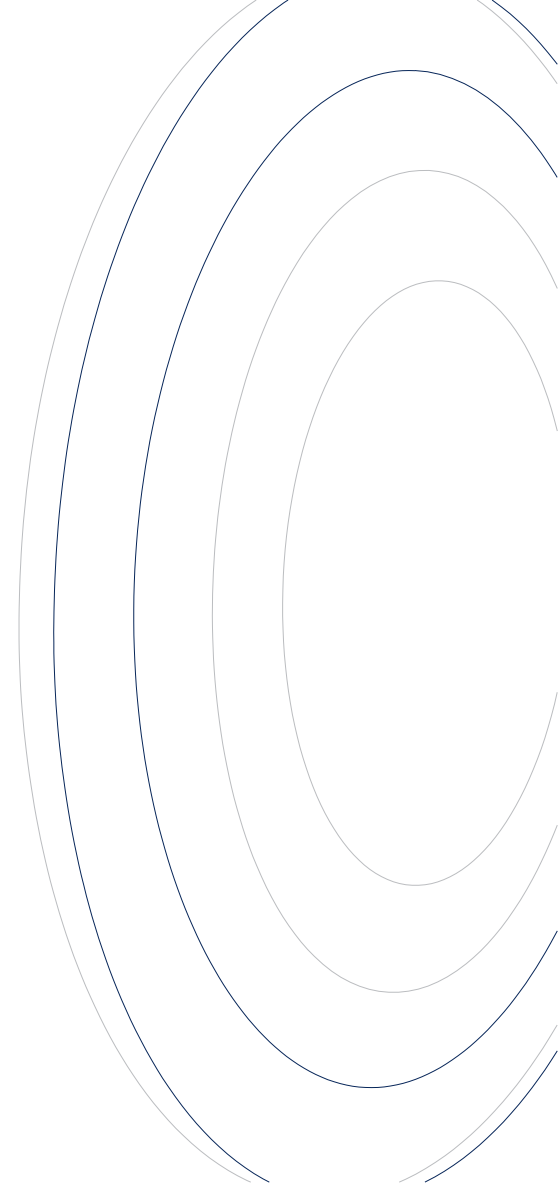




Betania Antunes

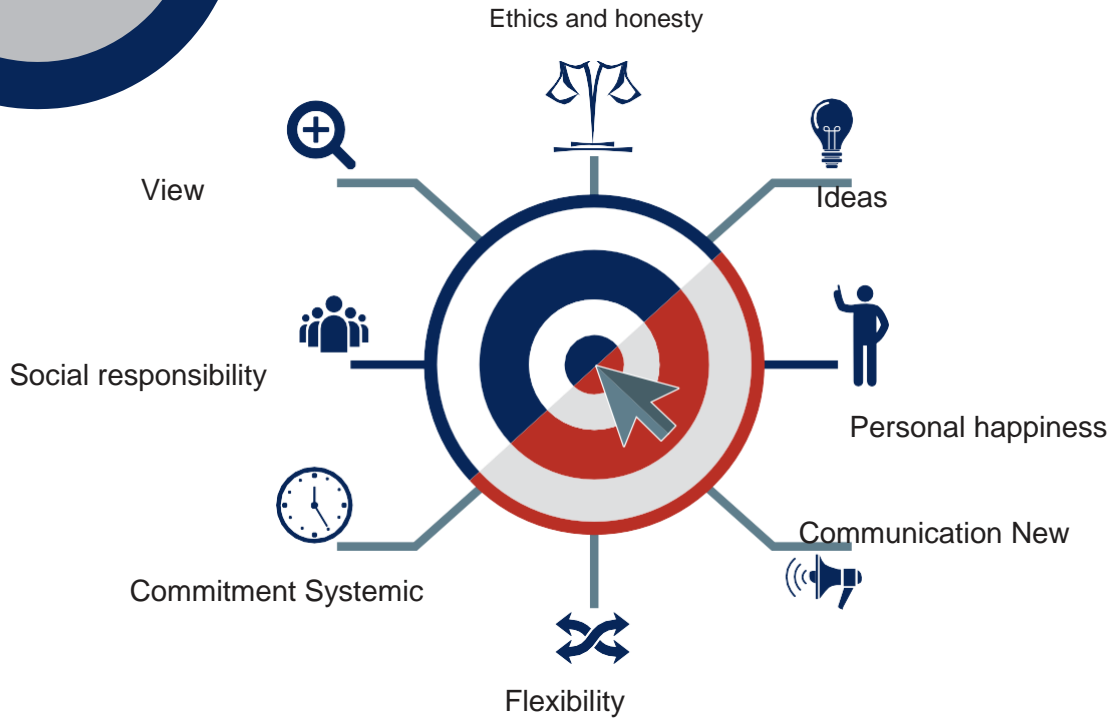


We are a commercial representation company specializing in meeting the supermarket chains, with experience of over 16 years in this channel.





Value from the company





Our Reason for Existence Mission

"Representing industries for large retail chains in Brazil, competently and honestly, looking for opportunities and pioneering ways to achieve the goals by adding value to the brand of all involved."



