TRIBUTUM

SERVICE GUIDE

Market research

To decide whether and where to enter Brazil, with a picture of your market.

Competitors, current prices, channels and possible partners: a map of the Brazilian market for your product or service, without buying a full package.

BILLING
Per market or segment

DELIVERABLE
In writing

01 What the service solves

Before any investment, you need to know who already sells what you sell in Brazil, at what price and through which channels.

Market research answers that in a single service. It can be hired on its own or as the first step of a package.

02 How it works

01 **Briefing** CLIENT
You describe the product or service, the audience and what you want to find out.

02 **Research** TRIBUTUM
We map competitors, current prices, channels and partners in the segment.

03 **Segment reading** TRIBUTUM
We analyze where the opportunities and the barriers are.

04 **Market map** TRIBUTUM DELIVERABLE
We deliver the picture of the market, in writing, with our reading of the opportunities.

03 What you receive

- Competitors and current prices
- Sales channels and priority partners
- A reading of the segment and its opportunities
- Points that need a closer look before entering

04 What is not included

- Landed cost and taxes (Tax research)
- Regulatory risks and entry plan (Brazil Entry Validation)
- Contact with distributors (Brazil Distributor Readiness)

05 Make it a combo?

Combo 4 · Launch B2B

Market research with Brazil B2B Launch: the picture of the market becomes target accounts, channels and a proof-of-value plan. Together, they cost less than separately.

Brazil Entry Validation

If you also need costs, regulatory risks and a 90-day plan, the package already includes market research.

06 Our commitments

- Published prices and a written scope before we start.
- Consulting kept separate from operations and third-party costs.
- No promise of approval, sales, licenses or distribution.
- An exit route defined before any pilot.
- Freedom to bring the operation in-house, with no exit fee.
- The importer, the regulatory holder and the party responsible for each obligation are identified.
- Due diligence on clients and partners, with anti-money-laundering controls.
- Data protection and confidentiality.

How to hire

1. Click “Hire” on the Brazil Soft Landing page, or reach us through the contact form.
2. We talk about your product, the market and where your company stands.
3. You receive a written proposal with scope, milestones, timelines, fees and the party responsible for each obligation.
4. Once you accept, you deposit the first milestone on Escrow.com, which holds the payment in escrow.
5. We deliver the milestone; payment is released after delivery and the inspection period. And so on, milestone by milestone.

The fees for each package, service and combo are in the price list on the page and are confirmed in the proposal.

This guide describes the service and does not replace the proposal: scope, timelines, fees and responsibilities are as agreed in writing. Government agency timelines do not depend on Tributum. Technical and regulated professional acts are performed by licensed

professionals, engaged separately. Where legal representation is required, clients engage independent counsel of their choice directly.
Tributum Consultoria Tributária Ltda · CNPJ 33.889.925/0001-94 · João Pessoa, Brazil