

Allegato n.1

Lista dei 164 prodotti gestiti dalla Co.Bir nell'anno 2017

Contatore Prodotto	Codice Prodotto	Quantità [colli]	Ettolitri	Valore [€]	Prodotti [% cumulata]	Ettolitri [% relativa]	Ettolitri [% cumulata]
1	60858	28.332	8.499,600	1.065.101,52	0,610	0,140	0,140
2	30124	52.208	4.134,874	1.045.911,77	1,220	0,068	0,208
3	31075	30.046	3.605,520	610.356,22	1,829	0,059	0,268
4	30072	29.951	3.594,120	331.329,64	2,439	0,059	0,327
5	20015	23.266	2.791,920	181.913,39	3,049	0,046	0,373
6	60023	10.440	2.088,000	338.020,60	3,659	0,034	0,407
7	30123	17.835	1.765,665	353.401,92	4,268	0,029	0,436
8	60017	8.540	1.708,000	243.724,18	4,878	0,028	0,465
9	60857	8.340	1.668,000	229.783,68	5,488	0,027	0,492
10	60037	4.705	1.411,500	189.268,92	6,098	0,023	0,515
11	60801	4.591	1.377,300	179.354,96	6,707	0,023	0,538
12	50001	22.607	1.356,420	374.348,73	7,317	0,022	0,560
13	30231	10.656	1.278,720	103.116,03	7,927	0,021	0,581
14	30077	15.103	1.196,158	124.962,63	8,537	0,020	0,601
15	30244	14.796	1.171,843	102.270,09	9,146	0,019	0,621
16	30069	9.328	1.119,360	97.171,20	9,756	0,018	0,639
17	30402	9.202	1.104,240	100.348,91	10,366	0,018	0,657
18	60016	5.115	1.023,000	147.818,43	10,976	0,017	0,674
19	60013	4.657	931,400	148.875,01	11,585	0,015	0,689
20	60011	4.206	841,200	140.651,06	12,195	0,014	0,703
21	30408	9.718	792,989	145.528,63	12,805	0,013	0,716
22	60044	3.815	763,000	76.219,66	13,415	0,013	0,729
23	30004	6.269	752,280	118.694,02	14,024	0,012	0,741
24	60806	2.487	746,100	107.606,50	14,634	0,012	0,754
25	30068	9.114	721,829	67.723,20	15,244	0,012	0,765
26	60020	3.180	636,000	45.474,00	15,854	0,010	0,776
27	30087	5.256	630,720	112.125,08	16,463	0,010	0,786
28	30409	10.001	600,060	103.034,45	17,073	0,0099	0,796
29	50003	9.673	580,380	197.568,47	17,683	0,0096	0,806
30	30052	5.604	560,400	151.812,12	18,293	0,0092	0,815
31	30182	6.872	544,262	151.396,25	18,902	0,0090	0,824
32	30400	10.725	536,250	56.998,66	19,512	0,0088	0,833
33	30075	5.938	534,420	221.308,53	20,122	0,0088	0,842
34	50002	8.807	528,420	153.524,79	20,732	0,0087	0,850
35	60025	2.480	496,000	115.716,79	21,341	0,0082	0,859
36	30105	3.436	412,320	36.425,22	21,951	0,0068	0,865
37	30086	3.341	400,920	40.107,66	22,561	0,0066	0,872
38	30121	4.485	355,212	49.438,56	23,171	0,0059	0,878

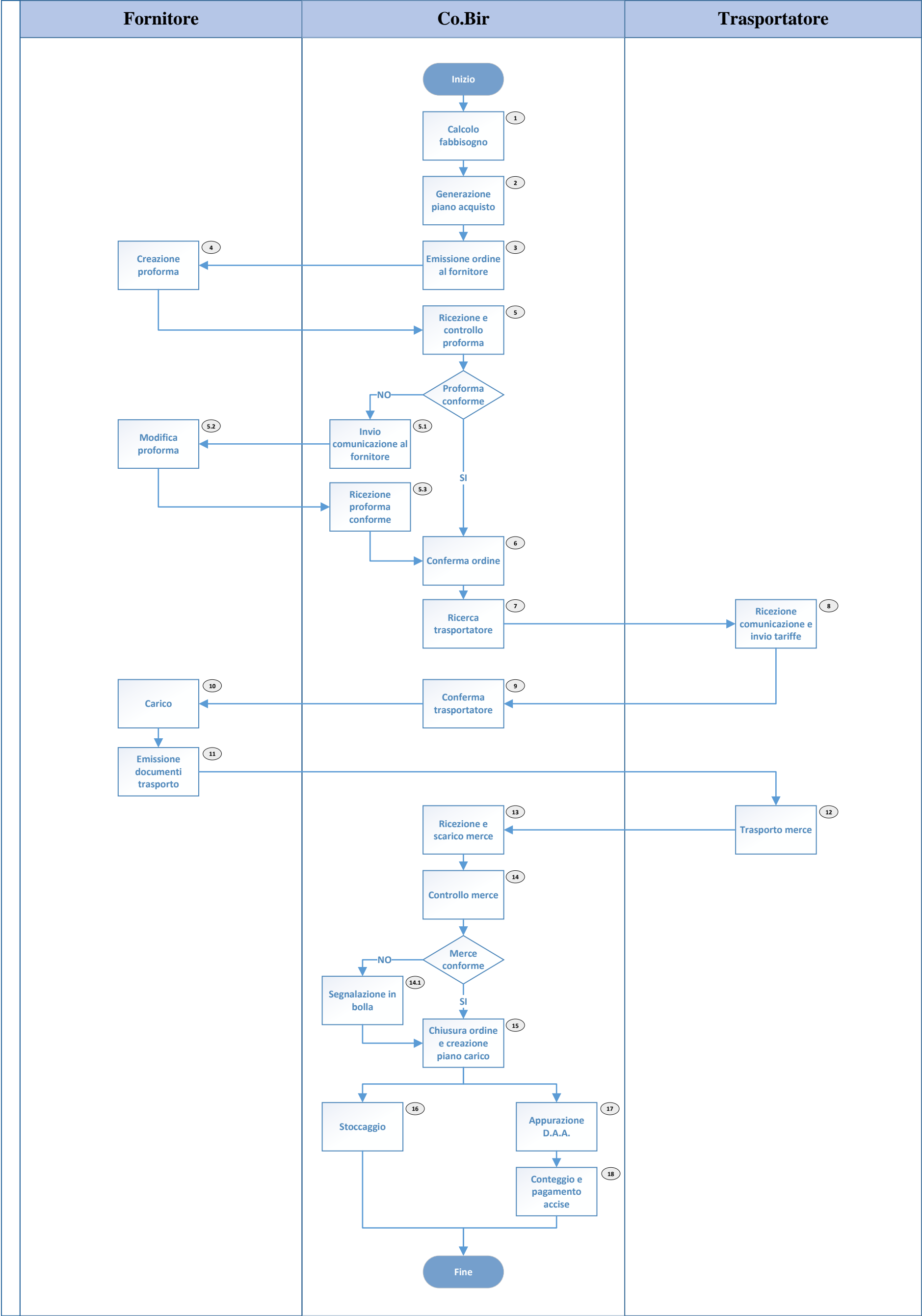
39	31080	4.362	345,470	159.914,20	23,780	0,0057	0,884
40	50005	5.088	305,280	88.528,16	24,390	0,0050	0,889
41	40033	7.594	300,722	75.785,08	25,000	0,0050	0,894
42	60012	1.377	275,400	42.384,60	25,610	0,0045	0,898
43	60039	1.368	273,600	40.885,09	26,220	0,0045	0,903
44	40183	6.804	269,438	90.024,82	26,829	0,0044	0,907
45	30083	3.216	254,707	24.364,29	27,439	0,0042	0,911
46	30041	2.530	253,000	63.709,63	28,049	0,0042	0,915
47	50004	4.200	252,000	81.891,52	28,659	0,0042	0,920
48	30002	2.818	223,186	73.489,33	29,268	0,0037	0,923
49	30054	1.690	202,800	19.823,05	29,878	0,0033	0,927
50	30112	4.080	183,600	58.047,43	30,488	0,0030	0,930
51	40035	3.010	180,600	52.076,26	31,098	0,0030	0,933
52	30217	2.259	178,913	73.338,01	31,707	0,0029	0,935
53	60024	867	173,400	46.667,08	32,317	0,0029	0,938
54	30113	3.754	168,930	53.394,86	32,927	0,0028	0,941
55	60030	835	167,000	42.999,14	33,537	0,0028	0,944
56	60045	730	146,000	18.863,54	34,146	0,0024	0,946
57	40131	3.132	133,423	33.024,87	34,756	0,0022	0,948
58	30178	1.679	132,977	51.102,41	35,366	0,0022	0,951
59	60038	664	132,800	31.250,91	35,976	0,0022	0,953
60	60027	659	131,800	36.603,99	36,585	0,0022	0,955
61	30230	1.602	126,878	51.745,10	37,195	0,0021	0,957
62	30222	1.381	109,375	52.214,57	37,805	0,0018	0,959
63	60860	485	97,000	15.247,10	38,415	0,0016	0,961
64	30023	731	87,720	13.044,42	39,024	0,0014	0,962
65	30016	711	85,320	13.117,62	39,634	0,0014	0,963
66	30132	1.054	83,477	29.501,30	40,244	0,0014	0,965
67	30122	684	82,080	13.064,48	40,854	0,0014	0,966
68	60010	408	81,600	9.974,78	41,463	0,0013	0,967
69	60019	405	81,000	16.133,29	42,073	0,0013	0,969
70	60804	264	79,200	10.438,03	42,683	0,0013	0,970
71	60032	378	75,600	18.325,57	43,293	0,0012	0,971
72	60018	372	74,400	11.264,39	43,902	0,0012	0,973
73	30407	922	73,022	20.616,88	44,512	0,0012	0,974
74	60046	345	69,000	6.662,64	45,122	0,0011	0,975
75	41069	1.728	68,429	30.926,68	45,732	0,0011	0,976
76	30404	782	66,626	22.937,47	46,341	0,0011	0,977
77	30149	730	65,700	46.248,01	46,951	0,0011	0,978
78	40122	1.519	60,152	28.586,95	47,561	0,0010	0,979
79	30218	656	59,040	25.682,41	48,171	0,0010	0,980
80	30226	702	55,598	20.044,41	48,780	0,0009	0,981
81	30067	549	54,900	11.937,50	49,390	0,0009	0,982
82	70016	593	53,370	17.839,98	50,000	0,0009	0,983
83	30039	671	53,143	16.679,68	50,610	0,0009	0,984
84	31094	523	47,070	29.421,08	51,220	0,0008	0,985

