



# Candex do Brasil Ltda

*Intl. Marketing & Investments*

Rua das Palmeiras, 335 - Suite 12  
01226-010 – São Paulo – Brazil  
Website: [www.candex.us](http://www.candex.us)

Phone: (55-11) 3825-9634  
Mobile: (55-11) 9206-2402  
E-mail: [clovis.lemes@candex.us](mailto:clovis.lemes@candex.us)

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## CUSTOMIZED MARKET PROFILE (CMP)

### Scope of Work

This is a 4-6 pages report, highlighting the sector and product/service specific market outlook for international exporters interested in the Brazilian market. It includes interviews with a limited (6-10) sampling of importers, potential partners, distributors, manufacturers, and end-users regarding the interested company's product/services potential in the Brazilian market. This is a useful tool for market evaluation of your product/services competitiveness and its receptivity in the market, in order to determine whether to pursue further market entry.

The report should include answers to the questions below, and the company may customize their questions to best suit **their needs and the cost of this service**. We and your company will decide on the length of the report, and the time to prepare it. *If the international company has a local Brazilian agent, Candex will develop this CMP in conjunction with the international company's Brazilian agent, when appropriate, to avoid conflicts.*

#### Questions to be used for the CMP:

Question #1 – Does our product appear to have potential in the market?

- Market Size
- Principal Users/Buyers in the Market
- Opinions on Market Potential

Question #2 – Who is supplying a comparable product locally?

- Domestic Production Vs. Imports
- Domestic Producers
- Foreign Suppliers to Brazil

Question #3 – What is the usual sales channel to introduce this type of product into the Brazilian market?

Question #4 – What is the going price for comparable products in this market?  
(Pricing survey is to be conducted in two locations)

Question #5 – Are purchases of such products primarily influenced by price or other competitive factors, such as credit, quality, delivery, service, promotion, brand, origin, etc.?

Question #6 – What is the best way to get sales exposure in the market?

- Trade Shows names and dates
- Publications
- Other media

Question #7 – Are there any significant impediments to selling this type of product in the market?

- Import Duties



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- Import Restrictions
  - Product Standards (technical, health, safety, etc.)

Question #8 – Who might be interested and qualified to represent or purchase our company's product in this market? (Names and contact details are supplied).

Question #9 – If a licensing or joint venture strategy seems desirable for this market, who might be an interested and qualified partner for our company? (Names and contact details are supplied).

10. References