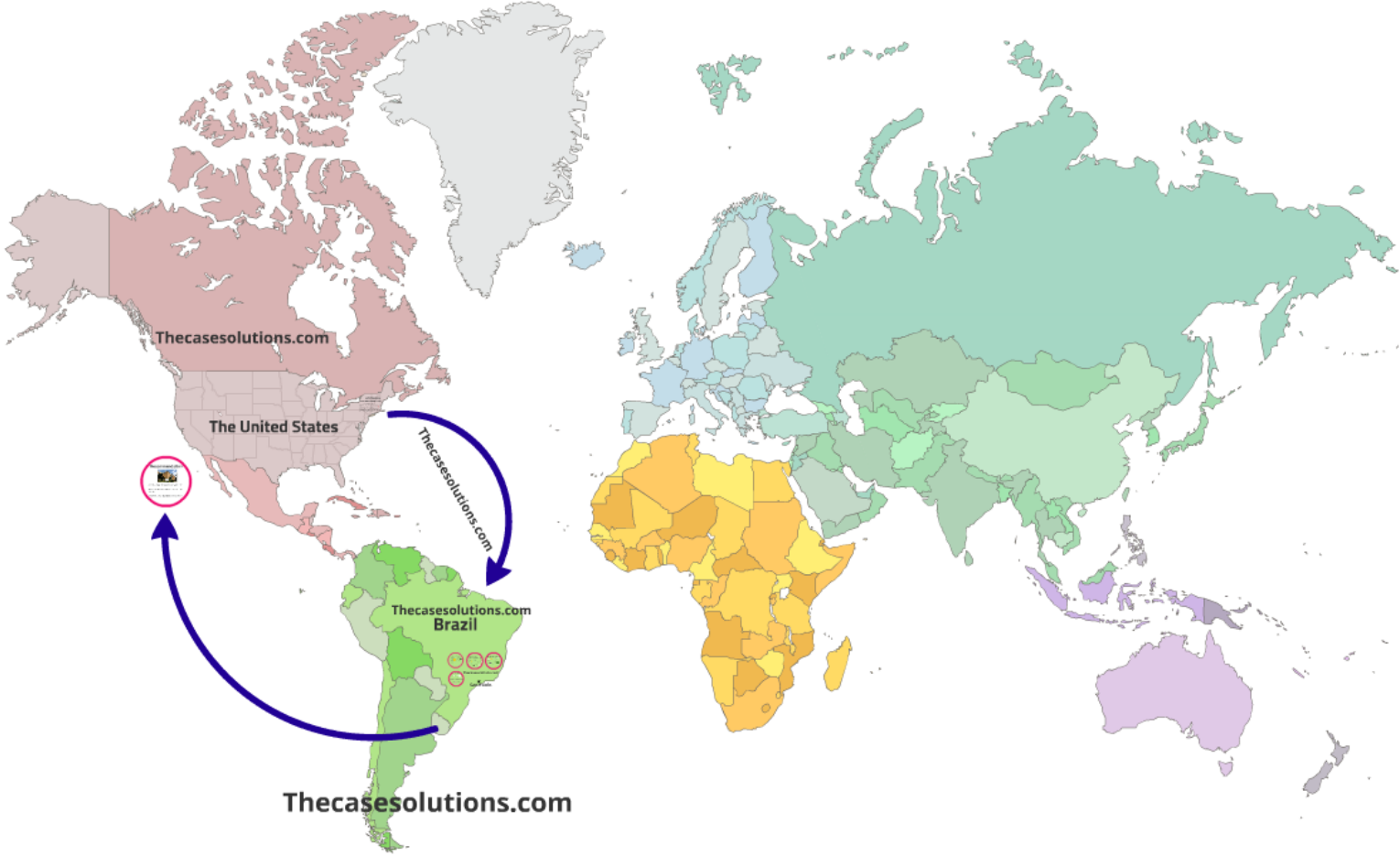
