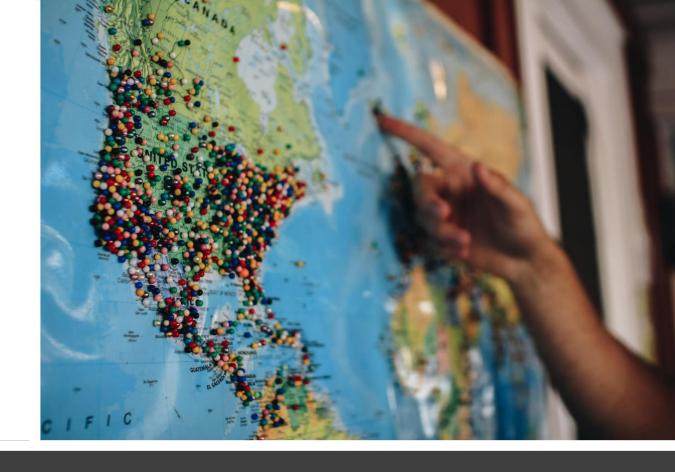


#### **BUSINESS BRAINER**

Unlock your business



### Are you ready?



### Just Imagine



#### And now what?



### The reality



### Risk and Opportunities



Strategy & Business, Political environment risk

Reputational, brand risk and integrity Risk

Legal & Compliance risk

**Operational Risk** 

Liquidity Risk

Credit Risk

Market Risk

Solvency Risk



### Strategy & Business Environment Risk

### Reputational and Brand Risk



#### Political Risk



### Legal And Compliance Risk



### Operational Risk



### Liquidity Risk



### Credit Risk



#### Market Risk



### Solvency Risk



# Unlock your business for export

#### **Business Brainer Model ©**

#### Our Customers

Who are our Marketing Personas, what is their challenge and which value will we deliver to make them happy?

#### **Our Key Competitors**

Who are they? What makes them great? How can we add more value to our customers than they do?

#### **Our DNA**

What is our story?

What is our thoughtful Purpose?

What is our Passion?

What is our core values?

What is aspiration and goals to succeed?

#### Value-driven relationships

How can we deliver value to our Key Relationships (employees, partners, suppliers and other stakeholders) and/or how can they help us create value for our customers and reach our purpose.

#### Value driven SWOT analysis

How can we use our SWOT in our advantage to deliver value to our customer and reach our purpose.

Our key Enablers to deliver value

#### **Our Marketing Strategy**

Through which product and services will we deliver value?

How will we reach and engage with our Customers? Through which Channels will we deliver our products and services Which experience will we offer to clients through the different touch points?

How will we price our products and services to create value? How will we make it easy for the customer to pay to us? Our branding strategy

How will we position our brand/what is our brand promise.

Is our strategy financially feasible?

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#### Which value do we offer?

We guide our clients through the process of defining effective purpose- driven strategies that add value to their clients by triggering them to think deep about their business.



#### Which value do we offer?

Our clients can set-out their strategic (business) plan and financial projections and take online classes using our web applications Business Brainer App.



#### Which value do we offer?

Additionally, through our business partners -in some Caribbean and South American countries-we can help our clients conduct market research, define marketing and branding strategies that are customized to the specific market in which the clients want to operate.



## Get Ready to export. Unlock your business with Business Brainer







Contact us at info@businessbrainer.com

