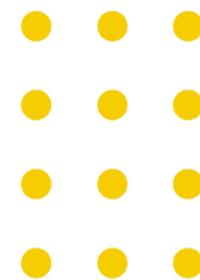


Markenz[®]

CONSULTING



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CONSULTING

We are a boutique consulting firm founded in 2018 that works cooperatively with your company to support you in your **strategy and tactics for business growth.**

Our services range from market analysis and strategy development focused on long-term growth to specific human development, sales, and marketing programs.

Our main areas of expertise are industry and services B2B, biotechnology, food and agribusiness.



WHAT DRIVES US

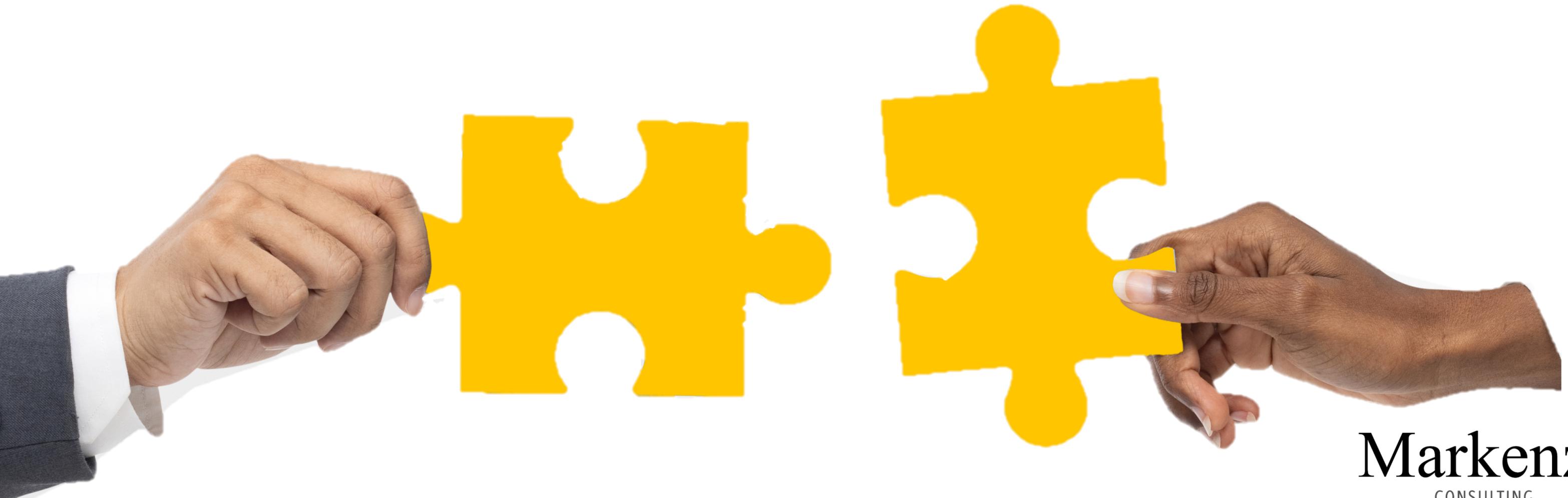
Simplicity

Assertiveness

Practicability

Commitment

Transparency



MARKETS & STRATEGY

We identify trends and transform them into market opportunities, making the most appropriate use of your company's internal capabilities. When necessary, we bring innovation and help breakdown internal barriers to its execution. Learn about the main services that can help accelerate your company's growth in existing markets or access new markets:

- Market analysis
- Research
- Risks and Opportunities
- Trends and Scenarios
- Strategic market recommendation for M&A
- Identification of market opportunities: new segments, new areas & synergies
- Strategic Planning and execution supervision

MARKETING & SALES MANAGEMENT

We provide accurate and timely marketing and sales solutions at the right time to address market challenges and opportunities. Count on our experience and passion to support you when making sales and marketing decisions.

- Planning & strategy
- Positioning
- Market segmentation
- Pricing for specific markets
- Channels definition and efficiency
- Product and service portfolio evaluation
- Projects to maximize client's life cycle
- Structure and team profile
- Action plan and performance management





CUSTOMER MANAGEMENT

We develop special programs to customer management, mainly for B2B and *on farm* markets:

- Access to new markets
- Maximization of the client's life cycle
- Customer Experience Programs
- Customer Relationship Management

PEOPLE DEVELOPMENT AND MANAGEMENT

We collaborate to structure and develop teams with profiles and skills consistent with your company's strategy and purpose. In addition to supporting senior leadership in their own development through mentoring, we develop training programs and processes.

