

# MARKET ENTRY STRATEGIST



## MZI Global... The Market Entry Rainmaker *Sustainable Market Entry via Ethnosynergism®*

MZI Global utilizes the "POWER STRATEGY" skills of a rainmaker to create strong partnerships with our clients and their stakeholders. Since 1987, we have successfully completed 1000+ market entry projects by providing premium value for market entry services.

### MZI Rainmaker's Tools

#### Market Intelligence

- Ethnosynergism®
- Micro-Segmentation
- Primary & Secondary Research
- Value Chain Analysis

#### Strategic Development

- Strategic Alliances
- Strategic Brand Development
- Brand Innovation/Adaptation
- Business Development
- Strategic Planning
- Venture Consulting

#### Integrated Marketing

- Web Development/Design
- Collateral Materials
- PR/Custom Publishing
- Multimedia Services
- Strategic/Visual Design

#### Sales Support

- Buyer Matching
- Trade Representation
- Channel Evaluation
- Sales Tools
- Telemarketing

#### Deal Making

- Meeting
- Negotiation
- Selling
- Deal Closing
- Post Deal Integration

Contact MZI: 888-699-7531

**MZI Global**  
SINCE 1987

22+ Years Experience  
15+ Industries, 10 Languages  
10 Cultures  
1000+ Completed Projects  
3000+ Global Network Partners

### Executing Strategy in a Changing World

The forces of globalization, technological change, and deregulation have created a highly competitive and dynamic business world. MZI Global provides the analytical framework and tools necessary to successfully enter US markets. Our core disciplines strategically meet clients objectives by utilizing *Ethnosynergism®* market system to develop and implement tactical tools across every phase of the market entry process. With a strong focus on market intelligence, we always maximize clients' revenue in the most rewarding way possible!

### Ethnosynergism® Pioneering Tomorrow Today

*Ethnosynergism®* is a proprietary market system incorporating a global network of governmental, commercial and non-profit entities, global intelligence flow and synergistic ventures that have consistently maximized Return on Investment for over 22+ years. Its precise micro-segmentation provides crucial cultural insights into customers purchasing patterns. Corporate Social Responsibility aligned with profit optimization is at the system's core.

### New Venture Consulting

MZI Global's cross-functional global network employs analytical tools and monitoring processes to identify new growth opportunities, while remaining agile in a dynamic global market.

*"Extraordinary results ...that MZI Global mapped our strategy and marketing tools and represented our product in front of category buyers at Walgreens and Wal-Mart within 6 weeks of engagement."*

Jin Gu Joung  
CEO  
SamJoung Int.

### MZI Global "Goes Native"

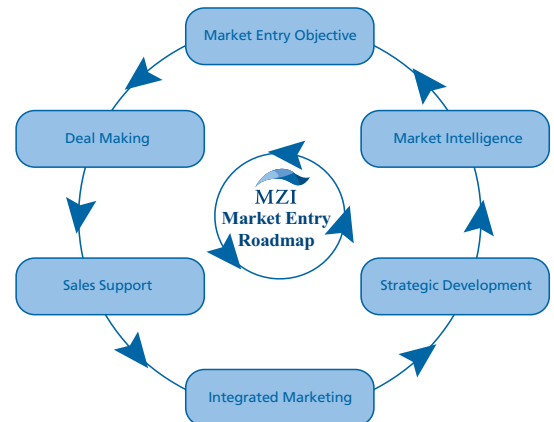
MZI Global's *Ethnosynergism®* market system network results in long-term, mutually enriched relationships. Through the system, clients immediately access their customers globally, without language or cultural barriers.

- English
- Spanish
- French
- Italian
- Portuguese
- German
- Russian
- Finnish
- South Slavic
- South Korean
- Japanese
- Chinese

### Customized Market Entry Solutions:

MZI Global offers transparent, market entry trade representation from its New York City office. Customized strategic roadmaps outline the path to negotiating and securing win-win trade deals. MZI Global conducts internal and external analysis, identifies unique market entry challenges and overcomes obstacles to help clients maximize profits through:

- Significant value propositions
- Cost-efficient strategies
- Strategic brand development/adaptation
- Brand innovation initiatives
- Market segment analysis via *Ethnosynergism®*



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www.mziglobal.com

## MZI Global's Success Scorecard Since 1987: 1000+ Market Entry Consulting Engagements Completed

MZI Global transcends physical trade barriers by creating multi-faceted and culturally sensitive strategies for our clients. Using *Ethnosynergism*<sup>®</sup>, we uncover hidden opportunities, offer unexpected savings, future market profitability, competitive advantages and long-term operational substantiality.

### Market Entry Services

- Market Intelligence
- Strategic Development
- Integrated Marketing
- Sales Support
- Deal Making
- Deal Closing

We deliver the ambitious aspirations of our global clients, partnering and guiding them through new ventures, opening doors and transcending borders regardless of geographical constraints. The powerful *Ethnosynergism*<sup>®</sup> market system network makes it possible.

### 10 Languages & 15 Industry Sectors Coverage:

- Agribusiness, Food & Beverage
- Architecture & Construction
- Business & Technology
- Chemicals & Materials
- Consumer Packaged Goods
- Eco Friendly & Green
- Fashion & Textile
- Government & Public Sector
- Healthcare & Medical
- Manufacturing
- Media & Publishing
- Nonprofit & Foundations
- Pharmaceuticals
- Retail
- Services and Hospitality
- Trade Shows & Events
- Travel & Tourism

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### *Ethnosynergism*<sup>®</sup> Strategic Analysis

MZI Global's internal and external strategic market analysis leverages our *Ethnosynergism*<sup>®</sup> market system, which serves as the foundation for our customized strategies. We research and analyze external factors such as industry, customers, supply chain and competitors to create a comprehensive portrait of the new market landscape for our clients.

### *Ethnosynergism*<sup>®</sup> New Market Identification

MZI Global utilizes our *Ethnosynergism*<sup>®</sup> market system, in conjunction with the latest analytical tools, to identify lucrative cultural segments for new market entrants. Identifying and analyzing meaningful micro-segments cost-effectively targets, acquires and retains new customers. Using *Ethnosynergism*<sup>®</sup>, we evaluate customers' values and norms that serve as the baseline for global, regional and local marketing solutions.

Accurate segmentation directs value-driven marketing campaigns to penetrate new markets, increase sales and facilitate brand loyalty.

### *Ethnosynergism*<sup>®</sup> Strategic Development

MZI Global designs and develops effective strategic, tactical and sales solutions via the *Ethnosynergism*<sup>®</sup> market system. The two-part process maximizes our clients' returns by:

1. Comprehensive evaluation of the competitive landscape to identify market drivers and create value-added strategies for our clients.
2. Strategic analysis including integration of cultural, economic, and social factors into strategic roadmaps that facilitate flawless implementation, while allowing for agile modifications to ensure sustainable success in new markets.

### MZI Global Value Proposition:

- New venture for instant market access
- Market entry connecting four continents
- Non-traditional targeting of customers' segments
- Proprietary methodology *Ethnosynergism*<sup>®</sup>
- Powerful relationships and network building
- Integrated CSR initiatives
- Leading academic alliances & global partnerships

"It's very challenging to cover 10 industries, 1,000 plus products and have only 8 weeks to do so. MZI Global created winning strategies and superb implementation for the debut of 50 manufacturing companies from Korea! MZI Global took the challenges as an opportunity to excel!"

Sophia Cho  
USA International Manager  
KITA

