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**Marketing plan for the import, launch and introduction Bleach Power**  
**Bleaching in the Cuenca market.**

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## **Summary**

The current research was develop to a marketing plan that allows introduce a Brazilian Bleaching brand called “Power Bleaching by BM4” intro the market of Cuenca City. So to the implementation of the plan, a descriptive study was carried out based on secondary information and data collection through a survey of dental offices. The results for the introduction of the brand were favorable, placing its use in third position with respect to the competition. In this context, four main strategies were established: focus on the market segment, product positioning; differentiation; and, communication strategies.

**Keywords:** Marketing plan, import, teeth whitening.

## **Resumen**

El presente plan de marketing plantea las diferentes estrategias y acciones para introducir a la marca brasileña de blanqueamiento dental, *Power Bleaching BM4*, en el mercado de la ciudad de Cuenca. Para la implementación del plan se realizó un estudio descriptivo sustentado en información secundaria y la recolección de datos mediante una encuesta a consultorios dentales. Los resultados para la introducción de la marca fueron favorables, ubicando su uso en tercera posición respecto a la competencia. En este contexto, se establecieron cuatro estrategias principales: enfoque en el segmento de mercado, posicionamiento del producto; diferenciación; y, estrategias de comunicación.

**Palabras clave:** Plan de Marketing, importación, blanqueador dental.

## **Introduction**

This marketing plan defines objectives and strategies for the import, launch and introduction of a Brazilian dental bleaching gel in the Cuenca market. For the implementation of the mentioned plan, market segments were delimited in order to distribute the Power Bleaching tooth whitener. This segmentation was based on clinics, hospitals, medium and high-esthetic dental aesthetic clinics, since this market segment would be willing to pay the price of the product. In addition, the study shows a growth rate of dental establishments of 0.16% per year, representing a latent demand, considering that dental aesthetics is very they received by the Cuenca market.

It is also important to analyze the contexts in which the company BM4 belongs to the country of Brazil, and the context of the company responsible for distributing the product in Ecuador, specifically in the city of Cuenca. In this way, an analysis was made of both the Brazilian and Ecuadorian macro-environment, considering the political, economic, social and technological factors, reaching the conclusion that carrying out an importation process from Brazil is beneficial for an Ecuadorian company. On the other hand, an analysis of the microenvironment of the distribution company in the city of Cuenca we also carried out, considering as an object of analysis to the market, the competition, both direct and indirect, visualizing that there are companies dedicated to the distribution of dental products that they already have a great positioning in the city. At this point, consumers they also taken into account, which will be the dentists who use the product to provide a service to their patients.

The product is imported from a Brazilian company BM4 manufacturer and owner of Power Bleaching, and offers a teeth whitening system. The main component of this whitening system is carbamide peroxide, providing innovative benefits in dental treatment, making the company a benchmark in this area, creating opportunities for interface of the segment of aesthetics with an approximate portfolio of 30 products.

To import products, it is necessary to emphasize that there are interest groups that plays a fundamental role both in the import process and in the commercialization of the product, the groups they made up of entities responsible for regulating the use and sale of any item. The Ministry of Public Health of Ecuador MSP, the Ecuadorian Odontological Federation, the Ecuadorian Normalization Service and the Customs Service of Ecuador, establish the regulations to carry out the process from its importation to the offer to the target public.

To fulfill the purposes of the research, a descriptive study was developed to identify the information the possible threats and opportunities of the distribution company to import the teeth whitening product identify the target market, the tastes and preferences of the same and with it the strategies and tactics to get the product to the end user. In this context, research had as an essential part the projection of supply and demand with which it was possible to appreciate that the results of the proposed marketing plan were positive for the company.

In the marketing plan, four types of strategies focused on a target market were considered. In the first place, a market segmentation strategy was proposed, in order to have a clear vision of the professionals to whom the product will be directed. Secondly, a differentiation strategy or a formulate the most important characteristics of the product are highlighted. Third, through a positioning strategy seeks to achieve a positive perception of the product in the mind of the consumer. Finally, communication strategy was sought to manage media that allows the customer to communicate directly with the distribution company, in addition to accessing the products through a digital catalog.

In this way, the development of the study is structured in three chapters: in the first chapter, the current situational diagnosis is addressed; that is, and the external and internal environment. Chapter II deals with market research, in which the analysis of information obtained in the surveys, is developed. Finally, in chapter III the marketing plan we executed, where strategies and tactics or a developed to commercialize the Bleaching Power Bleaching Gel.

## **CHAPTER I: Diagnosis of the current situation**

It is important for a study to analyze the contexts in which a specific situation or circumstance will develop, since these will have a particular influence on the development of any type of process. In the case of this study, before implementing a marketing plan, it is fundamental to expose the real circumstances of the parties involved in the import process.

Next, the general diagnosis of the current situation of the manufacturer of the Power Bleaching product to be introduced in the Cuenca market is presented, as well as the political, social, economic and technological conditions of Brazil and Ecuador. In order to assess the feasibility of the project and understand the issues that will influence the development of the project, anticipating possible difficulties or trends that should be considered to establish objective criteria to define appropriate strategies.

### **1.1. Macro environment of the Brazilian company BM4**

BM4 (Brasil Materiais e Instrumentos) is a company focused on the manufacture of dental products founded in 2012 in the city of Palhoça in the state of Santa Catarina, Brazil, and its focus of interest is an area of high aesthetics. Its introduction into the market was through the launch of Power Bleaching, a system for tooth whitening based on carbamide peroxide (BM4, 2018).

### **1.2. PEST analysis**

A PEST analysis is the most common approach to consider the external business environment; it is an acronym related to political, economic, social and technological analysis and describes a framework of macro environmental factors used in the exploration component of the company's environment to establish the criteria of strategic management. The underlying thinking of PEST analysis is that the company has to react to changes in its external environment (GUPTA, 2013).

The PEST analysis examines four categories of external environmental factors, namely (KIM-KEUNG HO, 2014):

- Political factors (P): covers the analysis of the various forms of government interventions in the economy.
- Economic factors (E): the macroeconomic conditions of the external environment they observed, but may include seasonal or climatic considerations.
- Social factors (S): cover the social, cultural and demographic factors of the external environment.
- Technological factors (T): include activities related to technology, technological infrastructures, technological incentives and technological changes that affect the external environment.

The study begins with the analysis of secondary data referring to the external macro environment that the company faces, which results in the construction of a table that identifies and classifies all significant external environmental factors in the four broad categories mentioned above (KIM-KEUNG HO, 2014).

### **1.3. Economic factors**

The economic cycles of Latin American countries share some features. Based on the experiences of Brazil, Colombia, Chile, Peru and Mexico between 1996 and 2017, it's observed that the components of private consumption, private domestic expenditure and investment are related to expansive or contractionary movements of the gross domestic product (GDP) and behave with greater intensity when developing a more volatile behavior than GDP. Public consumption, for example, shows a weak correlation with the economic cycle, while its relative volatility shows considerable differences among the countries of the region (Central Bank of the Argentine Republic, 2017).

Since the second half of the twentieth century, the management of macroeconomic policy in Latin America is defined, in large part, by the conviction that inflation is a phenomenon of monetary effect and that there is an inverse relationship between inflation and growth. Economic growth according to different time horizons (MORENO-BRID, RIVAS, & VILLARREAL, 2014). Likewise, it is evident that there is a direct and positive correlation between the GDP and the real

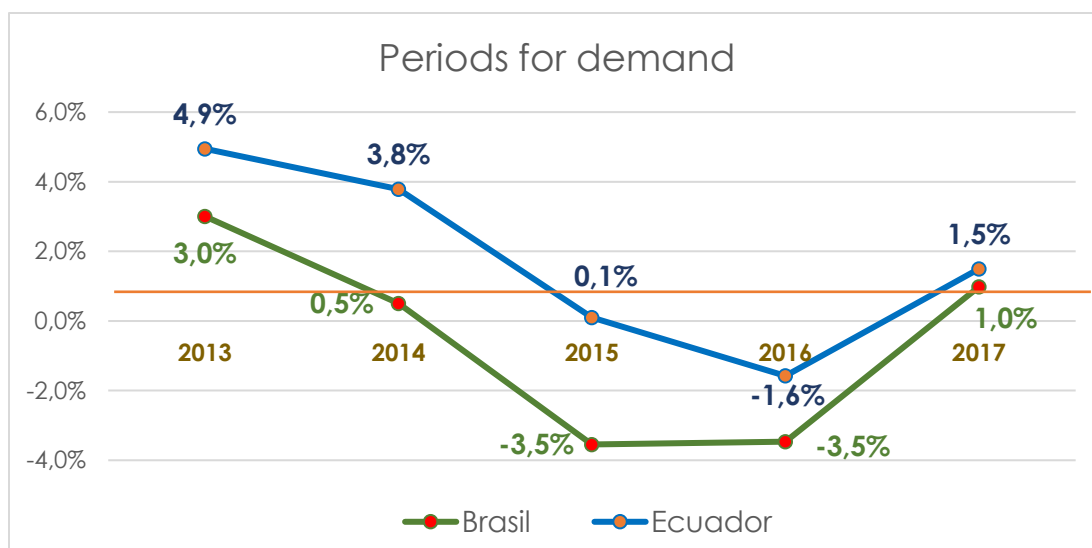
exchange rate (Central Bank of the Argentine Republic, 2017). Therefore, the economic growth (or contraction) of Latin American countries is affected by fluctuations in inflation, the exchange rate and its effects on investment and consumption.

According to the Economic Commission for Latin America and the Caribbean (CEPAL), Latin America will present an average regional growth of 1.7% between 2017 and 2018, with expected values of 1.2% and 2.2%, respectively; In addition, it highlights the relevance of macroeconomic policies to strengthen economic dynamism (CEPAL, 2017).

### 1.3.1. Gross domestic product

Regarding the changes in the productive levels of the country, or an estimated that Brazil presents a GDP growth of 2% to 2.7% in 2018, while for Ecuador, the projection is 1.0% (See Figure 1) (CEPAL, 2017).

Figure 1. Percentage change in GDP of Brazil and Ecuador, 2013-2017



Source: (Central Bank of Brazil, 2018); (Central bank of Ecuador, 2018)

According to the data of the Central Bank of Brazil (2018) and the Central Bank of Ecuador (2018), during the last five years Brazil and Ecuador have presented similar behavior in terms of the percentage change in GDP, although in different proportions. Both economies showed deceleration

between 2013 and 2014 in the case of Brazil, its growth went from 3% in 2013 to 0.5% in 2014, while Ecuador expected to growth of 4.9% in 2013 to one of 3.8% in 2014.

