



PremierTech®

DADOShop.it

DADOHOME

Tangheró

Presentation 2024

# Dado Srl



# Contents

- 01** The company
- 02** Product Lines
- 03** The Objectives
- 04** The Strategies
- 05** Acknowledgments
- 06** Contacts

- 01** **The Brands**
- 02** • PremierTech
- 03** • DodoShop.it
- 04** • Tangherò
- 05** • DadoHome



# The company

## Who we are

Dado Srl, a company founded in 2000, is the result of years of experience and passion in the sector, with a team of highly qualified and creative professionals who guide it towards excellence. We are focused on innovation, operational efficiency and creating products that exceed market expectations.

## Values

At Dado Srl, values are the heart of our work. Integrity, innovation, and commitment are the principles that guide our every decision and action. We are dedicated to establishing strong relationships with our customers, based on trust and mutual growth.

## PremierTech

As an integral part of Dado Srl, the Premiartech brand is the synthesis of our corporate heritage. Our long tradition of expertise and professional approach are reflected in every product, cementing our reputation as a leader in large and small kitchen appliances



# PremierTech

Inspired Around You

*For over 23 years*

We produce and distribute  
large and small household  
appliances throughout the  
country





# Goals

## Innovative Research and Development

### Strategic planning

Investing in research and development to anticipate market needs

## Market Expansion and Internationalization

Increase market presence by 25% over the next two years with positioning on European markets

### Customer Experience

Increase consumer brand and product awareness and increase customer satisfaction within the next year.





# GROWTH STRATEGIES



## Diversification of the Product Portfolio

Introduce new lines of complementary products within the next year.

- Conduct market research to identify diversification opportunities.
- Leverage existing skills and resources to develop new products.
- Test and validate new products before market launch.



## Online expansion and digitalisation

Increase online sales by 20% within the next year

- Strengthen the online presence through new integrations and developments of the dadoshop.it store and online sales channels.
- Leverage social media and digital platforms to reach new customers and increase engagement.
- Implement data analytics tools to better understand online customer behavior.



## Optimization of Internal Processes

Reduce operating costs within the next year through process optimization.

- Analyze existing processes to identify inefficiencies and areas for improvement.
- Automate repetitive and redundant tasks.
- Implement integrated management systems for greater efficiency.

# The Brands

## PremierTech

Premiertech is a brand consolidated by twenty years of experience in the kitchen appliances sector, known for its dedication to innovation, quality and unique design.

Founded with the mission of transforming the domestic life experience of every home, with deep roots in tradition and with the commitment to offer solutions that combine functionality and style.

Every Premiartech product is the result of careful design and meticulous engineering. Every detail is taken care of to ensure optimal performance and durability, allowing users to easily and precisely create a wide range of recipes.



# The Brands

## Tangherò

Tangherò, where Italian excellence merges with a passion for cooking, represents the reference brand for professional pans, pots, casseroles and grills, made with artisanal skill in Italy.

With care and dedication, the master craftsmen create pans, pots, casseroles and grills of the highest quality, using only first choice die-cast aluminium. This process guarantees sturdiness, resistance and uniform heat distribution, ensuring perfect culinary results with every use.

Quality is at the heart of everything we do. Every detail, from raw materials to final assembly, is subjected to strict quality controls to ensure maximum customer satisfaction. Our pans and pots are designed to last, offering impeccable performance on any hob, including induction and gas.



# The Brands

## DadoHome

DadoHome is a renowned brand in the interior and exterior products sector, specializing in furnishing accessories and garden items. Founded on the idea of offering practical, high-quality solutions to enrich living spaces, DadoHome stands out for its attention to detail and the use of certified materials that guarantee durability and safety.

DadoHome's philosophy revolves around the creation of a welcoming and functional environment, both inside and outside homes. Each product is carefully designed to meet the needs of the most demanding customers, while ensuring a refined and contemporary aesthetic.

The quality of the materials used is an absolute priority for DadoHome. Each product undergoes rigorous quality controls to ensure compliance with the highest standards and full customer satisfaction. This means customers can trust DadoHome products to withstand daily wear and tear and maintain their beauty over time.



