



Idea Tolomeo
Company Profile



La società

Idea Tolomeo is specialized in social and economic research and provides consultancy services to companies, associations, institutions and local public authorities.

Key words

Market analysis
Gravity model
Customer satisfaction
Input-Output matrix
STEP analysis
Public Policy evaluation

Services

Spatial Analysis & Gravity Models

Idea Tolomeo develops and applies gravity models and socio-economic impact models using tools including input-output matrix analysis.

Gravity models assess social and economic interaction with spatial factors such as attraction, repulsion and density and can be applied to commercial and logistics facilities, as well as companies which provide services for individuals and businesses. By calculating the isochronous catchment areas, it is possible to identify the potential supply and demand of a particular point in space (consumers, businesses, spending power). Thanks to input-output matrices, it is possible to estimate the direct, indirect and induced impact of an investment on the economic system as a whole.

Market Trends and Opportunities

This approach is aimed at consumer services and identifies areas where demand is as yet unexpressed or is not met by supply. It focuses on emerging demand profiles induced by changes in the social and normative environment.

Idea Tolomeo studies customer satisfaction and the market positioning of products or services which are already available or awaiting launch, generating ideas for new offers, identifying and quantifying the potential demand.

Competitive Intelligence

By analyzing the competitive environment, it is possible to define the market dimensions and profile of a given service, identifying competitors, their strategies and positioning and the characteristics of their products.

This process helps determine the profit potential of the service in question, single out the factors that could damage its profitability, guide it towards areas offering the best potential return, protect its competitive edge and anticipate changes in the structure of the sector.

Employee Engagement

This process examines and evaluates working environments in order to identify and solve critical issues within organizations and implement solutions promoting flexibility, productivity and employee involvement.

Evaluation is conducted using a number of methods, including analysis of the socio-demographic profiles of the employees, surveys, focus groups and drawing up of integrative contractual elements (e.g. employee benefits) referring to the corporate goals.

Public Policy and Program Evaluation

This strategy is designed to assist local public administrations in ex-ante evaluations of their social and local needs when reorganizing the area and services, identifying the strategic objectives and the most effective and efficient policies to achieve them.

Idea Tolomeo monitors schemes in progress and assesses the results obtained, including activities involving the reporting of public sector social responsibility and accountability.

STEP Analysis

Idea Tolomeo uses international statistical databases to analyze forecasts, economic and demographic trends, market progress and dimensions, social and political dynamics, both in Italy and abroad, with particular focus on Scandinavia, Eastern Europe and Central America.

Idea Tolomeo provides its clients with a strategic evaluation of the geographic area in question, taking into consideration the socio-economic, political and infrastructural characteristics, as well as town and country planning.

Our Main Clients

Private and public enterprises

- Acqua Minerale San Benedetto Spa
- APV Investimenti Spa
- Coopservice Scpa
- Credito Trevigiano BCC S.C.
- Electrolux Italia Spa
- Ferroviaria Servizi Srl
- IKEA Italia Property Srl
- Immobiliare Arco Srl
- Iniziative Ambientali Srl
- Luxottica Group Spa
- NET Engineering Spa
- Passante di Mestre Scpa
- SAVE Spa
- Sistemi territoriali Spa
- Unicredit Spa
- Veneto City Spa
- Veneto Strade Spa

Associations of undertakings

- Confesercenti Nazionale
- Ance Friuli Venezia Giulia
- Collegio degli Ingegneri della provincia di Treviso
- Confartigianato Asolo e Montebelluna
- Confartigianato Marca Trevigiana
- Unindustria Treviso
- Unione Artigiani Piccole e Medie Imprese Udine
- Unione del Commercio, Turismo e Servizi Mandamento di Bassano
- Unione Industriali Pordenone

Trade unions

- Cisl Nazionale
- Fiba Cisl Nazionale
- Cisl Friuli Venezia Giulia
- Cisl Veneto
- Uil Puglia
- Cisl Alessandria
- Cisl Treviso

Service providers for trade associations

- Caf Cisl Nazionale
- Caf Cgil Nord Est
- Caf Cisl Marche
- Caf Cgil Toscana
- Cescot Confesercenti Veneto
- Ente Bilaterale Provinciale Belluno
- Ital-Uil Nazionale

Institutions and instrumental entities

- Italia Lavoro (Spa MEF)
- Regione Veneto
- Provincia di Padova
- Provincia di Treviso
- Comune di Castelfranco Veneto
- Comune di Mogliano Veneto
- Comune di Montegrotto Terme
- Comune di Pordenone
- Comune di Vittorio Veneto
- Consorzio di Promozione e Sviluppo Turistico Jesolo-Eraclea
- ANCI Veneto



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