

Statement of Qualifications

Fast Moving Consumer Goods

SECTOR PROJECT HISTORY

SEGMENT	PROJECT TYPE	MARKETS STUDIED
Beauty Aids	Distribution Research and Strategy	Argentina
Beauty Aids	Market Entry Strategic Consulting	Mexico
Beer	Market Share Analysis	Brazil
Beverages	Multi-Market Benchmarking	Brazil, Puerto Rico, Mexico
Bottled Water	Market Analysis	Mexico
Brandy	Market Overview	Mexico
Carbonated Beverages	Market Entry Research & Strategy	Brazil
Carbonated Gas	Distribution Market Analysis	USA
Carbonated Gas	Market Entry Viability	Canada
Chili Production	Partnering	Mexico
Chilies	Partnering Study	Mexico
Cigarettes	Market Study	Brazil
Coffee Makers	Market Analysis	Mexico
Concentrated Juice	Market Analysis	Mexico
Consumer and Retail Trends	Top-Line Research	Multi-Country Study
Digital Cameras	Competitive Intelligence	USA
Digital Cameras	Market Profile	Global
Digital Music	Competitive Analysis	USA
Digital Music	Market Profile	Global
Draft Beer & Soft Drinks	Market Feasibility/Entry	Canada
Draft Beer & Soft Drinks	Market Feasibility/Entry	USA
Dry Cleaning Equipment & Services	Top-Line Research	Mexico
Electronics	Market Entry Consulting	Brazil
Electronics	Market Overview	Mexico
Eye Glasses	Market Profile	Mexico
Eyewear	Market Profile	Mexico
Food & Beverage	Industry Analysis	Latin America
Food & Beverage	Market Entry Research	Florida, USA
Food and Beverage	Conference Content and Advisor	Miami
Food Processing	Market Overview	Mexico
Food Processing Equipment	Market Profile	Latin America
Food Retail	Market Overview	Mexico

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PROJECT HISTORY cont'd

SEGMENT	PROJECT TYPE	MARKETS STUDIED
Fragrance Candles	Top-Line Research	Brazil
Frozen Food Distribution	Market Analysis	Argentina, Mexico
Fruit Drinks	Market Feasibility Study	Mexico, Colombia, Chile
Grain Transport	Competitive Intelligence	USA, Mexico
Grain Transport	Market Profile	Mexico, USA, Canada
Hand Held Tools	Market Analysis	Costa Rica & Guatemala
Irons	Market Analysis	Mexico
Ketchup	Competitive Intelligence	Argentina, Brazil, Mexico
Mayonnaise	Competitive Intelligence	Argentina, Brazil, Mexico
Office Supplies B2B Portal	Market Viability Research and Analysis	Argentina, Brazil, Mexico
On-Line Retailing	Market Viability Analysis	Brazil, Argentina, Mexico, US-Hispanic
Packaging	Market Profile	Mexico
Peanut Products	Customer Satisfaction Survey	Mexico
Pen and White Out	Top-Line Research	Chile, Brazil, Argentina, Mexico
Pen and White Out II	Top-Line Research	Chile, Brazil, Argentina, Mexico
Personal Care Products	Competitive Intelligence	Brazil
Pork Meat	Market Analysis	Mexico
Poultry Products	Market Overview	Mexico
Processed Foods	Market Feasibility Study	Mexico
Radio Stations	Market Profile	Brazil
Rice Products	Market Analysis	Mexico
Shoes	Market Profile	Chile
Snack Foods	Market Overview	Mexico
Soap	Market Entry Research	USA
Soy Milk	Market Entry Partnering	Argentina, Mexico
Telephone Equipment	Market Profile	Global
Tequila	Pricing Study	Mexico
Toasters, Toaster Ovens	Market Analysis	Mexico
Tomato Processing	Competitive Intelligence	Brazil, Argentina, Chile
Tomato Products	Market Profile	Mexico
Tomato Products	Market Profile	Mexico
Toothbrush	Market Profile	Mexico, Brazil, Argentina, Venezuela
Toys and Accessories	Retail Store Checks	Argentina, Mexico
Vending Machines	Market Analysis	Mexico
White Goods	Industry Analysis	Mexico
Wine	Market Analysis	Mexico
Wine II	Market Overview	Mexico

SECTOR PROJECT CLIENTS

The following clients have been served by InfoAmericas, either directly or in collaboration with affiliate consulting groups.

