification of the Model system

1. Production

Production planning / Buying management and purchasing marketing / Industrialization of products / Determination and management of methods, timing, cycles / Production department layout / Machinery and plants / Production data acquisition, performance, recovery of efficiency / Operational management of production departments.

2. Internal Logistics

Definition of material flow / Policies for inventory management (raw materials, semi-finished products, and finished products) / Optimization process of warehouse / Location and informatics.

3. External Logistics

Managing and optimizing of transports / Optimization of shipping and improvement (f.f./f.d)
Transportation Insurance

COMMUNICATION AND MARKETING POLICIES

Novastudio represents a landmark for the companies wishing to add value to their identity and optimize their communication processes. Novastudio is a partner that stands by the management for a correct management of internal and external information flow, and also to identify the target audience and in communication campaigns and projects.

Novastudio supports the companies in defining and realizing communication and marketing plans and strategies that would promote a positive perception of the companies and the values they carry, aiming to provide to users a clear information, accessible and complete, promote the image and increase consensus.

From the edition of house organ and newsletter to the organization of corporate conventions and special events, Novastudio also supports its customers in the construction of an internal communication system, crucial to reach high levels of efficiency and effectiveness and increase the company employees' sense of belonging to the company.

The areas of intervention:

- Corporate communication;
- institutional communication;
- internal communication.

Communication tools:

- PR;
- below the line publishing;
events and adv;
- web communication;
- graphic design, photography.

BUSINESS PLAN PROJECTS

The **BUSINESS PLAN** is the “identity card” of the company, through which you can schedule variable medium term management activities.

The **BUSINESS PLAN** lays the foundation of the new company and ensures greater development opportunities.

The **BUSINESS PLANS** developed by Novastudio are detailed projects to:

- Plan solid activities;
- Objectify and contextualize the strategies of the entrepreneur;
- Get to be known before the others and better financings;
- To achieve business goals and monitor their results;
- Understand the problems that the company will have to face and provide the instruments to solve them.