



Brazilian Market Evaluation

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Lottie Dolls

8 THINGS you may not know about Lottie!

AGE APPROPRIATE
#2
Lottie doesn't wear make-up, high-heels or jewellery

**RELATABLE
#JUSTLIKEME**
#4
Lottie represents all the positive, different facets of childhood, without limitation

STANDS ON HER OWN TWO FEET
#6

AWARD WINNING
#8
Lottie has won numerous International awards

CHILD-LIKE BODY
#1
based on the realistic proportions of a 9 year old girl

ETHNICALLY DIVERSE
#3
A diverse range of skin, hair and eye colours

TACTILE FABRIC & HAIR
#5
Lottie's hair is made from premium quality Saran and her clothing is composed of tactile fabric

18cm TALL
#7
very cute and portable





Introduction to Brazil





- Largest country in South America covering nearly half of the continent (5th largest in world)
- Capital is Brasilia
- Currency is Brazilian Real
- Official language is Portuguese
- Roughly 211 million population
- Largest city is Sao Paulo
- Home to the Amazon Rainforests
- Wide array of ethnic cultures



Market Selection Criteria



- Large population of families with children
- Large percent of medium to high income families
- High expenditure on toys and recreation
- Stable political environment
- Ease of licensing and legalities of importing
- Established retail foreground
- Market that shares the same sustainability views
- Diversity amongst country
- Availability to resources



Socio-Cultural Environment





Lifestyle & Culture



Lifestyle & Culture

Expressiveness

Pace of Life

Social Expectation

High Context Culture



Lifestyle & Culture



Language



Language

Nearly

100%

Speak Portuguese



Lifestyle & Culture



Language



Business



Business

DO's	DON'ts
Schedule extra time in between/after meetings	Rush business dealings
Expect to invest a lot of time into relationship building	Show lack of self control (frustration, impatience)
Make eye contact	Discuss sensitive issues (crime, corruption)
Accept anything offered (food, coffee)	Publicly criticize counterparts
Expect to be interrupted	



Political Environment



System: Federal Republic - Parliamentary Democracy

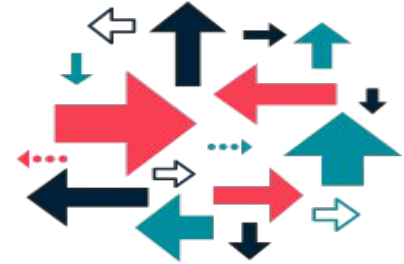
Alliances



In Power



Stability



Ireland Relationship





Legal Environment



Judicial System: Based on Civil Law Tradition



Marketing Legislation CONAR -
National
Public Prosecutor - Judicial

Country of origin

- owners label/ product

Import Regulations
Duties/ Restrictions

Differ for tariff/ product code

- Manufactured product tax
- State value tax
- Contribution to social integration programs
- Freight surcharge
- Licensing



Documentation

- Invoice/ BOL
- Non-consent = large fines
- Best interest to incorporate a professional Brazilian Customs broker



Packaging

- Must follow consumer Code**
- Information is legible
 - Clear & precise
 - Discuss quality/ quantity
 - Price
 - Guarantee
 - Origin
 - Health & safety
 - Translation to Portuguese



Travel Options

- Warehouse in USA
- Visa Requirements (Irish citizens)**
- 90 day stay periods
 - 6 months/ year total



Technological Environment

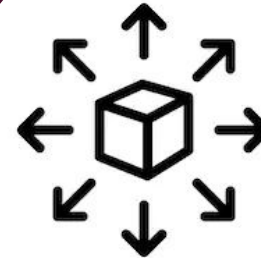




Localised
Research &
Development



Distribution
Channels



Factory &
Company
Infrastructure



Internet Media &
Platforms



Economic Environment



GDP & GNP

Significantly higher
than Ireland

GDP Per Capita

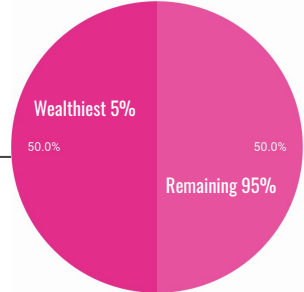
Brazil



Ireland



Income Distribution



Demand & Expenditure

- Traditional Toys
- Growth in middle class

- \$1.9 billion industry
- \$38 average spend

International Economic Groups

G20

G8+5

World Trade Organization

Cairns Group



Key Trading Partners



Imports

18.1%

16.7%

6.3%



21.8%

12.5%

8.1%

Exports



Physical Environment





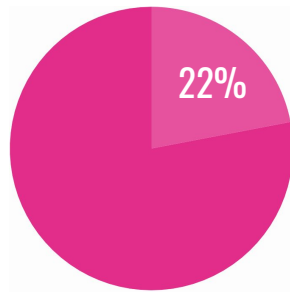
(Kay, 2019) (Schneider, 2019)

- Five major regions
 - North, central-north, central-west, southeast, and south
 - Capital is Brasilia
- Third largest border in the world
 - Argentina, Bolivia, Colombia, French Guiana, Guyana, Paraguay, Peru, Suriname, Uruguay, and Venezuela
- Rich in natural resources
 - Mineral reserves, Agricultural land, Bauxite, Gold, and Iron ore
- Main modes of transportation
 - Most used form of transport is roads (unreliable due to floods)
 - Most reliable form of transportation is Aerospace

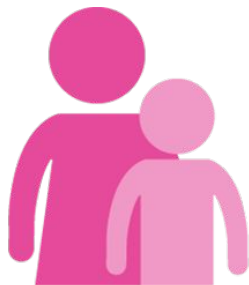


Demographic Environment

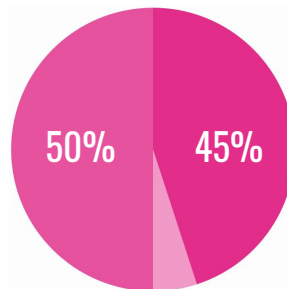




Population Under Age 14



Brazil: 1.77
Ireland: 1.82



% of households occupied by
couples or single parents with
children

Brazil

Ireland



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Established retail foreground



Market that shares the same sustainability views



Diversity amongst country



Availability to resources



thanks for *listening*

References

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