Although these results are positive for both economies, an economic contraction can be observed that took effect first in Brazil since in 2015 the variation of the GDP with respect to the previous year was -3.5%, representing a significant economic contraction. In the case of Ecuador, in 2015 the same productivity level was maintained as in 2014, with a variation of 0.1% of GDP.

In 2016, the expectation of both economies worsened when Brazil and Ecuador experienced falls of 3.5% and 1.6%, respectively. For Brazil, it meant the accentuation of its economic contraction, accumulating a reduction of more than 7% compared to the year 2014. In the case of Ecuador, it was the only year with economic contraction.

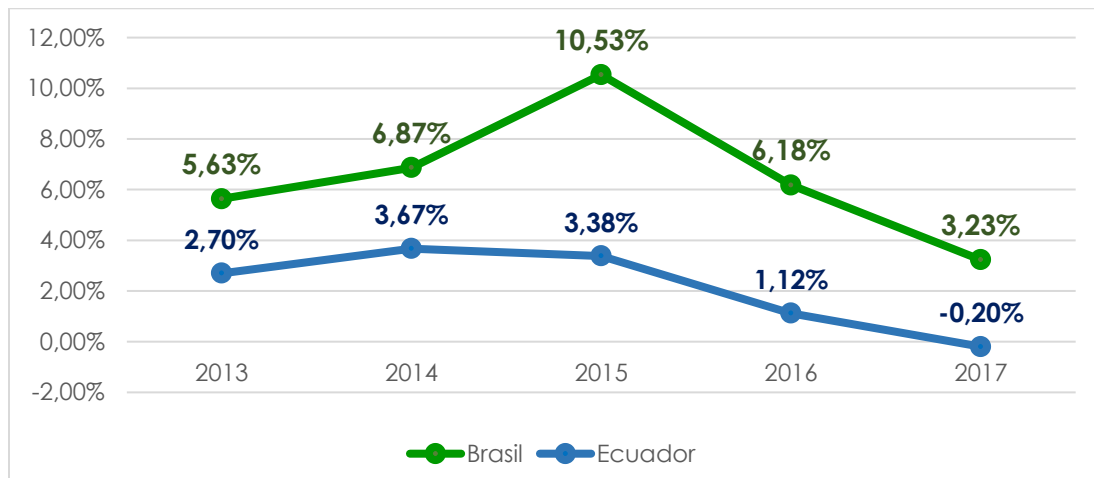
In 2017, both Brazil and Ecuador experienced economic recuperation; Brazil grew 1.0% with respect to the previous year, while Ecuador grew 1.5%. Organizations like the World Bank estimate that Brazil will grow as its economy, the largest in Latin America, and the region's energy exporters gather momentum, which will generate a domino effect on Latin America's economic growth (WORLD BANK, 2017).

Among the main risks identified for the region's prospects is the deceleration derived, in essence, from the political and normative uncertainty of the Latin American countries, as well as possible changes in the regional policies of the United States, sudden changes in global financing conditions, lower prices of basic goods and the growing impact of natural disasters (WORLD BANK, 2017).

### **1.3.2. Inflation**

In Brazil, a context of low economic activity and an increase in agricultural harvests has been evidenced. In addition, inflation remained in decline, positively influencing other economic variables, such as the interest rate (CEPAL, 2017).

Figure 2. Consumer price indices for Brazil and Ecuador, 2013-2017



Source: (Central Bank of Brazil, 2018); (Central bank of Ecuador, 2018)

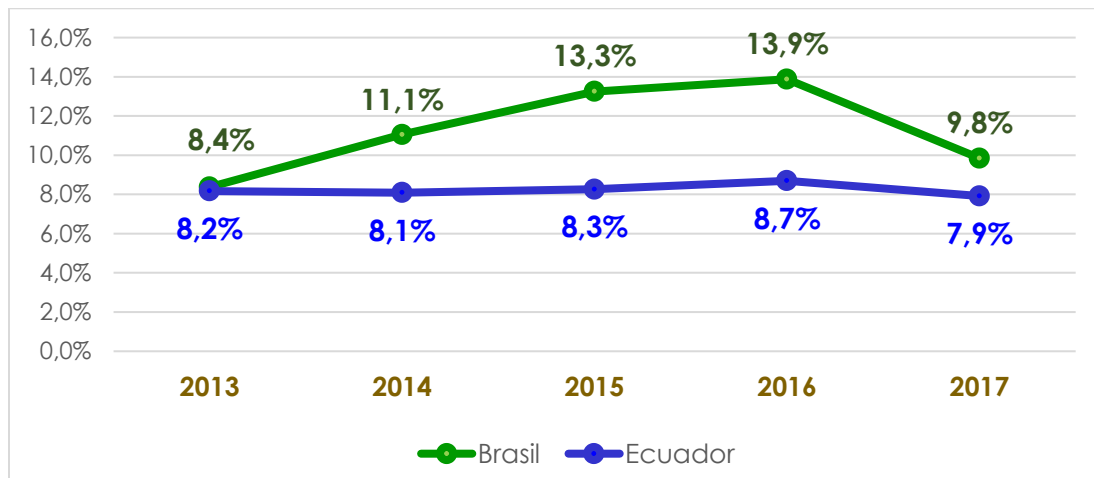
In Ecuador, during the last 5 years, inflation has remained below 4% with 3.67% the highest experienced in 2014. Since then, inflation has remained with a downward trend which was in 2017 was negative, (-0.20%), which expresses a high stability of prices to the consumer, allowing a better management of family and personal income.

Brazil demonstrated a higher level of inflation compared to Ecuador, but it has remained below 10%, with the exception of 2015 when it was 10.53%. Since then, inflation in Brazil has maintained a strong downward trend, standing at 3.23% in 2017. This behavior was influence by the increase in agricultural production experienced during the year 2017, positively influencing the purchasing power of people, increasing access and consumption of food.

### 1.3.3. Interest rate

In Brazil, the reduction in inflation allowed the substantial nominal rate of interest to fall substantially however, the interest rate in real terms has not experienced the same intensity (CEPAL, 2017).

Figure 3. Average interest rate of Brazil and Ecuador, 2013-2017



Source: (DatosMacro.com, 2018); (DatosMacro.com, 2018)

The nominal interest rate in Ecuador has remained stable between 2013 and 2017, standing between 7.9% and 8.7%; while, in Brazil, it has been between 8.4% and 13.9%, during the same period.

The Government of Brazil, seeking non-recurring income, has renegotiated tax and non-tax debts; also, it has increased all contributions from fuels and has proposed various concessions and the privatization of some state companies, as a form of compensation for the increase in debt (CEPAL, 2017).

#### 1.3.4. Balance of trade

The trade balance defined as the difference between exports and imports of a country. If the value of exports is greater than the value of imports, there is a favorable trade balance or surplus; otherwise, there is an unfavorable trade balance or deficit (Central bank of Ecuador, 2017). Its form of calculation is the following:

$$BC = X - M$$

Where:

BC: Commercial Balance

X: Exports of goods (in millions of FOB dollars)

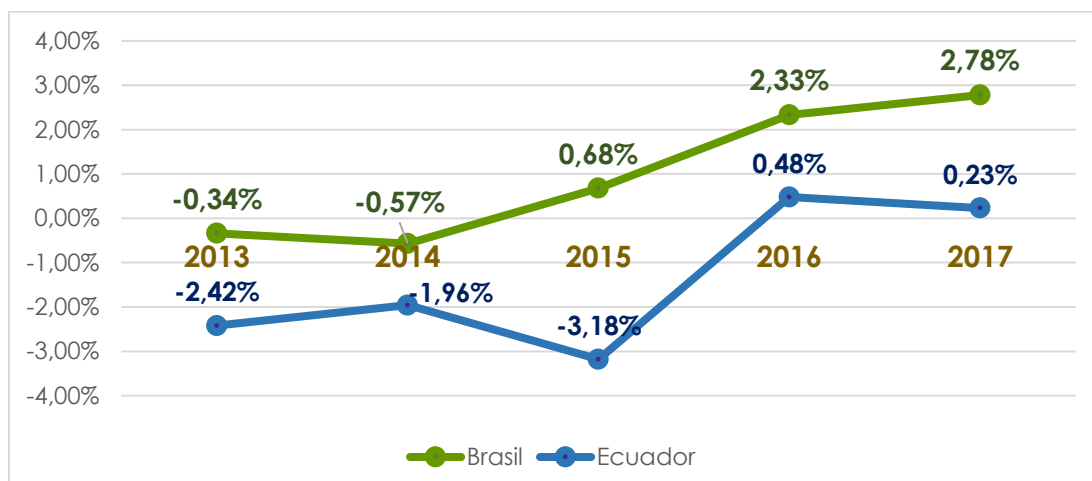
M: Imports of goods (in millions of FOB dollars)

Note: The term FOB (free on board) is the value of the goods placed on board at the port of shipment.

As a transcendental aspect for Ecuador, the economy they been dollarized since 2000 (Arévalo, 2014). This situation implies a series of restrictions on the country's economic restrictions, fundamentally with regard to sources of financing for the public sector, which, under these conditions, usually come from the debt issuance, whether internal or external, in the latter case it contributes to increase the current account deficit (Central Reserve Bank of El Salvador, 2006).

However, dollarization has also generated positive effects in the economy, through macroeconomic stabilization, the reduction of the interest rate and its impact on investment, the minimization of inflation and its relationship with people's purchasing power that has allowed a substantial improvement of social development, evidenced in the reduction of poverty (Arévalo, 2014).