85	30115	1.155	45,738	19.094,41	51,829	0,0008	0,985
86	60041	223	44,600	6.244,00	52,439	0,0007	0,986
87	45010	1.620	42,768	17.703,79	53,049	0,0007	0,987
88	40052	1.080	42,768	11.886,09	53,659	0,0007	0,987
89	40123	1.078	42,689	23.285,82	54,268	0,0007	0,988
90	30119	891	40,095	19.492,88	54,878	0,0007	0,989
91	30127	845	38,025	18.768,89	55,488	0,0006	0,989
92	30125	844	37,980	18.472,70	56,098	0,0006	0,990
93	40012	417	37,530	23.478,63	56,707	0,0006	0,991
94	30120	396	31,363	6.378,25	57,317	0,0005	0,991
95	30061	377	29,858	5.841,39	57,927	0,0005	0,992
96	30235	225	27,000	4.669,91	58,537	0,0004	0,992
97	30219	340	26,928	11.159,12	59,146	0,0004	0,993
98	30066	336	26,611	4.762,68	59,756	0,0004	0,993
99	30014	614	26,156	6.809,26	60,366	0,0004	0,993
100	30015	614	26,156	6.625,06	60,976	0,0004	0,994
101	20251	626	25,541	13.705,20	61,585	0,0004	0,994
102	20400	240	25,286	14.238,72	62,195	0,0004	0,995
103	60015	122	24,400	5.309,73	62,805	0,0004	0,995
104	30064	308	24,394	11.979,02	63,415	0,0004	0,996
105	30025	235	18,612	6.179,09	64,024	0,0003	0,996
106	30399	222	17,582	4.898,02	64,634	0,0003	0,996
107	60031	86	17,200	4.898,50	65,244	0,0003	0,996
108	30017	206	16,315	3.005,00	65,854	0,0003	0,997
109	60033	80	16,000	4.379,88	66,463	0,0003	0,997
110	30013	307	13,078	3.598,04	67,073	0,0002	0,997
111	45011	486	12,830	4.964,19	67,683	0,0002	0,997
112	40051	210	12,600	3.496,06	68,293	0,0002	0,998
113	60042	62	12,400	2.405,60	68,902	0,0002	0,998
114	30519	203	9,135	4.205,52	69,512	0,0002	0,998
115	30516	181	8,145	3.707,52	70,122	0,0001	0,998
116	30517	179	8,055	3.726,31	70,732	0,0001	0,998
117	30116	198	7,841	3.709,42	71,341	0,0001	0,998
118	31082	126	7,560	2.938,98	71,951	0,0001	0,998
119	31038	89	7,049	3.217,27	72,561	0,0001	0,999
120	30518	153	6,885	3.148,82	73,171	0,0001	0,999
121	60049	33	6,600	1.380,68	73,780	0,0001	0,999
122	60040	31	6,200	1.741,16	74,390	0,0001	0,999
123	60029	25	5,000	1.299,51	75,000	0,0001	0,999
124	20004	32	3,840	183,55	75,610	0,0001	0,999
125	31081	81	3,645	2.002,32	76,220	0,0001	0,999
126	30107	58	3,480	943,10	76,829	0,0001	0,999
127	30106	82	3,247	1.385,08	77,439	0,0001	0,999
128	30528	41	3,247	1.328,40	78,049	0,0001	0,999
129	30529	38	3,010	1.231,20	78,659	0,00005	0,999
130	30531	36	2,851	1.166,40	79,268	0,00005	0,999

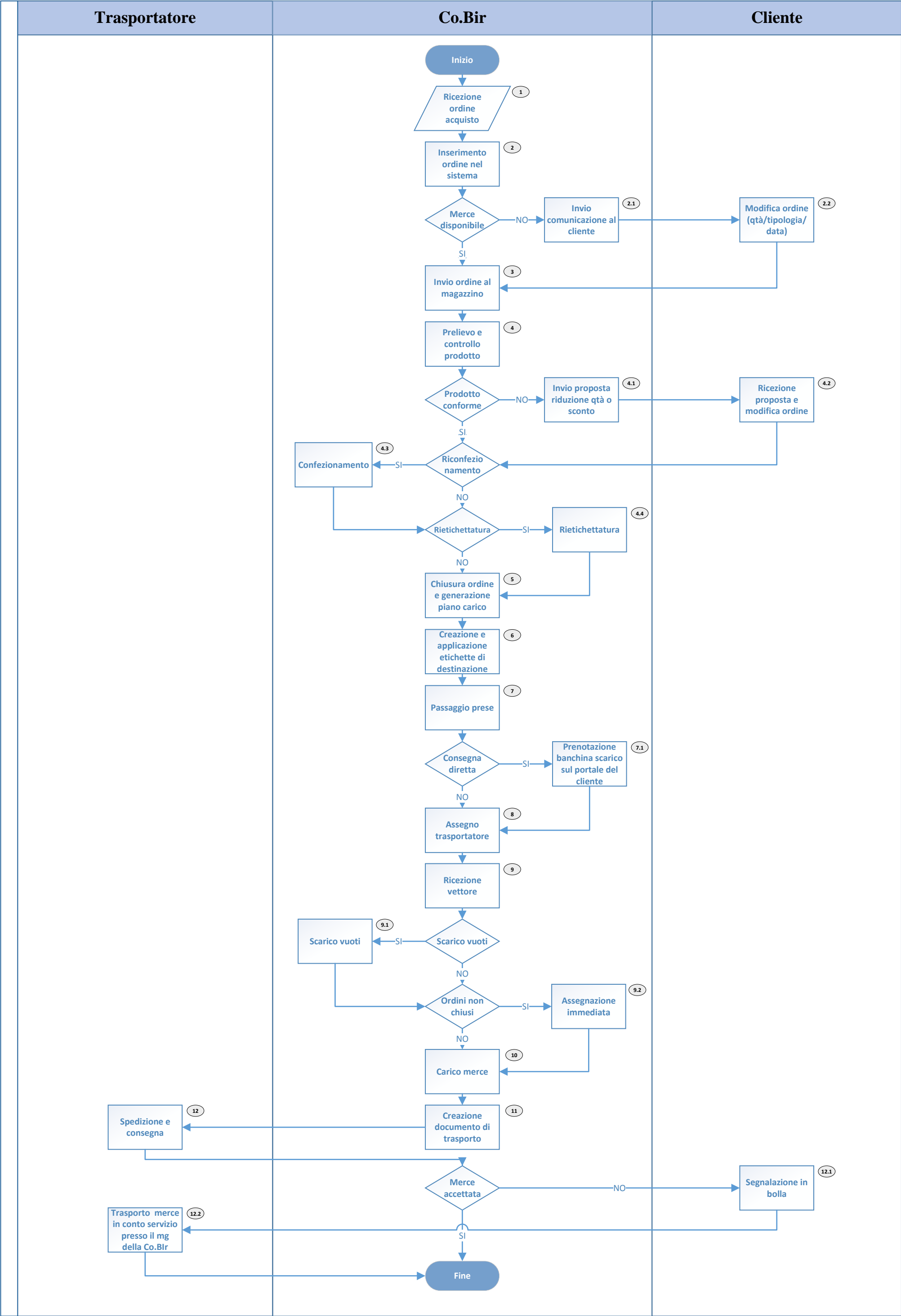
131	30530	35	2,772	1.134,00	79,878	0,00005	0,999
132	30118	65	2,574	1.259,68	80,488	0,00004	0,999
133	30129	56	2,520	1.317,78	81,098	0,00004	0,999
134	30508	49	2,205	1.480,68	81,707	0,00004	1,000
135	30509	49	2,205	1.473,32	82,317	0,00004	1,000
136	30511	49	2,205	1.392,46	82,927	0,00004	1,000
137	30108	34	2,040	492,25	83,537	0,00003	1,000
138	30507	34	2,040	1.188,83	84,146	0,00003	1,000
139	30510	43	1,935	1.228,53	84,756	0,00003	1,000
140	30525	37	1,665	1.120,55	85,366	0,00003	1,000
141	30527	37	1,665	1.065,24	85,976	0,00003	1,000
142	20005	21	1,663	151,20	86,585	0,00003	1,000
143	30526	36	1,620	1.091,02	87,195	0,00003	1,000
144	30524	33	1,485	953,02	87,805	0,00002	1,000
145	30487	31	1,395	796,29	88,415	0,00002	1,000
146	30489	20	0,900	538,48	89,024	0,00001	1,000
147	30512	20	0,900	279,60	89,634	0,00001	1,000
148	30488	16	0,720	420,20	90,244	0,00001	1,000
149	30485	8	0,720	358,11	90,854	0,00001	1,000
150	30513	15	0,675	209,70	91,463	0,00001	1,000
151	30464	14	0,630	408,24	92,073	0,00001	1,000
152	30482	7	0,630	327,11	92,683	0,00001	1,000
153	30522	13	0,585	374,32	93,293	0,00001	1,000
154	30523	13	0,585	350,24	93,902	0,00001	1,000
155	30466	12	0,540	350,64	94,512	0,00001	1,000
156	30467	12	0,540	366,48	95,122	0,00001	1,000
157	30520	12	0,540	324,12	95,732	0,00001	1,000
158	30521	12	0,540	324,95	96,341	0,00001	1,000
159	30514	10	0,450	152,40	96,951	0,00001	1,000
160	30515	10	0,300	159,60	97,561	0,00000	1,000
161	30481	2	0,180	93,72	98,171	0,00000	1,000
162	30484	2	0,180	85,95	98,780	0,00000	1,000
163	30478	0	0,000	0,00	99,390	-	1,000
164	40036	0	0,000	0,00	100,000	-	1,000
TOTALI		522.674	60.671,050	10.194.567,97	100%		100%

