



PROYTEC
P A N A M A

International Capital Partner



ACCOMPANYING REPORT TO THE BUSINESS PLAN

PROYTEC PANAMA Corp.

Compañía Anónima por Acciones

El Dorado, Centro Comercial, Galerías Miami n. 8, Ciudad de Panamá, República de Panamá

Email : proytec@proytecpanama.com - Web : www.proytecpanama.com

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**
-