

DESIGNING AND MAINTAINING A VIABLE, PROFITABLE FIRM

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FUMERO

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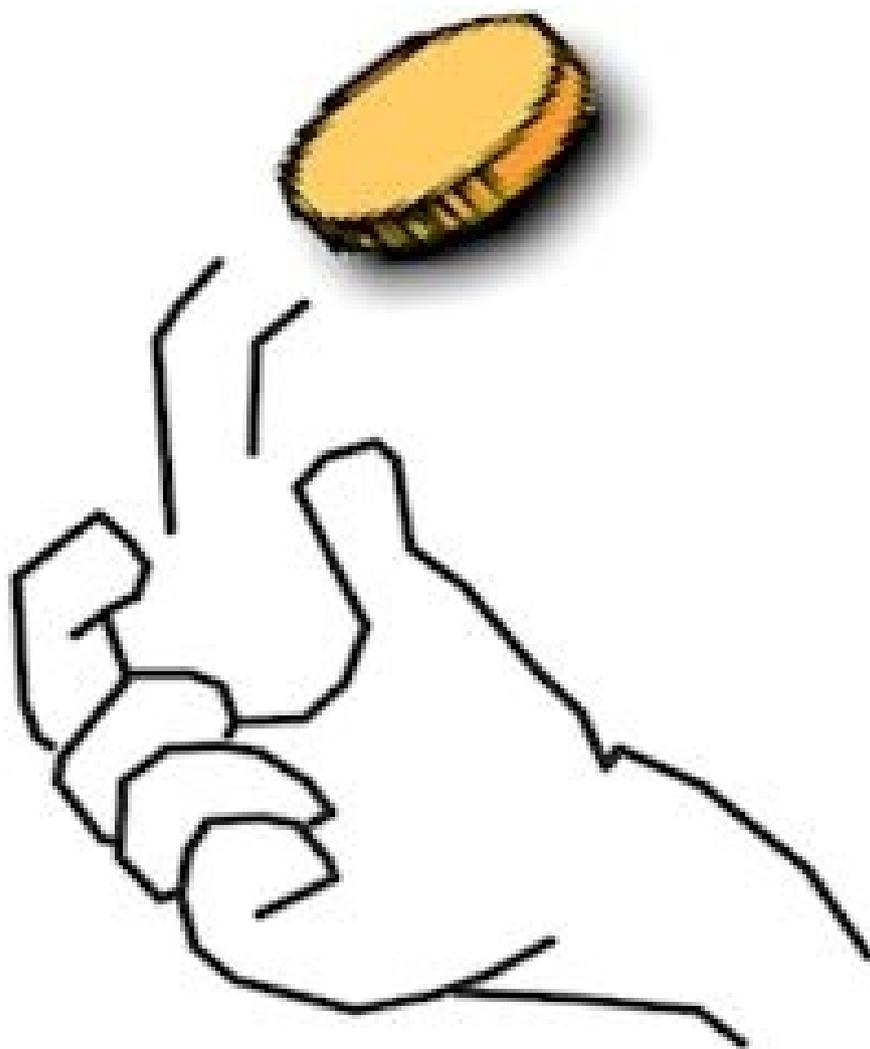
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We are like this



An Italian game



Testa (Professional)



How to be a good testa

- Good education
- Good training
- Good qualification
- Continuous update (FICPI fora, CET,...)
- Attention to Clients' needs

Croce (manager)



A good croce

- Long term vision
- Good professional network
- Commercial view
- Cost benefit analysis

But.....

- How to get it?

Issues discussed

- Growth
- Recruitment and careers
- Succession plan in small firms
- Retirement policy