

About:

Sada & Associates is a boutique consulting firm specializing in providing Business Development and Marketing advice to Oil & Gas and Retail companies seeking to enter or grow presence in the United States, Mexico, and other Latin American markets. By partnering with clients to identify their highest value opportunities and offer integrated solutions to achieve sustainable results, we combine insight and expertise to global organizations on how to assess their most critical opportunities and develop innovative strategies to deliver value and sustainable results.

Integrity, Confidentiality, Accountability & Efficiency are Sada & Associates guiding principles. Our people are passionate about our client's needs and collaborate diligently to offer uniquely tailored strategies that drive core business value for our clients.

Services:

Sales & Marketing: Sada & Associates team of experts brings experience to help our clients gain a competitive advantage.

Customer Insight: We help our clients understand customer needs, behaviors, and motivations in order to help drive informed business decisions.

Pricing: In these challenging times a company faces dramatic shifts in customers demand and price wars with competitors. We help our clients use pricing as a powerful tool to maximize market share, margins and brand perception.

Brand Strategy: Aligned marketing and brand strategy is key to building customer loyalty that cultivates a strong trusted image and translates into sales.

Strategic Sourcing & Procurement: We engage our clients to find cost savings through strategic sourcing and process improvement by combining strong expertise with a collaborative approach.

Our strategies emphasize flexibility, scalability, and sustainability ensuring long lasting solutions while recognizing each client's business is unique and has its own unique set of challenges.

Sada & Associates works with a trusted network of manufacturers, importers, and distributors to mitigate challenges associated with supply chain management and deliver consistent and reliable suppliers.

Logistics: Your supply chain can be a competitive advantage by enabling you to deliver your products to your customers faster with lower costs than your competitors.

International Business Services & Trade Facilitation: Sada & Associates assists its clients with their interest and/or assets abroad

- Quality Control
- Product Licensing
- Trade Event Planning
- Research potential business partnership
- Financial / Banking Counsel
- Insurance Counsel

Industries:

Oil & Gas: With the rapid growth of the North American oil & gas industry and the structural changes in national oil companies in Latin America, companies supplying to that market are experiencing remarkable growth opportunities but also facing stiff competition.

Sada & Associates serves all areas of the industry. Our motivated team of oil & gas experts serves clients worldwide. We help them solve and deal with many of the challenges they face in today's competitive global marketplace.

Retail & Distribution: Highly competitive landscapes, global market conditions, and geopolitical conditions continue to pose significant challenges to consumer companies and retailers in global markets.

Developing an understanding of consumer behaviors and cultural differences has never been more critical as Latin America developing economies present substantial growth opportunities as well as strategic sourcing potential.

Sada & Associates has expertise in broad categories such as beauty, apparel, groceries, department stores, luxury goods. Our team possesses significant retailing experience as well as local market expertise.

Strategic Alliance:

Sada & Associates has established an alliance with Go-On-Group a consulting firm based in Dusseldorf, Germany and with presence in Monaco, Amsterdam and London.

www.go-on-group.com