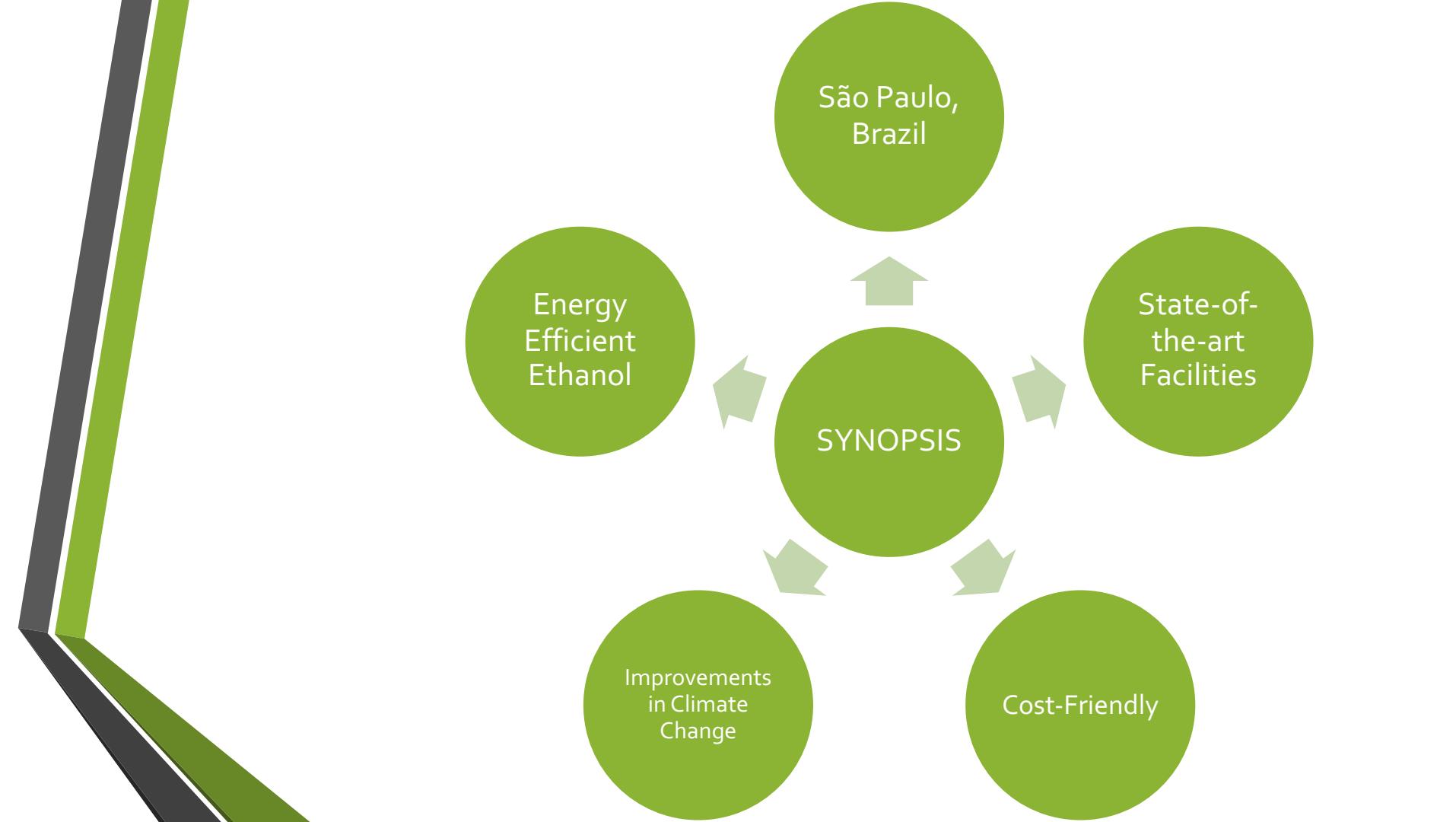


TJC ALTERNATIVES



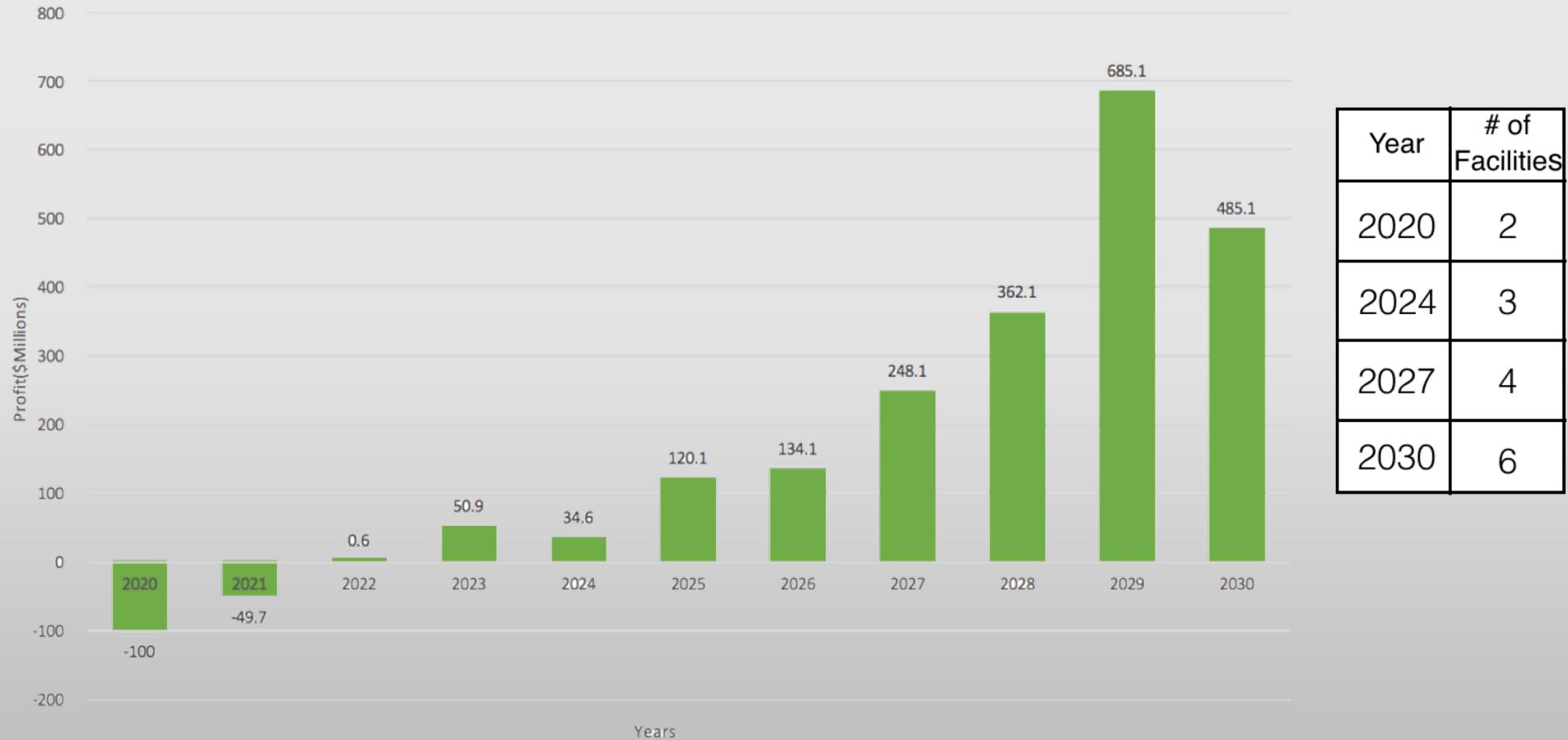
An aerial photograph of the São Paulo skyline at night. The city is densely packed with skyscrapers of various heights, their windows glowing with warm light. In the foreground, a major highway with multiple lanes of traffic cuts through the urban landscape, lined with palm trees. The sky above is a deep, dark blue, and a full moon hangs prominently in the upper center, casting a soft glow over the city.

