

meta

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Editorial

You can compete!

Question or statement, doubt or determination? The approach to competition can be divisive and hinder teamwork. Often we get stuck.

Still today people with different cultures from all over the world devote more and more balances to satisfying increasingly sophisticated needs: food, clothing, home and education, besides travelling, life quality, premium brands, etc. Rather than buying goods for their function of use, they're now aiming at purchasing a "condition".

This is why the entrance into the global market by millions of new rich people represents for our production system a serious opportunity: purchasing a "condition" also means identifying oneself with today's concept of *good life* and with all it implies in terms of life style, cultural and artistic interests, creativity, design and aesthetic sense. The entire Mediterranean basin and in particular Italy, France, Greece and Egypt are perceived as sources where to fulfil this new thirst for "conditions".

Such a scenario is more and more efficiently recognisable to the extent that entrepreneurs and consultants are now not only observing *what* is happening but also and above all looking into *how* to seize these opportunities, how to define what a "useful product" is to those buying it, how interesting it has to be to prompt people to pay a price for owning it.

There are some issues: we lack of agility, our products are interesting to consumers living far away from us, with historical and cultural backgrounds and lifestyles which are very different from our "Western culture". Our companies find it hard to be able to anticipate their buying habits and behaviours. Plus, there are many of them, perhaps too many! How can our small-sized businesses hit them? Besides having to define products, clients' profiles and production system dimension, we also have to cope with the rapidity with which everything concerns and overwhelms us by changing, for the worse, our standard of living.

In such ongoing transformation, being competitive means being able to have a distinctive character, providing evidence rather than scenarios. There's no more time for make up for anyone. A radical change is required and it may hurt but it will certainly allow for new enrichment while giving up what's already known. We now need to find and learn to explore new options, to implement new procedures, to dare. But *how?*

Businesses and consultants are jointly involved in trying and understanding how to compete with creativity and methodology. It's time to take on the challenge.

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