Figure 4. Trade balance as a percentage of GDP in Brazil and Ecuador, 2013-2017



Source: (DatosMacro.com, 2018); (DatosMacro.com, 2018)

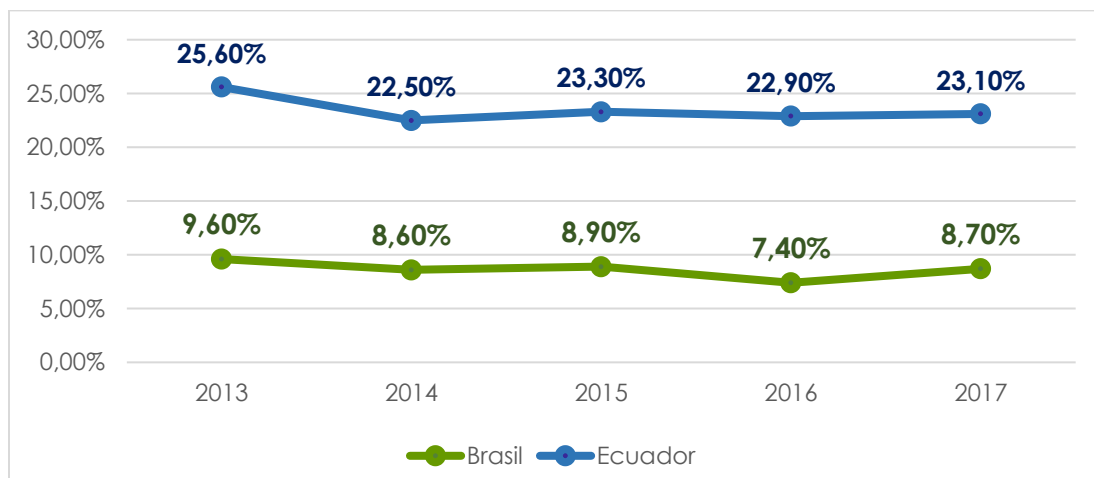
The trade balance of Brazil presented a negative balance in 2013 and 2014, being -0.34% and -0.57% with respect to GDP; however, thereafter it they reversed, since 2015, exports have exceeded imports. In 2017, the trade balance represented 2.78% of Brazil's GDP.

Ecuador, on the other hand, reflected a greater import than export between 2013 and 2015, when the trade balance was -3.18% compared to GDP. This indicator shows a positive balance in 2014 and 2015, but still below 1% of GDP.

### 1.3.5. Poverty

The outlook for Ecuadorian households has been favorable for the 2013-2017 period, despite the fact that, in 2014, it decreased by 3.1 percentage points in relation to the index for 2013, which increased for the following years. In Figure 4, the data shows that, in 2017, the percentage of poor people in Ecuador, based on their income, was 23.10%, a situation that may be due to the decline of the Ecuadorian economy in the last years.

Figure 5. Percentage of poor households by income, Brazil and Ecuador, 2013-2017



Source: (World Bank, 2018); (Ministry Coordinator of Social Development, 2017)

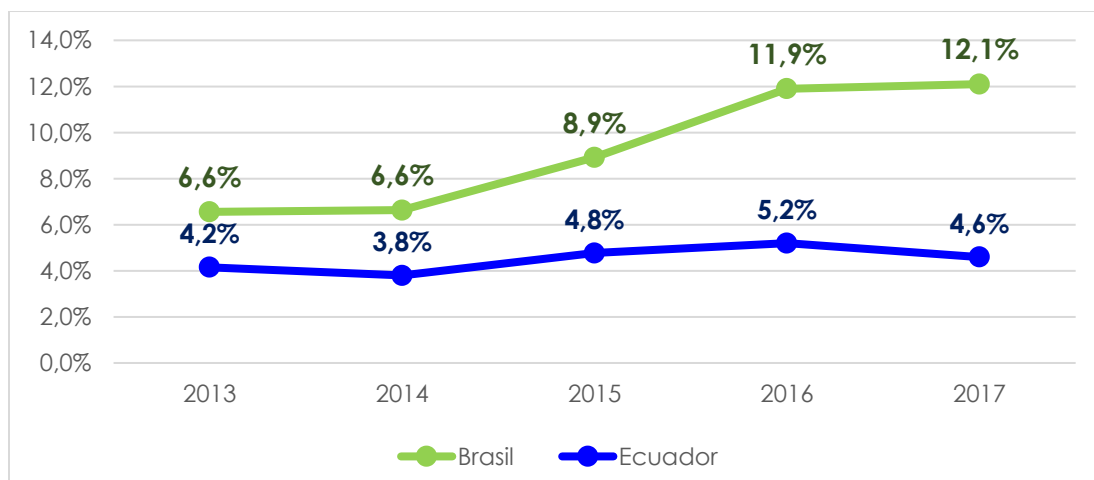
Comparing the poverty indicators between Ecuador and Brazil graphically shows that the latter economy has lower levels of poverty, despite the fact that, in recent years, it has been experiencing

sharp declines in its economy. In 2017, 8.7% of its population-received incomes lower than the basic unified salary.

### 1.3.6. Employment

Another of the main macroeconomic indicators of an economy is the employment rate. In Figure 6, I can observe the employment indicators for the economies of Ecuador and Brazil, during the period 2013 - 2017.

Figure 6. Unemployment rate of Brazil and Ecuador, 2012-2017



Source: (Central Bank of Brazil, 2018); (Central bank of Ecuador, 2018)

The data show that Brazil has a higher percentage of unemployed population, which during the period of analysis has had an increasing evolution, observing a growth of 5.5% in 2017 compared to the unemployment rate reported in 2013.

In Ecuador, the outlook was different in the last year (2017), since, I reported an unemployment rate of 4.6%, which is lower than that presented in 2016 (5.2%). Clearly indicating a recovery of the economy after its decline in recent years.

#### 1.4. Social factors

Brazil has approximately 211 million inhabitants (2017) with a density of 24.81 p / km<sup>2</sup>, its capital is Brasilia, and is considered the largest country in Latin America. It has 5,570 municipalities, but the 56.5% of the total population resides in 5.6% of the municipalities (EFE, 2017).

The birth rate in recent years decreased significantly among the causes attributed to it are birth control and decrease in the urban population so, in 2017 there was an index of 14.1 births per thousand inhabitants, lower than the year 2010, in which, its birth rate was 18.11%.

Life expectancy in this region of Latin America has increased, being in 2015, of 71.64 years in the case of women and in the case of men 78.93 years compared to 2010, it is higher, since for that year a life expectancy of 70.13 years for women and 77.59 for men was recorded.

For its part; Ecuador, which is located in South America, has a population of approximately 16 million inhabitants (2017), of which 64% reside in the urban area and its difference (36%) in the rural area, 49.5% is male and 50.5% female<sup>1</sup>.

The birth rate in recent years in Ecuador has decreased due to factors such as a change in the demographic structure, migration and, linkage of women employment, in 2011, it was 21, 72 in contrast to 2015 was 16.79 births per thousand inhabitants (INEC, 2015).

Life expectancy has gradually increased since 2010; in 2017, the value of this indicator for men was 73.9 years and for women it was 79.5 years, so, the national life expectancy is 76.7 years (INEC, 2015).

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<sup>1</sup> Information taken from the INEC, population projections <http://www.ecuadorencifras.gob.ec/proyecciones-poblacionales/>

## 1.5. Political factors

Currently, the political situation in Brazil is fairly stable. Since December 2016 a process of reviewing the administrative processes of the previous government administration (Dilma Rousseff) has been carried out, motivated by various reports of corruption regarding the approval of infrastructure works contracts by the Odebrecht Company. The Brazilian company Odebrecht incurred in the payment of bribes to those officials useful for their purposes, that is, in order to win contracts for millionaire contracts in works not only in Brazil, but also in almost all Latin American countries where they operated (Bejarano, 2018).

In Ecuador, the political situation is stable internally for certain sectors of society, such as education, health, and those sectors with low incomes; for the middle and upper class, the outlook is different, a destabilization was identified, since, the current government seeks a balance between public and private. On the other hand, externally, the situation is no longer seen, due to internal conflicts of the political party of President Lenin Moreno, a greater risk in decision-making is identified, thus diminishing the perception that foreigners have to invest in country.

When dealing with the project of an import, the legislation that governs imports in Ecuador is the Organic Code of Production. To this, an import refers to the action of entering Ecuador, foreign merchandise considering the respective formalities and customs obligations according to the Import Regime declared. The import regimes available in the country can be seen in the next table:

**Table 1:** Import Regimes Ecuador

<b>Regime</b>	<b>COPCI Article</b>	<b>Definition</b>
<b>Import for consumption</b>	Art. 147	It is the customs regime by which the goods imported from abroad or from a Special Economic Development Zone can circulate freely in the customs territory, in order to remain with it definitively, after the payment of the duties and taxes to the importation, surcharges and sanctions, when there is room for them, and compliance with customs formalities and obligations.
<b>Temporary Admission for Re-exportation in the same state</b>	Art. 148	It is the customs regime that allows the introduction into the territory of certain imported goods, they used for a specific purpose, with total or partial suspension of the payment of import duties and taxes and surcharges. Except for the normal depreciation originated by the use that has been made of them, to be re-exported within a determined period without undergoing any modification, as determined in the regulation.
<b>Temporary Admission for Active Improvement</b>	Art. 149	Customs regime that allows entry into Ecuadorian territory, suspending the payment of duties, import taxes and surcharges for goods destined for export after undergoing transformations, in the form of compensating products. Authorizing industrial facilities, which, under a general guarantee, usually operate under this regime, complying with the requirements set forth in the regulations of this Code.

		The compensating products obtained by applying this regime may be subject to change from regime to import for consumption, paying taxes on the imported component of said compensating product.
<b>Replacement of Goods with Tariff Exemption</b>	Art.150	Customs regime that allows importing, with exemption from import duties and taxes and surcharges, with the exception of applicable taxes, identical or similar merchandise due to its species, quality and technical characteristics, to which, in free circulation, they used to obtain the goods previously exported definitively.
<b>Transformation under Customs control</b>	Art.151	Customs regime that introduces goods into the customs territory to modify its species or status, with suspension of payment of import duties and taxes and applicable surcharges; and subsequent importation for the consumption of the resulting products with the application of import duties and taxes and surcharges that correspond to them according to the tariff nature of the finished product.
<b>Customs warehouse</b>	Art. 152	Customs regime according to which the imported goods are stored for a specific period under the control of the customs in a place authorized and recognized for this purpose, without the payment of applicable taxes and surcharges.
<b>Reimportation in the same state</b>	Art.153	Customs regime that allows importation for consumption, exempting import duties and taxes, applicable surcharges for exported goods, if they have not undergone any processing, processing or repair abroad. In addition, all sums due for reimbursement or reimbursement, conditional exemption of duties and taxes or any subsidy or other amount granted at the time of exportation are paid.