Allegato n. 2
Flow chart delle Attività

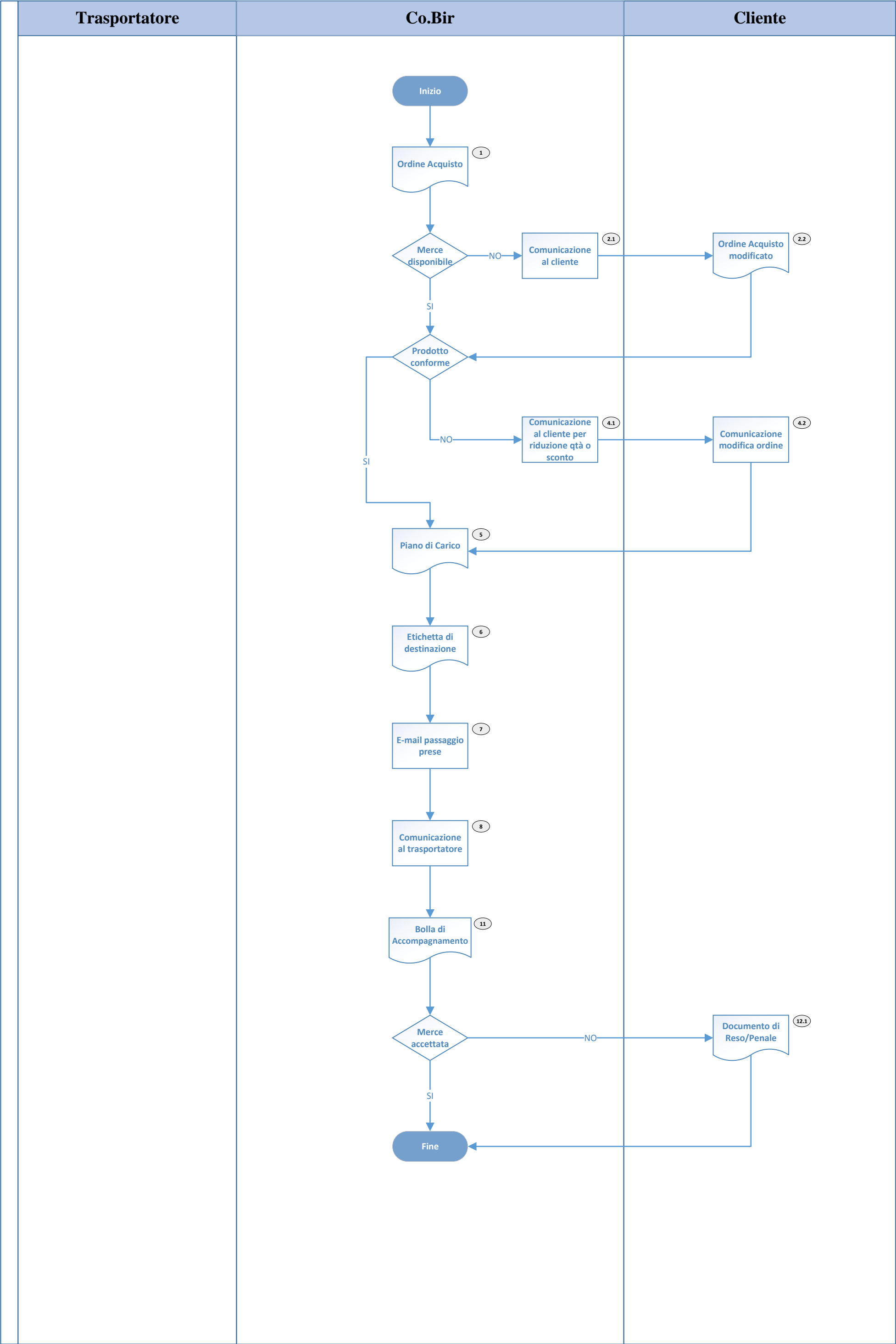
Gestione dei flussi in entrata



Gestione dei flussi in uscita



Gestione dei flussi in uscita

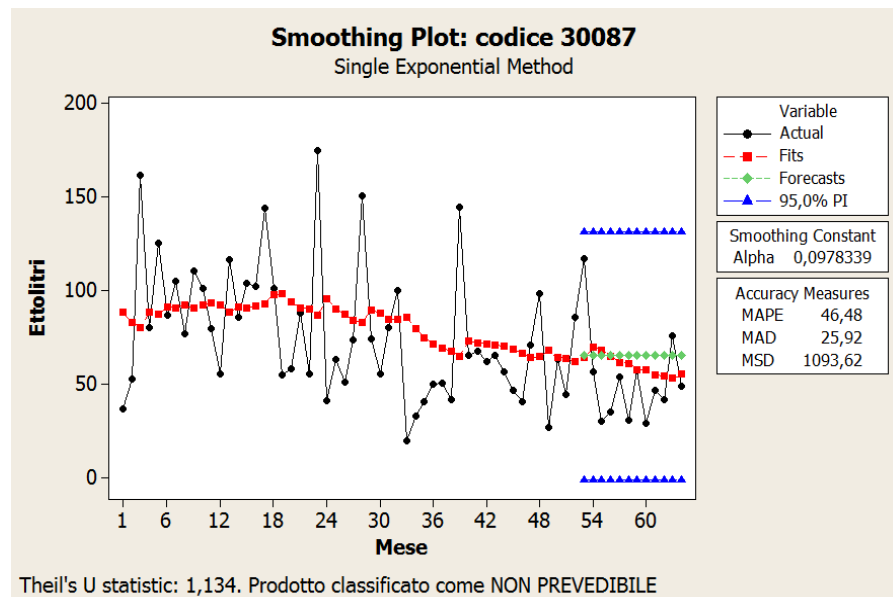
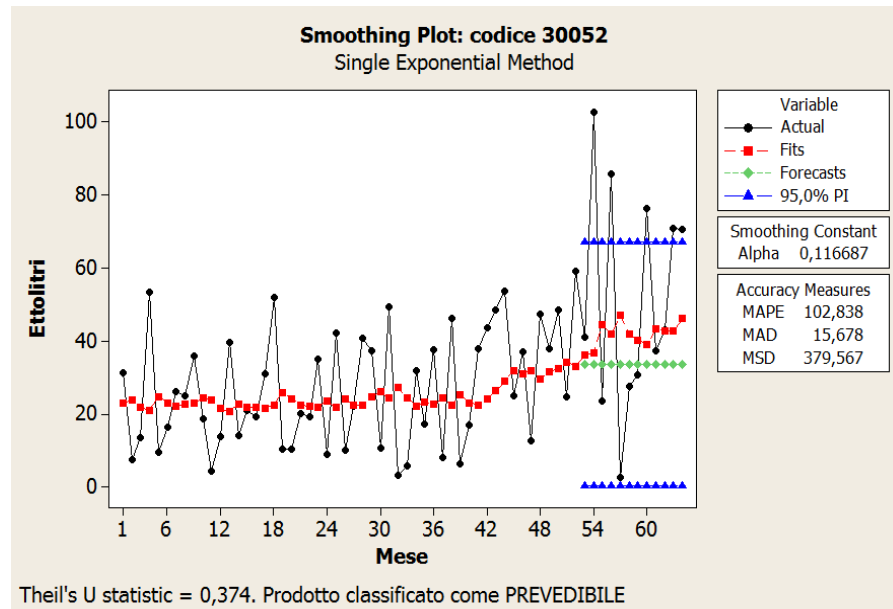


