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PIETRO CORICELLI SpA Company Report - Branded Cooking Oils

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Abstracts

Pietro Coricelli S.p.A. is one of the leading Italian producers of branded cooking oils, mainly extra-virgin and olive oil.

The main objective of this study is to provide a detailed overview of Pietro Coricelli SpA, probably the most complete description of the company and its data available on the market.

The study reports a complete and objective picture of the company by analysing: (i) types of products offered (exra-virgin olive oil, olive oil, pomace oil, seed oils and flavoured oils); (ii) main labels for each type of product; (iii) main brands (source: Italian Patent and Trademark Office); (iv) diversification in other industries (if any); (v) headquarters and logistics; (vi) historical financial data, complete with P&L, Balance Sheet and Cash flow statements (last 3 years); (vii) main financial ratios and indicators; (viii) benchmark and competitive position within the sector; (ix) controlled companies and associates; (x) shareholders; (xi) contacts.

It does not contain any indication of company strategy or forecast financial data.

The competitive position of the company is derived from a unique and innovative approach, by using a proprietary Competitive Scoring System (called Junto Score). It allows the analysis of the competitive positioning of the company in the specific micro industry and country (Branded Cooking Oil sector in Italy). Junto uses parameters like: size, growth, margins, return on capital, financial structure and work efficiency.

The research is addressed to international companies operating within this sector in different parts of the value chains (producers, importers, distributors, retail chains, etc.),

but also to financial players (banks, private equity firms, other financial investors, advisors) who could find this sector attractive, as demonstrated by the recent Deoleo equity deal in Spain.

Junto has also produced the Sector Report “Branded Cooking Oils in Italy”. It covers the top 44 Italian players with minimum revenues of € 10 mn (cumulated revenues in 2012 of approximately € 2.9 bn and employees in excess of 2,300 people). This report includes the main statistics of the sector, distribution channels, international presence of companies with branch/subsidiaries abroad and gives a ranking of the companies covered by different economic and financial metrics.

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