



L & A Global Marketing is a leading international business development consulting firm dedicated to providing businesses the tools to expand and penetrate new successfully international markets. Discover the world markets and companies around the world to find new positioning for your company as well as tools and trade relations with it effectively grow successfully.

To expand your business, L & A will help in finding international partners in more than 100 countries. We will assist with effective process to find a strategic partner and potential customer as we work with companies in serious business and economic support and expand its product range.

In the same way, you can expand your business making the representation and / or distribution one or more international brands and expand its product lines, thus taking the challenge to distribute or represent their products with support and factory warranty.

## **Mission**

Help our customers to improve their business opportunities globally, taking into account new challenges of internationalization of the economy, applying new trends in market expansion, developing new management models in industrial development schemes generating opportunities for international negotiations by using marketing techniques.

## **Vision**

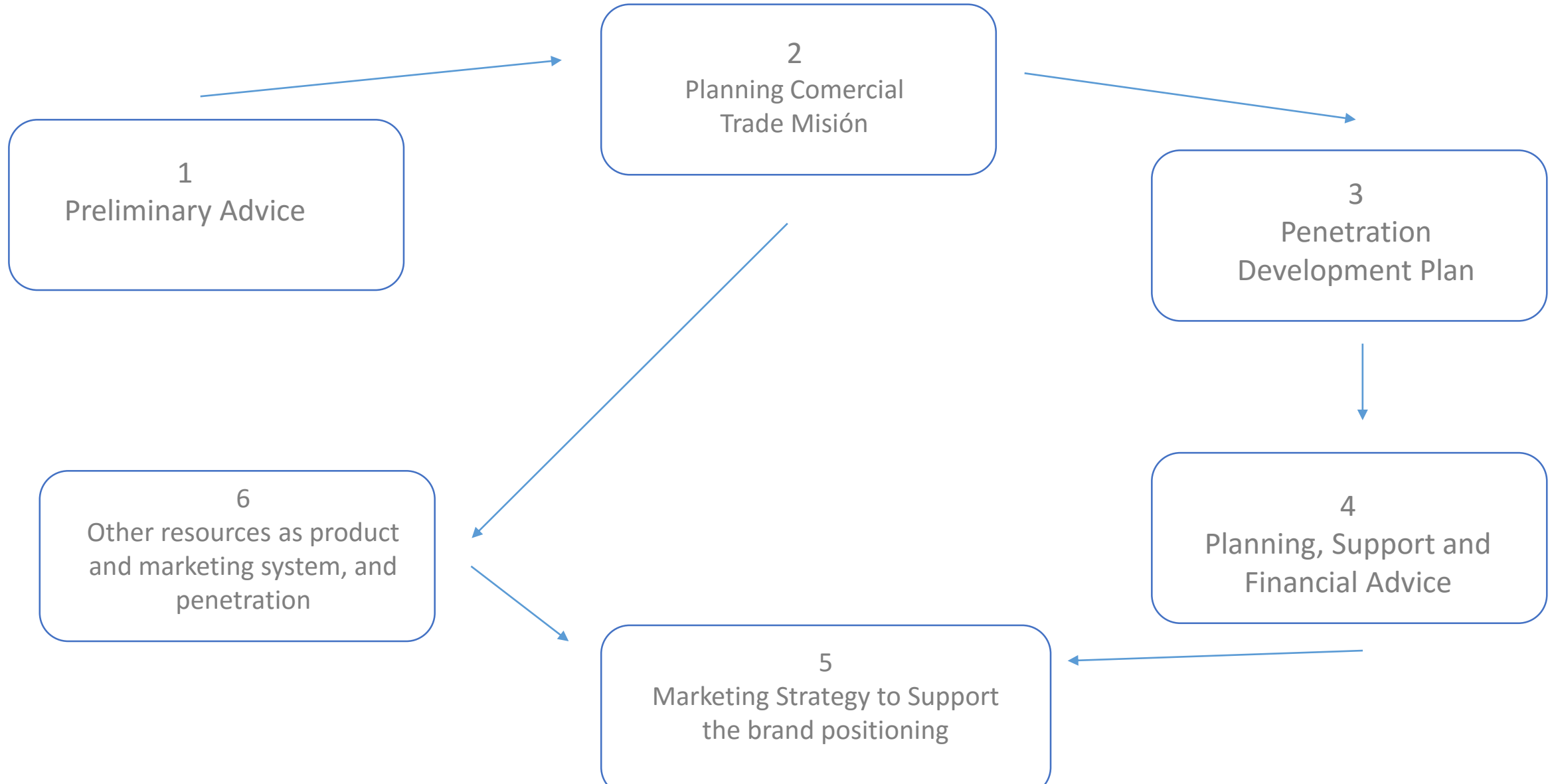
Business leadership group development and global unity in channeling private sector entity unifying criteria and programs to foster the development of opportunities for small medium enterprises, supporting and encouraging them to conquer new horizons in business development through the location of markets international, managing commercial support for open and promoting new trends through activities expansion and international exchange events.