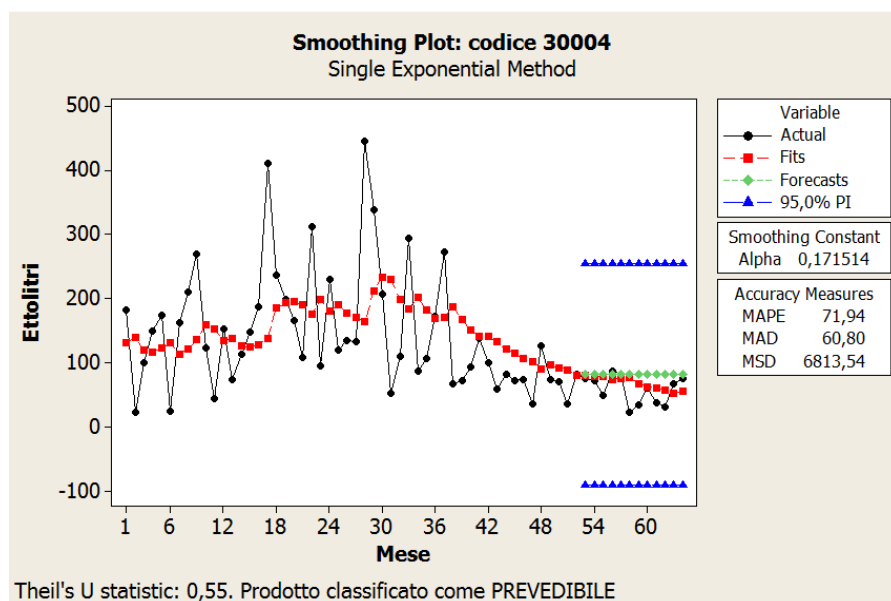
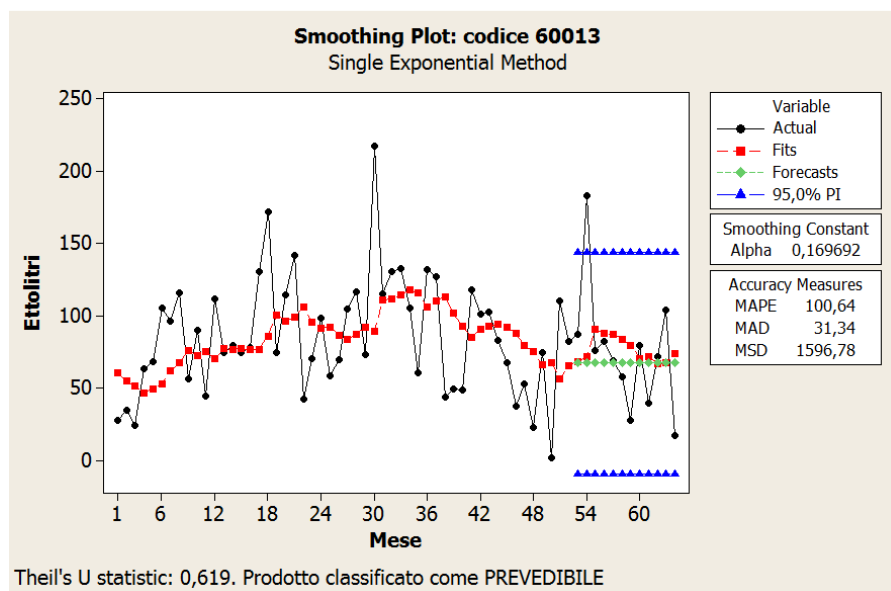
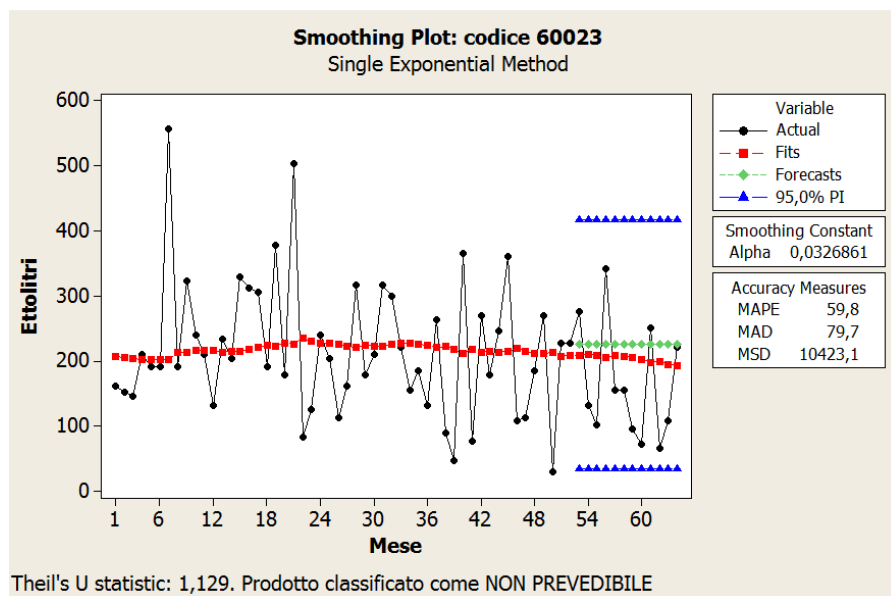
Layout del fabbricato principale della Co.Bir

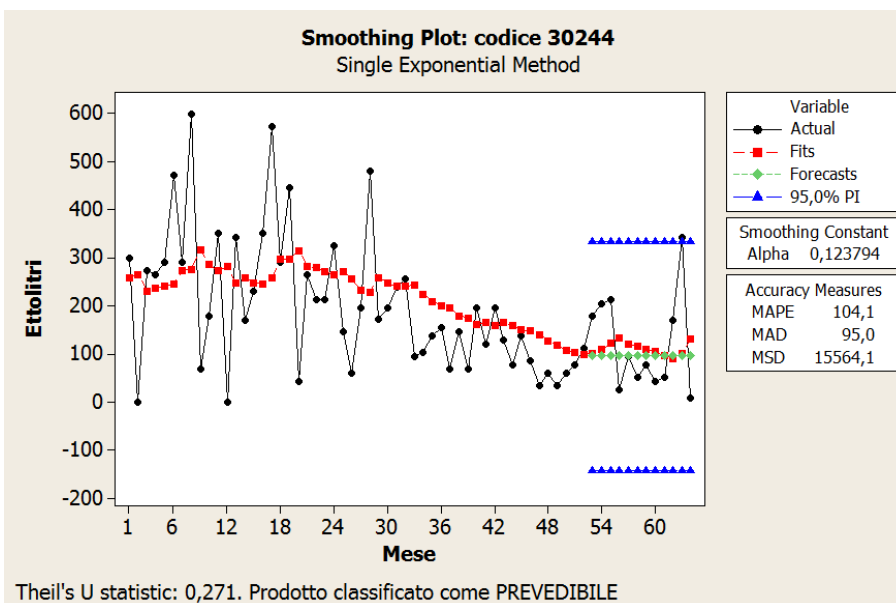
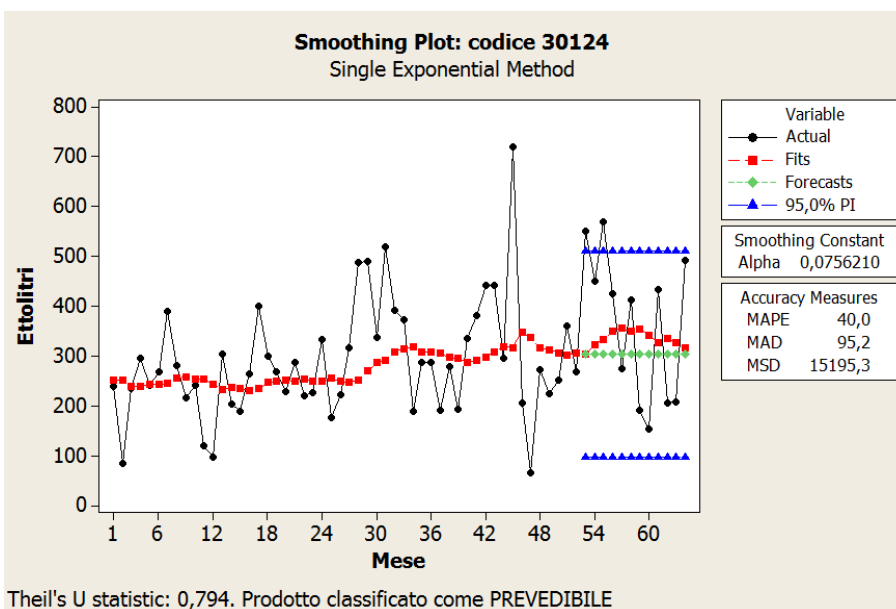
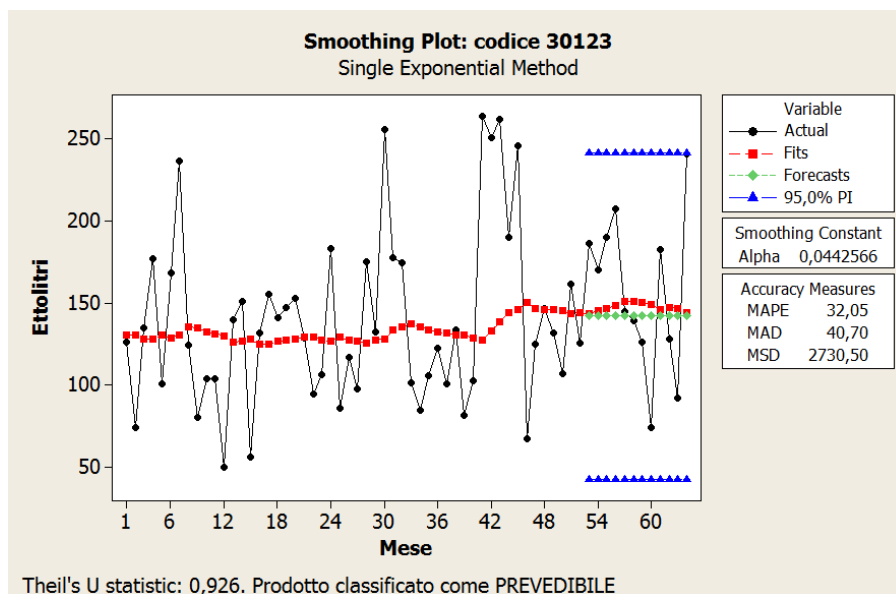


