



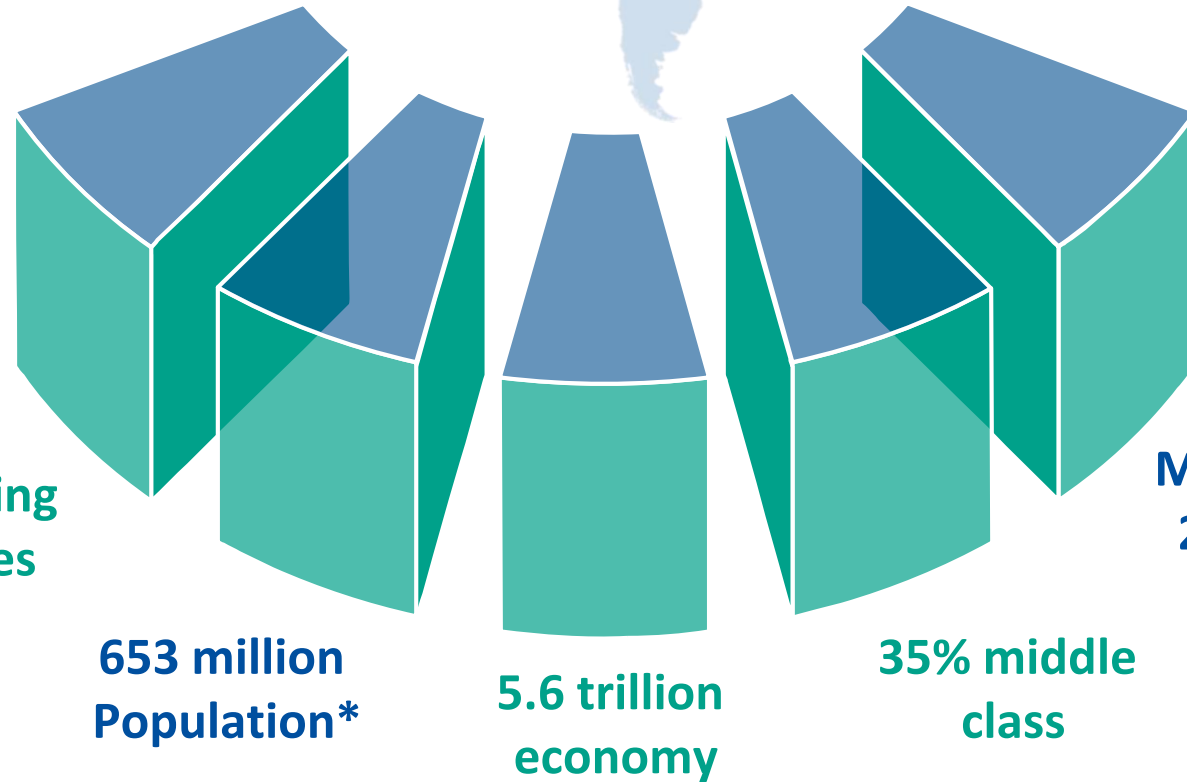
# Latin America: a huge market within a practical example

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# LATAM in a nutshell

# Key Facts about LATAM



If LATAM was a single country...

3rd most powerful economy  
3rd most populated country

\* incl. Brasil 205 million population

# Business culture in LATAM

- **Time moves SLOWLY** → time is cyclical; it's more important to finish the conversation than to finish on time. Don't insist on keeping to a strict schedule. Deadline are seen as flexible.
- **Consider emotions** → things are usually sugar coated, direct approach on feedback may be considered offensive.
- **Get to know you before doing business** → social conversation is enjoyed before getting down to business. You have to build relationship before getting down to business.
- **Hierarchy matters** → value status within a hierarchy because it indicates social distance between the higher-up and his subordinates. There is a high respect for authority.