Training Program:

- Governance
- Leadership
- Sales and marketing

Organizational Structure:

- Mapping of profiles and processes
- Identification and adjustment of execution barriers
- Analysis of the strategic profile of senior and middle management
- Analysis of execution readiness



GO-TO-BRAZIL

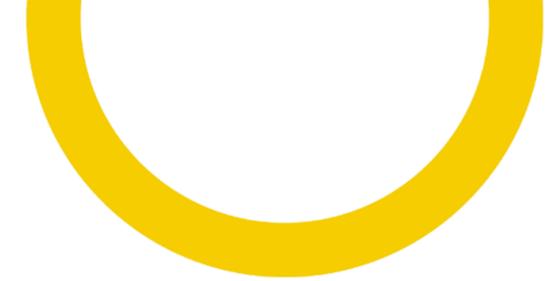
We advise your company in the development of the strategy and action plan in order to achieve superior sales and brand image results in the Brazilian market. Some of the main services we offer to support your company in the strategy and operation of entry into the Brazilian market are:

- Market analysis
- Businesses strategy
- Pricing, positioning, segmentation, portfolio adjustments
- Back office set up
- Regulatory affairs(MAPA, ANVISA, etc)
- Sales channels definition and set up
- Sales and marketing management or advisory
- M&A opportunities analysis





CASES



*North American multinational company –Equipments and chemicals for B2B industry and agribusiness**

Market research
Scenario analysis for accessing new segments
Scenario analysis for accessing new markets

Dutch multinational in the agribusiness field

Innovation trends in the smart cities and in the agribusiness field
Workshop for directors and sales teams on innovation and strategic foresight
Brazil Agribusiness Market: Opportunities and Trends

Brazilian industry and distributor of animal nutrition

5 year strategic planning development including the movement from distribution to industrialization
Consultancy on strategic planning implementation
Internal sales team and distributors training

*Brazilian family-owned company in the metallurgical sector**

Strategic planning
Review of pricing models
Access to new segments
Team training for change

Brazilian multinational in the agricultural biotechnology sector

Strategic planning to accelerate company growth
Marketing and sales areas/team structure, hiring and training
Consultancy for the execution of the strategic planning during 12 months - CaaS
Strategy for internationalization: Paraguay, Spain and Portugal

Belgium multinational of animal health and nutrition

Strategic planning for the set up of the company in Brazil
Management of the company's implementation operation in Brazil through Solene's brand, ensuring the execution of the strategy, sales targets and profitability - CaaS
M&A analysis opportunities and plan

*The name of the clients remains confidential

CONSULTANTS



Edison Feghali

Feghali worked in the financial market for 30 years, developing business in the Retail and Middle Market segments, with stints at Citibank, Nacional, Unibanco, and Itaú. He currently teaches finance courses at the undergraduate and graduate levels. He is also a business consultant in agribusiness and finance.

He holds a Master's degree in Management and Development of Professional Education (Paula Souza Science and Technology Institute), an Executive MBA in Marketing (ESPM), and a degree in Agricultural Engineering (ESALQ-USP).



Letícia Marodin

Marketing and corporate strategy professional with more than 26 years of experience in business analysis and strategy development, as well as execution management with focus on the defined strategy for growth, people management and resource optimization, whether as sales and marketing executive in the agribusiness field and services or as advisor.