## **Commitment to our Values**

Keeping a group of professionals committed to work with deep knowledge of the tasks they perform, always delivering a quality service to our customers in supporting their international market development.

Our customers rely on our ability to advise, so we must respond in selecting the best options for your needs on international expansion and market positioning.

# PENETRATION STEPS PROCESS



# DEVELOPMENT PROCESS AND MARKET PENETRATION

1. **Preliminary advice:** Advice that evaluates what product you want to expand, countries that should be explored, current situation of the local market and business objectives and commitment that allows you to increase your chances of abroad success.

2. **Commercial Planning Trade Mission:** The trade mission will:

1. Opportunity to explore the terrain of field
2. To know potential customers who may be distributors, agents or agent who handled their brand in the market to penetrate. This will give an overview of the operating variants on the market.
3. Tour by main attractions of the chosen city in the Mission
4. Study about Colombia, that will allow you to learn a little bit of the country
5. Transportation from arrival at destination, hotel transfers and each business meetings.
6. Include some meals
7. Evaluative meeting about the mission and conclusions to determine clear opportunities and advance the following processes of penetration.  
Not Included: Air transportation, lodging, meals in full (propose suggestions)

3. **Development of Plan of Entry:** In the penetration process is clearly having defined the channel in use, based on previously conducted exploratory mission to frame the various tools that are part of the positioning, for it is important at this stage defining:

1. Price scheme in the market to penetrate and evaluate the level of taxation that has the product to meet the different price levels distributor and end customer.
2. Contractually formalization channel usage penetration (Distribution, agent, representative). Contract must be in both languages (source and destination) Contract subsequently the channel actually live in the trade body of the country to dependability and protection against the market. This agreement must contain: **A.** Product line offer or service catalogs. **B.** Arrangements and sales to channels distribution to thereby maintain product sales **C.** Imports warranty are essential to support after sales service. **D.** Fees to be given to the channel, payment thereof. **E.** Support in marketing. **F.** Against duration Vs purchase levels.
3. Marketing strategy scheme and product positioning support.

4. **Planning, support and financial advice:** Strengthen the penetration process of international markets, both providers of domestic product as receiving through channel distribution companies, in most cases need financing tools that allow initial evaluation efforts, exploration and consolidation take effect. For them, we have support from financial companies that can collaborate with:

1. Export facilities for your product and 2. Facilities for that your channels abroad may agree to buy the products and can manage inventory to meet the needs of penetration as end customers in each country by 99% manage their purchases credit by 30-90 days as conditioning process. Financial variable is a rigid tool for penetration process of products and brands in international markets.

5. **Marketing Strategy to Support the brand positioning:** In the branding process is important to consider several variables such as:

1. Catalogs that allow the channel distribution have full knowledge of the product and which in turn are a tool to introduce the product to retail customers. This material should be translated into the language of the market that is penetrating
2. Advertising campaigns support needed in the market penetration process.
3. Activities support and national and international events to publicize the product line and brand positioning primarily through shows that take place in the country market under development.
4. Face to face and online training seminars design in different cities of the country that deserves the process of knowledge in guilds branches according to the origin of the product.

