

## 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»

Soave Lorenzo 3AI Istituto Manzoni

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



The image is a presentation slide with a green-to-yellow gradient background. At the top center is the Ferrero logo, which consists of the word "FERRERO" in a bold, black, sans-serif font inside a white rectangular box with a black 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 large, golden Ferrero Rocher candy, which is a round chocolate shell filled with hazelnuts, topped with a gold ribbon and a small label that reads "GRAND FERRERO ROCHER". At the bottom left, there is a small line of text: "Francesco Lorenzini 3\*AI I.T.E. A. Manzoni Suzzara". At the bottom right, there is a small black circle containing the number "1".

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