



DESCOM | ARGENTINA

ABOUT US



- Descom Argentina, is a young company, formed by 4 professionals with more than 25 years of experience in the market of Massive Consumption, Commercial Areas, Marketing, Advertising and Communication in top international companies such as Johnson & Johnson, Unilever, Cadbury, Nestlé , Ab InBev (Cervecería Quilmes), Pepsi Cola, Arcor, DDB Needham, Natura Cosméticos, among others.
- We bring all this experience to the service of the companies represented in the areas of Sales, Distribution, Marketing and Trade Marketing.
- We implement communication solutions and advanced technology with our clients, which allow us to be in contact with them permanently, to supply and solve their needs effectively.

WHAT WE DO



- We are in permanent contact with the diverse markets, as well as in the different sales channels, which gives us an important feedback. From the analysis of all that information, we find the unsatisfied demands, and consequently, we look for the products that fit that need.
- We develop products and brands both with local companies, and with those represented abroad, importing new products that can compete in local markets.

HOW DO WE DO IT



- We created a Commercial, logistical and communication team, to support the companies we represent, and our customers, with the aim of being present in all sales channels.
 - E-Commerce Channel: Website, Amazon, Mercado Libre, OLX, etc.
 - Traditional Channel: Kiosks and Retails.
 - Self-service channel: Oriental and non-oriental.
 - Modern Channel: Supermarkets and Hypermarkets.
 - Indirect Channel: Independent zonal distributors and wholesalers.
 - Convenience Store (Service Stations and Kiosk Chains).
 - Special Channel: Airports, Duty free, Department Stores, Cinema Chains.

E-COMMERCE CHANNEL



- We have experienced professionals in electronic commerce, who constantly update our page, social networks, and support marketing, within our own page, as well as in the main online stores such as Amazon, Mercado Libre, OLX, etc. .
- In parallel, this team is responsible for advertising in Social Media, and intranet with our customers, giving product updates, daily business actions by monitoring the metrics according to the estimated KPIs.

RETAIL CHANNEL

KIOSKS and MINIMARKETS



- We have our own pre-salers team, in areas of high population density, making the order, and then deliver it within 24 / 48hs. In turn, a team of replacement and visibility, which is responsible for replenishing the merchandise, in such a way, to make efficient the spaces and the exhibition.

MODERN, INDIRECT, C-STORE and SPECIAL CHANNEL



- Our KAM's (Key Account Managers), with extensive experience in customer service: Hyper and Supermarkets Chains, Wholesalers and Distributors, Special Accounts, are responsible for the attention and negotiations required in each case, to achieve agreements necessary to be present in the different channels.
- The Communication, Social Media and Trade MKT team work in parallel with the KAMs to support the requirements of the different Clients / Channels.

COMPANIES and PRODUCTS REPRESENTED



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THANK YOU.

