



*Commercial Representation  
And Consultancy Service  
for a Spanish Urban Planner  
Firm in Brazil*

**Sector:**

*A Spanish Urban Planner Consultancy firm was interested in penetrating the Brazilian market.*

**Assignment:**

*Aftermath performed an on-site six-month consultancy service, commercial representation and institutional relationships management with Brazilian government bureaus.*

**Strategy:**

- Developed an understanding of the market performance and key-drivers.*
- Interviewed the management team.*
- Identified and interviewed local re-known industry experts.*
- Assessed the company under a SWOT perspective.*
- Assessed the company's penetration strategy.*
- Analyzed the Business Plan and provided an independent opinion about its feasibility.*
- Generated contacts and performed commercial activities leading to a future client portfolio.*
- Wrote reports, contracts, and commercial agreements concerned with the expansion of the company in Brazil.*

**Result:**

*Based on the conclusions of Aftermath work, the company reviewed its strategy and changed the Business Plan.*