



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?

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

Our branding strategy

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