




Selling Tiger Balm to Brazil

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A world map with a light purple background. The country of China is highlighted in a bright orange color. A large, semi-transparent grey circle is centered over the map, and a semi-transparent grey rectangle is overlaid on the circle, containing the text. Four black lines extend from the corners of the circle towards the edges of the map.

**Privatization of the Tiger
Leaping House in
Nanjing, PRC
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This is a business plan of selling Tiger Balm, a kind of pharmaceutical, to a new market, Brazil.

Reasons
SWOT An
Target M
Marketing
Potential
in the futu

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Arrangement

Reasons of choosing Brazil	---	Cicy
SWOT Analysis	---	Frankie
Target Market Segments	---	Frankie
Marketing Mix	---	Tina
Potential growth strategies in the future	---	Cicy

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Reasons of choosing Brazil

1. New market for us.
2. Market with great potential.
3. Attaches great importance to intellectual property protecting.
4. China and Brazil both are members of BRICS.
5. The 31th Olympic Game

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Tiger Balm White

More soft.

Nasal congestion

Headache

Mosquito biting

Muscular joint aches and pains

Arthritis pain.

Usually for people whose symptom is not so serious.



Tiger Balm Red

More strong.

Muscular and joint aches and pains

Arthritis pain

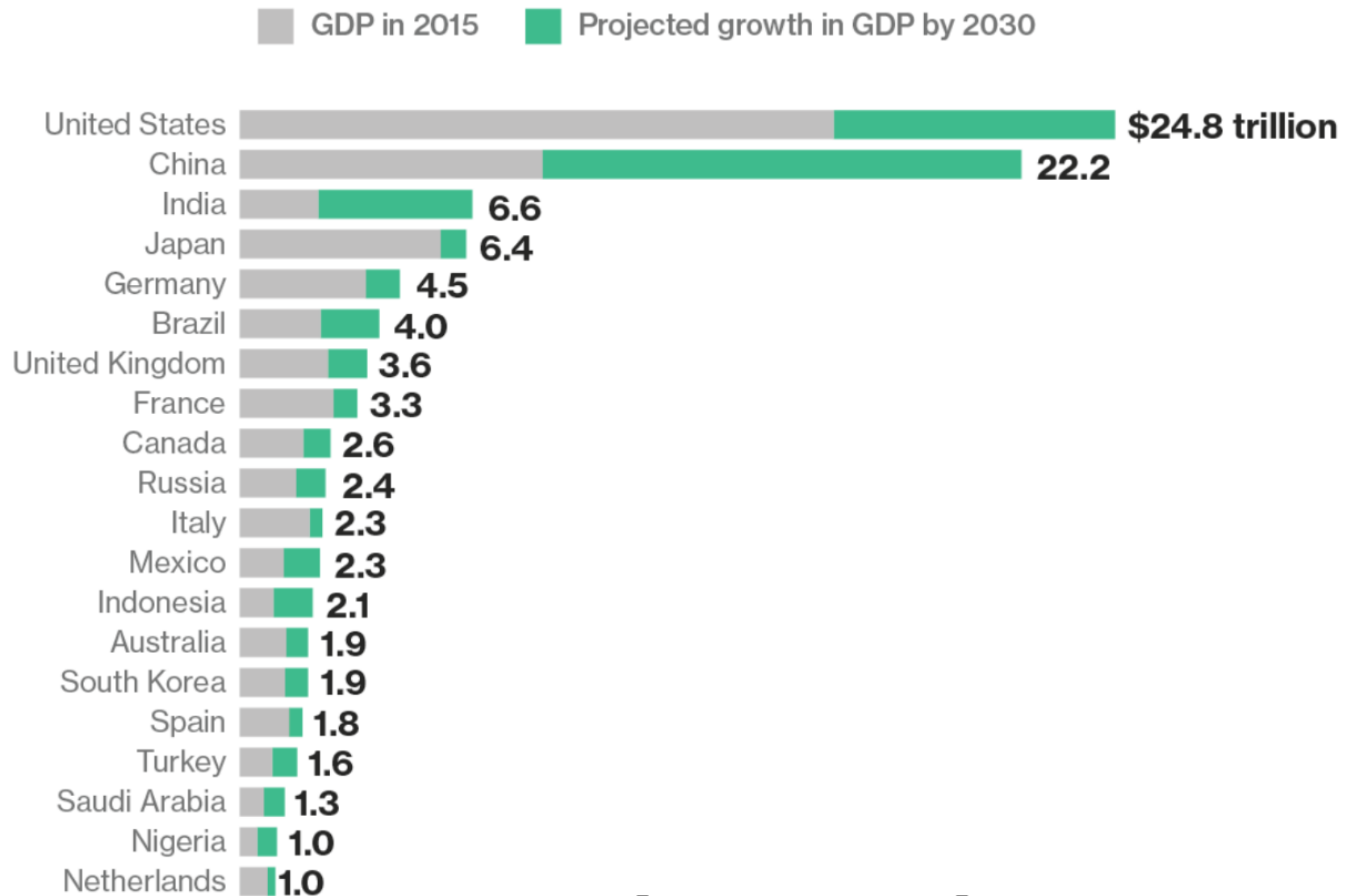
Rheumatism pain

Backaches

Often used for a more serious symptom.


Suits old persons and people who does sport a lot.

World's 20 Largest Economies in 2030



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Source: U.S. Department of Agriculture



Brazil was listed on the Watch List of
Special 301 Report
in 2014.

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SWOT

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Strengths:

1. New thing is better
2. Good springboard for expending new market

weaknses:

1. Too many same products around the world.
2. Consumption custom will not change easily.

Opportunities:

1. New market, new change.
2. Good for product development.

Treats:

1. Too many competitors, top 10 similar product in the world could be available in Brazil. Espcailly Australian and Japanese company is more competence.

