

Laperva — Brazil Market Entry Strategy

Premium daily supplements from Dubai built for Brazil's digital-first market. Strategy centered on TikTok Shop acquisition with conversion through major marketplaces.

Executive Summary

We selected 26 Laperva SKUs for Brazil. Phase 1 focuses on preventive daily-use products with strong online sell-through potential. Digital-first execution leveraging TikTok content and marketplace distribution.

Dubai Premium Positioning

Dubai origin creates immediate perception of luxury, innovation and premium quality in Brazil, supporting stronger price positioning and brand authority.

Digital Sales Ecosystem

TikTok Shop (acquisition engine) Amazon Brasil, Mercado Livre, Shopee (conversion channels) Rappi (fast delivery layer)

Execution Roadmap (30-60-90)

0–30 Days: setup, content creation, creators activation. 31–60 Days: optimization, influencer expansion, CRO improvements. 61–90 Days: scaling campaigns, SKU expansion, reorder strategy.

Node AI Execution Model

Full marketing execution including paid ads, influencer ecosystem, AI automation workflows and marketplace optimization. Performance-aligned model: 11% revenue share.

Pricing Strategy (USD)

Product	Entry	Mid	Premium
CLA Coffee	\$18	\$24	\$30
Triple Burner	\$22	\$28	\$36
True Lean	\$24	\$30	\$40
L-Arginine	\$16	\$22	\$28
Ultra Creatine	\$14	\$20	\$26
ISO Triple Zero Whey	\$36	\$46	\$60

Next Steps

Confirm initial SKUs. Approve digital channels. Define launch date. Activate growth execution.