



Institute for Consultancy in Marketing & Market Measurements Ltd.
Consultancy to Increase Competitiveness and Growth



Consultancy to increase competitiveness and growth

Summary

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Our Objective

Our Objective is to generate in our Clients and Collaborators the highest degree of pride and satisfaction for having chosen IAM&M.

Our Mission

Our Mission is to increase the competitiveness and results of those whom we work for.

The Nature of Our Business

IAM&M represents an advanced concept as a consulting company. It fills the existing gap between the traditional market research institutes, with heavy emphasis on data collection, and the consulting firms, so often focused on managerial techniques, yet distant from the market experience. **IAM&M's** proposition is to provide its Customers with consultancy that makes the most effective use of the available information aiming at result maximization. **The outcome is to increase our Customers' "competitive intelligence" and "perceived value".**

Our **MISSION** and reason of success is the raise of Customers' competitive edge and results by supplying complete and customized solutions to their problems and opportunities.

We **AIM** at building up in our Customers and Employees the highest possible level of pride and satisfaction for having chosen **IAM&M**.

Our strategic alliances back us up with specialized support in the services we render to Customers. We cover Brazil, Europe, South and North America.





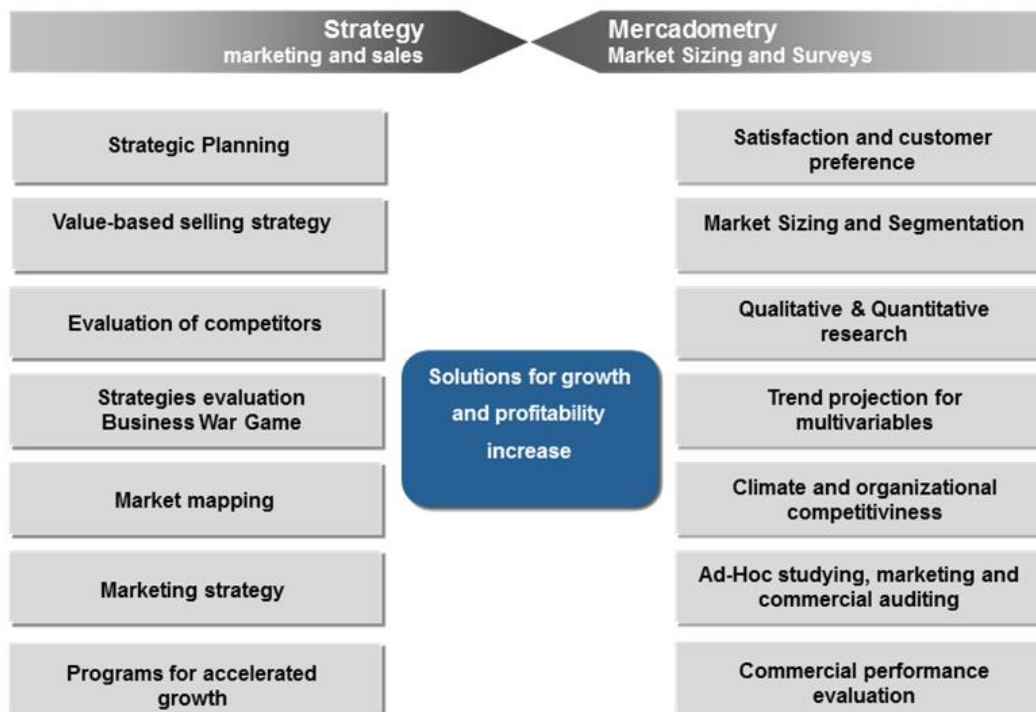
Our Purpose

Our Purpose is to increase profitability and growth of our Clients.

Since 1992 we developed over 300 Consulting Projects on:

- *Strategic Planning**
- *Market Mapping and Market Research**
- *Programs for Accelerated Growth**
- *Evaluation and Planning for Increasing Competitive Edge**
- *Review of Commercial Structure**
- *Distribution Channel Strategies**

We do this through strategic recommendations and action plans that ensure the achievement of the objectives.



