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Newsletter COTTAGE ITALIA INDUSTRIES

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COTTAGE ITALIA INDUSTRIES AT THE NIGERIAN INTERNATIONAL FOOD & AGRICFAIR

Africa Can Feed Africa, Mario De Cataldo. With over 40 years trading experience in Africa, the CEO of Cottage Italia Industries Dr. Mario De Cataldo made the assertion at the business meeting of Nigerian International Food and Agric Fair, an African Pot event held on Friday 1st May at the Women Centre, Abuja under the auspices of SMEDAN. He posited that if the wastage of fruits and crops that can be counted in millions of tons every year is harnessed through processing, there would be no need for Africa to cry for food even in the face of global economic down turn. He thus recommended his company's processing lines as a veritable source for adding value to the numerous farm and animal products found in abundance in the continent. Earlier in his good will message, the Chairman of the event and President of All Farmers Association of Nigeria (AFAN) Dr. Abdullahi Adamu, enjoined every farmer to be more determined to go to the field as there are many opportunities that will aid and support availability of food produce by farmers. The Chief Host of the occasion and President, African Business Round Table, Alhaji Bamanga Tukur spoke on the necessity for Nigeria to look inwards and rekindle the good old days when agriculture was the main stay of the economy until oil was discovered in the country. The D.G. of SMEDAN represented by Mr. Monday Ewans revealed that the agency was created to enable small and medium enterprises grasp the rudiments of business through its activities tailored to meet the needs of entrepreneurs in the areas of business planning and other related services. He also told the audience about the entrepreneurship opportunities in food and agribusiness available in the Federal Government's 7 Point Agenda. The CEO of African Pot, organizers of the programme, Mrs Shimite Katung in her speech recalled how her TV presentation on African delicacies led to the annual Food and Agric Fair which has now gone international, attracting participants from Ghana and other countries. The event was fully loaded and multi faceted to include, Business Meeting, cooking competition, chops and youth seminar garnished with cultural dance as well as question and answer session.



Pictures showing the CEO of Cottage Italia Industries Dr. Mario De Cataldo and other participants at the NIGERIAN INTERNATIONAL FOOD & AGRICFAIR

OUR NEW PROCESSING LINE

- * **Shito producing line**
- * **Mayonaise producing line**
- * **Cassava/cassava dough producing line**
- * **Drinking Water producing line**
- * **Peanut butter producing line**
- * **Palm oil producing line**

Our lines are made entirely from stainless steel and suitable for food-processing industries

**Get Your Bottles ready
Packaged in Cartons at
cottage Italia Industries**

OUR PRODUCTS



Washing Machine



Pasteurizer



Industrial Blender



Dry Grains Miller



Labeling Machine



Stainless steel Tank



Dry Grains Miller



Pneumatic Corking Machine



Corking Machine



Dry & Wet Grains Miller



Filling Machine



Jm500 Juice extractor

Become Industrialist In Food Processing . Come to Cottage Italia Industries Now



Practical marketing for self reliance

YOU TOO CAN SELL

It can be said that, in a very real sense, there is no such thing as selling. You simply offer products and services that people want, and they buy.

You seldom can make anyone buy something he doesn't want, and even if you succeed in doing that, the results are almost never satisfactory to you or to your customer.

The key to success in this business of transforming products and services into money is serving your customers well... finding out what they want before they know themselves, and offering it to them at a price they are willing to pay.

Most of the people who dislike selling are turned off because they have the idea that selling involves imposing your will on someone else and forcing him to buy something he doesn't really want.

That's a false impression as selling is really a creative, stimulating activity that leaves the customer better off than he was before he met you.

The salesman's role in the scheme of things in the society is a most vital one because without good, conscientious salesmen, we would still be living in a grim world of home-spun clothing, horse-drawn transportation, log cabins and manual labour.

*From Dr. Mario De Cataldo
and Sonnie Nwosu/Nigeria*

If you collect all the basic points you will have a Practical marketing pocket book at the end of our 5 issues



Entrepreneur Tips

6 steps to being your own boss

Young entrepreneurs have to work hard to overcome inexperience and gain credibility. These tips increase your odds of success when starting out and starting up. (*continued*)

"Financial literacy is the language of owning a business," says Irwin Rudick, the vice president of the San Diego chapter of SCORE, a nonprofit firm that gives advice and training to small business owners. So, if you're still in school, take classes in business, management or entrepreneurship. If you've already graduated, sign up for night classes. Durovic, an international-business and marketing major, says that his formal business education has been integral to his success. "Nothing brings the classes to life like running your own business," he says. Build a winning team. Bring on people who complement your skills and fill in the gaps. Mary Beth Metrcy, a 24-year-old Spanish-literature master's student at Georgetown University, had always dreamed of opening a boutique, but her short stint in retail didn't provide all of the details of running a shop. But Heather White, her hometown friend from Wyckoff, N.J., had studied fashion design and merchandizing.

Naturally, Metrey asked White to be her business partner when she opened a shop in Georgetown. Fight inexperience with advice. Universities and alumni networks are great sources for mentors. Durovic found business-plan help in a Georgetown entrepreneurship class and consulted with his former professor on business decisions. Ryan Comfort, a grad of the University of Pennsylvania's Wharton School and founder of the online art sales business Comfort2020.com also found cost-cutting connections through his school's alumni network. The Internet is another great place to get free advice. SCORE, for example, boasts a mentor network of more than 10,000 mostly retired entrepreneurs nationwide. You can search by related background and meet the mentor locally or by email. You can also get feedback online from 12,000 peer entrepreneurs at YomgEntrepreneur.com. And seek out local organizations. At 27, New Yorker Lean Alani founded SobbieSays.com,

an online boutique for stationery and gifts for special events. She gained the confidence and the practical skills to accelerate the start-up date after taking a four-week class with Ladies Who Launch, which has local chapters in metropolitan areas. Courtesy: MSN Money and Kiplinger's Personal Finance Magazine

