



# Management inSites

## Company Profile

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# Introduction

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# Who We Are

- Management inSites (MI) is a U.S. based international consulting company which also provides back office operational support to foreign companies entering the U.S. market.
- Our knowledge and experience span multiple industries and key geographic markets including Europe, Latin America, and North America.
- Our approach bridges academic and business experience to provide superior consulting services that support firms in their growth and globalization process.

# What We Do

- MI assists:
  - Companies that want to improve the efficiency of their back office operations and their marketing and sales activities.
  - Non-U.S. companies that want to establish a presence in the U.S. market.
- MI services are specifically tailored to the needs of each client and are the result of MI consultants' extensive experience in the U.S. and global markets.

# MI's Consulting Services

- Conduct market studies
- Develop business plans
- Restructure operations

# MI's Operational Services

- Establish operational activities
- Support sales and marketing activities
- Operational services
  - Accounting
  - Clerical
  - Secretarial
  - Management of order cycle (including: receiving orders, fulfilling through 3<sup>rd</sup> party warehouse, invoicing, and collecting)

# Advantages of MI's Services

With MI's guidance, companies achieve the following objectives:

- Reduction of the risk associated with entering the U.S. market
- Reduction in the start-up costs
- Rapid entry into the market
- Rapid acquisition of the skills required to operate successfully in the U.S. market.

# U.S. Market Entry Support

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# MI Support

- There are three sequential stages for a systematic entry into the U.S. market.
- MI's staff is able to provide foreign companies support services in all three of these phases.
- Depending on their needs, MI's customers can choose all or just some of the services described in this document.

# The Process

The three stages for entry into the U.S. market are:

1. Analysis of the market
2. Definition of business plan
3. Start-up of U.S. operations

# 1. Analysis of the Market

MI's market analysis will provide information on:

1. The sustainability of the products in the U.S. market
2. The competition

The analysis is structured in reference to the different sectors of the market (if more fields are present) and the sales prices.

3. The distribution system
4. Potential market and possible clients

This analysis provides information of the geographical distribution of targeted market segments.

## 2. Definition of Business Plan (1)

In the business plan, MI defines:\*

- A. Mission statement for the U.S. subsidiary
- B. Range of products to be offered on the market
- C. Long-term goals (usually 3 years)
- D. Strategy to position pricing with respect to the competition and distribution channels
- E. Immediate objectives (first 12 months)
- F. Budget and financial plan

\* These are normally defined within the market plan

## 2. Definition of Business Plan (2)

- G. Analysis of strengths, weaknesses, opportunities, and threats (SWOT)
- H. Marketing and sales strategy
- I. Organization (personnel to be hired for each position, services to be acquired externally or internally)
- J. Action plan (who does what, deadlines, resources needed for the implementation of the business plan)

## 3. Start-up of U.S. Operations (1)

Start-up activities include:

- Formation of the U.S. company
- Establish corporation headquarters (using MI's office if desired by the customer)
- Preferential access to the business community and service providers
- Recruitment and selection of distributors and vendors
- Recruitment and selection of staff

## 3. Start-up of U.S. Operations (2)

- Definition of internal organizational processes
- Definition of organizational processes between U.S. subsidiary and parent foreign company
- Definition and implementation of control systems (Parent company updated through meaningful, timely, and reliable performance indicators)

# Operational Services

Operational services are provided through the use of MI's International Business Incubator services, which allows companies to focus on sales activities. MI's staff will perform back-office activities such as accounting and coordinating logistics.



# International Business Incubator - *IBI*<sup>®</sup>

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# What is *IBI*<sup>®</sup>?

*IBI*<sup>®</sup> is an MI product designed to facilitate foreign firms' entry into the U.S. market.

*IBI*<sup>®</sup> performs on behalf of MI's clients those activities, such as accounting and logistics, that are not strategic and company specific, yet are critical and must be performed efficiently and to high standards.

