The Retailers of Italia- First Four Tabs

Brandon Coreas, Ersilda Vata, Nicole Fortune, Rokiatou Bah

Department of Business, New York City College of Technology

BUF 3300: International Retailing

Professor Adomaitis

October 4th, 2021

Geography (By Rokiatou Bah)

Figure 1 - Italy Map and Satellite Images

Italy is a large European country with a land border stretching 1,116 miles in length. The four countries that border Italy include Switzerland, France, Slovenia, and Austria (Kiprop et al., 2021). Out of the four countries, Switzerland holds the longest border while Slovenia has the shortest land border. Recently, the border between France and Italy has been modified

("espaces-transfrontaliers.org: Border factsheets," 2021). Due to the COVID-19 pandemic, the government has restricted crossing the Italian borders, and the permit to entry is issued upon clearance. Embarking on any trip to Italy requires the travelers to confirm if their regions of destination have no further measures and restrictions baring their movement ("Italy - Observatory on Border Crossings Status due to COVID-19 - UNECE Wiki", 2021).

Climate & Natural Resources (By Brandon Coreas)

When it comes to the climate and natural resources in Italy it is typically characterized as a Mediterranean climate where the winters aren't usually as cold and harsh but more so often wet and rainy. The summer is usually hot and dry. Considering the fact that Italy isn't described as a small country it has many different climates that surround different regions of the country. According to Internationalliving.com " With such a large area and so many different geographical features - from high mountains to over 4,000 miles of coastline, you'll find many regional differences and even micro-climates"("Climate in Italy", 2021). In the northern part of Italy, the summers are generally hot where the temperatures averages are generally in the '80s F. In the winter which typically starts in December in this region you can expect snowfall and temperatures that accumulate to levels of below freezing.

In central Italy in the areas of Tuscany, Umbria, and many other central destinations the summers are indeed hot with highs up in the '80s as well. Winter in this region has an average of around 40s F with tons of rain and occasional snow. In southern Italy, there are hot and dry summers and rainy mild winters. Throughout January and February, the average is around 40s F and for July and August, the averages drift between 80s F and 70s F. According to

Worldtravelguide.net " Most Italians take their holiday in July and August so prices, and crowds, can soar during these months which are also the hottest of the year" ("Italy Weather, Climate", 2019). This displays how there is a distinct correlation between the weather and the rise in prices as well as which time of the year would be the best to sell. Italy is also a country with various natural resources some of which include arable land, metals, minerals, fishing, etc. According to WorldAtlas.com " Italy exports large quantities of steel, and it is currently the 7th largest exporter in the world, and by June 2017 the country has exported 8.8 million metric tons of steel exported worldwide" ("What are the Major Natural Resources of Italy?", 2019). This directly correlates with The Retailers of Italia's indigenous products which are stainless steel earrings. Since Italy produces steel in such large quantities that will play a pivotal role in the exportation of The Retailers of Italia's earrings. In summary, this displays the interrelationship between Italy's natural resource of steel and stainless steel earrings and how it can tie into exportation and trade between neighboring nations.

Population & Demographics (Ersilda Vata)

The current population of Italy in 2021 is 60,367,477, a 0.16% decline from 2020.("Marco Trends", 2021)The Italians are Italy's most populous ethnic group, accounting for 95% of the country's overall population , about 6 million people, according to BBC. Albanians, Romanians, Ukrainians, and other Europeans are 2.5% than Africans with 1.5% and many other minorities make up the remaining 1% of the population. There were several descendants of the different ethnic groups that remained black in Italy and with time they accepted themselves as Italians. Italy doesn't count its population by color. But it would be fair to say that the country is

overwhelmingly white: the National Institute for Statistics reports that more than 92% of the country is ethnic Italian, which is often interpreted in practical terms as white. According to Varella 2021 , People between the ages of 45 and 54 made up the majority of the Italian population in 2019, accounting for 9.7 million people. Infants under the age of two years numbered around 1.3 million, making them the least common of all the categories covered.

Italy has one of the world's oldest populations. In recent years, the proportion of the population aged 65 and older has steadily increased, while the proportion of younger individuals has decreased.

