



# **ZOTTITO**

[www.zottitrading.com.br](http://www.zottitrading.com.br)



# Who are we?

Zotti Trading Company is a company focused on the intermediation of international transactions, specialized in connecting supplement companies featuring Brazilian essences and organic ingredients with international distributors. A startup created for the Interdisciplinary Technical Project.







## **Purpose of the company**

To efficiently connect exporters and importers of supplements, breaking cultural barriers and promoting business relationships based on loyalty, honesty, and proactivity.

**CUSTOMER  
ADVISORY SERVICE**

**USE OF  
ARTIFICIAL  
INTELLIGENCE.**

**WORKING WITH  
SUSTAINABILITY**

**BRINGS THE  
BRAZILIAN  
HERITAGE**



# Mission, Vision and Values

## MISSION

To bring companies and their products that value a better lifestyle and an improvement in the health of populations in mostly aging countries.

## VISION

To become a reference in the export market by 2031 within Latin America and expand our exports to other countries around the world, but mainly to other countries within Mercosur.

## VALUES

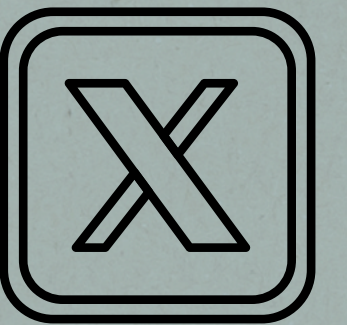
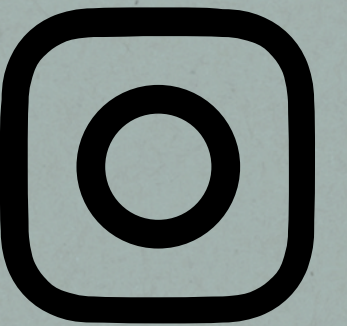
We highlight honesty, loyalty, and quality. Zotti Trading Company believes that a strong relationship between companies also generates greater profits. We are committed to excellence and care in every business transaction.





## **MARKETING AND DIGITAL MEDIA**

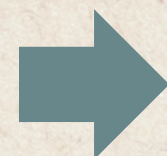
Zotti Trading Company adopts a marketing strategy focused on inbound marketing, aiming to connect with the Uruguayan distributor market primarily through social media. Our visual identity is characterized by a minimalist and clear design. The main dissemination method will be the creation of informative content. The social media platforms used are Instagram, TikTok, and LinkedIn.





# Export strategy

Main destination  
country: Uruguay



Tax advantage  
agreements ALADI and  
MERCOSUR.



Use of AI for Export  
Strategy





**THANKS**