# *IBI*<sup>®</sup> Objectives

The *IBI*<sup>®</sup> will help clients:

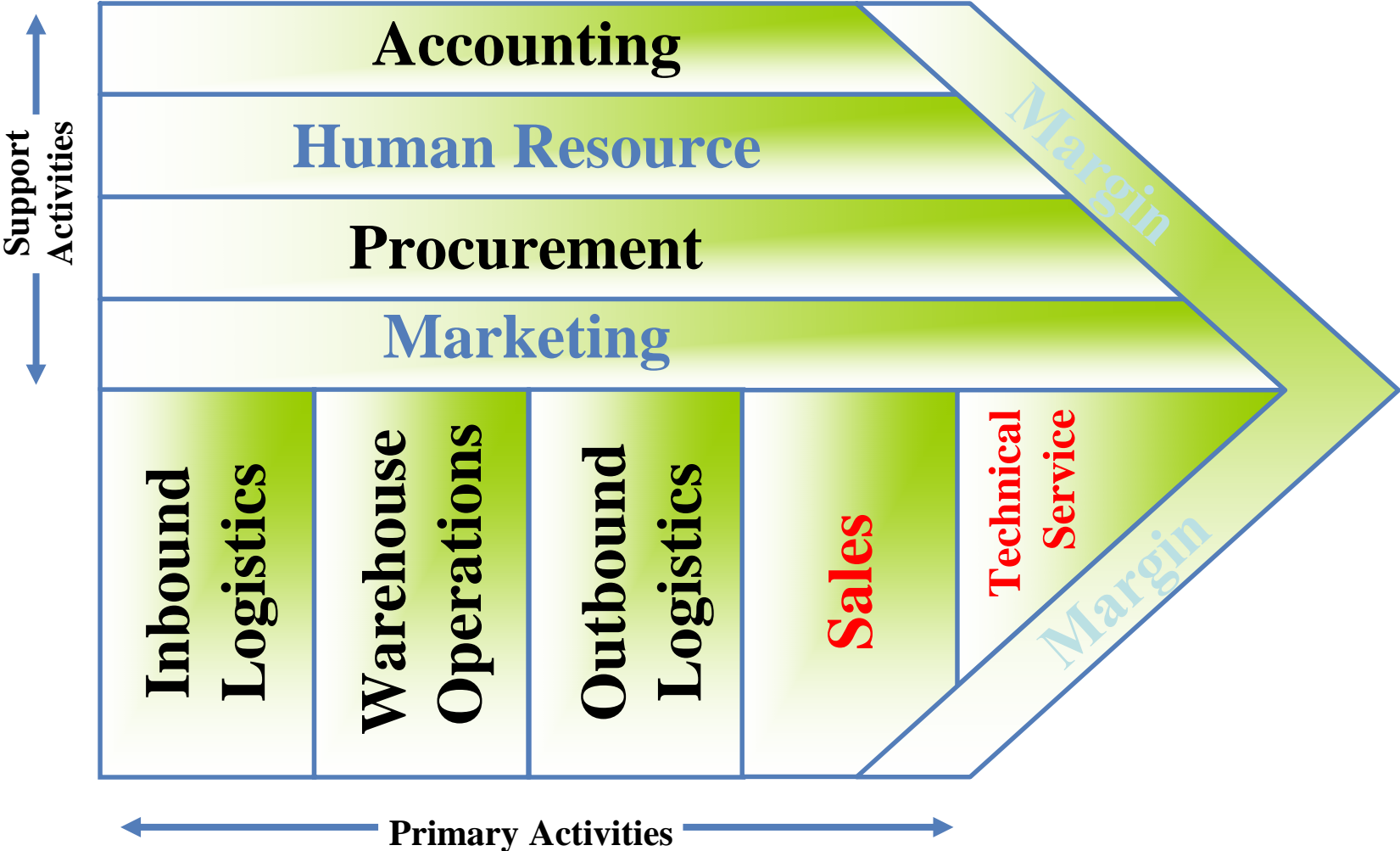
- Minimize the risk associated with a foreign business entering the U.S. market
- Minimize the costs of entering the U.S. market
- Speed-up entry into the new market
- Transfer to the foreign subsidiary quickly and efficiently the skills necessary to operate successfully in the new competitive environment

# *IBI*<sup>®</sup> Services

*IBI*<sup>®</sup> performs operational services on behalf of clients, and may jointly perform more strategic services such as selection and hiring of personnel and development of marketing strategies if requested.

*IBI*<sup>®</sup> does not assist clients in the performance of activities that require company specific knowledge, such as providing after sale technical support.

# IBI<sup>®</sup> Services



**Black:** Activities IBI<sup>®</sup> may perform on behalf of Client

**Blue:** Activities IBI<sup>®</sup> may perform jointly with Client

**Red:** Activities performed by Client

# *IBI*<sup>®</sup> Services

- Establish a legal entity (in partnership with local attorneys)
- Preferential access to the business community and service providers
- Back office administrative support
- Back office logistical support
- Secretarial services



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Your bridge to the  
U.S. market and beyond