

# COMPANY X

## **Marketing Plan Latin America**

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## 1.0 – Executive Summary

Since that we didn't have previously a marketing approach for this market the objective is to build a strategy that allows Company X to act in the various fields of marketing being able to develop its brand image in the market, identify and group customers with same profile (segments) to structure the attack taking into consideration the weaknesses and strengths of the local office, supply the adequate information to the operators using the direct model.

All of these activities will take into consideration on a tactical level the 3 most effective ways to perform this, direct visits, ads, trade shows besides the internet site pointed as an important source of information in this market.

The Latin American market is promised to be a very good arena for business related to mobile internet and messaging in the year 2001. The economical level of the population is an important factor because it conveys to increase the use of a cheaper way to access internet, so the operators will develop better ways to explore this market.

Latin American people are very support demanding meaning that they like to feel and touch products and better understand the company they are dealing with before they go on with partnerships or preferred supplier.

We are facing right now a period of market development where some of the operators are finding applications and understanding the business dynamics of new mobile business market. Some of them are requesting already more information about services and are opening their eyes for the amount of suppliers surrounding them. The problem with this is the fact that some areas jumped directly into the WAP scenario disappointing the customers and just ignoring the well succeeded strategies developed in Europe therefore the SMS application seems to be required now as tool to guarantee some profits and keep customers loyal to the operator.

As we saw it's not easy for some operators to understand the need and the use of mobile internet related solutions and this is a gap that can be filled by "Company X" expertise in this field and it's a gap that will have many players trying to fill with their own views generating competition.

Competition is also tough in the market which means that customers will have lots of options to choose and since that usually the Brazilian

market boom brings lots of suppliers to the market they need to perceive differentiation in the service offered in order to trust and buy the solutions.