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The Retailers of Italia- Second Four Tabs

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Culture (Ersilda Vata)

Culture

Although numerous other nationalities exist in Italy, about 96% of the population is Italian and the remaining population is made up of North African, Arabs, Italo-Albanians, Albanians, Germans, and other Europeans (Zimmerman, 2017). As with every other country around the world, Italy has been affected by the Mediterranean Islands of Sardinia and Sicily as well as France, Switzerland, Austria, and Slovenia to the north, have affected Italian culture.

According to BBC.uk (n.d.), the official language of Italy is Italian and a regional dialect is the mother tongue of around half of the people. Although linguists consider many dialects to be independent languages since they are mutually incomprehensible, they are not legally recognized (“BBC”, n.d.).

Religion

The predominant Christian denomination, Catholicism, is followed by 71.4% of Italians, which makes Christianity the biggest religion in the country (“B.E” , 2019). Islam is the second largest religion with at least 1.4 million Muslims living in Italy, however unlike Christianity and Judaism, Islam isn’t formally recognized in Italy (“Momigliano”, 2019).

Art and architecture

Italian architecture spans at least two million, from the Hellenistic Roman period to the current day. Italian architecture encompasses a wide range of architectural styles, and each style developed over the ages, reflecting the country’s political, cultural, and economic developments.

The Etruscan civilization flourished mostly in central Italy, particularly in Tuscany (“Moon travel”, 2020). Italian architecture has a long-standing preoccupation with “classical”, utilizing symmetry, order, beauty, and refinement ideas.

Family is an enormously significant aspect inside Italian Culture. Their family cohesion is centered on extended family rather than the Western concept of the “nuclear family” which consists of simply a mother, father, and children (Zimmerman, 2017).

Italy’s Economy – Before & After Covid-19: (Rokiatou Bah)

Various facets of Italy’s economy were significantly affected by COVID-19, and consumption, investment, foreign demand, and unemployment rate are clear indicators. In 2019, before COVID-19, Italy’s GDP stood at 1,794,934.9 million euros after more than five years of continuous growth (Varrella, 2021). However, with declining foreign demand, as well as domestic consumption and investment, the GDP sharply fell to 1,653,577.2 million euros in 2020, which was after COVID-19 had ravaged the country, a figure witnessed more than a decade ago (Varrella, 2021; Visco, 2020). Similarly, in Q2 2019, before COVID-19 in Italy, the number of employed people was 23,414,000, while the unemployment rate in that year averaged 5.37% (International Labour Organization [ILO], 2021; Moody’s Analytics, 2021). In Q2 2020, after COVID-19 had hit the country, the number of employed people reduced by 669,000 to 22,745,000, while the average unemployment rate in that year soared to 6.47% (ILO, 2021; Moody’s Analytics, 2021). In other words, with domestic consumption, investment, foreign

demand, and unemployment rate being proven as key drivers of a country's GDP, they are evidence that the COVID-19 pandemic affected Italy's economy to a notable extent.

Labor & Employment Practices (Nicole Fortune)

Italy's employment & labor practices are followed and understood under a *code law*. “*Code law* countries require that every action fit within a preexisting law. France and Italy are examples of code law countries, in which registration determines ownership. Tradition, past practices, and legal precedence influence a common law country's decision. Common law changes as society changes” (Sternquist, 2018). The employment laws are divided into categories, European Union Law, Italian Law, Collective labor agreements. The employment law includes employees and self-employees. Italy doesn't require employment contracts to be in writing, but self-employment contracts must be in writing. The terms that apply to all contracts of employment are anti-discrimination duties upon the employer, the employer's duty to perform the contract in fairness and good faith, and the duty of employees to observe the maximum care and loyalty towards their employer. The basic rules set for employment are that employees must be paid salary based on the quantity and quality of the performed job duties, daily rest periods must be enforced, and the annual paid leave period must not be any lower than four weeks per year. Trade unions have the right to strike and execute collective bargain agreements. Part-time & full-time employees at the same company are entitled to the same economic and legal conditions. Maternity leave is available to mother and father, broken into two categories

“compulsory” (80% of average salary) or “optional” (30% of average salary) (Bulgarini d’Elci & Sartori, 2021). Returning to work for the same duties as prior to the pregnancy.

The impact of Covid-19 changed society. Like the mandates the United States is now facing with vaccinations and weekly testing, Italy is following. Italy is taking a stricter stance than the rest of its bordering countries issuing the “Green pass”. The pass was developed to ease travel around Europe this pass became a requirement to access venues such as museums, gyms, and indoor dining in restaurants. Union leaders have spoken up and believe they shouldn’t have to pay for the weekly testing if they chose not to get the vaccine. The government rejected this request and said the test will cost 15 euros for work purposes (Reuters, 2021). “Italy in March ordered health workers to get vaccinated or face suspension. As of today, 728 doctors have been suspended, the doctors' federation said on Thursday. It was not immediately clear how many nurses or carers had refused to comply.” As the Retailers of Italia put the indigenous product into the market, one needs to understand the risks that could follow. “The environmental elements the company cannot control are called the *macro-environment*. The macro-environment consists of five sub-environments: economic, competition, technological, social, and governmental” (Sternquist, 2018). The many changes due to the Covid-19 pandemic have impacted all the sub-environments.

Steel Production as it relates to Earrings (Brandon Coreas)

Italy has a vast history of iron and steel production that dates back to the early 1900’s. The steel industry played a significant role in the Italian workforce specifically in the 1950’s

where the labor output was at an all time high. Although steel isn't Italy's number one resource it still plays a pivotal role in the history of the country's overall economic growth. According to sverdrupsteel.com "Italy modernized its steel industry in the 1950s and 1960s and it grew rapidly, becoming second only to West Germany in the 1970s. Strong labor unions kept employment levels high... In the 1990s the Italian steel industry, then mostly state owned, was largely privatised. Today the country is the world's seventh largest steel exporter" ("History of the Modern Steel Industry", 2019). There is a clear interrelationship between the production of steel in Italy and the overall economy because of how versatile it is. Steel is a very important resource because of the fact that it has a major influence on modern society and the everyday essentials that people need. According to ibisworld.com "Steel is a crucial raw material for the general economy due to its versatility. Although steel products are used by many different industries, the automotive and construction sectors are particularly important markets for industry manufacturers...Industry revenue is anticipated to increase at a compounded annual rate of 3.2% over the five years through 2021 23.2 billion euros" ("Iron and Steel Manufacturing in Italy", 2021).

Not only does steel production give many industries an opportunity to produce their products but it also gives The Retailers of Italia the chance to produce their indigenous product of stainless steel earrings. However due to the aftermath of the COVID-19 pandemic Italian cities like Venice have had a lack of business in the jewelry department because of the decrease in tourism. According to the New York Times "Now that tourists are returning, despite the spread of the new delta variant, jewelers are trying to recover" ("In Venice, Jewelers Try to Revive their Business", 2021). This displays how the influx of tourism certainly plays a role in the retail market when it comes to the jewelry business. For The Retailers of Italia being able to

export stainless steel earrings during this time of the pandemic might be challenging but it will open the door for e-commerce and being able to sell earrings globally online.

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