

AICRAG, established in 1997, offers integral marketing consulting services for overseas companies entering the Chilean and other Latin American markets. We offer a unique mix of regional knowledge combined with global vision, relating directly to market trends & opportunities.

Service description

AICRAG's services will help you develop on-target business plans that are critical to the success of your internationalisation. Our experience has shown that companies typically go through four phases for a successful market entry, described as following:

I. Evaluate

Services include the initial research and assessment of the targeted market, focusing on real market opportunities, giving you an overall evaluation of the international venture. In essential, we will give you the answer to the question: go or no go.

II. Enter

Services not only consider the elaboration of a successful entry strategy, but also the development of a market plan and the sourcing for potential local partners. In essential, we help you select an appropriate entry strategy identifying critical success factors.

III. Establish

Services contemplate the implementation of the selected strategy (in essential, how to establish the business venture, and assure its future success). We also develop a "road map" for success, identifying major goals and milestones to be accomplished.

IV. Expand

Services consider expansion in the newly conquered market. We will support your continuous business development, helping you resolve key issues concerning growth. We can, for example, assist you in expanding your business into other parts of Latin America.

Benefits

- Our marketing services are designed to provide you with useful answers, in the shortest amount of time, in the most cost effective manner.
- Our services can be contracted separately or in a bundled package, all in line with your specific needs.
- We provide you with unique competitive intelligence from the Chilean and other key Latin American markets.
- We identify and assess different strategies and determine their strengths, weaknesses and key issues relative to your capabilities & business goals.
- We have strategic business partners all across the globe, covering the most important markets in Europe, South America, Asia and North America.
- We provide our clients with the most cost effective and customized solutions to approach their international business ventures.