Why São Paulo, Brazil?

Company Goals

- International Base of Operations
 - Two Initial Facilities to Manage Sugarcane, Production, and Distribution
- TJC Sugarcane Production Site
- Profitable in the Ethanol Economy
- Boost Environmental Efforts
- Brazilian Government Subsidies

TJC Projected Growth over 10 Years



Description of Customers and their Needs

Demographics

Geographical
Segmentation

Psychographics

Customer Needs

Anhydrous
Ethanol

Reference Pricing

Description of
Pricing
Strategy

Distribution

Fixed & Variable
Costs

$$C_A = \frac{C_B}{120} + C_K + C_L + C_E + C_M + C_O + C_D - P_P$$

Feedstock in terms of \$ dry ton

(C_B) = \$7 per ton of sugar cane

Capital Investment

(C_K) = \$2.10 per gallon of annual capacity

Cost of labor

(C_L) = \$0.0553 per gallon

Cost of energy to power the plant

(C_E) = \$0.0581 per gallon

Cost of raw materials

(C_M) = \$0.493 per gallon

Cost of operations and maintenance

(C_O) = \$0.0125 per gallon

Second Generation Biofuel Producer Credit Received

(P_P) = \$1.01 per gallon

Cost of distribution

(C_D) = \$0.02 per gallon

Total cost per gallon of ethanol produced from biomass (C_A) = \$1.77 per gallon of cellulosic ethanol

Competition

Direct Competition:

- Raizen
- Petrobras
- Solazyme-Bunge
- São Martinho
- Odebrecht Agroindustrial

Indirect Competition:

- Gas-producing companies in the area

Marketing Offers



- Strengths**
- Established reputation in U.S.
 - Strong marketing team.
 - Guarantees like the buy-back program and quality assurance

- Weaknesses**
- Low familiarity of the Brazilian area.
 - Fuel prices largely depend on the sale of co-products.
 - Feedstock production depends on vagaries of nature.
 - Cellulosic ethanol development is fraught with risks.

SWOT

- Opportunities**
- Large demand for ethanol in Brazil.
 - Open and operate more facilities in South America.
 - Biofuels have the opportunity to reduce air pollution and GHG emissions.
 - Subsidies
 - Research initiatives

- Threats**
- New market
 - The political lobby for biofuels is weak when compared to fossil fuels.
 - Cellulosic ethanol is less cost-efficient than corn based ethanol.

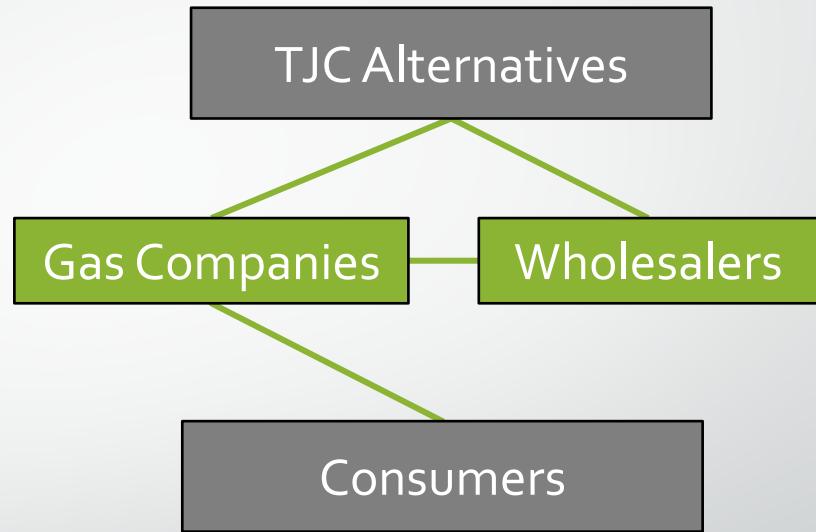
Marketing Mix

Product: High Quality Sugarcane Ethanol

Price:

