



RULA Holdings

The Channel Provider, a strategy

Florida

Things to Consider

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- ***Usual market strategies in other regions do not work in the Latin American and Caribbean Regional markets***
 - ***Local presence is paramount to penetrate market***
 - ***Personal relationships is key to success in region***
 - ***Traditional methods of expansion into region could be expensive***

Things to Consider

- **Expansion into region might be via**
 - **Subsidiary – best position for all types of product offering since it allows full local support of your product, but it could be too expensive**
 - **Master Distributor – best position for systems product offerings since it allows for an independent, successful full service local company to become the official representative of the company in the assigned territory.**
 - **Local distributors – less commitment than Master Distributor but still provides for marketing, service and sales support**
 - **Agent – open doors to sales channels**
- **Systems product market penetration works best with a subsidiary or Master distribution arrangement and in some special cases local distribution.**
- **Commodity products market penetration works best with agents and local distribution arrangements**

Things to Consider

- ***You should consider expanding into the region if a demand for your products and potential partners are available – we can provide said feedback***
- ***Since partners are crucial to the success of your market penetration in the region you should consider expanding into those territories where there are local partners available – we can provide said intelligence***
- ***To minimize cost in expansion:***
 - ***If your product is a commodity product you should aim for traditional distribution***
 - ***If your product requires localization, promotion and support you should use a master distributor***

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