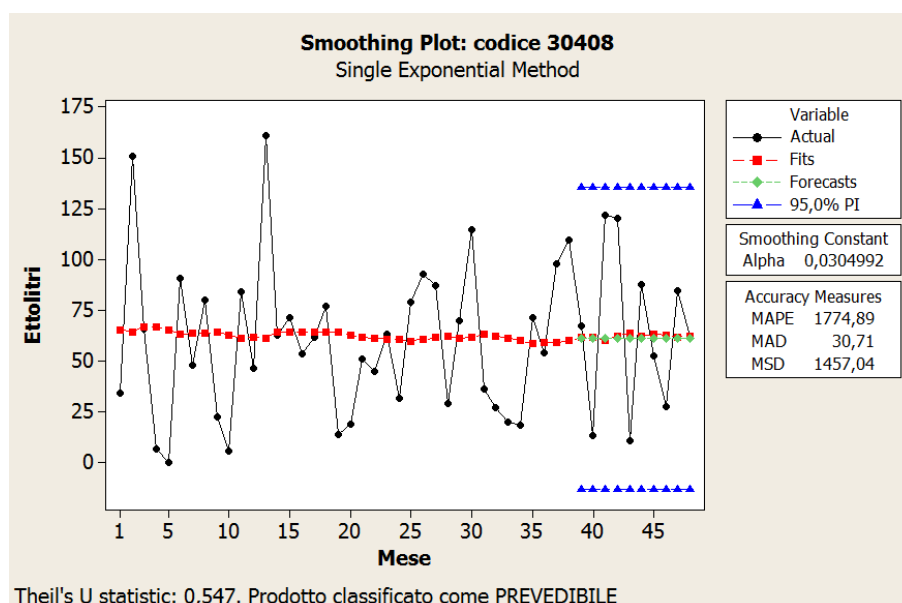
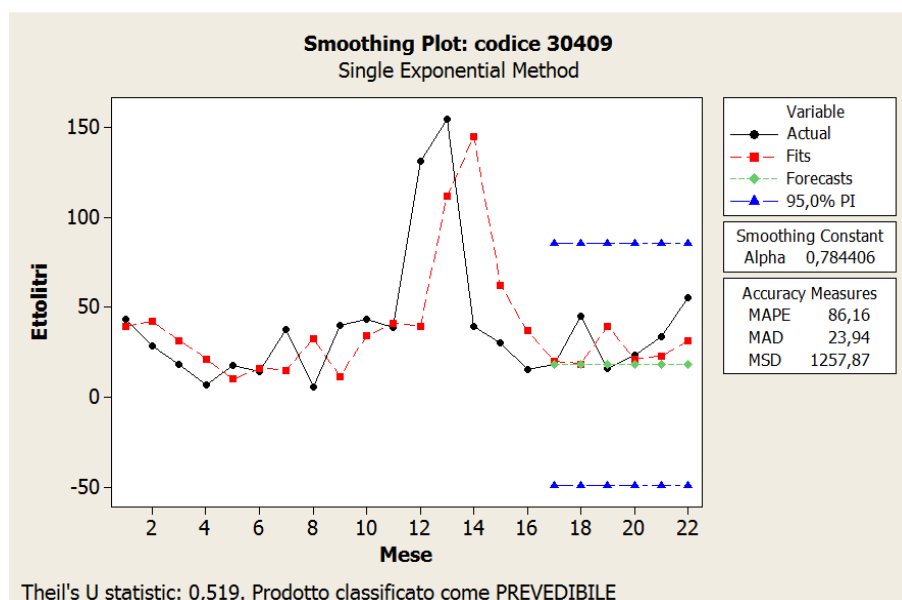
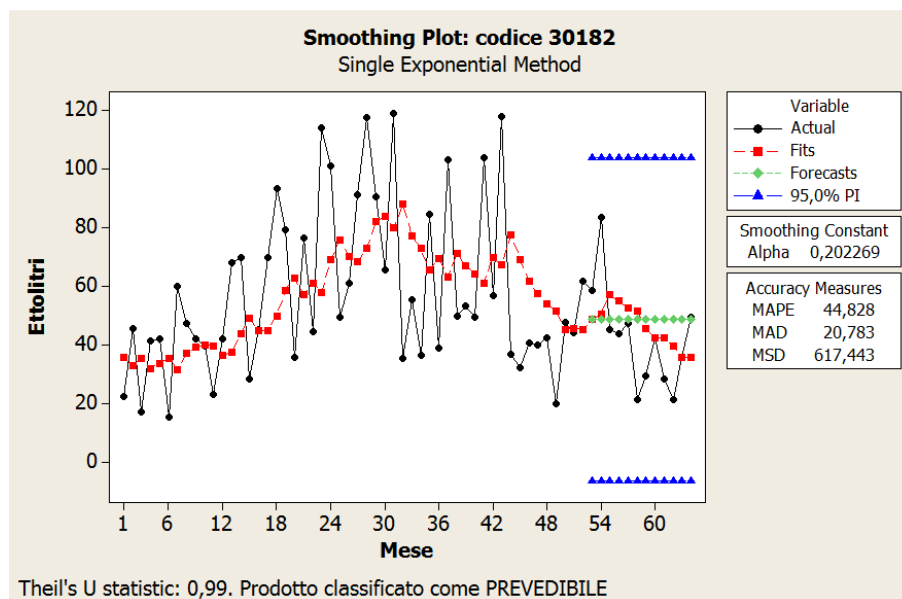
Allegato n. 5

