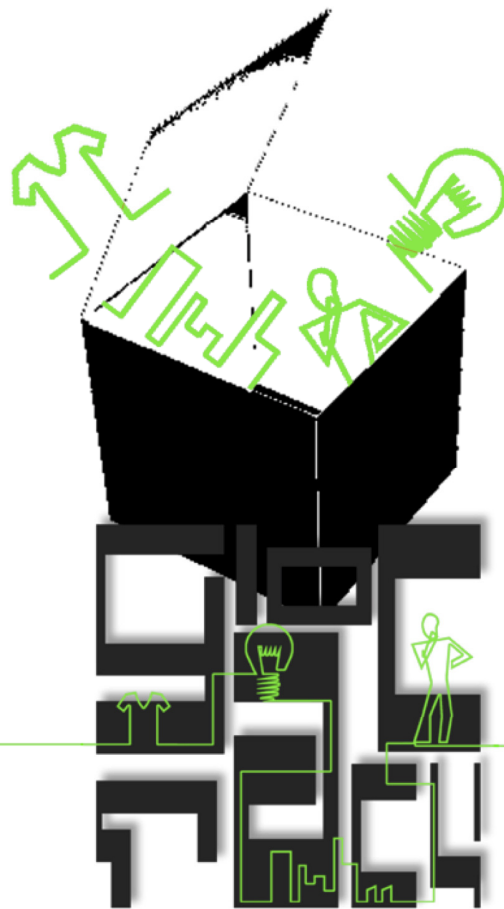


TEAM A  
FINAL REPORT



# TEAM A /// GLOCRACY

## FINAL REPORT

- Executive Summary
- PART I: Introduction
  - 1.1 Context and original idea
  - 1.2 Stakeholders
  - 1.3 Research and activities
  - 1.4 Team organization and roles
  - 1.5 Intermediate deliverables and verifications
  - 1.6 Final Idea
- PART II: User Requirements and State of the Art
  - 2.1 Role and needs of Customers
  - 2.2 State of the Art in the Fashion Industry
  - 2.3 New Technologies: the Shima Seiki case study
  - 2.4 Other case studies
    - 2.4.1 Fondazione Pistoletto
    - 2.4.2 Fabbrica del Vapore
    - 2.4.3 The Hub
    - 2.4.4 ToolBox
    - 2.4.5 Material ConneXion
    - 2.4.6 Shop cafes
    - 2.4.7 PoliMi and PoliTo incubators
  - 2.5 Business Opportunities
  - 2.6 Abell's Diagram
  - 2.7 Mission
  - 2.8 Objectives
- PART III: Our solution
  - 3.1 Description of the product/service
    - 3.1.1 General description
    - 3.1.2 Core activities
      - 3.1.2.1 Machine activities
      - 3.1.2.2 Co-working
      - 3.1.2.3 Rental and consultancy
      - 3.1.2.4 Workshops and classes
    - 3.1.3 Clothes selling
    - 3.1.4 Assist activities
      - 3.1.4.1 Photography and post-production
      - 3.1.4.2 Fashion shows
    - 3.1.5 Related activities
      - 3.1.5.1 Cafè
      - 3.1.5.2 Catering
    - Customer profiles

- 3.2 Space organization
  - 3.2.1 Space philosophy
  - 3.2.2 Common space
  - 3.2.3 Co-working
  - 3.2.4 Machine room
  - 3.2.5 Cafè
  - 3.2.6 Store
- PART IV: Business Plan
  - 4.1 Strategy
    - Mission and objectives
    - Market forces
    - Future strategy
  - 4.2 Marketing plan
    - 4.2.1 Market analysis
    - 4.2.2 Marketing strategy
  - 4.3 Organization and HR
  - 4.4 Financial plan
- PART IV: Conclusions