## Custom Services

Management and development of the business plan to help develop and expand their business internationally, L & A provides resources support necessary for business growth

- Counseling
- Corporate image implementation
- Business Plan Development
- Company Promotion
- Development of international marketing operations funding
- Globally dissemination strategies
- Assistance in coordinating the trip, interpreter services and general help
- Others

## Business Consulting

Our trade specialists work directly with our team of experts to provide all information and assistance you may need. We help you develop an effective strategy for international sales which can identify potential customers and complying with laws and regulations for each country and thus can overcome trade problems internationally.

- Determine the best markets for their products and services
- Evaluate international competition
- Market information and industry with our business specialists
- Identify and comply with legal requirements and regulations
- Learn about cultural differences and protocols
- Commercial Information Center
- Assistance of our trade specialists after interviews and assistance in the process of developing monitoring strategies
- Business Development Strategies
- One to one counseling as needed and position of the company
- Access to programs funded worldwide to support imports and / or exports

## International Partners

You want to expand your business? And find business partners? L & A helps his international search for partners, our sales specialists will help you find the partner, based on serious companies with product line support and warranty.

Search for international partners to expand its sales and expand its coverage (Representatives, Distributors and Agents):

- Get market information on potential sales of their products and services
- International Company Profile: Save time and money working only with pre-qualified partners interested in selling their products and services
- Report on a potential buyer or partner with company information management, banking history, financial, and more
- Expert opinions on the ability of a potential partner to meet their needs
- Our assessment of the competitiveness of your product or service and the strength of the industry as market interest

## Business Events

L & A in partnership with international organizations organized and / or, manages more than 150 Private and Government trade missions and international exhibitions annually for industries that annually present their new product lines and technologies with cutting-edge trends.

- Catalogs exhibition
- International buyer program
- Private and government sector missions (scheduled missions for your company locally and in foreign countries)
- Business round
- Conferences
- International Fairs

## Hall Booth

Quick but lucrative private meetings, to realize business opportunities with various potential customers or Supplier.

- Properly highlight the type of packaging product measures etc., to highlight its product perfectly.
- Bring business and some bands banners decorating the space to highlight the product line that handles.
- Their meeting place is like a showroom in which you will have a space of 10x10 or 5x5, with its corresponding 2 chairs and type of cocktail table cloth.
- The meeting will be 10 minutes each to make better use of those opportunities for you and your company



## Planning Sessions

Quick but lucrative, to realize business opportunities with various potential customers or suppliers private meetings. These meetings will be prepared in advance.

In these meetings, companies can have a space to have a display of their products (showroom) private meeting space.

- Properly highlight the type of packaging product measures etc. to highlight your product perfectly, all advertising material that reinforces both the marketing and the different options for your product, you can display.
- Bring business and some bands banners decorating the space to highlight the product line that handles.
- Meeting space will be a private place where you will table two people to show their potential customers and to seat two and cocktail table cloth type.
- Meetings are preprogrammed be 20 minutes each to make better use of those opportunities for you and your company



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# INDUSTRIES

- Oil & Gas
- Transportation
- Energy
- Pharmaceuticals
- Retail
- Telecommunications
- Marine
- Construction
- Tecnology
- Food and Beverages
- Commodities
- Metals and Mining
- Ferrea
- Military (Equipments and Supplies)

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TRADE MISSIONS, INTERNATIONAL FAIRS. ALL YOU NEED TO REACH NEW CUSTOMERS AND EXPAND YOUR BUSINESS



## Customer Service

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Do not wait... We support you in managing for:

- Start a Business
- Increase Sales
- Funding
- Get certifications
- Get government contract
- Improve your management skills
- Reduces costs
- Improve you cash flow
- Import and Export products