Evidence of the effectiveness of Our Purpose is the record of Customers who trust IAM&M

◆ **Strategic Planning for Shareholder’s Value Generation**

- Vision, Mission, Values
- Business Model and Strategy
- Business Remodeling
- Balanced Scorecards
- Team based strategic planning
- Programs for Accelerated Growth
- Commercial Organization and Management
- Evaluation M&A + Synergys

◆ **Market Dimensions and Segmentation**

- Dimensions of Volume and Value
- Market shares
- Channels of Distribution and Capillarity
- Market Density (Networks e Channels)

◆ **Market Mapping for Competitive Scenarios Identification**

- SWOT Analysis
- Profit Build-up in the Production Chain
- Logic, Drivers and Market Dynamics
- Critical Success Factors
- Customer Profile and Procurement Process
- Value Chain Identification
- Distribution Channels
- Competitiveness Assessment
- Penetration and Market Coverage
- Benchmarking

◆ **Strategic Formulations to Achieve the Objectives**

- Value-Based sales (VBS)
- Positioning
- Marketing plan
- Competitive edge
- Business war games
- Partner Relationship Management (CRM)
- Image Construction and Perceived Value
- Marketing and Commercial Policies
- Competitive Strategy and Channels
- Business Structure

◆ **Multivariate Projections for Accuracy of Forecasts**

- Consumer Market
- Demand For Services
- Related Markets
- Predictive Models
- Elasticity of Demand
- Market Potencial
- Demand Movements
- Alternative Channel Breakdown

◆ **Market Research for “Customer’s Voice” Knowledge**

- Satisfaction Indexes
- Preference Indexes
- Image Indexes
- Product Testing
- Mystery shopper
- Net Promoter Score (NPS)
- Distribution Channels
- Competitiveness Assessment
- Evaluation of Competitors
- Price Monitoring
- Qualitative - Quantitative
- Focus Group/Telephone/In Person/Web

Sectors & Customer History

◆ FOOD/BEVERAGES

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| <ul style="list-style-type: none"> • ATTA ALIMENTAÇÃO • BESTFOODS-UNILEVER • CARGILL FOODS • CETEA / ITAL | <ul style="list-style-type: none"> • CITROVITA / GRUPO VOTORANTIM • DIAGEO DO BRASIL LTDA • GR / ACCOR / COMPASS (Collective Meals) | <ul style="list-style-type: none"> • J. MACEDO • LEGUMERIE • SWIFT / ARMOUR • PECCIN- Sweets and Candies |
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◆ ASSOCIATIONS

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| <ul style="list-style-type: none"> • ABAL (Assoc. Bras. do Alumínio) • ABCON (Assoc. Bras. Conc. Água e Esgoto) • ABEDA (Assoc. Bras. Emp. Distrib. de Asfalto) • ABEAR (Assoc. Brasileira de Empresas Aéreas) • ABINAM (Assoc. Bras. da Ind. de Águas Minerais) | <ul style="list-style-type: none"> • ABIPLAST (Assoc. Bras. da Indústria do Plástico) • ABRADIBI (Assoc. Bras. Dist. Imp. Bicletas) • ABRE (Assoc. Bras. da Embalagem) • ABRILA (Assoc. Bras. Ind. Prod. de Laminados Decorativos de Alta Resistência) • AFAP (Assoc. Bras. Dos Fabricantes e Distribuidores de PVC) | <ul style="list-style-type: none"> • AFEAL (Assoc. dos Fabricantes de Esquadrias de Alumínio) • ANAPRE (Assoc. Nac. de Pisos e Revestimentos de Alto Desempenho) • DRYWALL (Assoc. Bras. dos Fabricantes de Chapas para Drywall) • ICZ (Instituto de Metais Não Ferrosos) • SIAMFESP (Sind. da Ind. de Artefatos de Metais Não Ferrosos) |
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◆ AVIATION

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| <ul style="list-style-type: none"> • AEROPORTOS BRASIL VIRACOPOS | <ul style="list-style-type: none"> • AVIANCA | <ul style="list-style-type: none"> • AZUL LINHAS AÉREAS |
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◆ RUBBER

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| <ul style="list-style-type: none"> • BORRACHAS VIPAL | <ul style="list-style-type: none"> • GLOBAL TIRE | <ul style="list-style-type: none"> • WATTS – INDUSTRIAL TYRES |
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◆ CONSTRUCTION

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| <ul style="list-style-type: none"> • AMANCO (Tubos e Conexões) • AKROS FORTILIT • ARCELORMITTAL / APERAM • BELMETAL (Aluminum Frames) • BRASKEM • CSN • DECA • DENVER IMPERMEABILIZANTES • ETERNIT | <ul style="list-style-type: none"> • FARBEN • FORMILINE - FÓRMICA • GAFISA CONSTRUTORA • GERDAU • GLOBO TINTAS • HYDRO / SAPA (Fames) • LAFARGE (Rejuntas e Drywall) • MADEPAR LAMINADOS • MATEC CONSTRUTORA | <ul style="list-style-type: none"> • PERFILOS (Perfis e Telhas) • PERTECH LAMINADOS • PLACO – SAINT GOBAIN (Drywall) • PLÁSTICOS VIPAL (PVC Frames) • SAINT GOBAIN CORPORATION • SCHUCO • SIKA QUÍMICA • VOTORANTIM / CBA /SIDERURGIA |
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◆ PACKAGING

