

# 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.