Cost Per Gallon of Ethanol Produced	USD 1.77
Price Per Gallon of Ethanol	USD 2.30
Projected Ethanol Produced	95M Gallons
Break-Even Point	USD 168.15 M
Revenue	USD 218.5M
Annual Total Gross Profit	USD 50.35M

Placement:



Distribution: Train, Truck, Barge Boat

- 1 Railcar - 30,000 Gallons
- Truck – 8,000-10,000 Gallons
- Barge Boat- 500,000 gallons

Marketing Mix

Promotion:

- Traditional Sales – Salespeople
- Company Website - www.tjcalternatives.weebly.com
- Trade shows, Internet Ads, Magazines, and Conventions
- Marketing Offers
 - 7% off – Refer 3+ Clients
 - 100% Guarantee of Ethanol Quality
 - 3% Discount if they purchase 50% or more of initial order
 - Buy-Back Guarantee – If the 50% is not sold, it can be sold back to TJC

A diagram illustrating factors influencing economic trends in ethanol production. A central green circle labeled "Economic Trends" is connected by arrows to four surrounding gray boxes. The boxes contain the following text: "Demand for ethanol is increasing" (top-left), "Provides significant income to country and company" (top-right), "Necessity for ethanol in Brazil" (bottom-left), and "Subsidies" (bottom-right).

