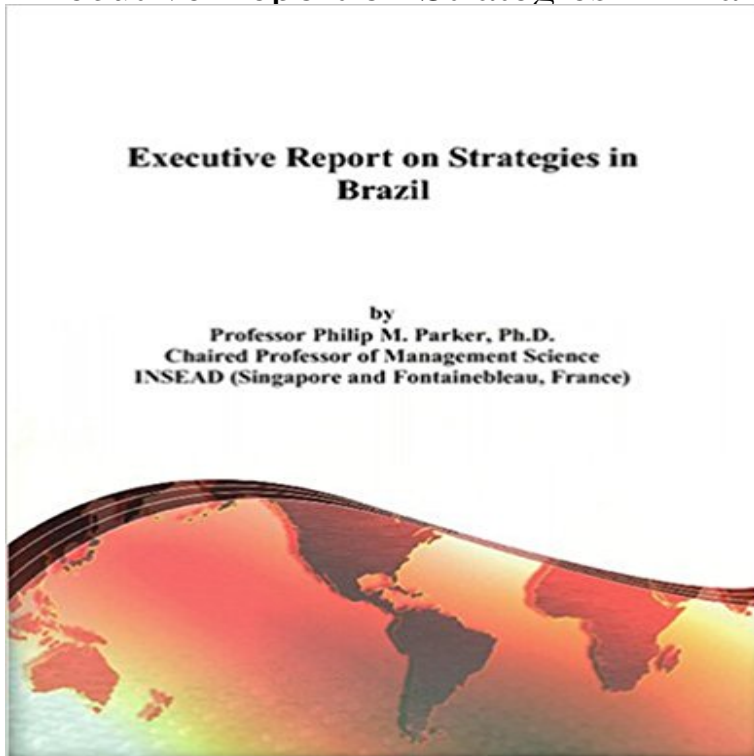


Executive Report on Strategies in Brazil



This report provides a strategic profile of Brazil. It does so by compiling published information that directly relates to latent demand and accessibility. The reader new to Brazil can quickly understand where Brazil fits into a firm's strategic perspective. In what follows, Chapter 2 is a general evaluation of the accessibility of Brazil, with particular focus on investment and business conditions. In Chapter 3, I report my findings on the real economic potential, or latent demand, represented by Brazil when defined as an area of dominant influence. Chapter 3 is followed by trade indicators for key industries, categories, and products in Brazil.

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