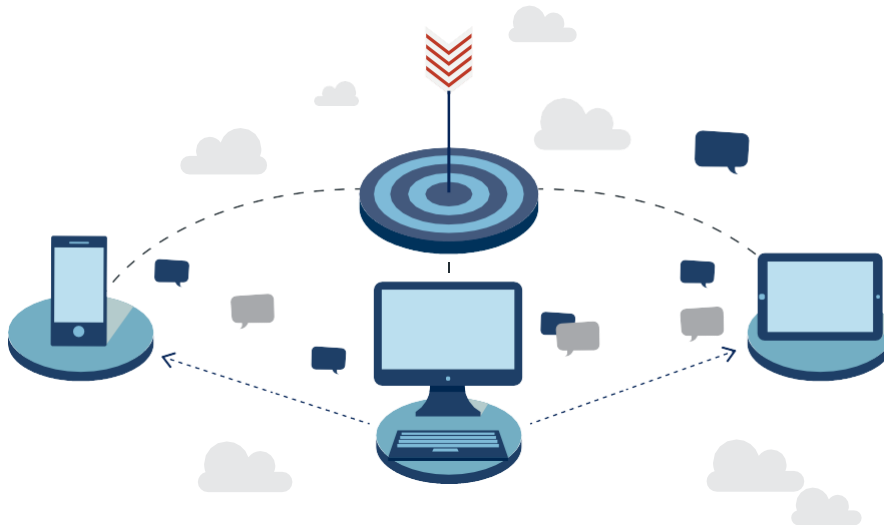
Our dream View

"To be the best specialized commercial representation in Brazil, being recognized and awarded by the represented customers and representative bodies."



The Team

The TARGET team consists of a group of 6 people focused on providing a full commercial service with business management, order management, monitoring of billing, sell-out and post-sales. It also offers a specialized service at point of sale.





Betania Antunes

Historical professional

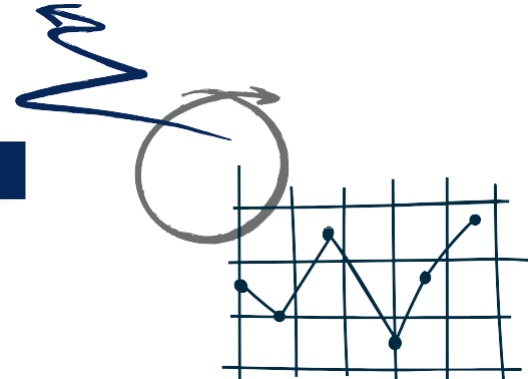
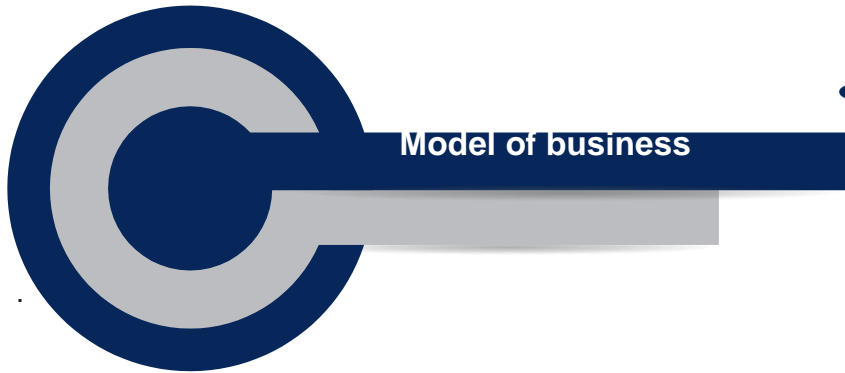
Executive Purchases and Sales, Market
Intelligence and Management

Products, with operations in multinational companies of large and renowned private label development. Expertise in the management of procurement processes, and sales responsible for planning, quotations, contract negotiations, distribution and inventory management.

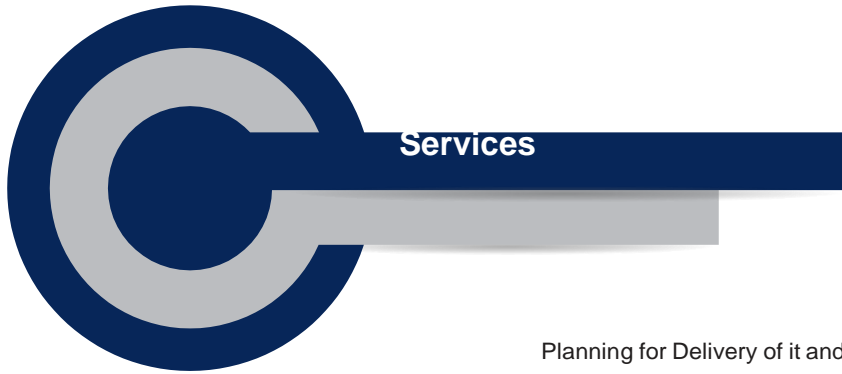
Responsible for market intelligence routines, conducting market research, supply analysis and demand for products, selling price survey, competition mapping and projections about product behavior.