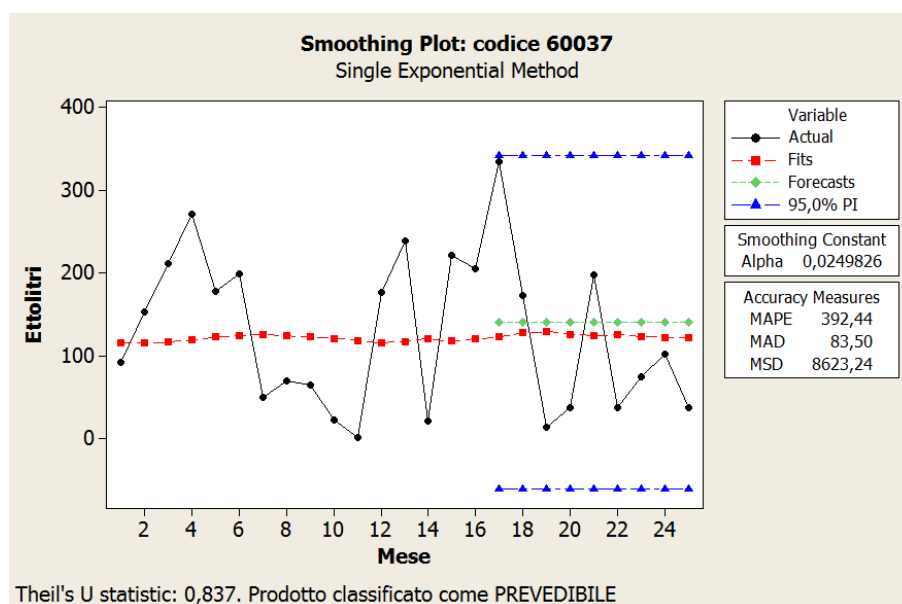
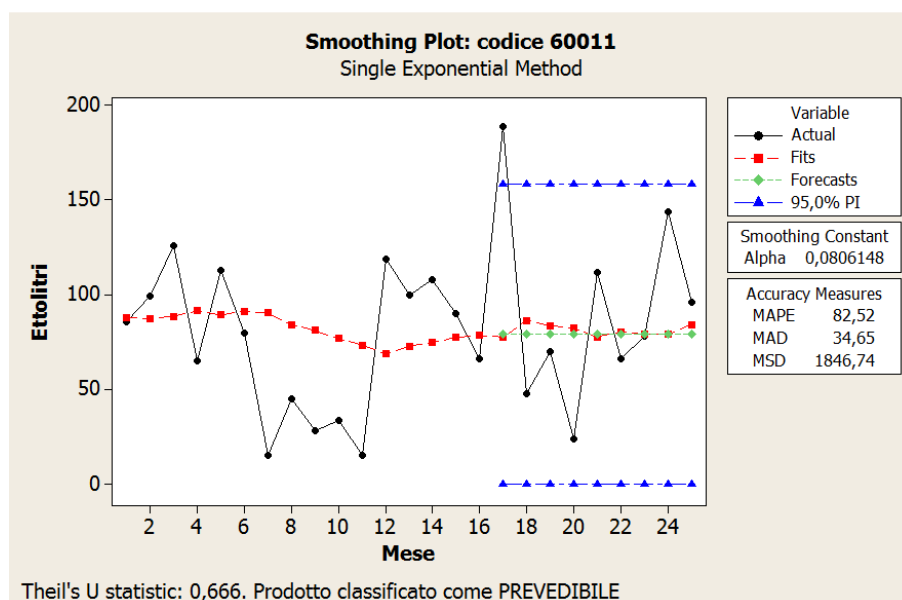
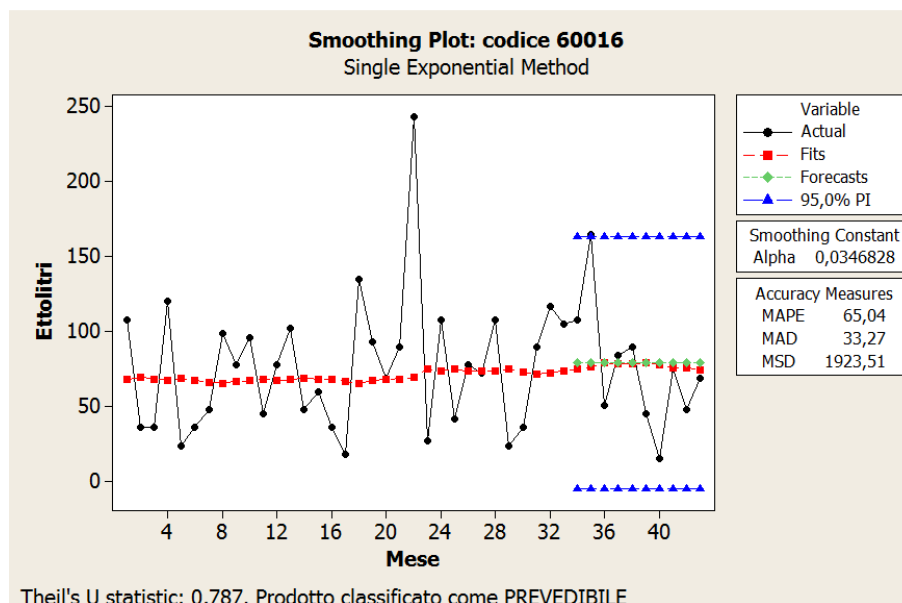
Sviluppo del metodo previsionale per i 30 prodotti del campione scelto

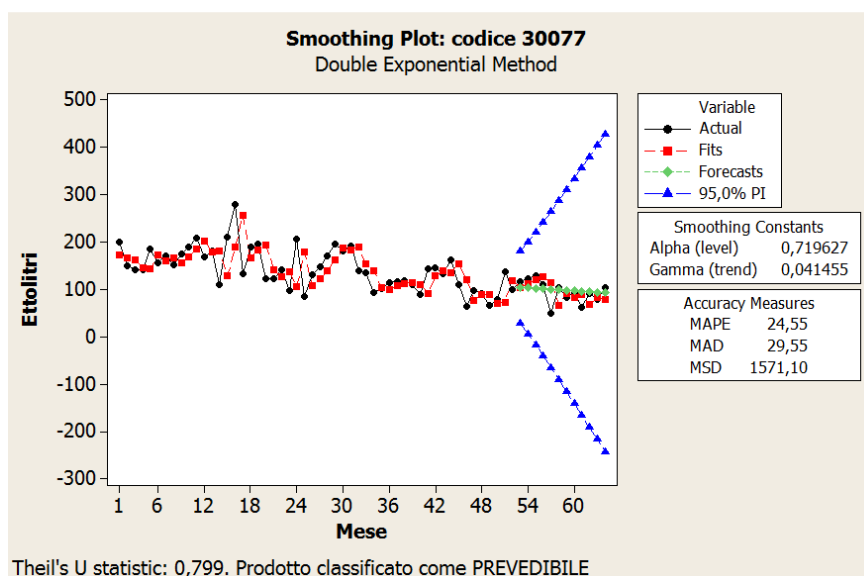
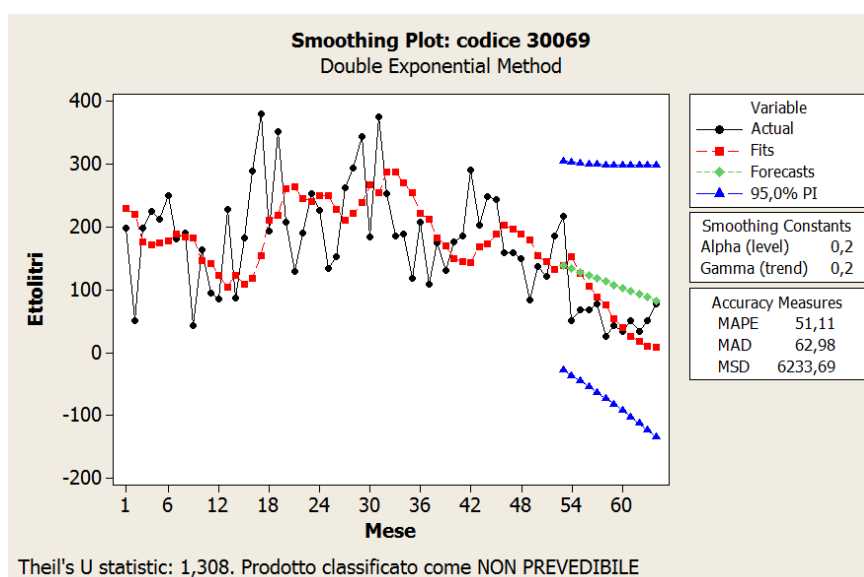
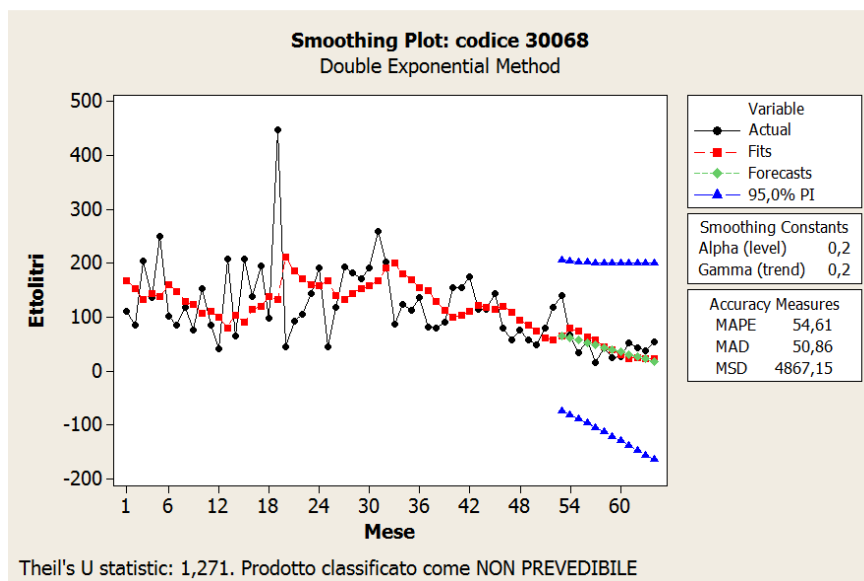


