

LATAM –market outlook

Are you ready to?



Paperwork, permits and legal framework.

Brand STP

Agents, Distributors, Alliances.

- How shall we differentiate from our competitors and mitigate factors such as currencies and language.
 - Legal compliance.

- Brand perception –strong Social Media Strategy to Reinforce Other Engagement Channels
- STP: Segmentation Targeting & Positioning
 - Market drivers: culture.

- Select the right and most suitable entry strategy for your business.

Sources: EP, World Bank.