

## Levi Strauss Analysis of the enterprise and its iconic product



by Noemi Orefice 3AI - Economia Politica - CLIL

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## Ferrero Analysis of the enterprise and its iconic product Nutella

# FERRERO®

«Le buone idee conquistano il mondo»

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## Ferrero Analysis of the enterprise and its iconic product Ferrero Rocher



The slide features a green background with a yellow gradient at the bottom. At the top center is the Ferrero logo, which consists of the word "FERRERO" in black capital letters on a red rectangular background, all enclosed in a white border. Below the logo, on the left, is a group photograph of the Ferrero company staff, including men and women in business attire, some standing and some seated. On the right is a product image of a Grand Ferrero Rocher, which is a round, gold-wrapped chocolate with a white label that reads "GRAND FERRERO ROCHER" and a gold ribbon tied around the top. At the bottom left, the text "Francesco Lorenzini 3\*AI I.T.E. A. Manzoni Suzzara" is displayed. A small black circle with the number "1" is located at the bottom right corner.

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