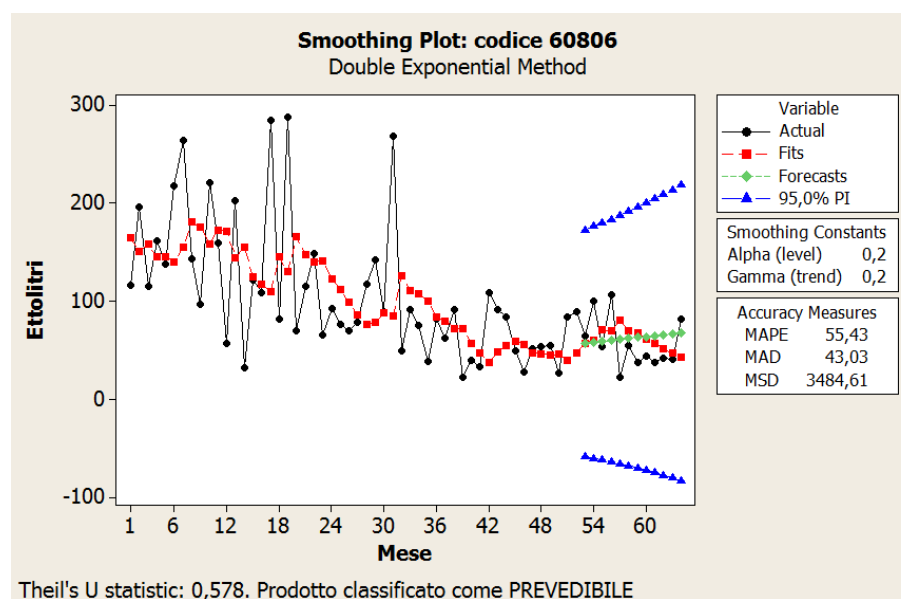
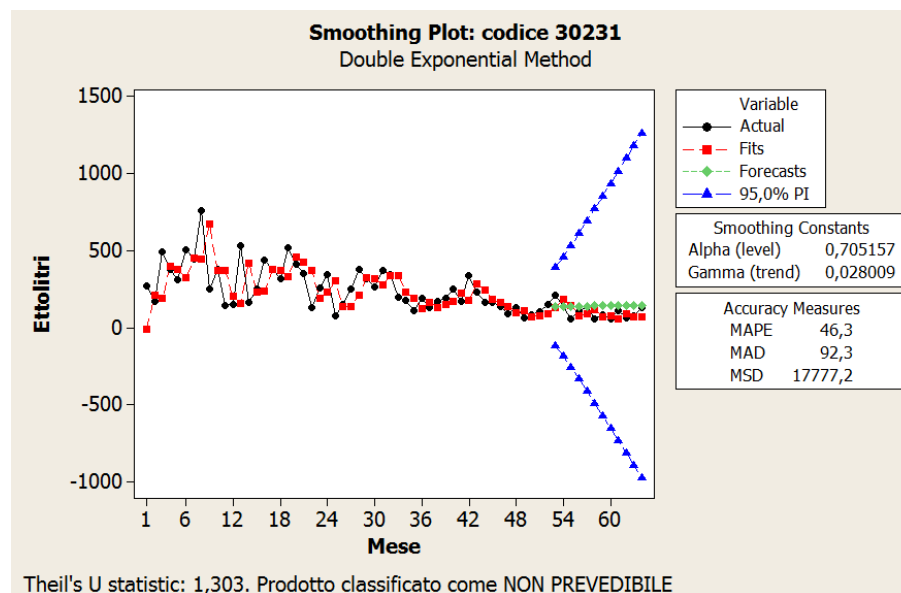
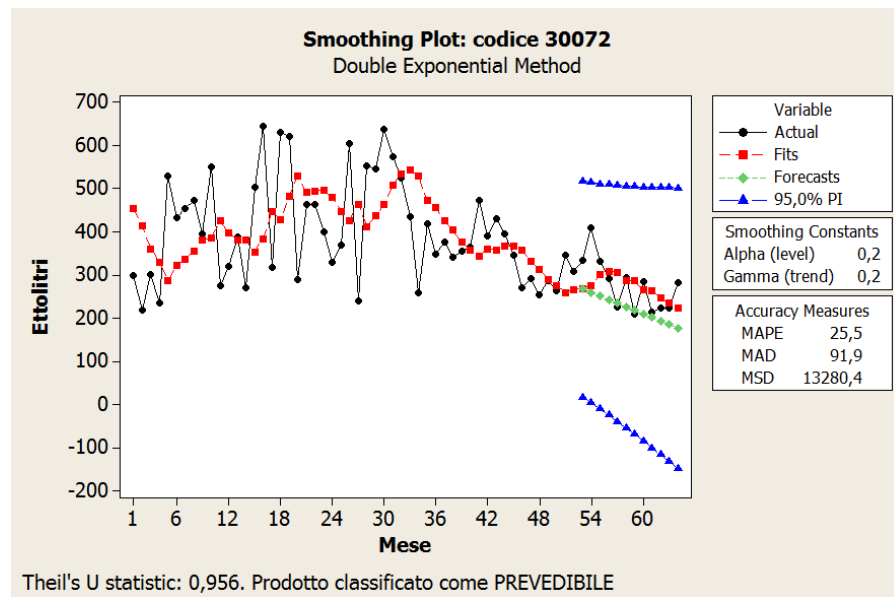


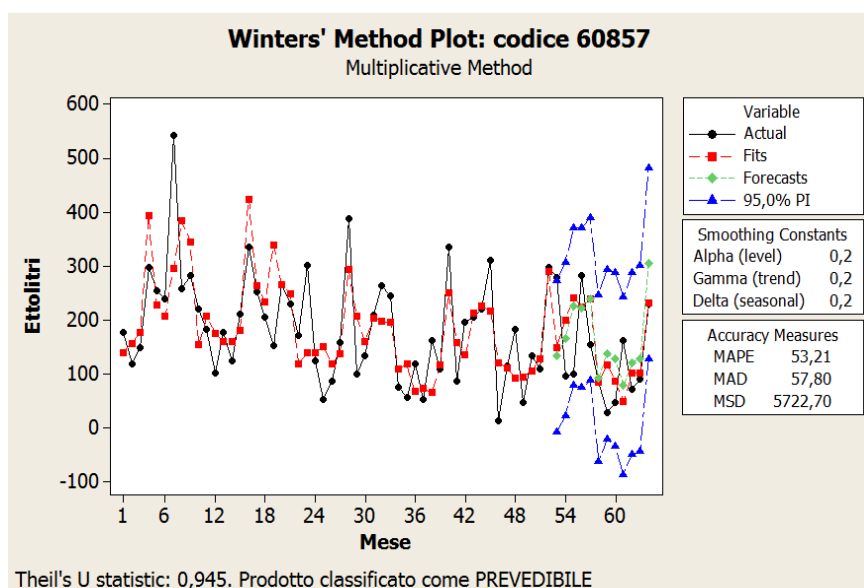
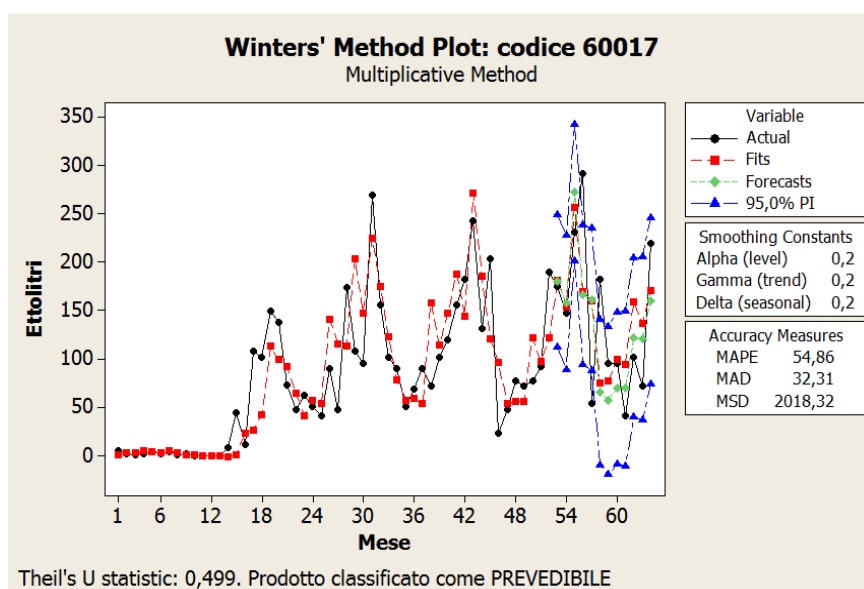
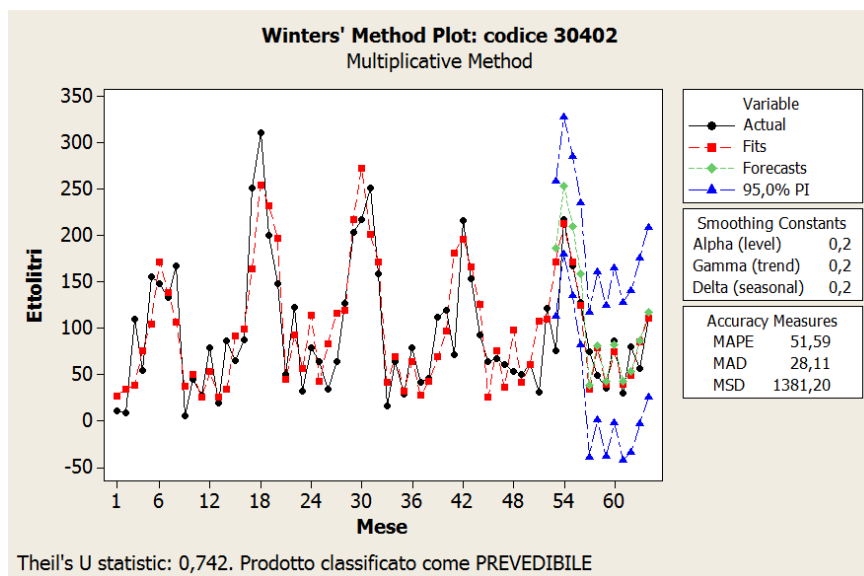


