

# business connect

Business Connect is a market intelligence firm devoted to assist companies in their internationalization process. Business Connect guides its clients through a successful start-up in a new market by offering integrated business services and continuous support.

Throughout our more than 15 years' experience we have developed projects for companies in Mexico, the U.S., Canada, Europe, Latin America and Asia. Business Connect consulting team has a wide experience in the area of international business with specialization in international trade and marketing.



## Business Connect Network

Our passion for the international environment, together with our personalized and dedicated service, translates into successful business experiences for our clients.

## Internationalization Process

## Services ►

**B-MARKET**

**B-CONTACTS**

**B-SUPPORT**

### Business Market

Through a proved methodology, we provide relevant and accurate information for determining market opportunities, and market penetration and development strategies.

- + Having a better understanding about market tendencies
- + Identifying and obtaining a profile of main players, competitors and necessities to be covered
- + Answering specific questions on a market, product or service
- + Evaluating the level of satisfaction of a company/organization/association's clients or members with the products or services provided
- + Benchmarking—who sets the standards and what these standards are

- .Industry Profiles
- .Industry In-depth Reports
- .Flexible Market Research
- .Quantitative and Qualitative Market Research
- .Customer Satisfaction Surveys
- .Mystery Shopper
- .Benchmarking Studies

### Business Contacts

Identification of complete and updated information and matchmaking services with potential clients, distributors, importers, buyers, suppliers, industry specialists, partners or representatives in the target market.

- + Obtaining valuable first-hand market information
- + Building stronger business relationships
- + Pre-evaluating business contacts
- + Identifying key players

- .Pre-evaluated and Updated Lists of Contacts
- .One-to-One Business Agendas
- .Trade Missions

### Business Support

Guidance for a successful start-up in the target market. Integrated business services and continuous support to take care of our clients needs, leveraging our resources for a successful market entry strategy.

- + Reducing risks and costs of starting operations in a foreign market
- + Capitalizing business opportunities
- + Be accompanied by a local expert all the way
- + One-stop-shop services

- .Follow Up Services for Closing Deals
- .Strategy and Support to Participate at Trade Shows and Events
- .Export Plan
- .Marketing Assessment: Graphic design, Marketing Materials, Mailing, Printing
- .Soft Landing Services: Selection and Recruitment of Staff, Office Operation, Market Entry Strategy
- .Logistics Support: Transportation, Accommodation, and Customs Procedures
- .Events Organization: Seminars, Web Seminars, Conferences, Product Launching, Training

### Contact Us

**For more information on our background, services and experience:**

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**Business Connect is your connection to this world**