**Source:** (Organic Code of Production, 2010)

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Regardless of the Import Regime, all Ecuadorian or foreign Natural or Legal People is located in the Ecuadorian territory that have been registered as an importer in the ECUAPASS system and approved by the National Customs Service of Ecuador (SENAE, 2017).

The tributes, dealing in the importation of a product are:

1. Advalorem (Tariff Charged to Goods): Which are those established by the competent authority, consisting of percentages according to the type of merchandise applied on the sum of the Cost, Insurance and Freight (taxable basis of the import)
2. FODINFA (Development Fund for Children): Applies to 0.5% on the tax base of the import.
3. ICE (Tax on Special Consumption): Percentage that varies, depending on the goods and services to be imported).
4. VAT (Value Added Tax): Is 12% on the Taxable Base + Advalorem + FODINFA + ICE

That is, to face an import, the importer must face four taxes; the product that is required to be imported is tooth whitening, which is subject to the Advalorem, FODINFA and VAT tax.

## **1.6. Technological Factors**

Within the dental area, the technological is the key, since, in factor of recent years, technology has transformed traditional protocols, for example, from radiology to intraoral scanning. In addition to this, management in the consultants is an influenced. Dentists have had to learn to use management software, thus changing their image.

On the other hand, the supply of the industry is an influenced by technology, as it is mainly oriented to R & D, so, every time you watch products and modernized instruments that improve technical and clinical procedures, work deadlines and the comfort of the client. Likewise, the patient can be more informed and make use of the information available on the internet to learn and get benefits when it requires dental care.

## **1.7. Microenvironment**

### **1.7.1. Market**

The target market on which the structuring of the marketing plan of this work is concerned are the dentists of the city of Cuenca, which, according to the database of the Single Taxpayer Registry, total a total of 1,052, thus forming the market for the commercialization of the oral whitening product. The data obtained through the registry exposed in the database of the Internal Revenue Service (2018), with respect to professionals engaged in dental care activities of a general or specialized nature, consultations and treatment by general or specialized physicians, and private medical services for internal patients. On the other hand, to obtain the data, we proceeded to filter the information by type of activity: general or specialized dental care in the province of Azuay 2018, resulting in a universe of 1,052 professionals dedicated to this activity.

## **1.8. Competence**

### **1.8.1. Direct competition**

The main competitors with respect to the distribution of whitening products in the city of Cuenca they mentioned to Recor Dental & Quimedic S.A., distributor located in Luis Moreno Mora and Francisco Moscoso streets. He has a great career in consulting in the field of dentistry, medical,

clinical and industrial laboratory provides services for the distribution of dental products such as dental whitener: Whiteness HP (Record Dental y Quimedic, 2018).

Another of the distributors that make up the competition is Prodontomed, located on Garcia Moreno and Gonzales Suarez streets, which distribute the aforementioned product. Also, Dental Pérez Aviles CIA. LTDA. It is presented as another potential competitor in the distribution of dental whitener within the city of Cuenca, it is located in the streets Simon Bolívar and Mariano Cueva, the products that distribute the vast majority are belonging to the 3M brand with a great variety of them, highlighting the 3M White & Brite product for teeth whitening.

On the other hand, it is necessary to take into account the distributors that are outside the city of Cuenca, which represent a great competition in the distribution of the product. In this sense, the closeness that exists between Cuenca and Guayaquil makes it necessary to mention the distributors of this city.

Among the most outstanding is "Dental Distri", which is a company responsible for the import of dental products and equipment, with a variety of brands and supplies. This distributor is located on avenue San Jorge 134 in the city of Guayaquil. One of the main products distributed is the Opalescence dental bleach, in presentations of 10, 25, 20 and 35% concentration (DISTRIDENTAL, 2018).

Another distributor of dental products in the city of Guayaquil is KROBALTO, responsible for importing materials and dental equipment from Europe, the US, Brazil, China and Japan. Within its distribution products, you have Lapiss, which is a whitening treatment for dental office (KROBALTO, 2018).

The following table shows the main direct competitors for this business:

**Table 2:** Characteristics of direct competitors in the city of Cuenca

Direct competitor (company)	Characteristics	Products	Prices
<b>Recor Dental and Quimedic S.A</b>	Supplier of equipment and supplies within the field of dentistry, medical, laboratory and clinical, in Cuenca	Among others, dental care products are teeth whitening systems.	The corporate website does not show the prices, since were mentioned that they would be specified at the time of purchase.
<b>Prodontomed</b>	Sale of supplies for dentistry.	Whiter Brighter You whitening gel, from Soothe brand.	\$ 35.00 pack of three syringes
<b>Dental Pérez Avilés Cía. Ltda</b>	Representative of the brand 3M dental whitening line in Ecuador.	White & Brite 3M for teeth whitening.	\$ 25.00 pack of 2 syringes and \$ 65.00 in 6-syringe format.

**Author:** Xavier Lara

### 1.8.2. Indirect Competition

The company Guayaquileña KROBALTO distributes home dental whitening material, which represents an indirect competition because the dentist, who is the target market of the project, is no between the producer and the final beneficiary. The home whitening products offered by this distribution company are "CAVEX Bite & White" and "CAVEX Tooth Whitening Pen (KROBALTO, 2018).


Stores dedicated to the sale of cosmetic or pharmaceutical products also offer dental care and whitening products, among the main ones we can mention Farmacias Fybeca, which offer supplies of the EZ-White brand in a presentation of whitening strips that applied directly to the teeth, at a retail price of \$ 53.76. In addition, commercial chains such as Supermaxi, offer oral hygiene products and teeth whitening in different price ranges.

On the other hand, in digital stores such as OLX or “Mercado Libre de Ecuador” where one can find direct sales products to the public, which applied immediately by the user. Among the most prominent is Whitelight Whitening Kit, with price ranges from 5 to 20 dollars; the Dental 360 White Home kit with a price of \$ 34; and the 5 Natural Minute Whitening with a price of 15 dollars.

Indirect competitors are all those products used for tooth whitening, such as: bleaching gel, laser bleaches, mouth rinse fluids, homemade whitening, and whitening system with LED light, among others. The Table 3 specifies certain characteristics of these:

**Table 3:** Characteristics of indirect competitors in the city of Cuenca

Substitute product	Characteristics	Price
	Dental whitening for 8 applications with LED light.	\$29,00
	Professional dental whitening lamp for armchair	\$250,00
	Aqua Jet, oral irrigator, teeth whitening.	\$29,99
	Natural dental bleach Charcoal Activated	\$15,00

	Colgate whitening toothpaste	\$9,29
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**Author:** Xavier Lara

### 1.8.3. Consumers

The product is aimed at professionals in the field of dental health or specialized in Oral Rehabilitation and oral aesthetics, which in their work are intended preserve, prevent, diagnose and provide appropriate treatment for problems affecting the stomatognathic system from the patients. The professional profile of the dentist includes all the knowledge necessary to provide a quality health service in accordance with health and environmental regulations in force in Ecuador, as well as an attitude aimed at updating knowledge, science and technology, in the framework of respect for ethical, social and humanistic principles.

Among the inconveniences that arise in the oral health of patients we find stained teeth. In this context, the work of the dentist is essential since these setbacks cause problems in the physical well-being of the person, as well as in their psychological and social spheres.

The universities of the region such as the University of Cuenca and the Catholic University have a program of academic training for the profession of Dentistry, so each academic period will produce new professionals for the labor market. In addition, it is necessary to emphasize that the dentist will be in charge of acquiring the whitening product from the company that distributes it, however, its use will not be for his own benefit, but for the benefit of the patient. In this sense, the final user of the oral product will be the patient who comes to the medical consultation.

#### 1.8.4. Provider

The supplier of the Power Bleaching product is the Brazilian company BM4. Located in the municipality of Palhoça, state of Santa Catarina, Brazil.

Figure 7. Location map of the company BM4 Brasil Materiais e Instrumentais Ltda.



Source: (Google Maps, 2018)

The Brazilian company is dedicated to the manufacture of materials and instruments of the dental area with state-of-the-art technology. Characterized by debut with the launch of Power Bleaching, a system of tooth whitening

The organization began its activities in 2012 marketing and distributing dental products in the area of bleaching with innovation, safety and quality at a national and international level. Currently, it offers its clients more than 30 products of the BM4 corporate brand. In addition, The Company developed new technologies in the area of resinous compounds, glass ionomers and dental impression materials, in order to offer the best alternative in dental aesthetics.

Figure 8. Product supplier Power Bleaching



Source: (BM4, 2018)

Author: Xavier Lara

### 1.8.5. Interest groups

Currently, business sector organizations focus their strategic objectives on the creation of value, both for shareholders and for all stakeholders or groups of interest, defined as those individuals or legal entities that may have an interest they affected in some way for the activities of the company (Amat & Campa, 2014).

At this point, each interest group identified for the organizations has been briefly were develop. The company requires extensive logistics involving various stakeholders from the process of purchasing supplies to suppliers until the product or a sold to the final customer.

#### a) Owners and shareholders

In the case of private companies, this type of stakeholders refers to the partners or beneficiaries and entrepreneurs, in which case they are interested in the return on investment, residual profit and the success of the sustainable and sustainable company in time and space.

#### **b) Customers**

A customer is any individual of physical or ideal existence that acquires a good or service from an organization in exchange for a consideration with economic value or a monetary sum. In this sense, the clients of this organization they made up of general or specialized dental centers who have an interest and directly affect the achievement of organizational objectives, since the profitability of the company depends on their purchase, as well as on the strategies used to keep the customer as a faithful consumer.

#### **c) Employees**

An employee is a person who makes himself available to a user for a specific time to perform specific functions in exchange for a monetary compensation. One of the exposed stakeholders is the employees, in this type of business the consultant is in sales of the product towards the final customer under dependency relationship; as contracting external services, they made up of logistics consultants, advertising services and technological services responsible for the management and maintenance of the web portal.

#### **d) Suppliers**

Formed by all those who provide a good or service that the organization requires developing its activities. Therefore, this type of business are made up of merchandise suppliers, legal advisors, consultancies, financial institutions supplying capital and operating inputs such as office equipment, computers, furniture and equipment, etc.

#### **e) Competitors**

Competitors are those who offer the same good or service to the target audience of the organization or offer an alternative or substitute product that points to the satisfaction of the same need. For this work, all brands and products aimed at teeth whitening they considered as competitors, among them: liquid whiteners, toothpastes, laser dental treatments and even those domestic or household products such as bicarbonate, for example.