- **American Peanut Council**
- **Americold** (refrigeration technology)
- **Bic Pens**
- **ConAgra** (food company)
- **CSG** (global consulting firm)
- **Disney**
- **Downer & Company** (investment bank)
- **Find SVP** (global research firm)
- **Graco** (children's product producer)
- **Greenfield on Demand** (research firm)
- **IE Singapore**
- **Interiority Recruitment**
- **Merheje** (Brazilian beauty aids manufacturer)
- **Novintel Oy**
- **Pepsi Co.**
- **Phillips**
- **Proexport Colombia**
- **Protein Technology Inc.**
- **Sam's Club**
- **Samsonite**
- **ServiAlimentos** (food service magazine)
- **Swander Pace** (food market consulting)
- **Uncle Ben's Rice**
- **US Department of Agriculture**
- **US Department of Commerce**
- **US Snackfood Association**
- **World Trade Center**

PUBLIC DOMAIN ARTICLES AND REPORTS

Our project history is comprised of customized studies conducted for individual clients. Their content is confidential and cannot be shared without their consent. However, InfoAmericas has published the following articles in this sector that provide a glimpse of our skills in market research, analysis, forecasting and strategic consulting.

PUBLISHED ARTICLES

PLEASE NOTE: You will need a username and password to access the full text of these articles, registration is FREE

- **Consumer Electronics in the Caribbean**
http://tendencias.infoamericas.com/article_archive/2005/057/057_regional_trends.htm
- **e-Waste - A growing business in South America**
http://tendencias.infoamericas.com/article_archive/2005/056/056_regional_trends.htm
- **The Second Coming of Sam Walton: Latin America prepares itself for the expansion of Sam's Club**
http://tendencias.infoamericas.com/article_archive/2005/053/053_industry_analysis.htm
- **The Globalization of Mexican Drinking Habits**
http://tendencias.infoamericas.com/article_archive/2005/052/052b_industry_analysis.htm
- **Marketing Beverages to US Hispanics**
http://tendencias.infoamericas.com/article_archive/2003/042/042_industry_analysis.htm
- **The Latino Way for Frozen Foods ...**
http://tendencias.infoamericas.com/article_archive/2003/039/039_industry_analysis.htm
- **Why the Hispanic Food Market Tastes So Good**
http://tendencias.infoamericas.com/article_archive/2002/036/036_industry_analysis.htm
- **Latin America's Beverage Market – Branding vs. Distribution**
http://tendencias.infoamericas.com/article_archive/2002/034/034_industry_analysis.htm

- **Latin America Food Service**
http://tendencias.infoamericas.com/article_archive/2002/0203/0203_industry_analysis.htm
- **The Mexican Packaging Market**
http://tendencias.infoamericas.com/article_archive/2001/0601/0601_industry_analysis.htm
- **LatAm Snackfoods,**
http://tendencias.infoamericas.com/article_archive/2001/0201/0201_industry_analysis.htm
- **After the "Goldrush" in Latin America - Market Penetration Strategies,**
http://tendencias.infoamericas.com/article_archive/1999/After_Goldrush.pdf
- **Sports Equipment**
http://tendencias.infoamericas.com/article_archive/2000/0800/0800_industry_analysis.htm
- **Where Online Purchases are Made**
http://tendencias.infoamericas.com/article_archive/2000/0900_e/0900_e_statistics.htm
- **Online Payment**
http://tendencias.infoamericas.com/article_archive/2000/0900_e/0900_e_success_factors.htm
- **E-commerce Opportunity - Office Supplies**
http://tendencias.infoamericas.com/article_archive/2000/1100_e/1100_e_market_analysis.htm
- **The Mexican Packaging Market**
http://tendencias.infoamericas.com/article_archive/2001/0601/0601_industry_analysis.htm

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