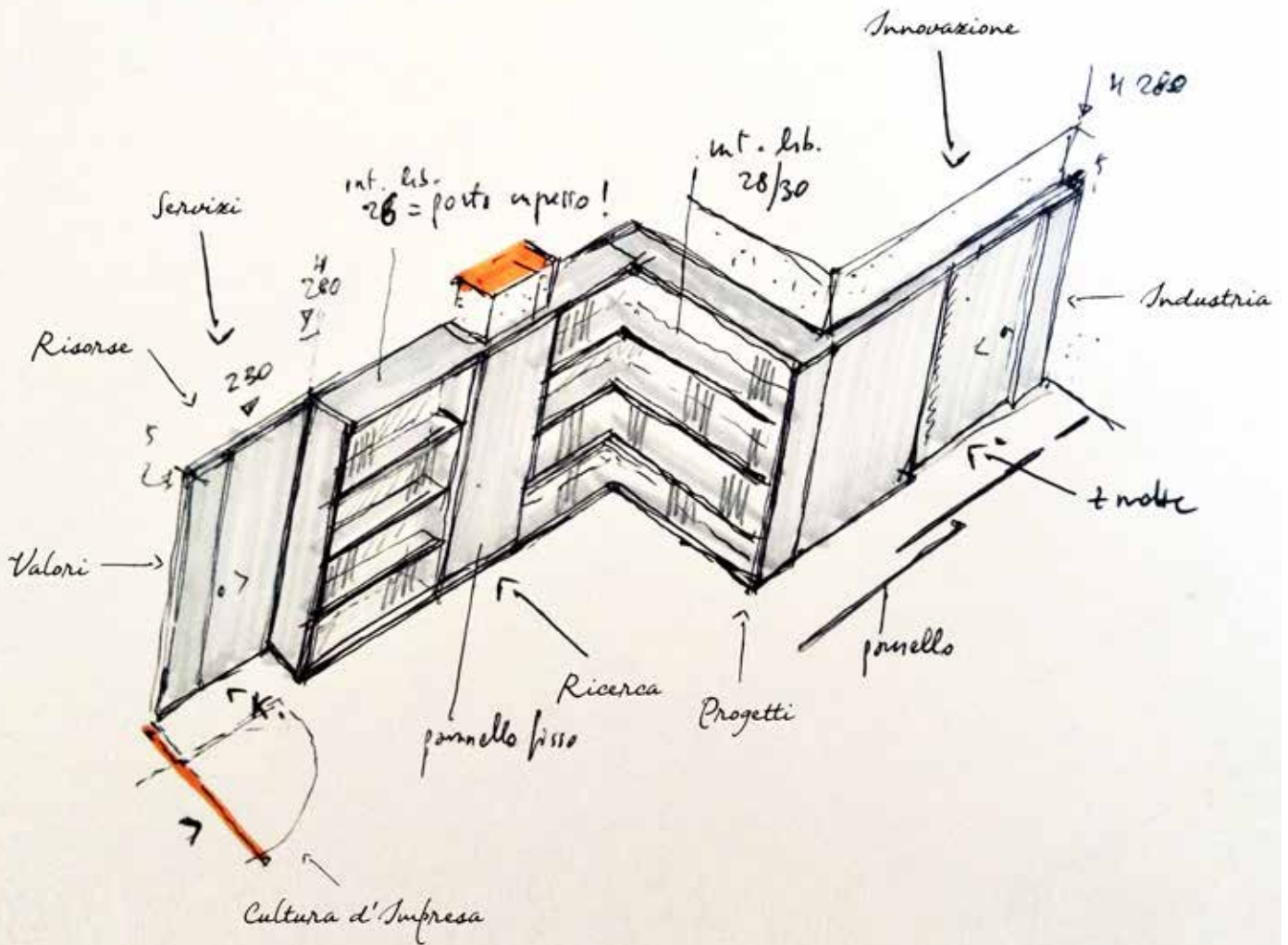


unariga
strategic innovation

Strategic Innovation



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Unariga was founded in 2014 in Bari to promote innovative ideas and support new economic projects through the timely and continuous enhancement of company activities, supported by research processes, strategy and innovation.

A reality with significant international projections and a strong business vision, which is structured through the enhancement of Italian creativity, declined in digital, set up, in fairs and museum management, as well as architectural, engineering and design.

An important process of modern industrial development, which aims to structure innovative growth plans, through the enhancement of a single company or by supporting conception and creation of predefined structural partnerships with associations and business networks.

An organizational model calibrated on production and economic development without ever conditioning the social models of companies, so that each of them, called to periodically confront the reality that surrounds it, knows how to look at its own value and at the way in which it is structured in order to be competitive.

Only in this way, by consistently safeguarding the needs of its customers and combining market responses in the best possible way through the search for unexplored possibilities, can any new goal be achieved.