# Be aware of differences in daily business

100% LATAM culture

**LATAM  
Distributors**

- **100% focused in business**
- **Done is better than perfect**
- **Seize opportunities without hesitation**

100% DE culture

**DE  
Brand Owner**

- **Process compliance is really important**
- **No answer or action is done until perfection is reached.**
- **Things are deeply analyzed before taking a decision.**



# Dr. Beckmann going LATAM



# Own office in Mexico

- Local office in Mexico with dedicated team for LATAM region.



# Global strategy

- **Coherence:** concentrate resources in the service of a well-aligned group of products and services with a focused strategic direction.
- **Consistency:** communicate and act consistently across the region and with all players over time.
- **Manage Complexity:** keep the complexity of managing multiple markets within a region as low as possible.
- **Use synergies:** one language + similar consumer behaviour = one portfolio, one packaging, one communication = save time and money.



# Chosing markets within LATAM

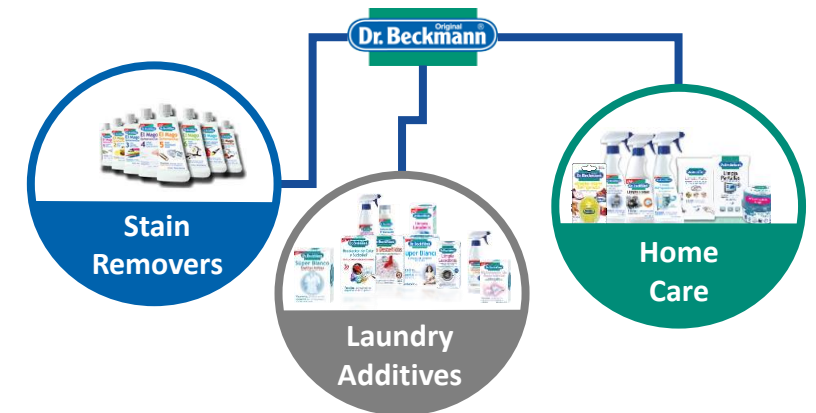
- **Define A & B markets**
  - A-markets = Investment markets with cash marketing support
  - B-markets = Net markets with soft support
- Selection criteria mainly based on **size & GNI per capita**
- Original strategy: enter **each year 1 A-market + 3 B-markets**
- Over the years: review country selection and **adapt it to local economic situation and internal priorities**

