



Strategic consulting
for business development
in Italy and abroad

Analysing, understanding, changing, growing

Solidity does not mean static. The strength of a company is not only measured by numbers but also in its ability to evolve with the market, to develop volumes and projects, to cross geographical and mental boundaries. This is why we like to think of our work and that of the companies that choose us as a project always in progress.

Work In Progress, then: WIP.

WIP Consulting is a **partner for companies that want to initiate constant growth processes**. It is an analysis laboratory where **innovative solutions** are developed.

A network of experts

WIP Consulting provides companies with a network of businesses and experts in **internationalisation, strategic communication, international marketing, business and public relations**, as well as **training**. Since 2021, WIP Consulting has been one of the brands of the Sinergia Group.

Three directions for development

The WIP Consulting team works with **competence, method and accuracy**, respecting three fundamental values for the development and affirmation of any productive organisation: integrity, reputation, authority.

Experience in internationalisation processes

WIP Consulting is a global market monitoring **observatory** organised **to identify development opportunities**, initiate and manage trade relations, resolve crisis situations, and enhance and **affirm Made in Italy products** in the world.

WIP Consulting is a **partner** of **SACE**, accredited by **ICE**, **SIMEST**, and **INVITALIA**.

WIP Consulting is the **owner** of **WAAM**, WIP Audit Assessment Model, a **copyrighted** algorithm **to facilitate the management of internationalisation processes**.

An advanced and exclusive tool

WAAM, WIP Audit Assessment Model, is a survey method aimed at **x-raying the *status quo* of companies in order to improve their performance and support top management in embarking on a path of continuous and steady growth.**

Exploratory work, carried out using audit techniques, allows **development plans to be drawn up with maximum containment of business risk both in Italy and in international markets.**

Four fundamental actions

Specifically, WAAM:

- analyses the company's **ability** to address international markets
- examines product characteristics and elements of **competitiveness**
- tests **skills** in internationalisation process strategies and techniques
- allows you to design the best **business strategies** and choose where and how to export

Six areas of multidisciplinary expertise

Business consulting

Audit, assessment, company organisation with competence analysis and restructuring of the organisational chart.

Internationalisation

Focus on countries, market research by product sectors, partner and customer scouting, organisation of B2B meetings, international trade fairs, foreign missions and incoming business tours in Italy.

Business relations

Institutional and commercial relations in Italy and abroad, design and management of international development plans.



Public relations

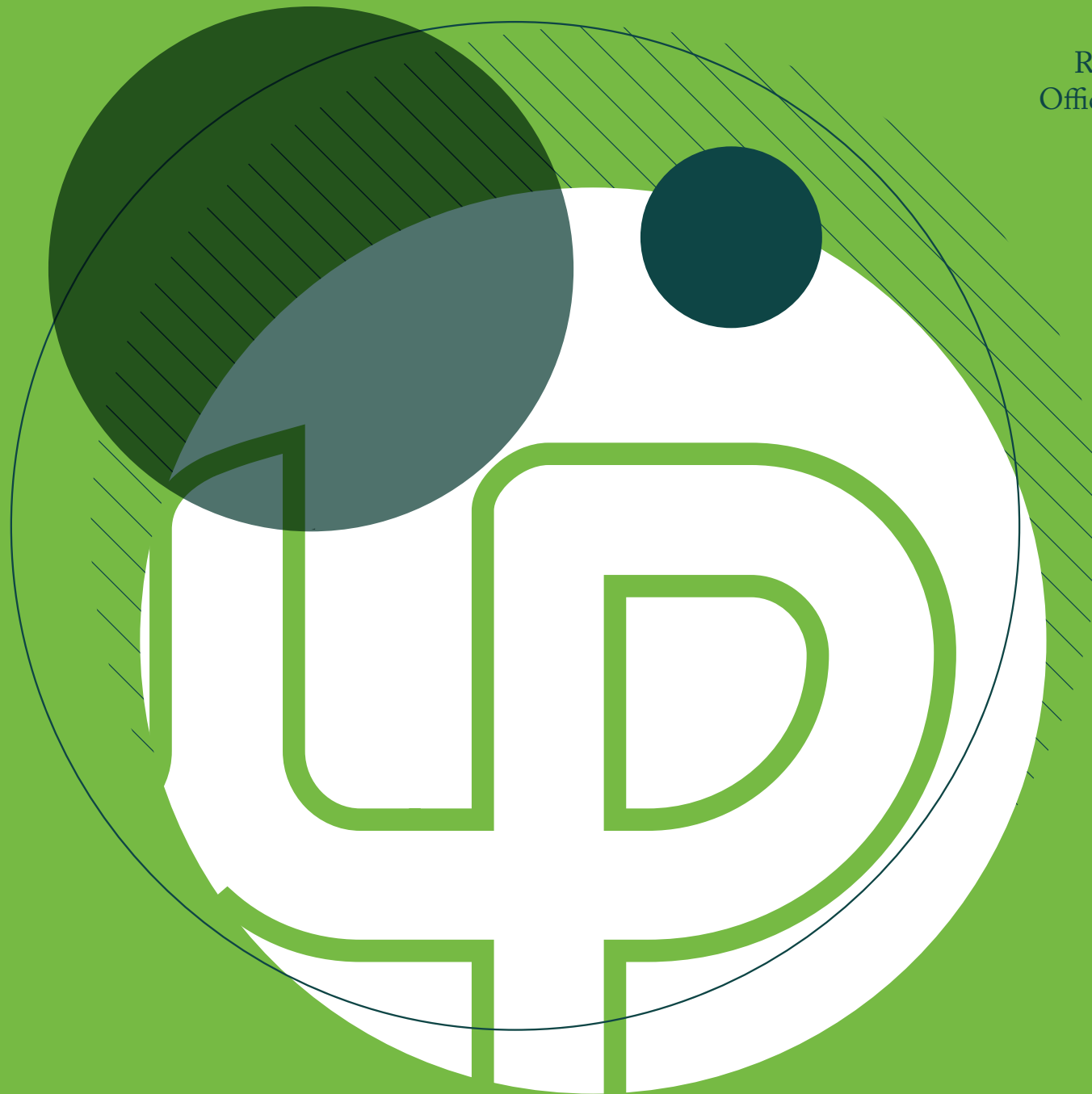
Public and institutional relations, elaboration of national and international lobbying plans.

Integrated Communication

External and internal communication strategies, brand identity, media relations, press office, events, video, advertising, graphics, social media strategy, content marketing, websites and e-commerce.

Training

Courses designed around the needs of companies, focusing on strategies and tools for the internationalisation process, communication and marketing, digital, media training, public speaking.



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