According to Terlozo (2014), stakeholders are the ones that an organization should normally focus on since the achievement of the company's objectives depends on them; however, there are

interested parties that are outside the traditional groups that the company establishes in any relationship with its environment, for example:

- Consumer protection organizations. - In this case, you can see the processes that are required for the sale of products of this type, such as health permits, technical standards, etc.
- Industrial or business chambers. - Ecuadorian American Chamber of Commerce «AMCHAM», a non-profit organization that promotes the commercial flow locally and internationally, promoting businesses of both large and small companies.
- Local community and means of communication. - It can be mentioned that currently the media are highly influenced by virtual platforms and social networks in which the community and users have a great dependence, in such a way, to reach the customer, many company choose to publicize their products and even market them by these means. However, in this case, these means they used to gain positioning in the medium, making known the attributes of the products as a competitive advantage.
- The interest groups will be identified, it is very early to categorize since it is related to the demand of the product, it is tentatively oriented to the potential dealers of the bleach as dental depots, the dentists' school of Cuenca, to the interested consumers and future shareholders of the company.

## **1.9. Conclusions**

Regarding the first chapter, it was analyzed from the macro environment that affects the start-up of a company marketing the product bleaching gel dental power Bleaching, noting that the economic, social, political and technological factors are positive variables that will affect the import of product and its marketing. The internal factors or microenvironment based on the target market, was diagnosed a wide sector characterized by general odontological offices or specialized in Cuenca; however, it was observed that competition is wide, especially of the substitute products that have a presence in the market.

In addition, the main supplier is a consolidated company that has extensive experience in the national and international market. The Brazilian company BM4 is responsible for producing and

distributing consumables for dental treatments made with the highest quality standards. This is the reason why this project identified the opportunity to import the whitening gel product to Ecuador with the purpose of commercializing; due that its clinical tests show efficient results of the treatment and guaranty the quality of the product.

## **CHAPTER II: Market research**

Market research is one of the most important resources offered by economic theory, since it allows companies to approach potential clients and helps to determine the trends in terms of the preferences of the users of a product or service. In addition, they allow identifying the segments, developing new products and observing how the markets change. According to this, a market research related to teeth whitening products was conducted.

### **2.1. Objectives**

Determine the potential demand for the import and sale of Power Bleaching oral whitening for dental offices located in the city of Cuenca.

### **2.2. Methodology**

In order to fulfill the purpose of the research, a descriptive study was carried out that will be explained below:

**Descriptive Study:** A descriptive study is based on observation, without requiring the intervention of the researcher, the object was not manipulated. In this sense, this research methodology offers the possibility of observing everything that happens with the phenomenon in its natural conditions, that is, its objective reality (Salinero, 2004). This research model allowed to identify the target market for the marketing of the Power Bleaching product in the city of Cuenca, and based to establish the size of the market, identify the actions of the competition, as well as the possible behavior of the potential customers to determine their preferences for oral whitening.

However, it should be emphasized that other types of methodologies were also used, which were fundamentally readjust for the research process. Among the complementary studies, exploratory techniques were used, which were useful to determine the possible threats, opportunities, weaknesses and strengths of the import market the product in question. Likewise, a causal

methodology is used to determine the strategies and tactics for the product to reach the target market.

### 2.3. Information gathering techniques

The technique used was the Survey<sup>2</sup>, which included dichotomous questions which have a single answer as an option, and multiple-choice questions, where the respondent had the option to choose more than one alternative. The survey was validated through a pilot test carried out at 10 dental offices located in the city of Cuenca.

### 2.4. Collection and analysis of information

For the collection of information, the survey was applied to a sample of 192 dental offices located in the city of Cuenca, which was obtained from a universe of 1,052 clinics according to the information available in the Unique Taxpayers Registry Database<sup>3</sup>.

To perform the calculation of the sample, a simple random sampling formula they applied as follows:

$$n = \frac{z^2(p * q)(N)}{e^2(N - 1) + z^2(p * q)}$$

Where:

- **N** = Universe of clinics in the city of Cuenca
- **p** = Probability that an event will occur (percentage of reliability)
- **q** = Probability that an event does not occur
- **e** = margin of error allowed
- **Z** = Desired safety levels (for 95%,  $Z = 1.96$ )

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<sup>2</sup> The survey format was visualized in Annex 1.

<sup>3</sup> <http://www.sri.gob.ec/web/guest/RUC>

**Table 4:** Data for the calculation of the sample

Sample	
Z	1,96
P	0,8
Q	0,2
N	1.052
E	5%
N	192

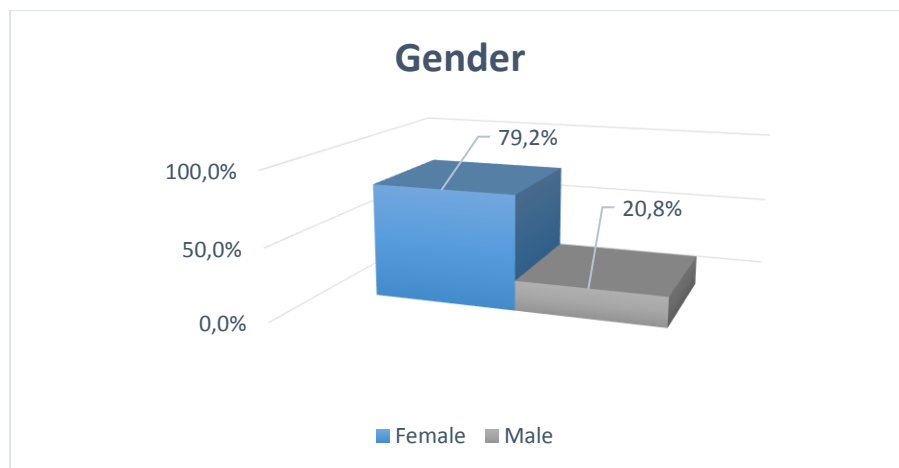
**Author:** Xavier Lara

The information obtained tabulate in the statistical program SPSS version 22, obtaining the following results:

**Table 5:** Distribution of 192 dental surgeries, by gender. Cuenca 2018.

Gender	Frequency	Percentage
Female	152	79,2%
Male	40	20,8%
Total	192	100%

*Figure 9. Distribution of 192 dental surgeries, by gender. Cuenca 2018.*

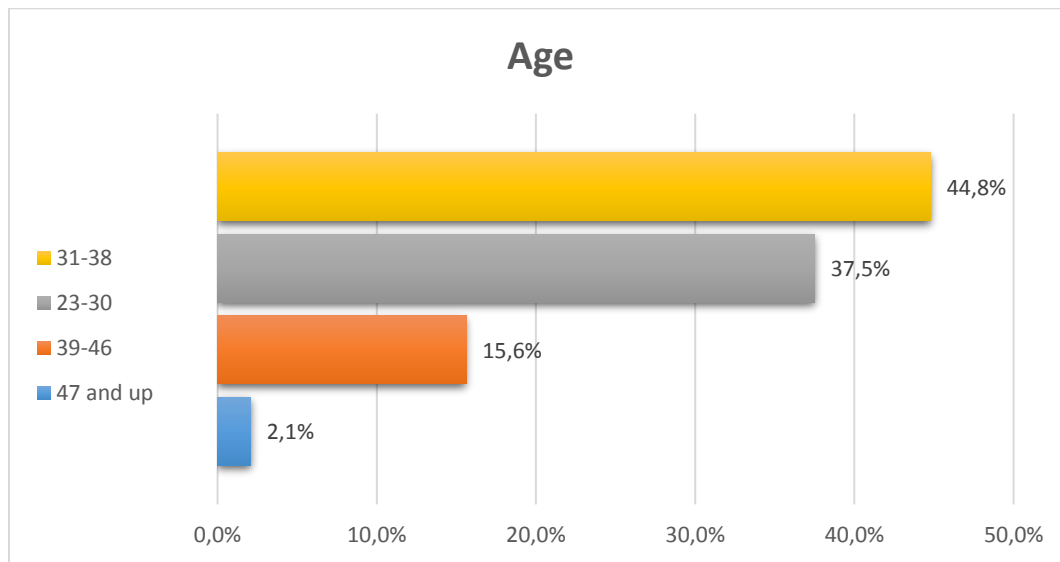


**Source:** Completed surveys

**Author:** Xavier Lara

Figure seven shows that, in the dental offices analyzed in the city of Cuenca, 79.2% are female professionals while 20.8% are male.

Figure 10. Distribution of 192 dental offices, according to age. Cuenca 2018.



**Source:** Completed surveys

**Author:** Xavier Lara

With regard to age, Figure 10 shows that the age group of dentists is mostly in the range of 31 to 38 years representing 44.8% of the total sample; followed by the group of 23 to 30 years with 37.5%. On the other hand, dentists who have an age between 39 to 46 years constitute 15.6%; and, from 47 years on, it is only 2.1%.

It is worth mentioning that the minimum age obtained 23 years old and the maximum of 51, with an average of 32.9 and a standard deviation of 5.04; data that is presented in the following table:

**Table 6:** Distribution of 192 dental offices, according to age. Cuenca 2018.

Age	N	Minimum	Maximum	Mean	Standard deviation
	192	23	51	32.9	5.046
N valid (per list)	192				

**Source:** Completed surveys

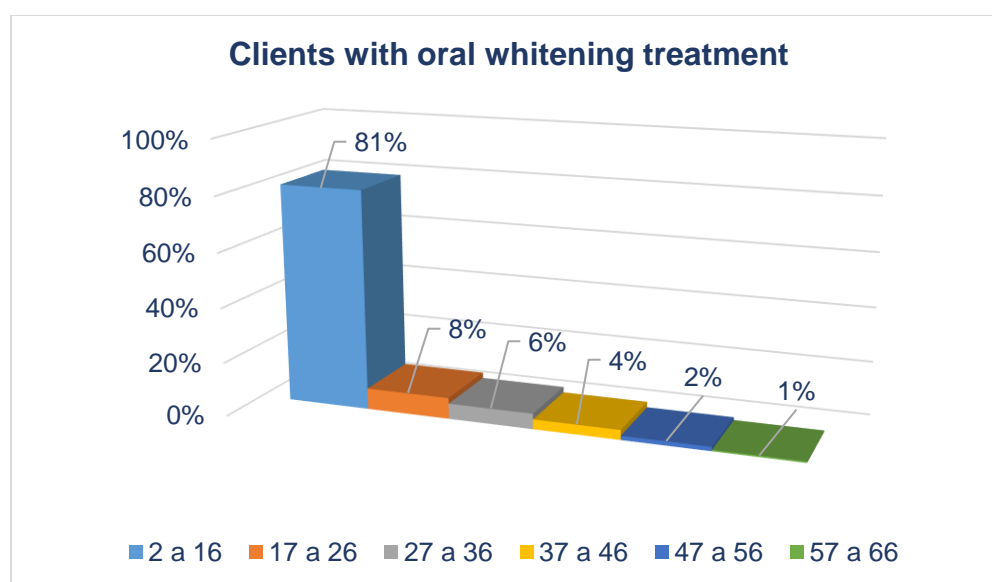
**Author:** Xavier Lara

Therefore, with respect to the sociodemographic variables in which there is greater representation, female professionals (79.2%) with an age between 31 to 38 years (44.8%) are the group that prevail predominantly in the study.

