

WHAT WE DO

IFF is an Italian specialist in F&B industry, this is a list of our services you may find useful, whether you are starting a new activity, or you want to further boost and enhance an existing one.

Business establishment and development

.Opening a restaurant or a venue from scratch

According with your idea, build up, in the right Chinese market direction, our new venue

.Activity set up and legal advice

To clearly understand legal procedures and responsibilities, as well as protect your interests in the best way: choosing professionals to establish your company and getting legal advice.

.Location finder

Our team of real estate agents swarms the city finding for you the best place for your coming business. Knowing pros and cons of a location is often the key point of the business.

.Business plan

We can help you to set your targets and costs so not to get unpleasant surprises later.

.Suppliers list

Shorten the time of your initial research, we can provide you a list of suppliers and contacts for any category of F&B product.

.Staff training

- *We organize training courses for your staff, including training period in the kitchen for starting up a menu and chefs/pizzas.*
- *Found and manage professional staff as Executive Chef, Outlet Manager, Chief Bartender.*

.Acquisition of existing F&B activities

If you have decided to set up a venue in Shanghai, you may want to consider initial costs and the whole process of licensing and set up. In some cases it may be worth to acquire an existing activity, and transform it according to plans.

Creative services

.Designing promotional campaigns, events.

.Building, managing and updating your website

.Logo concept

.Customized flyers, brochures, coupons, gadgets, from design to print.

.Video services, to cover all aspects of audio-visual production.

Social media & PR - Communication and Media plan

Whether you already have a social media team in place or you are building an online community from scratch, our team can provide you with tools and commercial and strategic input to ensure that your social media campaigns are impactful, cost effective and deliver on your social media, advertising and business objectives

We identify current trends relevant to your business identifying opportunities to engage with existing and potential customers.

Newsletter

We build it, manage it and send it for you, to reach your contacts in a professional and pleasant way, and spread the voice about your place.

Press release

You may think only big brands do it, actually everybody can. Media are eager to receive news also from your venue, provided you do it in the proper way: We edit it in Chinese and English.

Delivery of press release

Once written, a press release must be delivered to the right person or department for rising the chances of publication.

Keeping Media updated: organizing Media Lunch and presentations

Periodically, we invite a group of selected media, to keep relations good and adjourn them on your venue.

Periodical reviews and comments report

To check how your venue is rated and valued in Chinese / English language magazines and websites. Consequently, we may devise actions to be taken to improve reviews.

ITALIAN FASHION FOOD