



EXPAND YOUR MARKETS

Find out how to take your products, services and business model to international markets.



Intelimerc
we expand your markets

Intelimerc consists of a group of professionals passionate by applying their experience and knowledge of foreign markets, facilitating the growth of direct sales companies and other types of companies towards abroad.

We are a multidisciplinary team of professionals educated and trained in different specialties and countries.

We have carried out a number of international projects gaining an extensive knowledge of the direct sales industry and other industries.

We're the best choice to help you access and grow in any foreign market.



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MISSION

Collaborate to the sales growth of companies through the implementation of its international projects, tailored to suit their needs.

We convert our mission into a reality through consulting services that assist and facilitate direct selling and other type of companies to thrive in new markets abroad.



WHAT WE OFFER

Intelimerc provides a unique approach to international markets by applying the principles of Project Management under a model extensively tested over several years of planning and executing projects worldwide.

Intelimerc provides consulting services that assist companies to:

- Evaluate and select target markets.
- Work specifically on those countries of interest.
- Know and work to comply with legal and regulatory framework of specific countries.
- Define a market entry strategy and business plan.
- Develop a general framework of the project.
- Plan and define a master budget.
- Run your internationalization project for specific markets.

PORTFOLIO OF SERVICES

Direct Selling Companies

- Explore direct sales model and variants
- Start a direct selling company.
- Define the best market entry strategy tailored to your current needs, capacities and life cycle of your company.
- Run your project to access new markets abroad.
- Take your products and business model to other countries and regions of the world.

Our international experience in direct sales includes different product lines:

- Foods and functional foods.
- Nutritional / dietary supplements.
- Cosmetics.
- Personal care items.
- Household products.
- Lingerie and reshaping garments.

Compensation plans, calculation engines, software development, I.T. infrastructure and processes:

- Assess your current compensation plan.
- Possibility to modify or make adjustments to it, if necessary.
- Development of compensation plans, models and commission calculation engines tailored to your needs, current and projected.
- I.T. infrastructure planning, whether outsourced or self.
- I.T. platforms, computer networks and implementation of call centers.
- Define, automate and optimize your core business processes: sales, commissions payment, communication, information management and customer service.

Companies in other industries, business models and sales channels, including direct selling companies:

- Evaluation and selection of target countries.
- Feasibility entry study.
- a) Legal and regulatory framework.
- b) Potential of target market(s) and expectations.
- c) Operative model and commercial channel recommended.

International Regulation

- a) Product registrations (before Ministries of Health or applicable authorities):
 - Dietary / nutritional supplements.
 - Functional foods and beverages
 - Food stuffs.
 - Cosmetics.
 - Personal care items.
 - Household and other types of products.
- b) Rules applicable to your product(s).
- c) Interpretation of international health regulations, standards or directives.
- d) Feasibility registration analysis.
- e) Evaluation of information to get registration or export.
- f) Strategies for registration or export.
- g) Labeling requirements, evaluation and compliance.
- h) Evaluation and liaison with certified suppliers for export.

Legal and corporate aspects

- Legal vehicle for market entry.
- Corporate and societal aspects.
- International contracts.
- Intellectual property; registration of trademarks and patents.
- Review and adaptation to each country legislation of;
 - a) Compensation plans.
 - b) Distributorship contracts.
 - c) Policies and procedures.
 - d) Marketing and promotional materials.

Logistics and strategic agreements:

- Outsourced logistics suited to your needs to serve markets.
- Negotiate the best terms for your business.
- Negotiate local representation, if necessary.
- Implementation of outsourced service centers.
- Implementation of outsourced call centers.

Prospecting and liaison with potential distributors for your products in:

- United States
- Europe
- Central America
- Africa
- Canada
- Mexico
- South América
- Asia

Search and sourcing of raw materials, finished products and fabrication of products (maquila) in:

- China and Taiwan
- India
- South Korea
- Other South East Asian countries
- Canada
- United States
- Europe
- Mexico
- Central America
- South America

We have over 13 years of experience in the Direct Sales industry at an international level, as well as an extensive network of international contacts in case required according to the needs of each project and for each specific market.



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