**Table 7:** Distribution of 192 dental offices, according to patients with oral whitening treatment. Cuenca 2018.

In your dental office, how many clients monthly do you perform a treatment that requires oral whitening? (grouped)		Frequency	Percentage
2 a 16	1	155	81%
17 a 26	2	15	8%
27 a 36	3	11	6%
37 a 46	4	7	4%
47 a 56	5	3	2%
57 a 66	6	1	1%

*Figure 11. Distribution of 192 dental offices, according to patients with oral whitening treatment. Cuenca 2018.*

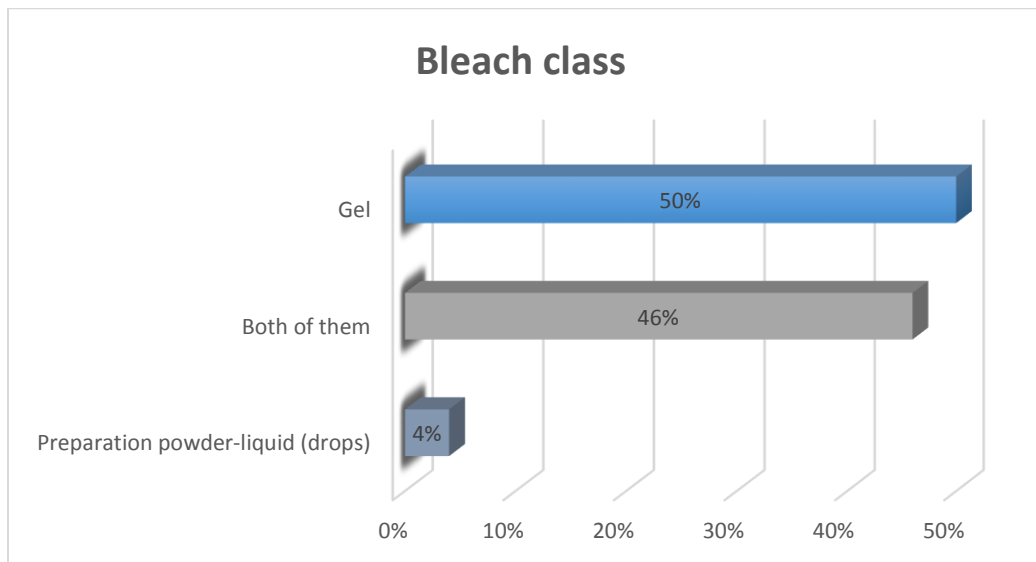


**Source:** Completed surveys

**Author:** Xavier Lara

Figure 11 shows that in the dental offices in which the study was carried out, the number of monthly clients that require oral whitening treatment are in a range of 2 (minimum) to 66 (maximum) patients. Monthly of the majority of the clinics state that the majority of the monthly average of 81% are from 2 to 16 patients with such a requirement. On the other hand, 8% of the clinics serve between 17 and 26 clients; 6% have between 27 to 36; 4% from 37 to 46; 2% from 47 to 56 patients; and finally; 1% performs more than 57 whitening treatments.

Figure 12. Distribution of 192 dental offices, according to type of bleach. Cuenca 2018.

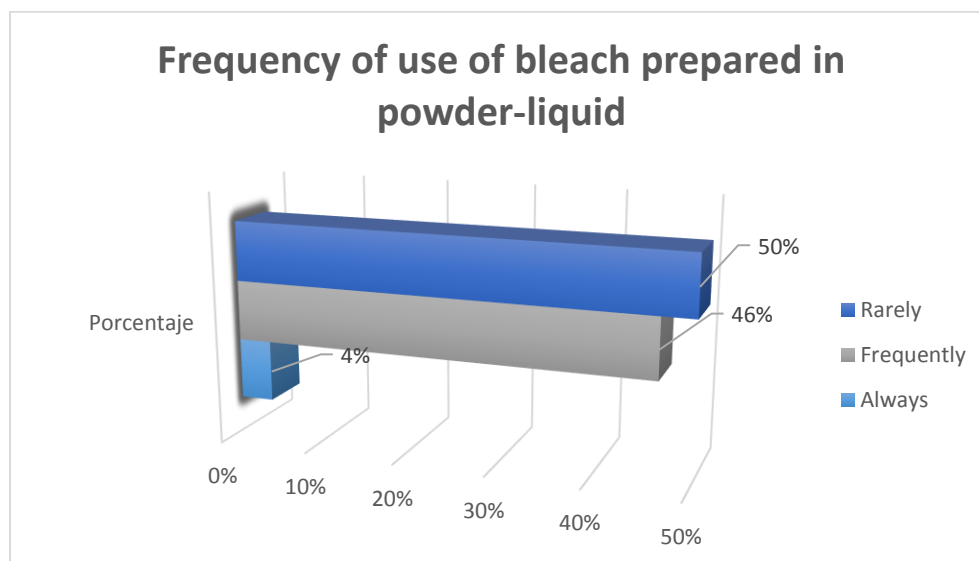


Source: Completed surveys

Author: Xavier Lara

Regarding Chart 10, it they observed that the class of bleaching agent preferred in dental offices for oral treatments, mostly (50%) is in gel; on the other hand, 4% prefer powder-liquid preparation; and, 46% applies both types of bleach.

Figure 13. Distribution of 192 dental surgeries, according to the use of the bleach prepared in powder-liquid Cuenca 2018.

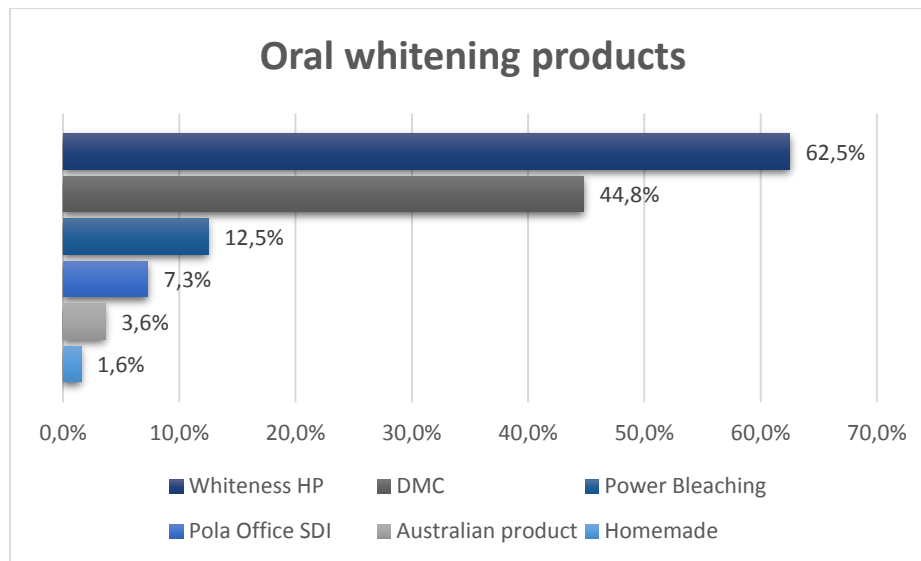


Source: Completed surveys

Author: Xavier Lara

Regarding the use of the bleach of the type Powder-liquid preparation (drops), Figure 13 shows that 50% of dentists rarely use it; on the other hand, 46% use it frequently; and, 4% applies it continuously.

Figure 14. Distribution of 192 dental offices, according to whitening brands. Cuenca 2018



**Source:** Completed surveys

**Author:** Xavier Lara

On the other hand, in Figure 14, it's observed that the oral whitening products most commonly used in the clinics are those of the brands: Whiteness HP, DMC Dentistry, Power Bleaching and Pola Office. Additionally, in a smaller proportion, products of Australian origin and homemade products are used. The results allow us to analyze that Whiteness HP brand bleach is the most purchased by the market, representing 62.5%.

**Table 8:** Distribution of 192 dental offices, according to the use of Power Bleaching bleach. Cuenca 2018.

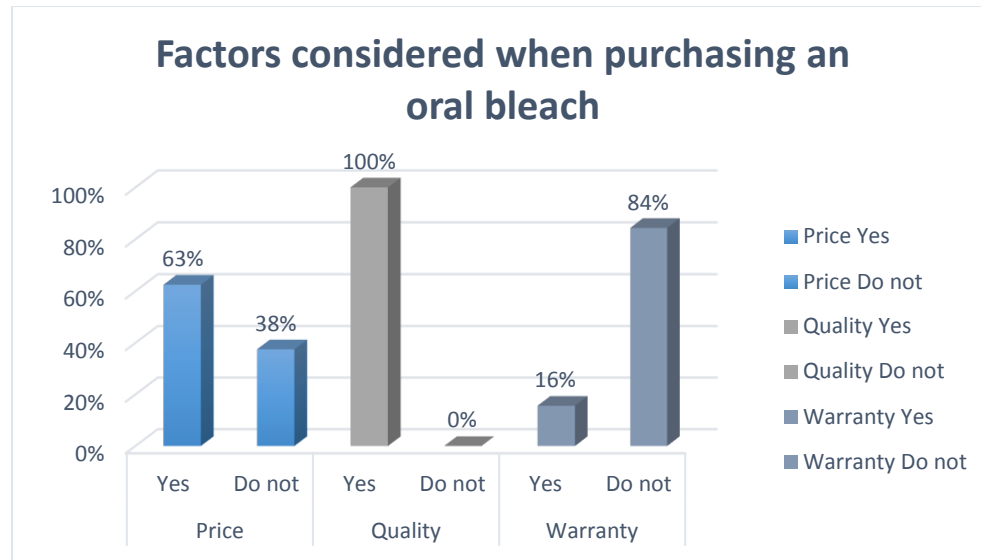
Do you have or know a dental office, or a friend who uses the Power Bleaching bleach?	Frequency	Percentage
Yes	103	54%
Do not	89	46%
Total	192	100%

**Source:** Completed surveys

**Author:** Xavier Lara

In relation to Table 8, or an observed that 54% of dentists have knowledge and use the bleaches of the Power Bleaching brand. On the other hand, they identified that 46% do not use it. In this regard, the data obtained show the latent need to make the product known to the different clinics in order to increase the knowledge about the PB bleach and, with it, to promote the purchase thereof.

