

Progetto Laurea Magistrale Plus

(realizzazione esperienza in azienda anno accademico 2024/25)

Dati Università

Corso di Laurea
Tutor Universitario/Relatore tesi
Insegnamento/ambito di competenza del tutor universitario

Dati Azienda

ECO srl
Agr. Dott. Paolo Bazzano
Legal representative – sole director

Contenuti del Progetto e informazioni sul tirocinio

Titolo del progetto di tirocinio
<p>The Oltrepò Pavese is the third world production area of Pinot Noir grapes together with the areas of Champagne and Bourgogne, representing the Italian area that has the largest cultivated area of approximately 3,000 hectares, on approximately 13,000 hectares of vineyard area.</p> <p>The wine product is the synthesis of an international identity of wine quality to be placed on the market in an innovative way. The project idea of the research involves the collection of all data representative of the context (farm2fork) and the creation of a sustainable and resilient model for the production, management and marketing of the Pinot Noir vine, in an environmental, climatic and constantly evolving economy, through the use of digital technologies (data collection and big data analysis platforms) that involve the production chain.</p> <p>The contents collected by the research project will allow us to have the basic knowledge to create a subsequent digital platform project of the territory in order to create the conditions for "premiumization" of Pinot Noir for greater attractiveness and competitiveness of the traditional supply chain.</p> <p>The final objective is to seek supply chain differentiation through a structured and innovative approach through a phygital platform strategy to support all supply chain stakeholders (producers, horeca, consumers), effectively creating a new circular customer experience.</p>
Requisiti/ competenze tirocinante English and Italian language. Own car
Potenziale ambito e argomento di tesi Data/process research for the creation of a Pinot Noir supply chain model (farm2fork) capable of supporting the new conditions of differentiation in terms of product quality and a new relationship experience with the brand for all stakeholders
Sede del Tirocinio via Torino, 34 Casteggio (PV)
Durata del tirocinio (12 months)
Rimborso spese - informazione da acquisire se l'azienda ha una politica diversa dal minimo (min 500€/netti- max 800€/netti) - indicare eventuali altri benefit (navetta, mensa, foresteria...) 500€/netti - relaxation room with drinks, coffee and tea

Richieste specifiche dall'azienda

We are looking for an enterprising, proactive and independent person in making choices

Note/ da segnalare