



ACCOMPANYING REPORT TO THE BUSINESS PLAN

PROYTEC GROUP

Avenida. Samuel Lewis y Calle 55 Este, PH Plaza Obarrio, Piso 1 Oficina 105, Panamá
Avenida Santa Anita, 361, Ciudad de Lima, Distrito de Chorrillos, Perú
Avenida Universidad, Edificio Centro Parque Carabobo, Torre A, Piso 3, Caracas, Venezuela
30 N Gould St Ste R, Sheridan, WY 82801 US
1900 North Bayshore Drive Suite 1° Miami - Florida 33132 US

ACCOMPANYING REPORT TO THE BUSINESS PLAN

1 Introduction: history, mission, vision and objectives, corporate structure

- 1 Introduction
- 2 Mission
- 3 Vision and short Company history
- 4 Reasons and objectives of the Project
- 5 Corporate structure and management

2 Main products / services, target market / country

- 1 Product / market segmentation
- 2 Choice of the segment to focus on abroad
- 3 Choice of target countries
- 4 Analysis of competition by sector / reference market
- 5 Estimated market potential penetration opportunities for the Company

3 Strategy and development methods, action plan

- 1 Development strategy, possible distribution strategy, partnerships
- 2 Organizational structures envisaged for the implementation of the strategy
- 3 "Reasonable" objectives of short and medium term market penetration
- 4 Marketing strategies planned to achieve the objectives
 - a Product / Service
 - b Sales and Distribution policies
 - c Prices and Conditions of sale
 - d Logistics, Packaging, Labelling, Transport and Supply policies
 - e Communication and Promotion strategies and policies
 - f Pre and Post Sales strategies and policies
- 5 Action and Investment plan for starting the Business on the target market

4 Indications and conclusive considerations

- 1 Profile of Partners and / or Interlocutors
- 2 Proposals for intervention on the target market

List of attachments

- COMPANY PROFILE / PROMOTERS' PROFILE
 - SUMMARY DATA SHEET
 - PRESENTATION / PRODUCT DATA SHEETS
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