*Figure 15. Distribution of 192 dental offices, according to factors considered when purchasing the Power Bleaching bleacher. Cuenca 2018.*



**Source:** Completed surveys

**Author:** Xavier Lara

In Figure 15, it's observed that the factors considered to acquire a product for the treatment of teeth whitening are price, quality and guarantee. In this way, quality represents the most important factor qualified by 100% of dental specialists. On the other hand, 63% take into account the price variable; 38% that does not consider it as a primary factor, is because they consider the guarantee of the product more important. However, only 16% choose the guarantee factor to acquire the dental bleach; in the surveys carried out, the professional doctors state that the guarantee of treatment depends mainly on the patient's diet, but not on the product.

**Table 9:** Distribution of 192 dental offices, according to the disposition to pay for Power Bleaching. Cuenca 2018.

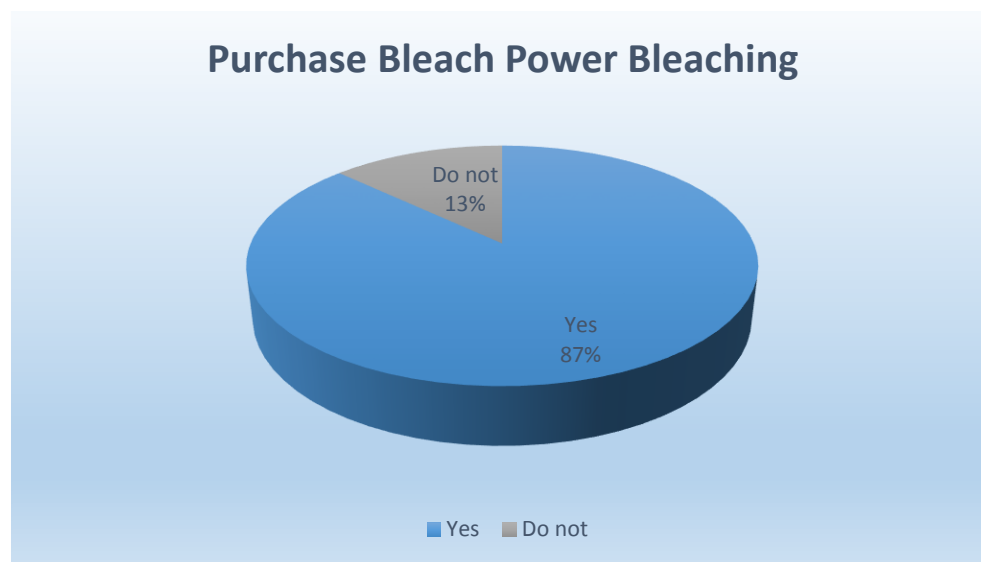
What price would you consider fair to pay for a Power Bleaching whitening unit, considering that its presentation is in syringe?	Frequency	Percentage
\$10 a \$20	103	54%
\$20 a \$25	31	16%
More than \$25	58	30%
Total	192	100%

**Source:** Completed surveys

**Author:** Xavier Lara

On the other hand, Table 9 shows the results on the price willing to pay for the Power Bleaching product; 54% consider paying a value between \$ 10 to \$ 20 USD. From another perspective, 16% would pay a value from \$ 20 to \$ 25 USD; and, 30% would spend more than \$ 25 on the acquisition of each unit.

*Figure 16. Distribution of 192 dental offices, according to the acquisition of the Power Bleaching tooth whitener. Cuenca 2018.*



**Source:** Completed surveys

**Author:** Xavier Lara

To conclude with the results obtained from the study, Figure 16 identifies that 87% of the dental offices are willing to acquire the Bleach Power Bleaching and sell it at the price and indicated factors. In contrast, 13% mention the opposite. These results were positive, since there is a high index for product demand.

## 2.5. Projection of demand and supply

### 2.5.1. Demand

In the study, the demand projection corresponds to the target market determined by the dental offices registered in the Single Taxpayers Registry and classified according to "Activities of general or specialized dental care, private offices, groups, and outpatient clinics, clinics attached to companies and in the patients' own homes". The information results in a total of 1.052 consulting rooms, forming the target market for the commercialization of the oral whitening product.

To determine the potential demand, the percentage of acceptance that the surveyed professionals would be willing to acquire the product was applied, that is, 87%, data identified in question 9 of the questionnaire. Under this context, the potential demand for the commercialization of bleach is as follows:

**Table 10:** Determination of potential demand

Target market	1,052	Dental offices of the city of Cuenca, classified by general and specialized dental care activities.
Acceptance percentage	0.87	% identified with the application of the questionnaire.
Potential demand	Target market * acceptance percentage	Calculation formula
Potential demand	915	Prospective customers

**Author:** Xavier Lara

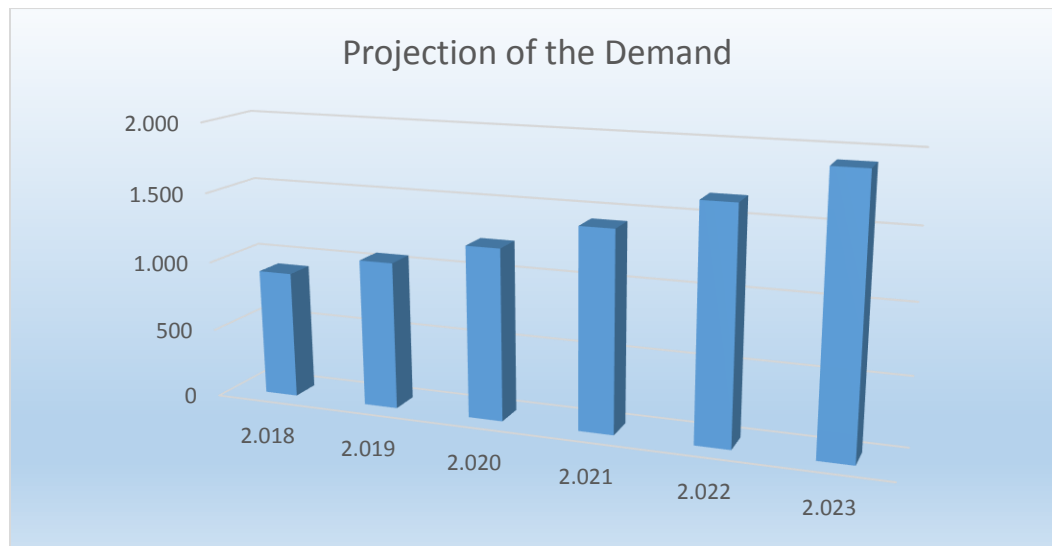
Based on this information, demand is projected considering a growth rate of dental offices registered in 2016 and 2017, generating an average of 0.16. Additionally, to obtain the projection, the population growth formula was applied:  $P = Po(1 + r)^n$

Where:

- ✓ Po: initial population 915
- ✓ r: growth ratio 0.16
- ✓ n: period

It was estimated that from the first year there would be 915 offices as potential demand for dental whitener, which will increase by 2023 to 1,922 prospective clients. The following graph illustrates the expected demand projection.

Figure 17. Projected demand



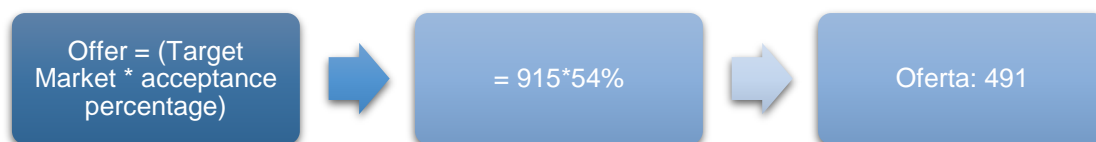
Author: Xavier Lara

### 2.5.2. Offer

To obtain the offer, the percentage of professional dentists who have acquired or know among their colleagues or colleagues the use of Power Bleaching bleach, corresponding to the questionnaire question: Do you have or know any dental office, or friend who uses the Bleach Power Bleaching?

The result is 54%, which is equivalent to the amount that the competition has received; and, therefore, constitutes the offer for this study.

Figure 18. Determination of the offer



Author: Xavier Lara

On the other hand, in order to carry out the projection of the offer, the growth rate of dental establishments registered in RUC (0.16) and the formula for population growth exposed in the calculation of projected demand has been considered.

**Table 11:** Projected offer of Power Bleaching

Projection of the offer		
Po	491	
R	0.16	
Ref.	Year	Offer
0	2.018	491
1	2.019	569
2	2.020	661
3	2.021	766
4	2.022	889
5	2.023	1.031

**Author:** Xavier Lara

## 2.6. Target market

According to Sulser and Pedroza (2004), the target-market forms part of the selected market for the offer of a good or service that a specific company commercializes, and for which, a marketing plan is elaborated, in order to achieve the Corporate goals.

In this regard, the target market for the product Bleaching Power Bleaching, is made up of professionals who carry out dental care activities of a general nature or specialized in private practices, groups, clinics and their own homes. Specifically, the market niche to which I intended to capture the composed of unattended demand in the city of Cuenca, which are established below in the Table 12.

**Table 12:** Potential demand unattended

Year	Demand	Offer	Potential demand unattended
2.018	915	491	424
2.019	1.061	569	492
2.020	1.231	661	571
2.021	1.428	766	662
2.022	1.657	889	768
2.023	1.922	1.031	891

**Author:** Xavier Lara

In Table 12, I observed that the potential clients that the project could capture in the year 2.018 would be 424 dentist doctors, and if the trend continues for the year 2.023 it would reach 821 clients.

However, to start the commercial activity I estimated to capture at least 50% of said demand, which gives a result of 212 customers for the first year.

