



ITTÀ DI REGGIO CALABRIA

Servizi Demografici

via del Tortonone prol., 2

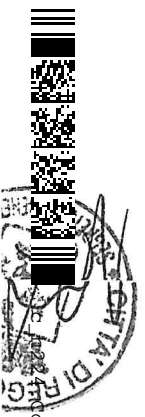
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ALL. 3



Barita per Colles



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- 1) la discrezionalità amministrativa
 - 2) i debiti fuori bilancio
 - 3) le tipologie di interventi edilizi e i relativi titoli abilitativi



Pro. De Luca



- 1) Il candidato illustri caratteristiche e tipologie di computer di sua conoscenza.
- 2) Il candidato argomenti su come avviene la comunicazione tra computer in rete.
- 3) Il candidato spieghi in cosa consiste la Cybersecurity.

IL CANDIDATO

Alcino Andre

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Raising WTP

Willingness to pay (WTP) refers to the highest price a customer is willing to pay for a product or service. This calculation determines the threshold at which customers are more likely to make a purchase. Any slight imbalance in this number can deter, or even dissuade, consumers from purchasing. Only when a customer is delighted by a product or service are they willing to pay more.

Companies need to know their customer's WTP to remain profitable. According to HBS Online's Business Strategy course, it's influenced by the functional attributes of the product or service and other considerations, including:

- a. Business sustainability: Is the product or service environmentally sound?
- b. Social status: Does the media give your product or service additional value?
- c. Market influence: Does your product or service inspire your competition?

Raising WTP can be an effective strategy for companies interested in increasing profit margins. This difficult balancing act requires an understanding of the product and target consumer. Business Strategy identifies three main mechanisms for raising WTP:

1. Conferring status: Earning "status" granted by media and the consumers to gain more value through public attention and brand legitimacy
2. Reducing uncertainty: Ensuring quality and purpose within an organization, so customers know what to expect with your product and service every time
3. Forming tastes: Taking the time to get your brand to the consumer as soon as possible because of nostalgic drivers

Lowering WTS

Willingness to sell (WTS) is the lowest price suppliers are willing to accept in exchange for materials needed to create products or services. Just as customers must weigh personal versus monetary value in determining whether they want to participate in a transaction, so do suppliers.

Another way to measure WTS is by considering employee engagement and retention. One of the most valuable assets a company has is its talent. Effective leaders nurture and develop employees to ensure salary isn't their only motivator.

Lowering WTS for one or both of these groups can be an effective business strategy for companies that can't raise their WTP. For example, companies that can motivate employees to work for a lower cost by providing value in other ways—such as benefits packages, flexible work hours, and generous paid time off—can lower WTS. Another method of lowering WTS is creating value for suppliers. This can take the form of additional warehouse space or long-term contracts.

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HR