# DadoShop.it

In 2000 we gave life to our mission: to create an easy, safe and fast e-commerce, offering all users the opportunity to purchase our products at advantageous prices, 24 hours a day, with fast and safe deliveries throughout Italy. Thanks to our experience and the passion with which we select the products to offer to the public, and thanks to a commercial policy always focused on the customer, today DadoShop.it has become the point of reference in Italy for the sale of large and small household appliances for the Kitchen.



**+1.000.000 Ordini**  
Regolarmente evasi e consegnati ai clienti



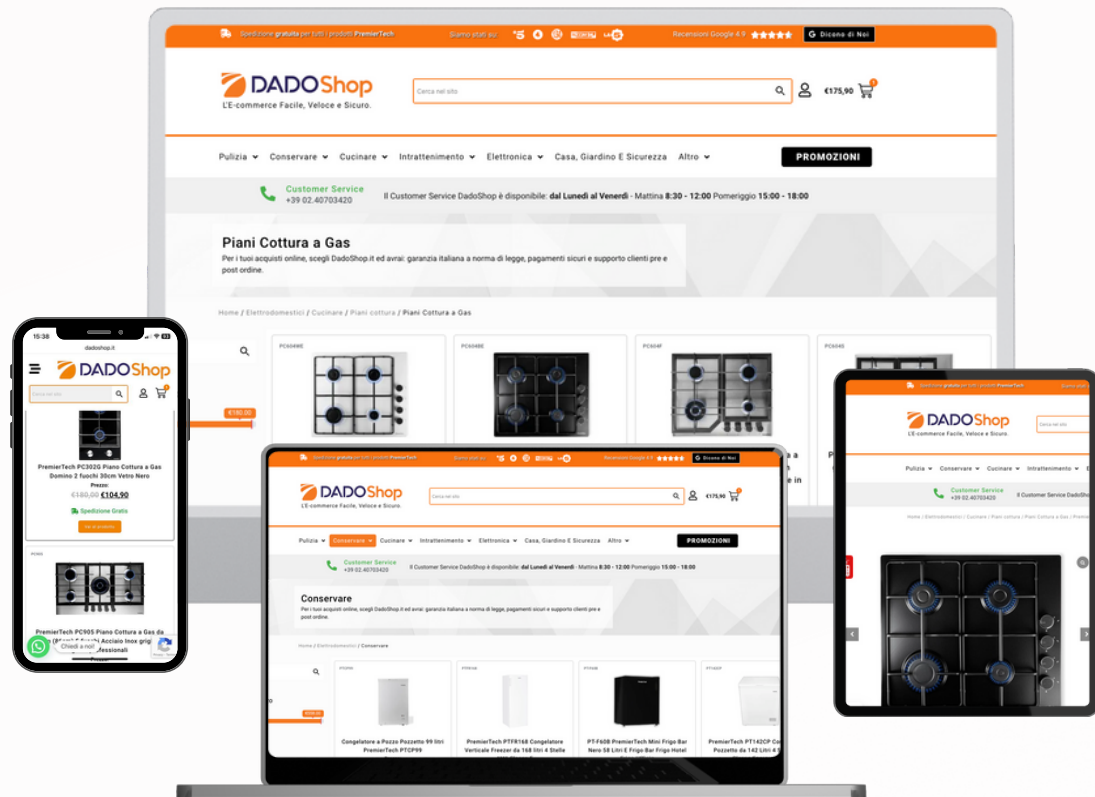
**Pagamenti Sicuri**  
Utilizziamo certificati SSL per transazioni sicure e criptate



**Oltre 64.000 Feedback**  
Sono la migliore recensione che potrai trovare in giro



**7 Marketplace Nazionali**  
Presenti dal 2000 su Amazon, Ebay e comparatori di prezzo







## Acknowledgments

Prestigious award given to the entrepreneur and CEO of Dado Srl, Davide Tangherò, who was awarded the Golden Lion for professional merit, in Venice in August 2023. The prestigious award goes every year to three excellences who have contributed in significant way, during the year, to the growth and development of the Italian economy.





PremierTech®

DADOSHOP.it

DADOHOME

Tangheró

### DADO SRL Unipersonale



-  +39 02 4070 3420
-  [info@dadoshop.it](mailto:info@dadoshop.it)
-  [www.dadoshop.it](http://www.dadoshop.it)
-  Viale Enrico Forlanini 23  
20134 Milano (MI) - Italia

