

Loison

PASTICCERI DAL 1938

The taste of Italy
made in Italy

Press release #17 – March 28, 2014

Loison, a business case study of innovation

*Loison meets the growing demand for business tours of the company from the part of both students and faculty who want to see a case of excellent entrepreneurship, which is also documented in textbooks, such as “**Entriamo in azienda oggi**” (Let’s go into business today) and “**Market-driven Management**”. On March 28, two different schools came to visit: the **University of Vicenza** and **Masotto High School, Noventa Vicentina**.*

Learning is going on at Loison! Such is the motto that is becoming increasingly present in Loison, given the constant requests for business tours from the world of education.

On March 28, two different schools came for a visit: in the morning, we met the students of the Master’s degree program in Business Management of the University of Verona (Vicenza campus), headed by Professor Paola Signori who is going to share the case history on the university blog called [Univinetwork](#); in the afternoon, it was the turn of the graduating class of [Masotto](#) High School in Noventa Vicentina, accompanied by Professor Gloria Foletto.

The goal for both groups was to see first-hand a case of **excellent entrepreneurship** and learn about the strategies that have made a small artisan company a successful case study, which is also documented in textbooks such as “**Entriamo in azienda oggi**” (Let’s go into business today) by Astolfi, Rascioni & Ricci, and “**Market-driven Management**” by Jean-Jaques Lambin.

Dario Loison never turns down the opportunity to disseminate the culture of “**Best Practices**” and never tires of telling the story of his life and of his entrepreneurial adventure. He is always reminding students of the importance of seeking continuous improvement, of being transparent with one’s customers, of tracking down ingredients, and of distinguishing one’s products from others with customized packaging.

Lectures were followed by tasting of Loison’s [Colombe](#), cookies and even Panettone which was used as an ingredient in a few savory finger foods, because Loison not only produces leavened products to be enjoyed at Christmas or Easter, but also offers us the sweetness of confections that we can have all year round.

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