

Estrategia del Espejo

- **Lima: Costos de caracter unico** (se realizan una sola vez)
- Costos de constituir empresa de exportaciones (incluye gastos administrativos ante la SUNAT, registrar su marca ante el organismo pertinente, algún gasto de tipo legal, impresión de facturas con numero de RUC / RUS, pasajes y/o gasolina, cualquier otro gasto relacionado con la constitución de la empresa).
- Costos de obtención de registro sanitario, pagos al laboratorio para obtener análisis del producto.

- **Lima: Costos de carácter recurrente** (cada vez que se necesite hacerlos)
- Impresión de trípticos (ingles y español) para presentación y marketing del producto en Lima y NY.
- Costos del etiquetado. El costo inicial es el mas caro porque hay que crear la envoltura y el diseño. hacerlas en ingles, usando los lineamientos de la FDA para la tabla de valores nutricionales.
- Costos de servicios de contabilidad.

Estrategia del Espejo

- **Nueva York : Costos de caracter recurrente**
- Contratacion de servicios de broker de aduanas.
- Adquicision de codigo de barras para nuestro producto
- Viajes a la zona tri -estatal (New York, New Jersey y Connecticut) visitando tiendas para ofrecer nuestras barras.
- Costos de servicios de contabilidad.
- Servicios de imprenta.

100%
NATURAL

Quinua choc

Chocolate de Leche
con Quinua



Piggy back

- Piggyback marketing is an arrangement in which one firm distributes a second firm's product or service.
 - The second company adds value by offering a more complete solution to the foreign market.
- The second company piggybacks its products on to the international market, without incurring the marketing and distribution costs associated with exporting.
- Piggyback marketing works well when product lines are complementary and appeal to the same customers.



Beach Head

- A **beachhead market** is similar to a targeted strategic/priority market which gives companies a learning opportunity before entering a priority market (for a company's international activities in a given part of the world). For a company to be successful internationally in the long term, it needs to understand the beachhead market and how to take advantage of it. Therefore, a beachhead market becomes a company's main entry point for its global activities. A market segment with low economic and political barriers and facilitates easy migration to targeted markets subsequently is considered an ideal beach-head.
- **Examples of beachhead markets** are Austria or Singapore for companies planning to enter Germany or Asian region respectively.

ZARA



Don't Underestimate Beachhead Strategy

- I like beachhead strategies. The term comes from military strategy, meaning that as you invade enemy territory, you need to focus your strength and concentrate on winning a small border area (the beachhead) that becomes the stronghold from which you'll advance into the rest of the territory.
- That's what the allies did, successfully, in the D-Day invasion of Normandy in 1944. That military success was planned and led by Dwight D. Eisenhower, author of my favorite business planning quote ("The plan is useless, but planning is essential.") It's what you see in the opening scenes of [Saving Private Ryan](#). It's also something I learned mostly by playing war strategy games (although not specifically the one shown here; that's just a good illustration).



STRONGHOLD
CRUSADER
EXTREME