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| <ul style="list-style-type: none"> • CIV – CIA INDUSTRIAL DE VIDROS • CSN • EMPAX EMBALAGENS | <ul style="list-style-type: none"> • MWV WESTVACO / RIGESA • PMMI (Packaging Machinery Manufactures Institute) • TETRA PAK | <ul style="list-style-type: none"> • VITOPEL (Filmes Plásticos) • ZIP PAK |
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◆ LABORATORIES

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| <ul style="list-style-type: none"> • ABBOTT • BOEHRINGER – INGELHEIM • DIAGNÓSTICOS DA AMÉRICA • GALENA QUÍMICA E FARMA | <ul style="list-style-type: none"> • JANSSEN-CILAG • NOVO NORDISK • PFIZER • ROCHE | <ul style="list-style-type: none"> • SCHERING-PLOUGH • SERONO PRODUTOS FARMACÊUTICOS • UNITED MEDICAL |
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Sectors & Customer History

♦ METALS AND METTALICS

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| <ul style="list-style-type: none"> • ALCAN / NOVELIS / ADITYA BIRLA • ALCOA • ACESITA/ARCELORMITTAL / APERAM • B.BOSCH • BELMETAL • CEDISA (Distribuição de Aço) | <ul style="list-style-type: none"> • CSN • GERDAU • IBRAME • INAL / PRADA • MANGELS • NÚCLEO INOX | <ul style="list-style-type: none"> • PERFILOR • SAPA / HYDRO • VOTORANTIM METAIS / CBA - ALUMÍNIO • VOTORANTIM SIDERURGIA • ZAMPROGNA / USIMINAS • ZINK POWER |
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♦ MINING

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| <ul style="list-style-type: none"> • CARBONÍFERA CRICIÚMA | <ul style="list-style-type: none"> • MAGNESITA | <ul style="list-style-type: none"> • SIBELCO |
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♦ PAPER E CELULOSE

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| <ul style="list-style-type: none"> • MADEPAR PAPEL • MWV WESTVACO / RIGESA | <ul style="list-style-type: none"> • SANTHER / SANTA THEREZINHA | <ul style="list-style-type: none"> • SUZANO PAPEL E CELULOSE |
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♦ PLASTICS

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| <ul style="list-style-type: none"> • AMANCO • BRASKEM | <ul style="list-style-type: none"> • PLÁSTICOS JUNDIAÍ • PLASVALE | <ul style="list-style-type: none"> • VITOPEL |
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♦ CHEMICALS

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| <ul style="list-style-type: none"> • ALBA QUÍMICA / BORDEN • BOC GASES • BRASKEM • DENVER • HENKEL | <ul style="list-style-type: none"> • IPIRANGA PETROQUÍMICA • QUATTOR PETROQUÍMICA (PQU) • QUIMICRAFT • RECKITT & COLMAN / GLOBO • RENNER / DUPONT | <ul style="list-style-type: none"> • RHODIA - RHÔNE POULENC • SIKA QUÍMICA • SUZANO PETROQUÍMICA • WNF – WORLD NAT. FRAGANCES |
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♦ TECHNOLOGY AND ELETTRONICS

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| <ul style="list-style-type: none"> • ALLEN INFORMÁTICA • COMPUSOFTWARE • HP – HEWLETT PACKARD • IG - INTERNET GROUP | <ul style="list-style-type: none"> • MICROSOFT (Brasil / USA) • PANASONIC • QAD – SOFTWARES DE GESTÃO | <ul style="list-style-type: none"> • SKY – DIGITAL • SUPPORTCOMM • TBA INFORMÁTICA LTDA. |
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♦ OTHERS

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| <ul style="list-style-type: none"> • BANCO BBA • BANCO CARGILL • BRITISH AMERICAN TOBACCO • CBE (Esterilização industrial) • CPFL - CIA PAULISTA DE FORÇA E LUZ • DHL EXPRESS | <ul style="list-style-type: none"> • ELECTROLUX / PROSDÓCIMO • EXTERA (Human Health –Orthoses and Prostheses) • GRUPO CONÉLIO BRENNAND • HAVER & BOECKER (Filling Equipment) • INGERSOLL-RAND (Refrigeration /Air compressors) • LEGO DO BRASIL | <ul style="list-style-type: none"> • PHIBRO • RENESSEN (Biotechnology) • SIEMENS LTDA. (Materials handling) • SOLORRICO (Fertilizers) • TODESCHINI (Furnitures) • VERA CRUZ SEGURADORA / MAPFRE |
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