



Company: EMAC COMPLEMENTS, S.L.

FORMULATION OF SPECIFIC CHALLENGES

CHALLENGE

12.1- To strengthen the international positioning of the brand and its products.

SUMMARY

We are looking for a solution company to...

Establish action protocols in the organization to significantly increase the volume of recurring international business.

HOW WE COULD

To obtain a solution...

- To identify new international marketing channels.
- To focus on developing international business, specifically in the European Union, Latin America and the Middle East.
- To position the brand in a premium segment.

RESTRICTIONS or SPECIFIC REQUIREMENTS

The company must...

- Provide a solution to double the current international business volume.
- Respect the brand identity and image of the company.

TYPE OF CHALLENGE

P M T C S O

Product – Market – Technology – Channel – Society – Others