



Hotmarketing Brazil. Strategies for Winners.

Aiming Business Globally

Marketing & Communication, Project Management, Market
Surveys, Database Marketing, Engineering and Technical Support

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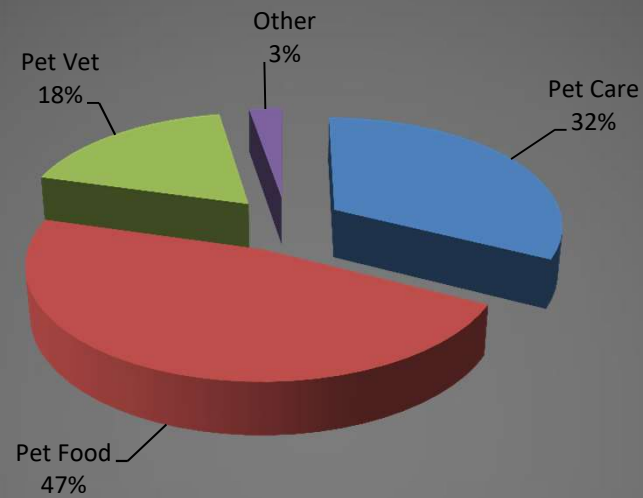
- Our International Business Experience
- Questions for Your Company
- Our Job Development
- Sales Representative

Our International Business Experience

- Project Management
- Branding and Product Management, Product Launchings
- Strategic Planning
- Promotional Actions, Direct Marketing Campaigns, Sales Incentive Campaigns, Sales Training, Coaching
- Regional and International Events, Trade Shows and Matchmaking
- Press, Public Relations
- Export Promotional Strategies and Intl Database Management
- Market Research
- Advertising, Publicity, Web Marketing
- Aftersales
- Trade Marketing, POP (Point of Purchase) Material Management
- Budget Management with third parties administration.

Interzoo Show – Nuremberg/ Germany
June 2014

400 International leads in 2 months, after matchmaking process and market survey data



Business Meetings – 2010 Indian Autoparts Industry in Sao Paulo

- ✓ 19 Indian Companies
- ✓ 42 Brazilian Companies
- ✓ 172 meetings in 1 day



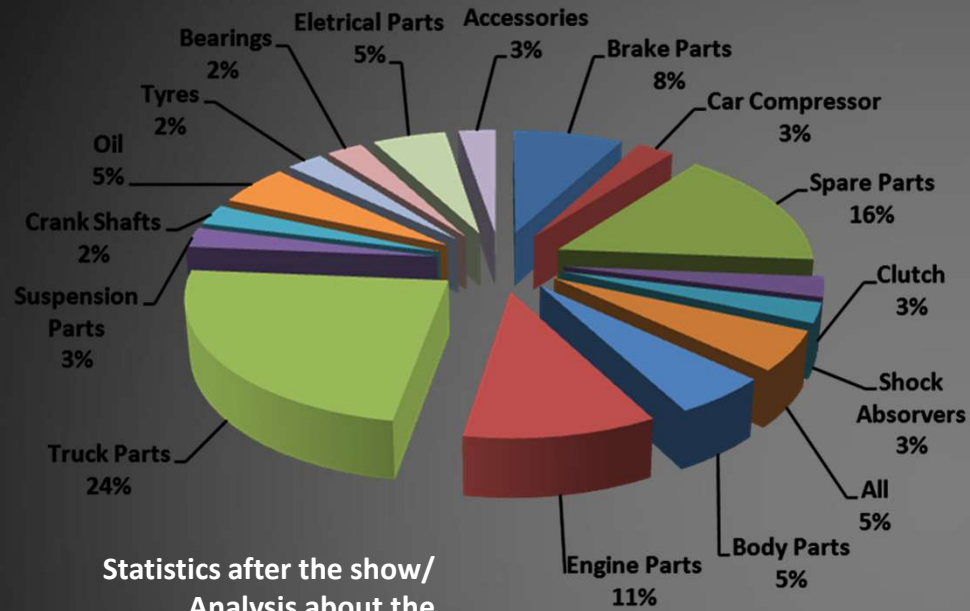
Autoparts Industry Business Meeting Event and Commercial Mission in Chile (May 2012)



