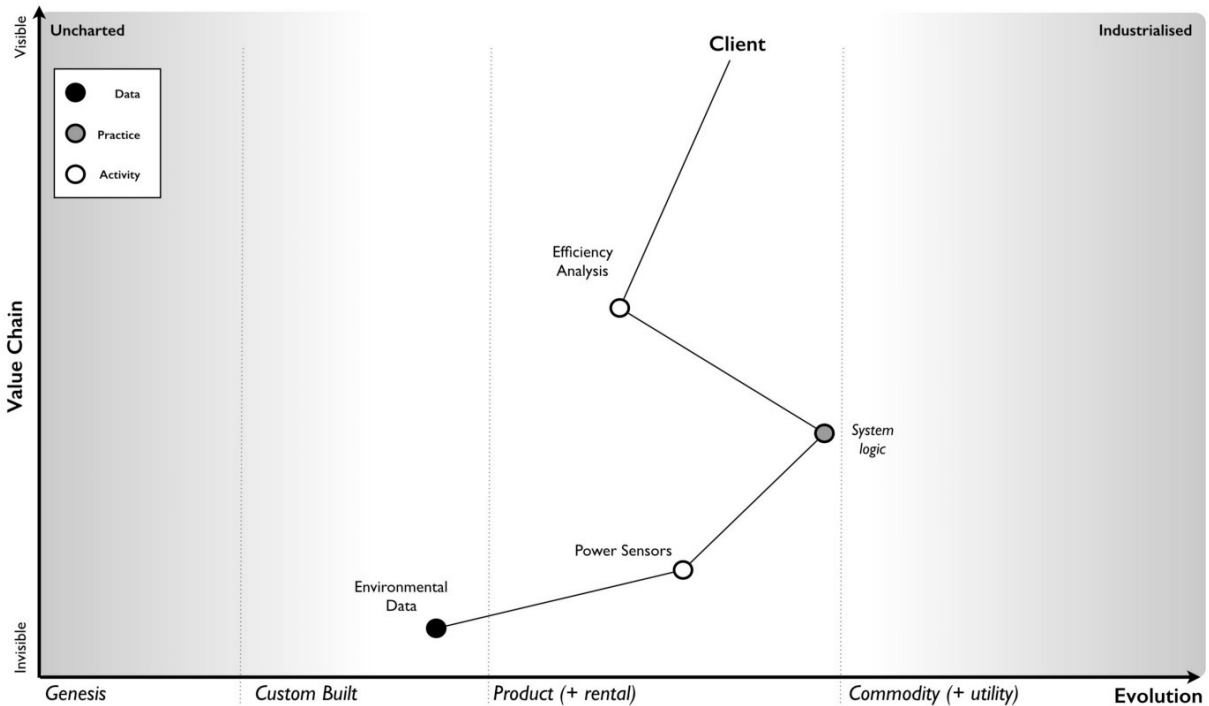


Figure 168 — extending the map with practice and data



The head of marketing also told us that the US was a more mature market and Brazil was less developed in the area of such efficiency analysis software. I'll assume that the markets are competitive (i.e. there is supply and demand competition) particularly since we're talking about setting up a business in Brazil. It's a bit of a gamble but I'll assume that the head of marketing has done at least a small modicum of homework. We can now mark on these markets, with lines (red dotted) to describe how they are changing — see figure 169.

Figure 169 — adding markets