Economic Trends

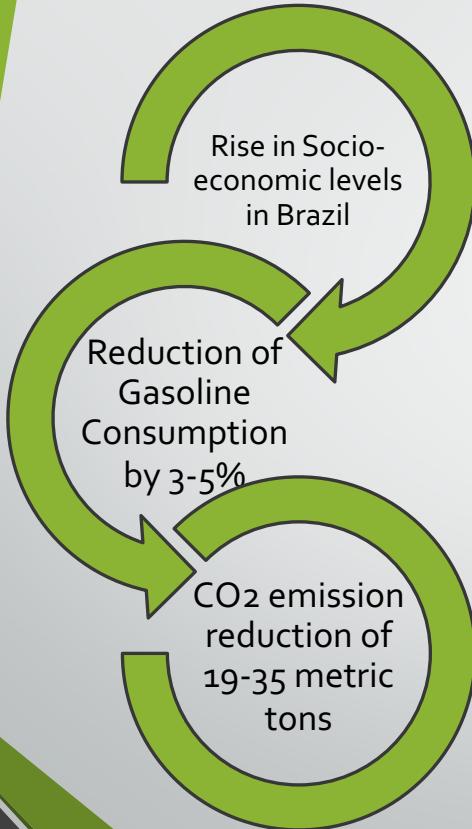
Demand for ethanol is increasing

Provides significant income to country and company

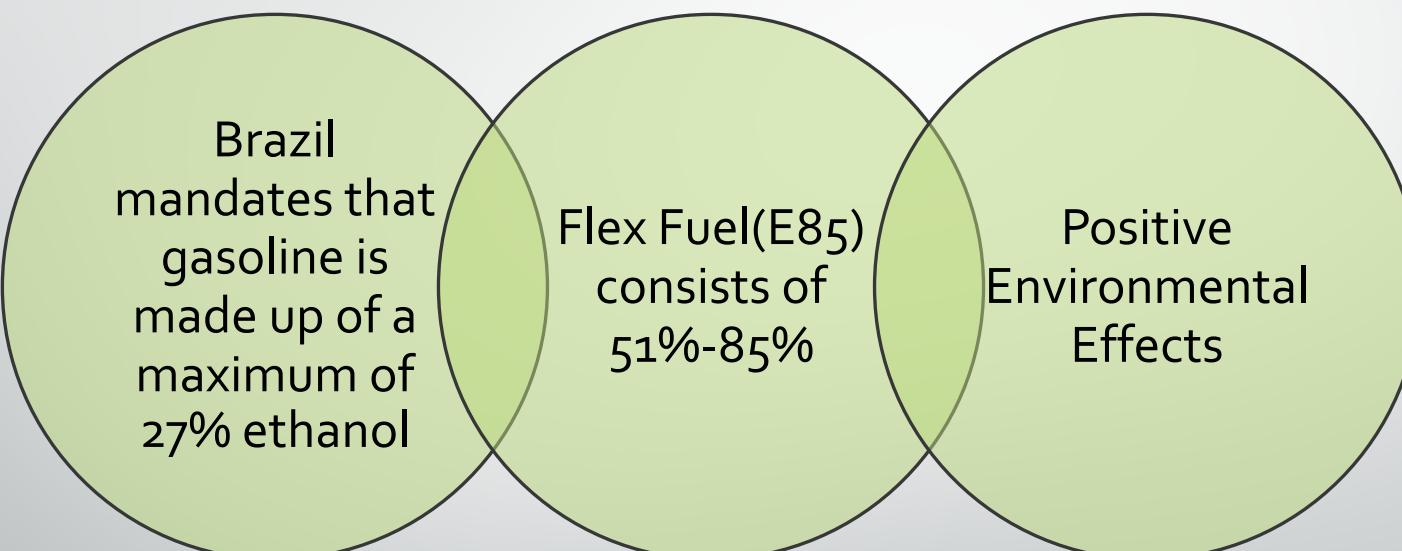
Necessity for ethanol in Brazil

Subsidies

Social Trends



Legal Trends



Brazil mandates that gasoline is made up of a maximum of 27% ethanol

Flex Fuel(E85) consists of 51%-85%

