

	LATAM Market Entry <i>General LATAM expansion & market entry strategy</i>	Nearshoring Strategy <i>Supply chain, operations & commercial structuring</i>	Retail Entry <i>Entry through established retail chains & networks</i>
Strategic Market Exploration <i>Entry-level diagnostic</i>	What you get: • Strategic Diagnostic Brief • Module-by-module market readiness assessment • Initial LATAM market orientation notes • Diagnostic review session (60–90 min video call) Best for: Companies exploring LATAM entry for the first time before committing a full budget.	What you get: • Nearshoring feasibility assessment • Preliminary operational opportunity mapping • Initial cost/risk considerations summary • Strategic orientation notes & Key findings and considerations • Diagnostic review session (60–90 min video call) Best for: Companies evaluating whether nearshoring to LATAM makes strategic sense before committing resources.	What you get: • Retail market readiness assessment • Target customer segmentation overview • Key risks & initial go/no-go considerations • Retail opportunity mapping by channel type • Diagnostic review session (60–90 min video call) Best for: Companies evaluating retail entry in Mexico or LATAM before committing to a full strategy.
Market Entry Blueprint <i>Full strategy & roadmap</i>	What you get: • Full LATAM market entry strategy document • Competitive & commercial landscape analysis • Channel & distributor strategy with partner profile criteria • Pricing adaptation & localization framework • Go-to-market roadmap with phased milestones • Preliminary investment & risk assessment • Strategic alignment session (executive) Best for: Decision-makers ready to invest in a structured, executable LATAM entry plan.	What you get: • Detailed nearshoring strategy design • Supply chain & operational structuring plan • Partner identification & validation framework • Cost-benefit modeling & risk scenarios • Implementation roadmap with milestones • Preliminary investment & risk assessment • Strategic alignment session (executive) Best for: Companies ready to move from the nearshoring concept to a structured operational blueprint.	What you get: • Full retail expansion strategy • Target customer & competitive analysis • Store & channel selection framework • Commercial & distribution blueprint • Pricing & promotion strategy • Detailed retail launch roadmap • Preliminary investment & risk assessment • Strategic alignment session (executive) Best for: Companies ready to commit to retail entry with a structured execution plan with defined risk considerations
Strategic Activation Support <i>Ongoing advisory retainer</i>	What you get: • Monthly strategic advisory sessions • Ongoing written advisory & decision support • Course-correction guidance during execution • Monthly progress review summary • Quarterly strategic review report Structure: Monthly retainer · 3-month minimum · Quarterly review checkpoints.	What you get: • Ongoing operational & strategic advisory • Partner & vendor validation support • Supply chain implementation guidance • Monthly progress review summary • Quarterly recalibration report Structure: Monthly retainer · 3-month minimum · Quarterly review checkpoints.	What you get: • Retail activation & launch advisory • Retail chain & channel partner ongoing support • Sales performance monitoring framework • Monthly progress review summary • Quarterly retail strategy recalibration report Structure: Monthly retainer · 3-month minimum · Quarterly review checkpoints.

Each phase is an independent engagement. Completion of one phase creates no obligation — on either side — to proceed to the next.