Brazilian Autoparts Industry Relationship Event and Automechanika Dubai June 2013

366 potential leads, after the database update in 3 months

279 Visitors in the booth during the show



Statistics after the show/
Analysis about the
product demand



Hostesses and interpreters training



Booth organization and construction
management

Autoparts Market Study in Colombia

June 2013

345 potential leads, after the database update in 2 months





Opening Presentation

Foundry Brazilian Industry Business Meeting Event

October 2013

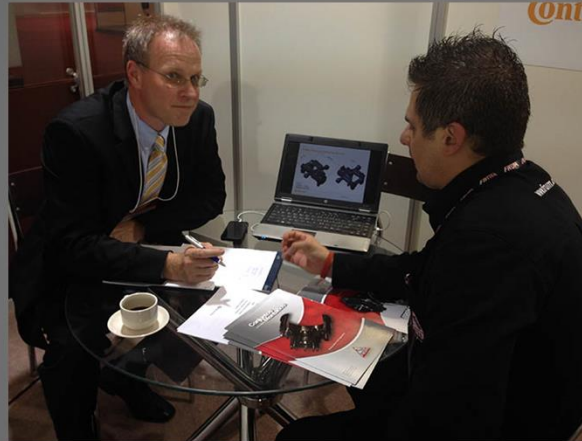
188 meetings in 3 afternoons

15 foreign importers

34 Brazilian companies



Dinner in the Brazilian restaurant



Guest's special transport
And airport pick-up



Online Meetings



Guest's room welcome kit

MAKE IN INDIA - Matchmaking and Business Relationship Event in Couromoda Show
São Paulo January 2016
Project Management, Media, Suppliers Management, Matchmaking, Database and Press Support



Questions for Your Company

- Why purchase from your company?
- Which are your company strengths?
- Which are your product strengths?
- Are you prepared to attend considering the ideal logistics process?
- Do you have the quality certifications to attend the client demands?
- Do you have the price conditions to attend the client's target?
- Are you prepared to attend the aftersales process?
- Are you prepared to provide technical assistance locally?
- Are you aware about local law and tribute demands?

Our Job Development



Our Job Development

- Step 1: Database and Survey Format

To start your business properly we need to understand if your company and product is accepted by the target country buyer.

If your quality process attends the client's requirements.

If your price level attends the client's expectations.

If your aftersales process provides peace of mind to the client.

And many other issues are considered to be questioned and answered before you invest any money and time in that particular region/country.

Our Job Development

- Step 2: Call Center Process

After the questionnaire and script approval by your company, we'll set up the internal team to start the phone and e-mail contact to the potential importers.

Depending on which client profile you're looking for, this process can take 2 to 4 months.

Your company receives a weekly report about this phase development showing how many leads were contacted, how many are interested, how many are not interested and why, and how many we couldn't contact yet.

Our Job Development

- Step 3: SWOT Analysis

After all potential importers feedback about your company/brand/product, we'll send you the job results explaining all points to be considered for your sales successful in that country, highlighting the SWOT analysis:

Strengths about your product/company/brand showing the potential of interested buyers

Weakness perceived by the client and all issues that you should consider to improve

Opportunities of the product development application, segment, sales channels, etc.

Threats about the business. What can go wrong, competition, losses, penalties, etc.

Our Job Development

This job development process aims database
marketing + a quick market survey view +
matchmaking

=

Resulting a list of potential buyers interested in
doing business to your company.

After this process, you'll be ready to start a sales representative
process and will be potentially in the shortest and correct way to make
the business happen.



Thank you!

Cibele Pugliesi

Hotmarketing Brazil – Strategies for Winners

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