Technology (By Nicole Fortune)

 "Italy is Europe's third-largest economy and a founding member of the European Union, the Organization for Economic Cooperation and Development, the G7, and the G8. Italy is also Europe's largest market for luxury goods" ("Ecommerce in Italy", 2021). The consumers in Italy have been embracing E-retail in recent years making the market larger. The Italian Government and key operators have invested to make the infrastructure advanced and widely accessible. Italian consumers, very much like US consumers, are using mobile devices increasingly more. This being the result of the advancements in technology in Italy that included, improved internet access infrastructure and broadband connection availability, mobile/smartphone access, and improved transaction security. "E-commerce in Italy is developing rapidly and has registered annual double-digit growth since 2014" ("Italy - e-commerce", 2020).

The B2C e-commerce market in Italy generated $36 billion in 2019 and is projected to advance in the upcoming years. The most frequently used forms of payment for e-commerce are

an Italian credit card called CartaSi along with MasterCard, VISA, and PayPal. Some of the biggest B2C retailing platforms such as "Subito.it, Aliexpress.com, Zalando.it, Autoscout24.it, Groupon.it, Yoox, and Pixmania. Furthermore, Banzai Srl, Italy's leading e-commerce operator controls ePrice.it and Saldiprivati.it" ("Italy - ecommerceitaly - e-commerce", 2019). In 2020 Italy was impacted by the pandemic, like many other countries around the world. This created more opportunities for retailers to advance their online platforms and bring in new customers. The pandemic made Ecommerce an essential part of Italian living, changing consumer behaviors. The pandemic has taught us that consistent technology, easy-to-use, and personalized omnichannel experience must be part of every retailer's strategy if they want to stay ahead of competitors. "The platform needs to provide customers with channels that can adapt to their priorities, and benefit from their purchasing power" (Puggioni , *Digitalization: Light at the end of the tunnel*, 2021).

References

espaces-transfrontaliers.org: Border factsheets. (2021). Retrieved 6 October 2021, from http://www.espaces-transfrontaliers.org/en/bdd-borders/frontiers/frontier/show/france-italie-monaco/

Google. (n.d.). [Google Maps Italy Map and Satellite Image]. (2021). Retrieved 6 October 2021, from https://geology.com/world/italy-satellite-image.shtml

Italy - Observatory on Border Crossings Status due to COVID-19 - UNECE Wiki. (2021). Retrieved 6 October 2021, from https://wiki.unece.org/display/CTRBSBC/Italy

Kiprop, J., Italy?, W., Continents, A., America, N., America, C., & America, S. et al. (2021). Which Countries Border Italy?. Retrieved 6 October 2021, from https://www.worldatlas.com/articles/what-countries-border-italy.html

Discover the climate and geography of Italy. World Travel Guide. (2019, May 26). Retrieved October 6, 2021, from https://www.worldtravelguide.net/guides/europe/italy/weather-climate-geography/#:~:text=Italy%20is%20characterised%20by%20a,January%20is%20the%20coldest%20month.

Climate in Italy. International Living. (2021, January 13). Retrieved October 6, 2021, from https://internationalliving.com/countries/italy/climate-in-italy/.

Sawe, B. E. (2019, July 29). What are the Major Natural Resources of Italy? WorldAtlas. Retrieved October 6, 2021, from https://www.worldatlas.com/articles/what-are-the-major-natural-resources-of-italy.html.

Ecommerce in Italy. (2021, May 07). Retrieved October 06, 2021, from https://ecommercenews.eu/ecommerce-in-europe/ecommerce-italy/

Italy population 1950-2021. MacroTrends. (2021). Retrieved November 11, 2021, from https://www.macrotrends.net/countries/ITA/italy/population.

Italy - ecommerce. (2020, October 08). Retrieved October 06, 2021, from https://www.trade.gov/knowledge-product/italy-ecommerce

Italy - ecommerceitaly - ecommerce. (2019, August 15). Retrieved October 06, 2021, from https://www.selectusa.gov/article?id=Italy-eCommerce

Puggioni, F. (2021, July 21). Digitalization: Light at the end of the tunnel. Retrieved October 06, 2021, from https://www.orange-business.com/en/blogs/digitalization-retail-there-light-end-tunnel

Reynolds, J. (2018, January 17). Italy election: 'white race' remark Sparks Row. BBC News. Retrieved October 6, 2021, from https://www.bbc.com/news/world-europe-42717117.

Varrella, S. (2021, September 17). Italy: Population distribution by age group 2002-2020. Statista. Retrieved October 6, 2021, from https://www.statista.com/statistics/569201/population-distribution-by-age-group-in-italy/.