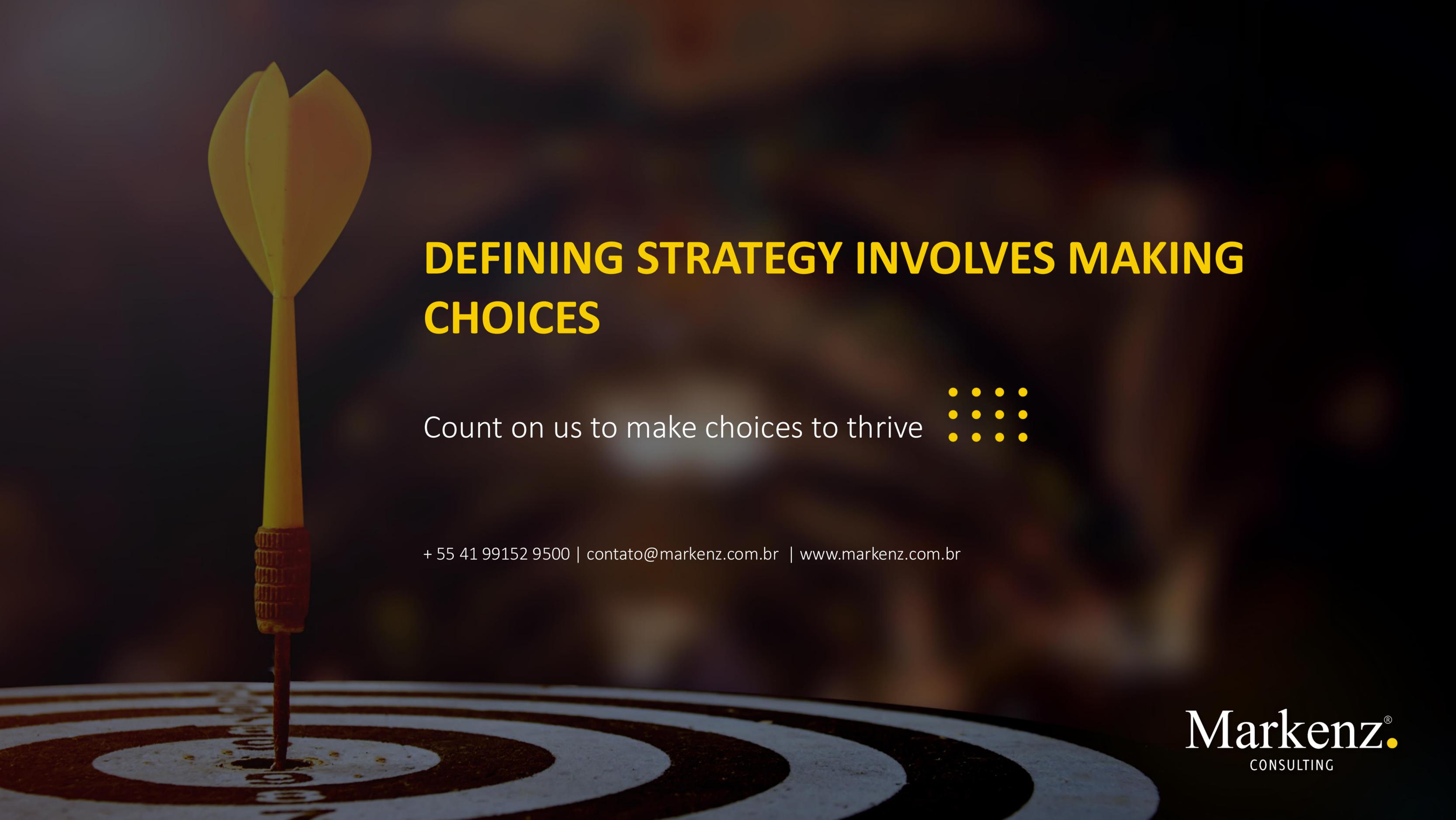
Board of Administration Certification(PUC-PR), Business Strategy MBA (Michael Smurfit Business School- Ireland), Innovation and Strategic Management(Copenhagen Business School), Management and Leadership in Agribusiness companies with C-levels-(Cumbre), Analytics Marketing Specialization(FGV-SP), Marketing MBA(FGV) and several courses in the field of Strategic Foresight.



Paulo Roberto L. de Oliveira

Paulo has over 40 years of experience in business management, mainly in strategy, business plans, and financial management as a business consultant and professor. He is currently a professor at Faculdades de Santo André (FSA) and in the graduate program at USP-ESALQ.

He holds a PhD in Business Administration from the University of São Caetano do Sul (USCS), a Master's degree in Business Administration from PUCSP, an MBA in Financial Management and Accounting from FGVSP, and is an Economist and Accountant from the Faculty of Economic and Administrative Sciences of Santo André (FSA).



DEFINING STRATEGY INVOLVES MAKING CHOICES

Count on us to make choices to thrive



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