



*Commercial Representation
And Consultancy Service
For a high end
Spanish Architecture and Interior Design firm.*

Sector:

A high end Spanish Architecture and Interior Design firm was interested in penetrating Sao Paulo's luxury market.

Assignment:

Aftermath performed an on-site six-month consultancy service, commercial representation and marketing management.

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.*
- Developed the company's penetration strategy.*
- Wrote a Business Plan.*
- 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 decided to look for additional funding to implement the business plan.