



PROYTEC
P A N A M A

International Capital Partner



ACCOMPANYING REPORT TO THE BUSINESS PLAN

PROYTEC PANAMA Corp.

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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
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List of attachments

- **COMPANY PROFILE / PROMOTERS' PROFILE**
 - **SUMMARY DATA SHEET**
 - **PRESENTATION / PRODUCT DATA SHEETS**
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