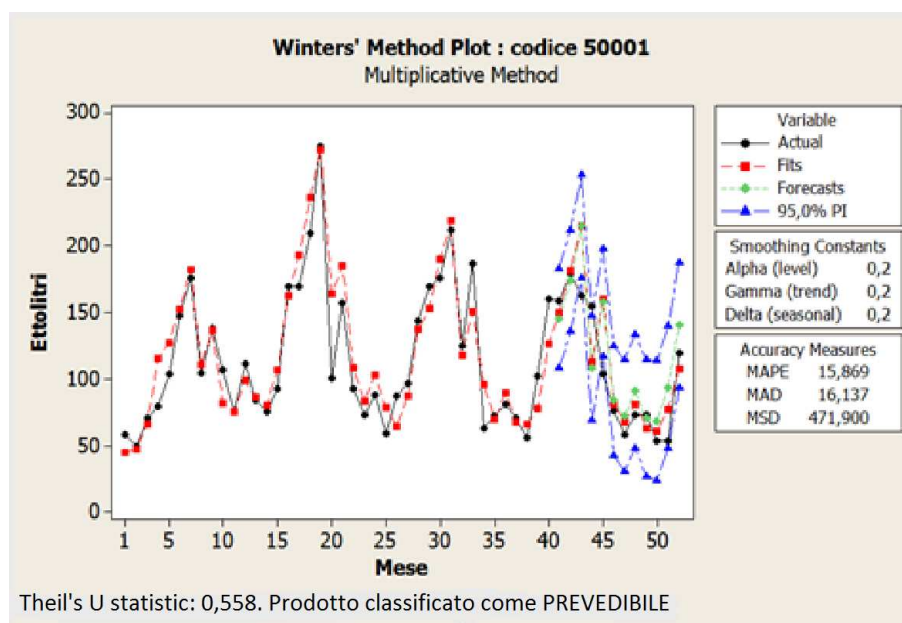
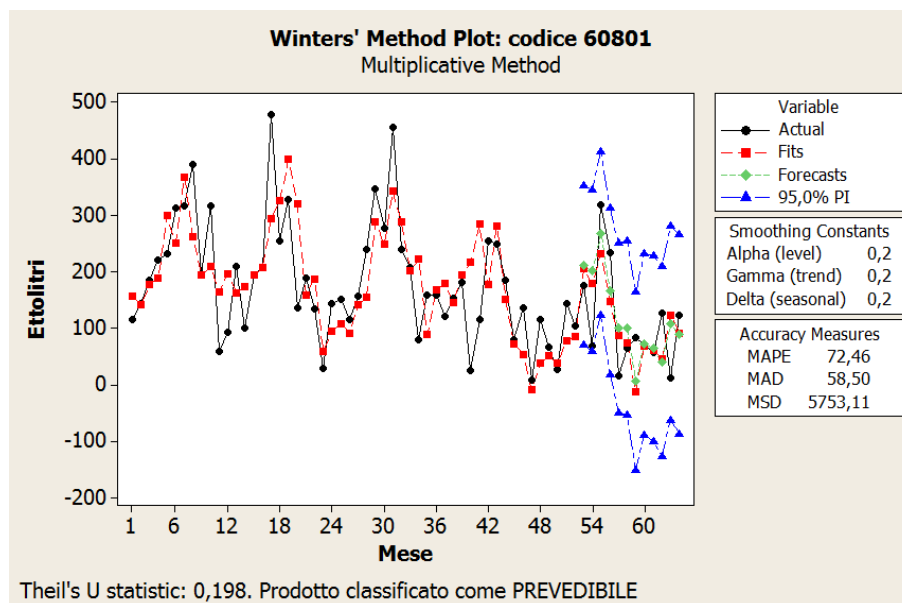












Allegato n. 6

Format promozionale relativo al prodotto 30124 negli anni 2013-2018

	SELL IN	SELL OUT	CLIENTE	CODICE ARTICOLO	LISTINO [€unità]	SCONTO EXTRA [%]	SCONTO PIATT. [%]	LISTINO NETTO [€unità]
2013	16 dic - 06 feb	10 gen - 06 feb	METRO	30124	0,780	2	4	0,733
	24 feb - 03 apr	21 mar - 03 apr	METRO	30124	0,780	3	4	0,725
	07 apr - 26 giu	02 mag - 26 giu	METRO	30124	0,820	2	4	0,771
	30 giu - 21 ago	25 lug - 21 ago	METRO	30124	0,820	2	4	0,771
	25 ago - 16 ott	19 sett - 16 ott	METRO	30124	0,820	2	4	0,771
	27 mag - 17 giu	13 giu - 26 giu	PAC 2000	30124	0,780	5		0,741
2014	13 gen - 19 feb	6 feb - 19 feb	METRO	30124	19,92	2	4	18,72
	01 apr - 25 giu	02 mag - 25 giu	METRO	30124	0,83	2	4	0,78
	30 giu - 20 ago	24 lug - 20 ago	METRO	30124	0,83	5	4	0,76
	20 ott - 31 dic	13 nov - 31 dic	METRO	30124	0,830	2	4	0,78
	01 apr - 31 lug	02 mag - 31 lug	MULTICEDI	30124	0,79	10		0,71
2015	20 apr - 15 mag	07 mag - 20 mag	GS DOCKSMARKET	30124	0,81	2		0,79
	15 lug - 10 ago	30 lug - 12 ago	GS DOCKSMARKET	30124	0,83	3		0,81
	02 nov - 30 nov	19 nov - 02 dic	GS DOCKSMARKET	30124	0,83	3		0,81
	11 gen - 04 mar	05 feb - 04 mar	METRO	30124	0,830	5	4	0,755
	05 apr - 24 giu	30 apr - 24 giu	METRO	30124	0,860	2	4	0,808
	01 lug - 31 lug	01 lug - 31 lug	METRO	30124	20,700	5	4	18,837
	01 nov - 31 dic	26 nov - 31 dic	METRO	30124	0,860	2	4	0,808
	13 dic - 03 feb	07 gen - 03 feb	METRO	30124	0,860	2	4	0,809
	01 mag - 31 lug	01 mag - 31 lug	MULTICEDI	30124	0,820	5	5	0,738

2016	10 feb - 07 mar	25 feb - 09 mar	GS DOCKSMARKET	30124	0,83	3		0,805
	10 mag - 06 giu	26 mag - 08 giu	GS DOCKSMARKET	30124	0,85	3		0,825
	05 lug - 01 ago	21 lug - 03 ago	GS DOCKSMARKET	30124	0,85	3		0,825
	05 sett - 03 ott	22 sett - 05 ott	GS DOCKSMARKET	30124	0,85	3		0,82
	15 ott - 14 nov	03 nov - 16 nov	GS DOCKSMARKET	30124	0,85	3		0,82
	23 ago - 16 sett	05 sett - 18 sett	GS GROSSIPER	30124	0,85	3		0,825
	13 dic - 03 feb	07 gen - 03 feb	METRO	30124	0,86	2	4	0,81
	02 apr - 22 giu	28 apr - 22 giu	METRO	30124	0,86	2	4	0,81
	13 lug - 19 ago	06 ago - 19 ago	METRO	30124	0,86	5	4	0,78
	22 ago - 26 ott	15 sett - 26 ott	METRO	30124	0,86	2	4	0,81
	16 nov - 31 dic	10 dic - 31 dic	METRO	30124	0,86	2	4	0,81
	11 apr - 10 lug	11 apr - 10 lug	MULTICEDI	30124	0,84	5		0,80
2017	15 gen - 13 feb	02 feb - 15 feb	GS DOCKSMARKET	30124	1,008	3		0,978
	10 lug - 07 ago	27 lug - 09 ago	GS DOCKSMARKET	30124	1,100	3		1,067
	10 ott - 06 nov	25 ott - 08 nov	GS DOCKSMARKET	30124	1,100	3		1,067
	15 gen - 10 feb	30 gen - 12 feb	GS GROSSIPER	30124	1,008	3		0,978
	22 gen - 01 mar	16 feb - 01 mar	METRO	30124	0,860	2	4	0,808
	05 mar - 12 apr	30 mar - 12 apr	METRO	30124	0,860	2	4	0,808
	03 apr - 23 giu	27 apr - 23 giu	METRO	30124	0,890	2	4	0,837
	09 lug - 16 ago	03 ago - 16 ago	METRO	30124	0,890	2		0,872
	21 ago - 25 ott	14 sett - 25 ott	METRO	30124	0,890	2		0,872
	15 mag - 05 giu	01 giu - 11 giu	PAC 2000	30124	0,83			0,83
	22 giu - 12 lug	06 lug - 19 lug	TATO' PARIDE	30124	0,880	3		0,854
	28 lug - 28 ago	17 ago - 30 ago	TATO' PARIDE	30124	0,880	3		0,854
2018	02 gen - 29 gen	17 gen - 31 gen	GS DOCKSMARKET	30124	0,880	3	3	0,827
	02 apr - 30 apr	18 apr - 02 mag	GS DOCKSMARKET	30124	0,880	3		0,854
	02 gen - 26 gen	15 gen - 28 gen	GS GROSSIPER	30124	0,880	3	3	0,827
	02 apr - 27 apr	16 apr - 29 apr	GS GROSSIPER	30124	0,880	3		0,854
	07 gen - 28 feb	01 feb - 28 feb	METRO	30124	0,890	2		0,872
	03 apr - 22 giu	26 apr - 22 giu	METRO	30124	0,89	3		0,863
	08 lug - 15 ago	02 ago - 15 ago	METRO	30124	0,89	5		0,846
	21 mag - 08 lug	04 giu - 14 lug	MULTICEDI	30124	0,84	0	10	0,756