Innovation

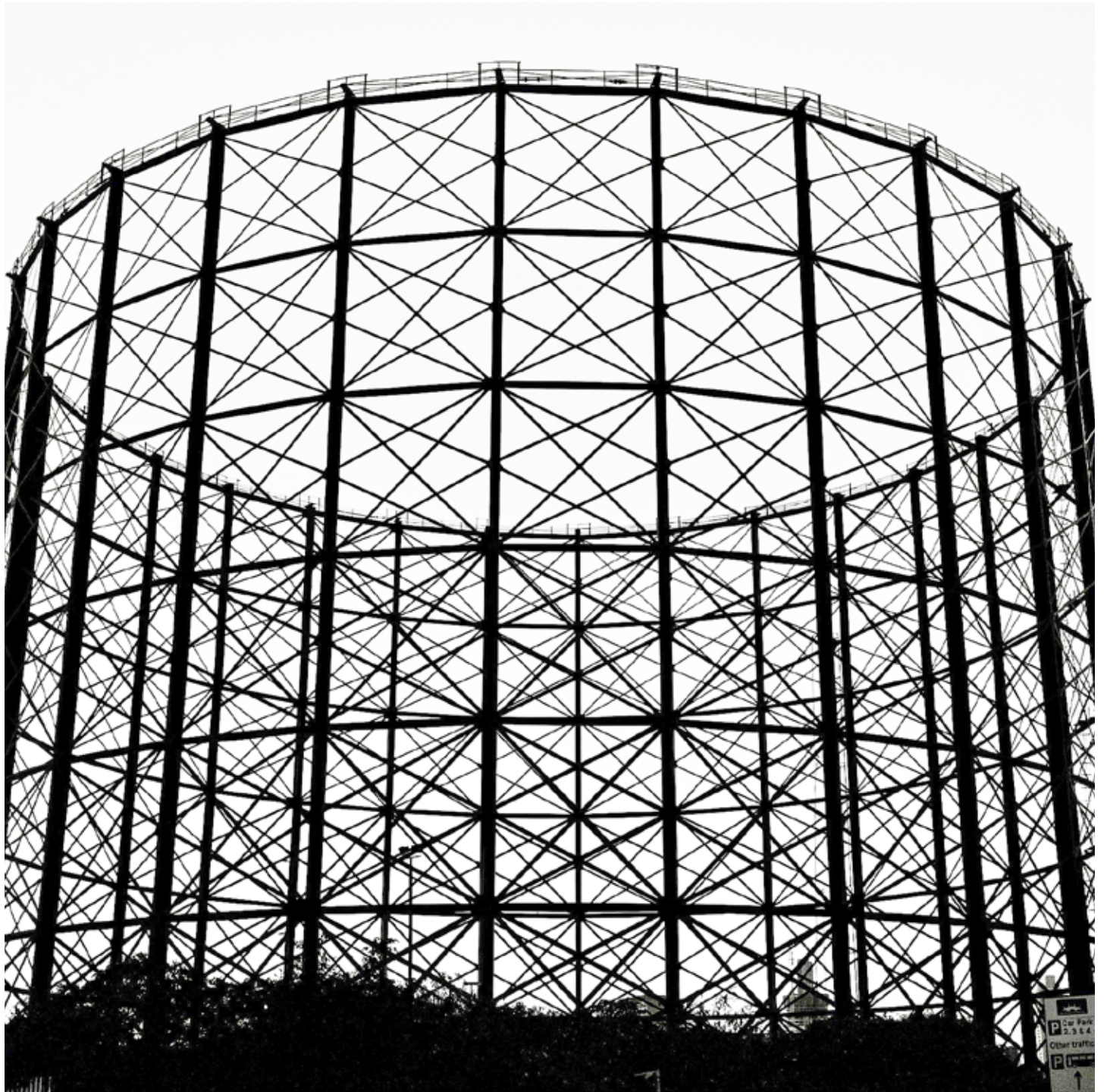
Introduce new ways of designing, manufacturing and selling. Essential processes, to allow companies to have a greater chance of success in continuous symbiosis with research and development and, therefore, with progress. Decisive factors, to ensure the exponential growth of an economic entity, which adheres to changes in the environment and scientific discoveries without ever

losing sight of the market, observing and proposing concrete answers consistent with its needs. Essential innovations, classified both with respect to the area of application and the level of innovation. Choices capable of generating new products, increased productivity, improved effectiveness, penetration into new markets and consistent marketing and communication strategies. For

each individual company, developing an innovative idea means pursuing all this through internal research and development and the acquisition of external knowledge. To do this, it is necessary to change one or more dimensions of the business, working on some key dimensions such as products, services, customers, production processes and, of course, the market.







Research

Nothing can begin without establishing the right development criteria. The first step of each action must therefore be planned research, capable of acquiring new knowledge suitable for developing products, processes and services, or making a significant improvement to existing ones. Widespread research that includes the acquisition, combination, structuring and use of knowledge and skills of a scientific, technological and commercial nature.

A complete definition that includes other activities intended for the planning and documentation of new products, processes or services. A specific action in which to make further and significant technical improvements, which are not substantially definitive, but which can contribute to the birth of a new business model, as well as specific industrial research or any combination of the two activities. Analysis and projections to support development reserved for existing production lines, manufacturing processes and services, even when these changes represent medium and long-term improvements.





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Unariga Srl

Corso Italia n. 13, 70122 Bari - Italy
tel. + 39 080 798 43 78 - info@unariga.it - www.unariga.it
C.F./P.IVA Registro Imprese Bari n. 07634640721 REA n.571620