



2016 company profile

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Mpi

about US



hi-fi dj gears urban audio



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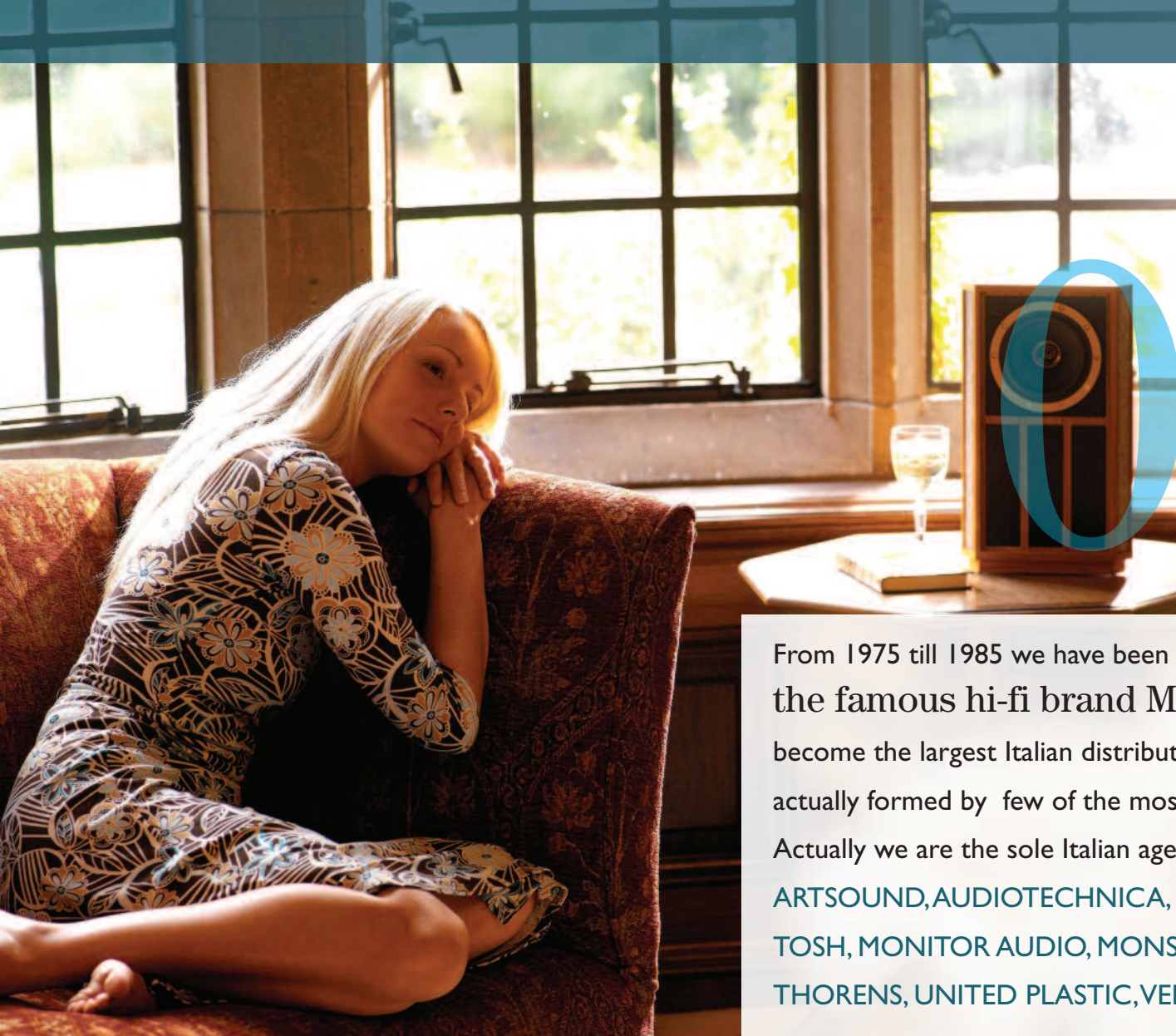


Mpi Electronic was born in 1975 and is one of the legendary company of the Italian audio industry. Since the beginning, its mission has been the enhancement of the distribution developing distinctively stronger details on the image of the brand we do in Italy. We sell thanks to the marketing activities we build up around the brand. Thanks to the principle that an idea doesn't belong to the one who had it first, but to the one who develops it most brilliantly, Mpi Electronic is actually considered one of the most innovative company of the Italian distribution market, for sure the one with the strongest marketing strategy.

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From 1975 till 1985 we have been the European headquarters for the famous hi-fi brand McIntosh Labs; all over the years we become the largest Italian distributor in the audio industry. Our hifi catalog is actually formed by few of the most leading brands of the worldwide industry. Actually we are the sole Italian agent for **ADVANCE ACOUSTIC, ARCAM, ARTSOUND, AUDIOTECHNICA, CERWIN VEGA, ERARD, KLIPSCH, MCINTOSH, MONITOR AUDIO, MONSTER, PS AUDIO, SONUS FABER, SUMIKO, THORENS, UNITED PLASTIC, VELODYNE, WADIA.**

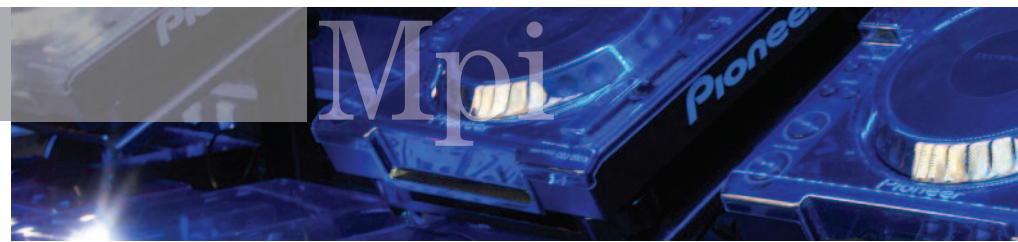
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In 1987 we opened a division, fully dedicated to the dj market becoming the opinion leading company of the industry thanks to a no comparison marketing activity. Actually we are the exclusive distributor for several brands as AIAIAI, BEATPORT DJ CABLES, CAKEWALK, CERWINVEGA PRO, CRANE, DECKSAVER, FLUID AUDIO, GEMINI, GIBSON PRO AUDIO, HERCULES, KRK, MAGMA, NEO OYAIDE, ODYSSEY, SKELETON CASE, STANTON, VESTAX, WHARFEDALE PRO.