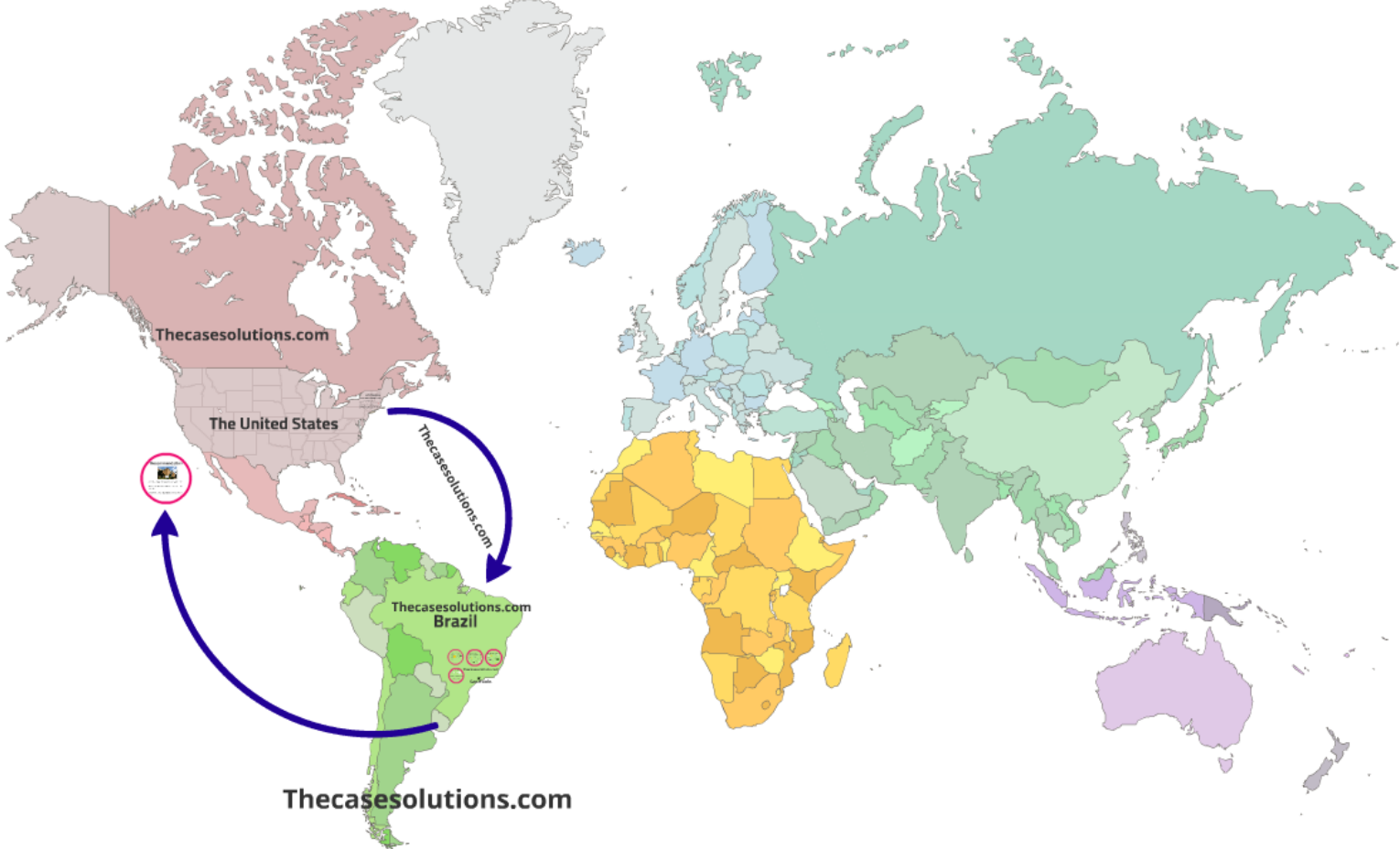