Management products by category involving product development, cost analysis, need fixation, allocation across business units, definition of margin mix, marketing planning and monitoring of results. Experience in the development, evaluation and qualification of national and international suppliers, product development. Complementary knowledge through international travel, seeking to update themselves of the new POS concept in the world.





- We schedule weekly visits to major networks. We have extensive knowledge of internal processes, profile and characteristics of each client, and excellent relationship with these managers.
- Adequate knowledge of the category management strategies, in order to present projects that come against the interests of GC departments of the networks.
- Our action focuses on promoting the sale of the product to customers and strategize and efficient for the continued success of the sell-out.
- We explore the most of the information of sales analysis and product performance curve, the firm to draw appropriate marketing strategies to achieve the results expected by the represented.



Services

Positioning new POS with management throughout the product registration process.

Monitoring focused on the sales and logistics applications.

MIX product management for specific profile network and store.

Expansion of the product mix to clients.

Planning for Delivery of it and expand the brand in key customers in the region where we operate, with networks and distributors.

Post-sale assets to the exposure of the product at point of sale.

Support and management of the team of promoters of the contracting company.

Planning for new product launches.

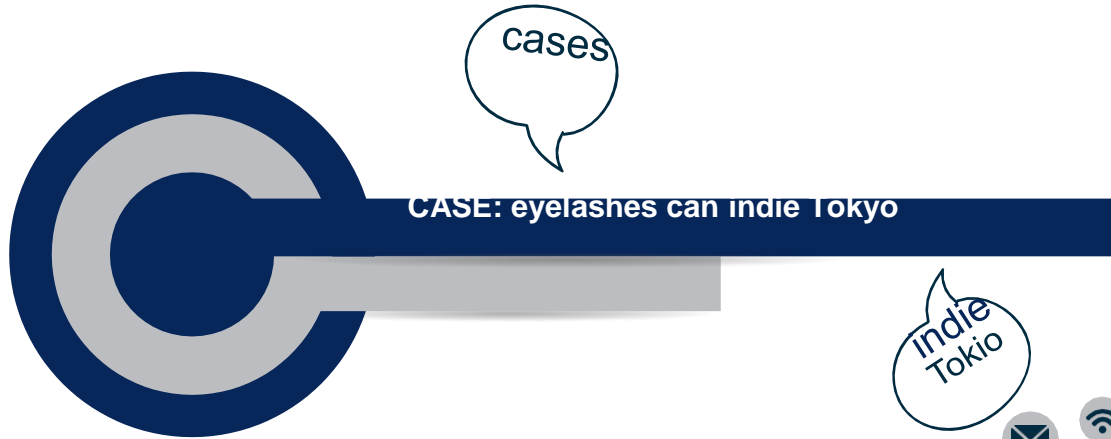
Trips to visits to the POS clients served, aiming to support actions and training of the brand.

TARGET promoter pair the analysis and gathering information at the POS.

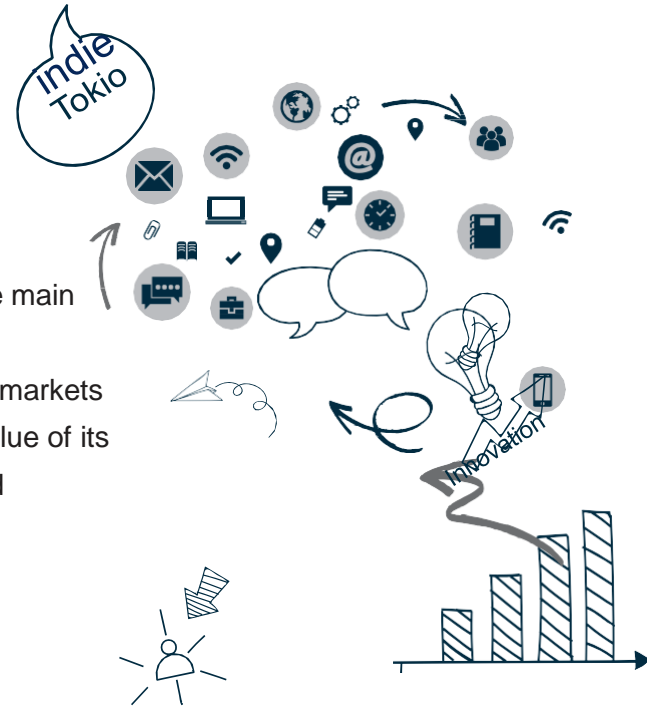
Annual planning for stock sales and trade marketing.

Strategic analysis of the Sell-in and Sell-out reports.





The bettarget was responsible for the introduction; definition and implementation of visibility strategies of brand INDEX TOKYO the main networks. After this launch successfully, it became case for other representatives conquered the introduction of the product in new markets nationwide. With these actions, the INDEX multiplied the initial value of its turnover tenfold, reaping the fruits of the good well-structured and competent groundwork of TARGET



BETTARGET operates in seven states of Brazil:



-  Sao Paulo
-  Rio de Janeiro
-  Minas Gerais
-  Parana
-  Rio G. Do Sul
-  Ceara
-  Paraiba





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