

- ③ **Background:** as part of its plans for international expansion, **Coges SpA**, an Italian manufacturer of electronic products, identified Brazil as an attractive market for its products

- ③ **Assignment Phase 1:** BCS completed a market study to verify the potential attractiveness of the Brazilian market for **Coges'** products
 - Identified and analyzed the most relevant macroeconomic indicators for the business
 - Interviewed potential clients and distributors and assessed potential distribution channels
 - Analyzed price levels of local and international competitors
 - Developed an analysis of the costs required to commercialize the Italian products (transport, customs, etc...)

- ③ **Assignment Phase 2:** once verified the potential of the market, BCS supported **Coges** in the start-up and implementation phase
 - Advised on the most appropriate form to establish its presence, after having completed a study of relevant legal, fiscal and labor matters
 - Defined the ideal profile of the candidate to lead the project in Brazil
 - Launched the search and selected three candidates
 - Hired directly the candidate selected by **Coges** for a preliminary period of six months
 - Provided local infrastructures and support services (*business center*) required to launch the commercial activity
 - Supervised the business at a local level, regularly reporting to Italy
 - Participated as an industry expert in the first meetings with local potential clients

- ③ **Result:** few months after having identified Brazil as a potential market, **Coges** began to operate in the country through an own structure



experience + innovation