# Dr. Beckmann's LATAM retailers

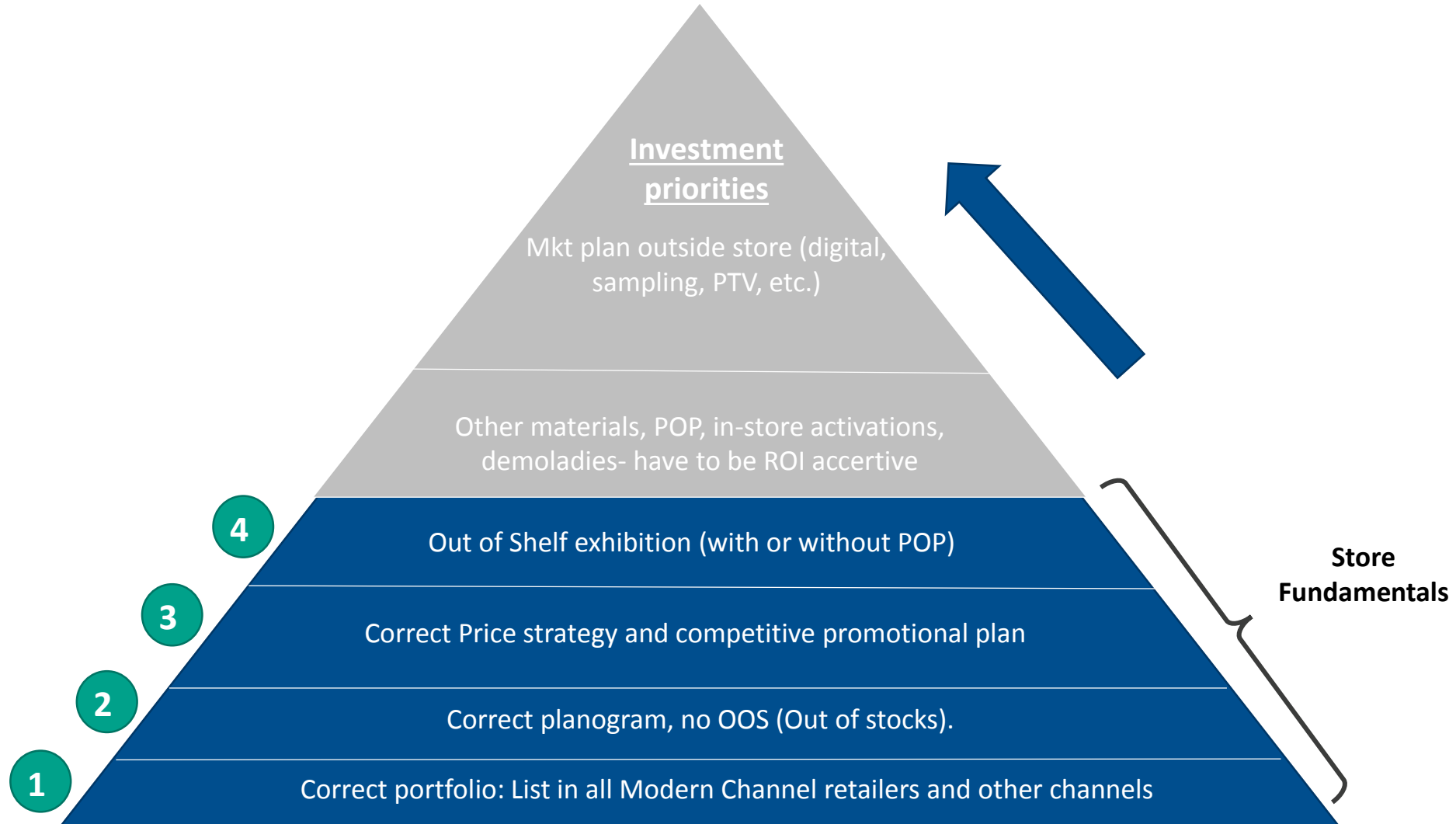


# Brand strategy

- One umbrella brand: Dr. Beckmann
- 3 main segments: Stain removers, laundry additives, home care
- Niche positioning, not competing in the mass market
- Specialist, not generalist
- Innovative and unique
- Made in Germany = high quality
- Descriptive product names, for immediate consumer understanding

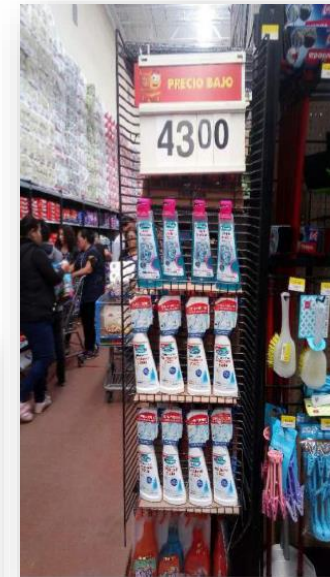


# Distribution strategy – Focus on fundamentals



## Distribution strategy – Focus on fundamentals

# BEST AWARENESS VEHICLE: THE STORE





# Important: Legal obligations

- Registrations → Different times and requirements per country
- Tests Needed → Stay alert, new tests are demanded by certain countries. (i.e. Colombia phosphate tests needed).
- Labelling → Different requirements per country, do a list and comply with all of them in order to avoid local difficulties



# Important: Freight & warehousing

- A countries: deliveries directly from Delta Germany to distributors
- B countries: deliveries from Delta to Miami hub and from Miami warehouse to distributors
- Offer full/half pallets, adapted to country size & product rotation
- Stock management: FIFO and avoid high stock level (limited expiry date)
- Air humidity: some countries have a high air humidity, which can lead to product quality problem





THE END



Thank you for  
your attention



# Contact

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