



LATIN AMERICA MARKET DEVELOPMENT

STRADEATION works with companies, organizations, and investment banks interested in entering the Latin American market, or expanding their business in the region.

Building on our in-market presence, experience, and relationships of over 30 years, Stradeation is able to quickly develop and deploy the right strategic approach and team. Our executives have long-standing relationships with industry leaders, and experts in multiple fields including marketing, finance, legal, manufacturing, retail, and education. These relationships and experience allow us to accelerate your entry and expansion with agility, confidence, and deep market knowledge.

Our expertise allows us to offer an end-to-end solution for your market development objectives: from market assessment and business launches, to strategic partnerships and public relations.

Our Latin American team includes multilingual industry, discipline, and category experts who have worked with some of the world's leading global brands, allowing Stradeation to provide unique insights, best practices, and proven expertise.



WHY WE'RE DIFFERENT

THAT'S SIMPLE. OUR RELATIONSHIPS AND ACCESS.

Stradeation is different because we know the right people to get the job done. And in Latin America, that makes all of the difference. Our founder's long in-market history and extensive network of business contacts and personal relationships, gives us access to the region's top talent and top business influencers and decision-makers. As a result, we are able to quickly assemble the right team and open the right doors for your specific project and needs, and most importantly, get the job done right.

SERVICES

Stradeation offers end-to-end solutions that build organizations, generate new ideas, and develop your business or organization in new and unexpected ways.

LATIN AMERICA SERVICES:

- Market entry strategies
- Market assessments and research
 - Industry size and structures
 - Competitive landscape mapping
 - Value chain analysis
 - Formal and informal barriers to entry and growth
 - Distribution channels
- Distributor, franchise and agent network development
- Search for business partners
- Strategic partnerships and alliances
- Advising on investments in the region
- Marketing and public relations
- Collaborations between universities and with industry
- Organizational and performance management

CASE STUDIES

Category Leader - Leading entertainment and restaurant operator

A leading entertainment and restaurant operator decided to enter international markets. Stradeation and its partner in the project performed a full strategic and market assessment for Latin America and Asia recommending the appropriate market entry strategies and activities, including the countries and cities to enter first. The comprehensive assessment was completed in only three months -- something that would have taken other consulting firms six months or more. One major reason for the project's swift completion, is Stradeation's ability to go directly to key decision makers in the region.

Following the successful completion of the first project, the company engaged Stradeation on two additional projects in Latin America: 1) To identify and vet the best and most appropriate partners in each target country and, 2) To accelerate the process of moving potential partners to the MOU stage.

Category Leader - Leading Arts and Crafts manufacturer

The category leader in a segment of arts and crafts was unable to penetrate the Brazil market in spite of having success in Spanish speaking Latin America. The client was a leader in the US with distribution in all top mass merchandise and specialty retail.

Stradeation performed a detailed market, customer and competitive assessment; and value chain analysis from shipment from warehouses in the US to the price in Brazil at retail in multiple distribution channels. This included extensive in-market research and interviews, retail checks, discussions with companies in similar categories.

The review concluded that the typical channels that had worked in the US would not be appropriate for Brazil and Stradeation recommended a carefully focused direct to consumer marketing strategy, and uncovered and recommended non-traditional distribution channels including eCommerce and local specialty retail.

For more information on Stradeation, contact:

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