TELEFÔNICA'S BID FOR THE MOBILE MARKET IN BRAZIL (B)



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The United States

CVS Pharmacy
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Recommendation



- CVS should bring its brand and business to Brazil
- Begin in Sao Paulo and then move to other urban centers
- Capitalize on Emerging Middle-Class and Market




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CVS Pharmacy

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- Founded in Lowell, MA in 1963
- CVS Pharmacy is the largest pharmacy chain in the US
- 13th largest pharmacy/retailer in the world 
- Provides prescription drugs, beauty products and cosmetics, film and photo services, seasonal merchandise, greeting cards, and an assortment of general merchandise



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Economic Analysis

Brazil's Economy

- Population of 200.5 million
- GDP: \$1,648.4 billion (2014)
- Emerging market with high growth
- High unemployment rate
- High inflation rate



Sao Paulo's Economy

- The state of Sao Paulo is the most developed in Brazil
- Home to the largest economy in Brazil
- Emerging market class
- Home to 20% of all companies in Brazil and 30% of all revenue



Brazil in the Future

- Economic growth and technological advancement
- High unemployment rate and inflation
- High inflation rate
- High unemployment rate
- High inflation rate

MARKET AUDIT AND COMPETITIVE MARKET ANALYSIS

Market Analysis

- High unemployment rate and inflation
- High unemployment rate
- High unemployment rate



Overview

- High unemployment rate and inflation
- High unemployment rate
- High unemployment rate

Competition

- High unemployment rate and inflation
- High unemployment rate
- High unemployment rate



Advertising

- High unemployment rate and inflation
- High unemployment rate
- High unemployment rate



Promotion and Loyalty

- High unemployment rate and inflation
- High unemployment rate
- High unemployment rate



Preliminary Marketing Plan

Target Market

- High unemployment rate and inflation
- High unemployment rate
- High unemployment rate

SWOT Analysis

- High unemployment rate and inflation
- High unemployment rate
- High unemployment rate

Product Mix

- High unemployment rate and inflation
- High unemployment rate
- High unemployment rate



Advertising Goals

- High unemployment rate and inflation
- High unemployment rate
- High unemployment rate



Financials

Item	Value
Revenue	\$1,000,000
Expenses	\$800,000
Profit	\$200,000

Cultural Analysis

Why Brazil?

- High unemployment rate and inflation
- High unemployment rate
- High unemployment rate



Population

- High unemployment rate and inflation
- High unemployment rate
- High unemployment rate



Government

- High unemployment rate and inflation
- High unemployment rate
- High unemployment rate

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Using Qualifiers in Sao Paulo

- High unemployment rate and inflation
- High unemployment rate
- High unemployment rate



Business Communication Goals

- High unemployment rate and inflation
- High unemployment rate
- High unemployment rate



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Sao Paulo

Cultural Analysis

Why Brazil?

- 6th Largest Population in the World
- 19 million live in Sao Paulo
- Portuguese in the National Language (99%)
- Roman Catholic (64.6%)
- Patriarchal Society



Population

Year	Total	Urban	Rural
1990	157,000,000	107,000,000	50,000,000
2000	170,000,000	120,000,000	50,000,000
2010	199,000,000	150,000,000	49,000,000
2020	215,000,000	165,000,000	50,000,000

- 87% of population lives in urban areas



Government

- Federal Republic Government
- Federal Investment (\$3.6 Billion) in Sao Paulo
- Civil Law Legal System

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Living Conditions In San Paulo

- 1/3 of the population lives in slum-like conditions
- Governmental push to bring electricity, sewer system, public transportation, and clean water services to the whole population
- Economic growth in the country has improved the standard of living (+\$8,000 over the last 10 years)
- Emerging Middle class
- Education is becoming a priority in the country and in Sao Paulo in order to meet the economic demands for an educated workforce



Business/Communication Style

- Communication is high in Context
- Aggressive/Polychromatic business style
- Hierarchically structured/ chain of command
- History of corruption and bribery