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We are the official technical sponsor and backliners of the main Italian deejays and consultants for few of the major pop Italian artists. Thanks to all the connection created all over the years, we are well involved in the sport and fashion industry with great links with the biggest Italian soccer teams and the most famous fashion designers.



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In 1995 we opened a **hi-end audio** division. In this market we are the sole distributors for **ACCUPHASE**, **AUDIO NOTE**, **AVANTGARDE**, **CLEARAUDIO**, **FURUTECH**, **KONDO**, **MISSION**, **QUAD**, **ROKSAN**, **TANNOY**, **VAN DEN HUL**, **ZYX**.

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Since 2010 we are the editor of DJ MAG ITALIA, the Italian edition of the world's largest selling dance music magazine with 15 editions all over the world.





people



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The company is owned by the most famous name of the Italian industry, **Giovanni Faccendini** and is managed by his two sons **Alessandro** as sales director for the hi-fi & hi-end division and **Fabio** as financial director while **Marco Mazzi** is the sales director for the dj/pro and urban audio division.




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The company employs 15 people plus 12 freelance consultants. We sell through 22 reps distributed fully organized for the trade marketing. Our distribution network is formed by over 200 active stores. As “active” we mean customers whom we invoice minimum once a month. We sell to **HIFI STORES, MI STORES, DJ STORES, SPORT FASHION & CONCEPT STORES, APR, RETAIL CHAIN** (Euronics, Unieuro, Trony, Expert, Fnac, Sme, Mediamarkt, etc), **INSTALLER** and **SERVICE**.

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Our A&R and marketing activities are run internally with the support of several freelance well involved in the different market segments. In 2010 We hired an “evangelists” team for the social marketing activities. Stock and logistic operations are located in over 10.000 sq. mtrs. warehouse in the Italian largest outsourcing delivery company (SDA) and managed by 6 people.

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charts

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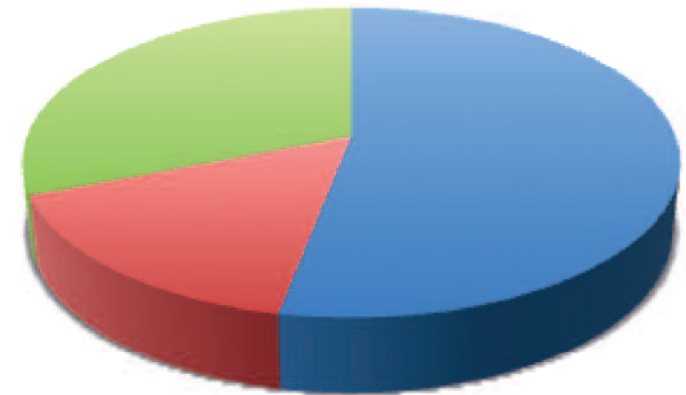
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global view

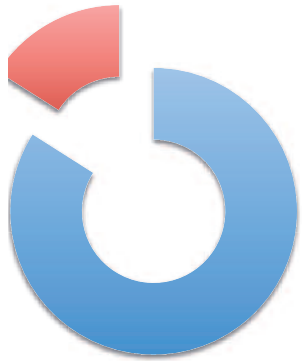


■ 36% HiFi & HiEnd
■ 32% Dj Gears
■ 29% Urban Audio
■ 3% Video

■ 53% North
■ 16% Center
■ 31% South



Hi-Fi/Hi End



■ 84% HiFi & HiEnd Stores
■ 16% Big Chain

■ 56% North
■ 20% Center
■ 24% South



Dj Gears

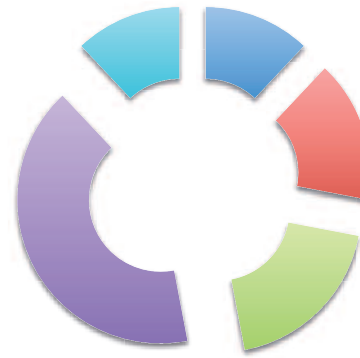


■ 42% MI Stores (Dj Dept)
■ 16% Dj Stores
■ 37% Big Chain
■ 3% A/V Service
■ 2% A/V Installer

■ 49% North
■ 16% Center
■ 35% South

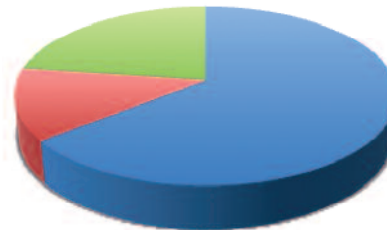


Urban Audio



■ 12% HiFi & HiEnd Stores
■ 16% MI Stores (Dj Dept)
■ 19% Dj Stores
■ 41% Sport, Fashion & Concept Stores
■ 12% Big Chain

■ 65% North
■ 13% Center
■ 23% South



Video



■ 84% HiFi & HiEnd Stores
■ 14% Big Chain
■ 2% A/V Installer

■ 57% North
■ 2% Center
■ 41% South





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Electronic