Positive Environmental Effects

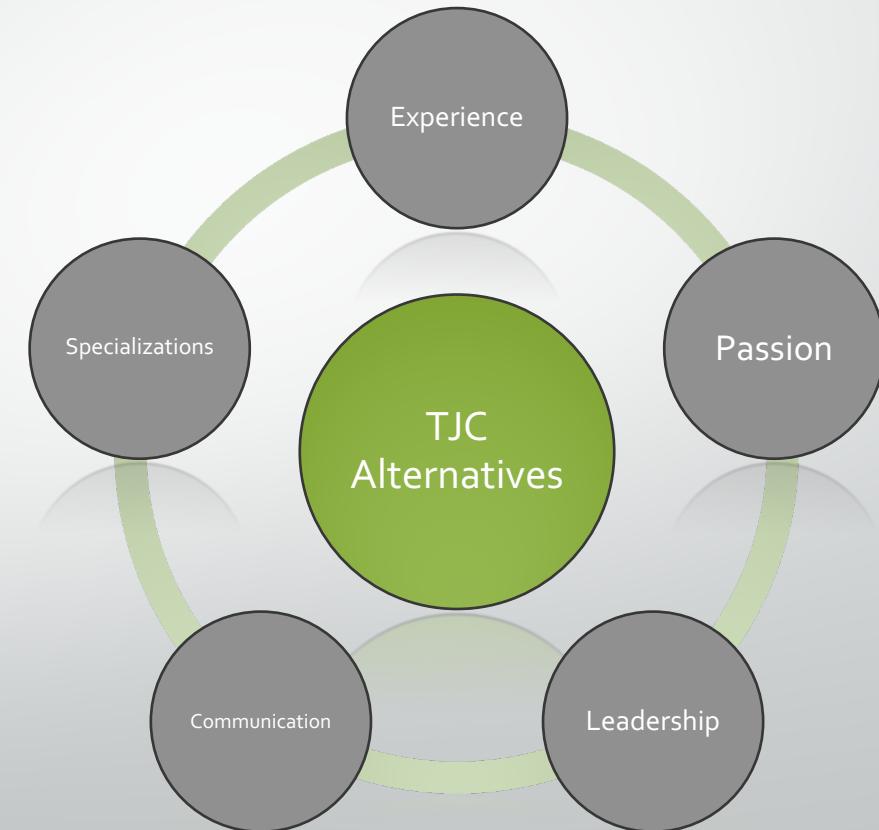
Technological Trends

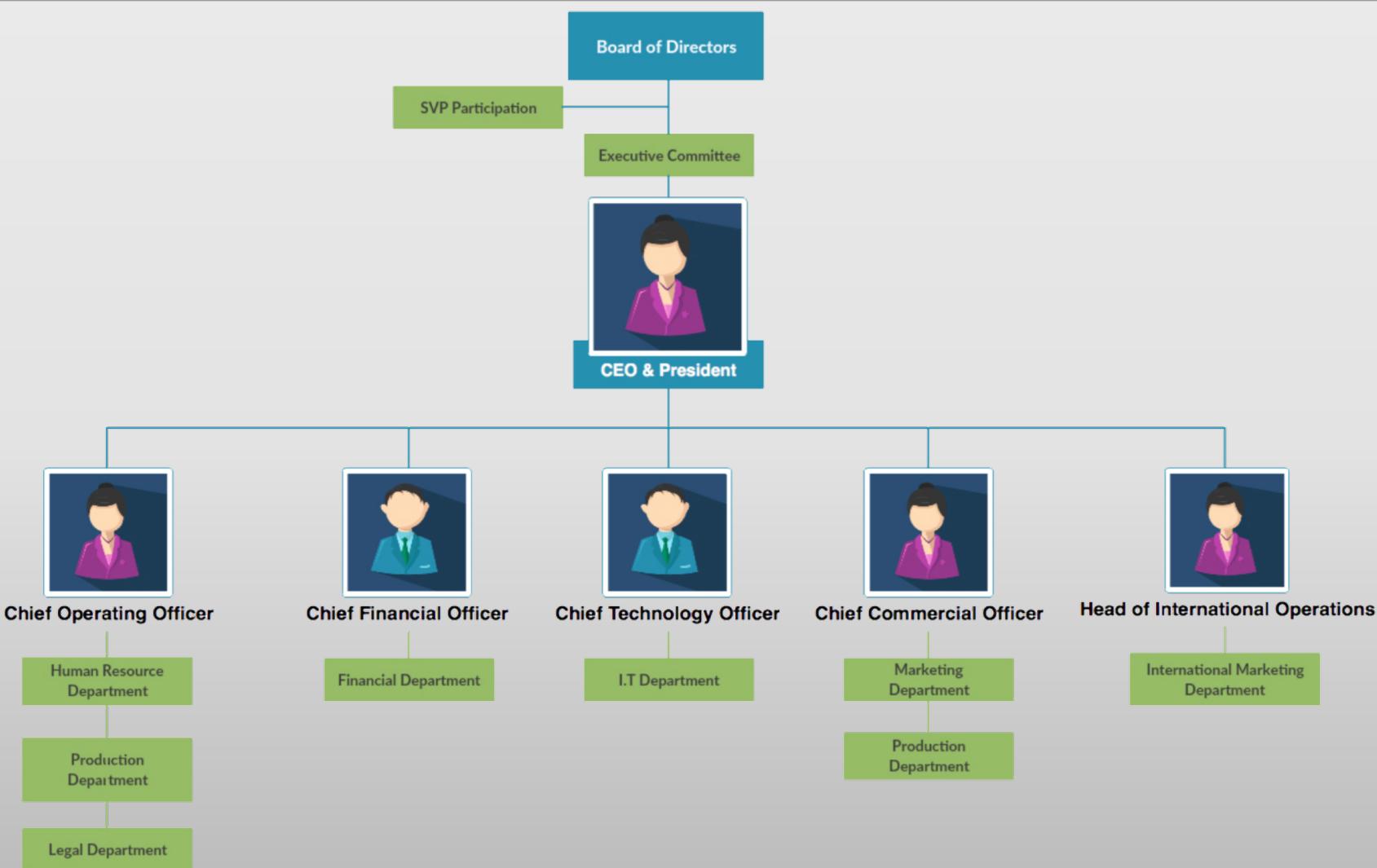
- New technological innovations
 - Fractionation
 - Low-heat fermentation
 - Methane capture from landfills
 - Biomass gasification
- Genetically engineered plants to produce celluloses
- Digestible Biomass
- 2G Technology Facility

Human Resource Requirements

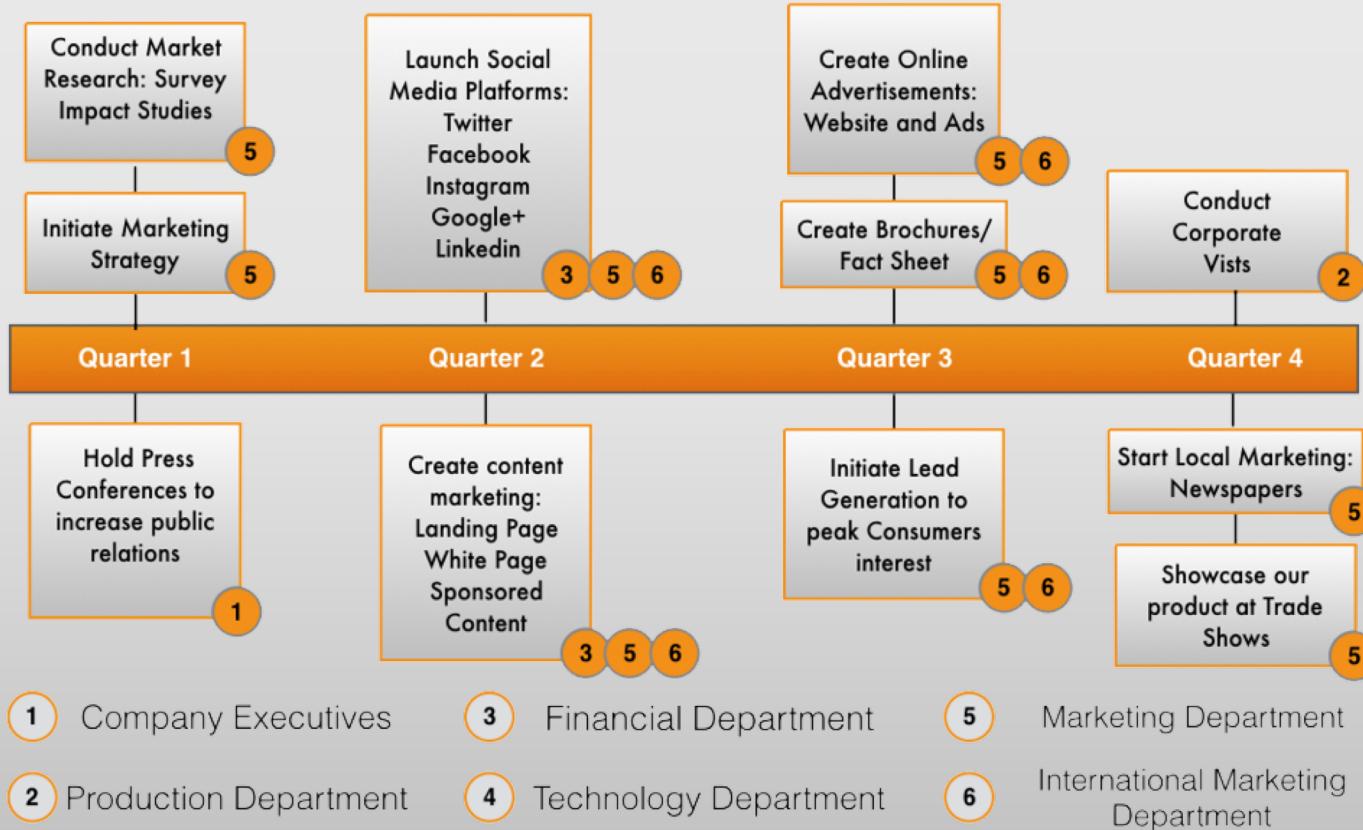
Who are the employees?

- Basic Business Operations Knowledge
- Committed and Enthusiastic
- Represent TJC Well
- Higher Education in Specific Fields
- Familiarity of Brazilian Culture





TJC ALTERNATIVES MARKETING TIMELINE



All marketing for Brazil will go through Head of International Operations, and will be done by International Marketing Department

Methods of Measuring Success



TJC Alternatives

Energy Efficient Ethanol