## 2.7. SWOT

The SWOT analysis allows identifying the strengths, opportunities, weaknesses and threats existing in the internal market for the introduction of a company or a product, in this case, of the Power Bleaching whitening product; based on the results obtained from the market research, the following table 13 is showing the indicators of these four analysis factors.

**Table 13:** SWOT Analysis

<u><b>Strengths</b></u>	<u><b>Opportunities</b></u>
<ul style="list-style-type: none"> <li>• Innovative product for teeth whitening, which presents a high degree of quality and various advantages in its use.</li> <li>• It can be used in offices for dental and aesthetic treatments, or it can be for home use, which can expand its spectrum of sale in the market</li> <li>• Use without gingival barrier, which provides an advantage to brands that need support from other implements for proper operation.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in importing the Product.</li> <li>• Ease of accessing funding sources.</li> <li>• Growth in the demand for dental and aesthetic care.</li> <li>• Knowledge to position the product in the market.</li> <li>• Growth in the number of dental offices every year.</li> <li>• Constant professionalization of dental personnel</li> </ul>

<ul style="list-style-type: none"> <li>• Avoid the demineralization of enamel.</li> </ul>	
<b><u>Weaknesses</u></b> High level of direct competition. High level of indirect competition. Delivery time of the product	<b><u>Threats</u></b> Substitute products. Products at low costs. Disinterest of people in terms of dental aesthetics.

**Author:** Xavier Lara

## 2.8. Conclusions

Regarding Chapter II, it was concluded that the market investigation resulted in the application of a study in which surveys they conducted to the target market, made up of the representative sample of the dental offices located in the city of Cuenca. Among the most relevant results of the collection of information is that 54% of the clinics located in the city make use of gel whitening agents from the Power Bleaching brand, in addition, 87% of the dental offices are willing to acquire the Power bleach. Bleaching and selling it at the price and indicated factors. In this way it has been estimated that for the first year of operations the project will have a target market of 424 dentist doctors, of which, is expected to capture at least 50%.

### **CHAPTER III: Marketing Plan**

The Marketing Plan represents the way in which a product or service will be marketed in the market, with the purpose of establishing management activities on the ability of a product to attract customers (Parmerlee, 2000).

The design of the Marketing Plan of the project consists of defining objectives, strategies and activities for the importation, launching and introduction of the Brazilian Bleaching Tool Power Bleaching in the Cuenca market. Having as a target market, the professional dentists and dental offices of the city; that is, 212 clients, identified as the unattended market that has not covered the competition and to whom the strategic measures they directed with the purpose of influencing the purchase of the dental whitener.

#### **3.1. Strategic objectives**

The strategic objectives constitute the global result that an organization or enterprise hopes to achieve after the concrete development and operationalization of its mission and vision. Therefore, the strategic objectives for the launch and introduction of the dental bleach are the following:

##### **General purpose**

Introduce and market the Power Bleaching tooth whitener in the Cuenca market, implementing strategies to position it as a high quality product that covers the need for dental aesthetics of users.

##### **Specific objectives**

- ✓ Capture 50% of the potential unattended demand made up of the dental offices of the city of Cuenca.
- ✓ Increase the use of Power Bleaching teeth whitening by medical dentists, placing it among the main products for the treatment of whitening.
- ✓ Achieve and maintain profitability that allows the coverage of costs and generates the expected profit margin.
- ✓ Develop customer loyalty, as well as preference in the brand.

## **3.2. Addressing the proposal**

### **3.2.1. Diagnostic**

Currently, the success of a dental treatment depends on two parameters, one from the functional perspective and the other from the aesthetic field. According to Rocca (2014), dental aesthetics is increasingly important and concern for patients, in relation to the state and appearance of their teeth, so they require effective treatments to keep them healthy, bright and especially white. Teeth whitening is a popular method that offers to enhance the aesthetics of the teeth and that has a high demand. This information are corroborated with the data obtained in the market study applied to dental clinics in Cuenca, where it was identified that 81% of dentists treat between 2 to 16 patients monthly with whitening treatments.

Among the different treatment options is the use of carbon peroxide, an active ingredient in mouth rinses or toothpastes for tooth whitening by the end user. In this sense, the Power Bleaching bleach brand BM4, contains this component in concentrations clinically evaluated and manufactured with cutting-edge technology, which ensure an effective treatment.

On the other hand, there has been an increase in the number of dental professionals offering their services to the public, which represents a potential market and a latent business opportunity to market said product. In this way, the proposal they aimed at capturing the market segment established through the sale of Power Bleaching bleach using marketing tools.

### **3.2.2. Mission**

Provide the best dental whitening treatments to professionals in the dental area, with quality products, excellent service and support, in order to meet the needs of customers.

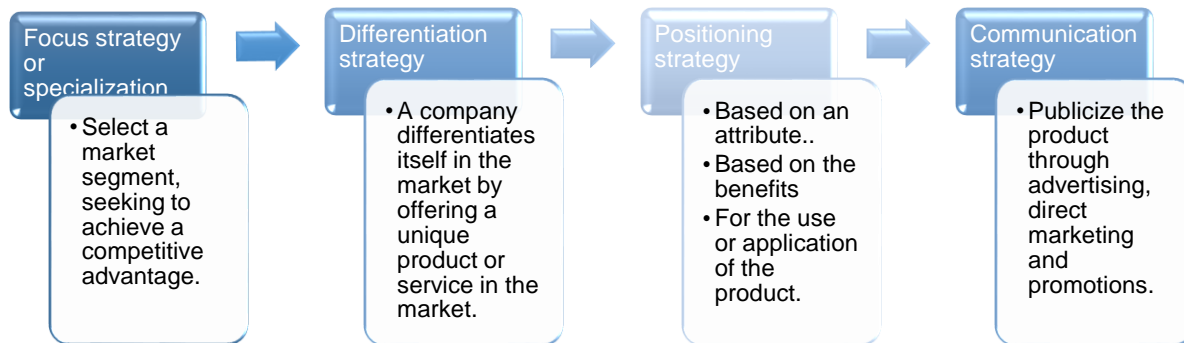
### **3.2.3. View**

To become the largest distribution chain in the city of Cuenca, being leaders in the sale and distribution of dental treatments, providing high quality products with a personalized service to customers.

### 3.3. Strategies

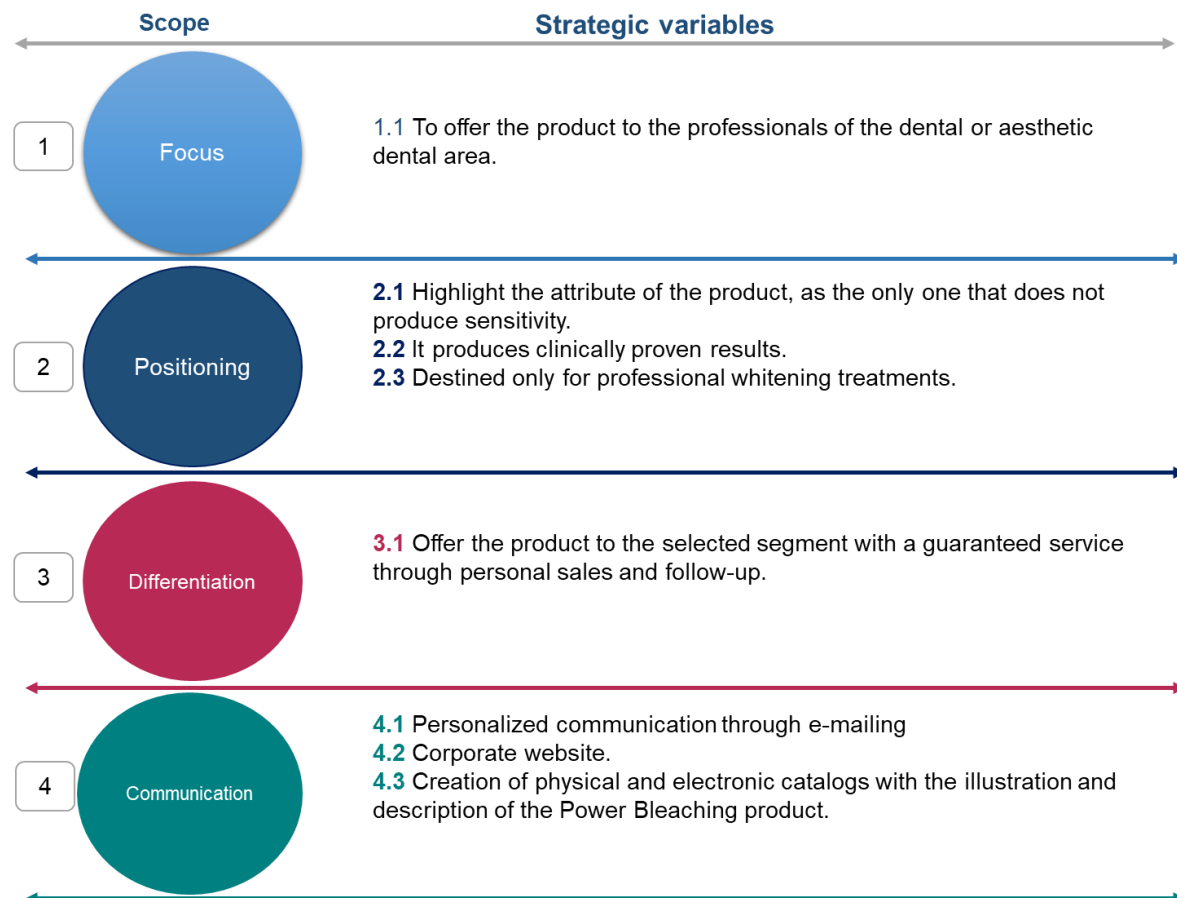
In order to achieve the established objectives, it considers viable to implement four main strategies:

Figure 19. Proposed Strategies for the Marketing Plan



Author: Xavier Lara

Figure 20. Strategic variables of the Marketing Plan



Author: Xavier Lara

### **3.3.1. Segmentation strategy**

The first represents the generic strategy of Michael Porter (2009) which consists of focusing primarily on a specific market segment. In this sense, the directed market of the product is to the health professionals in dentistry who are in the ability to perform aesthetic treatments, as well as for specialists in aesthetic care and oral rehabilitation. To achieve the objective, a database of dentists they created to which the product ore an offered.

### **3.3.2. Differentiation strategy**

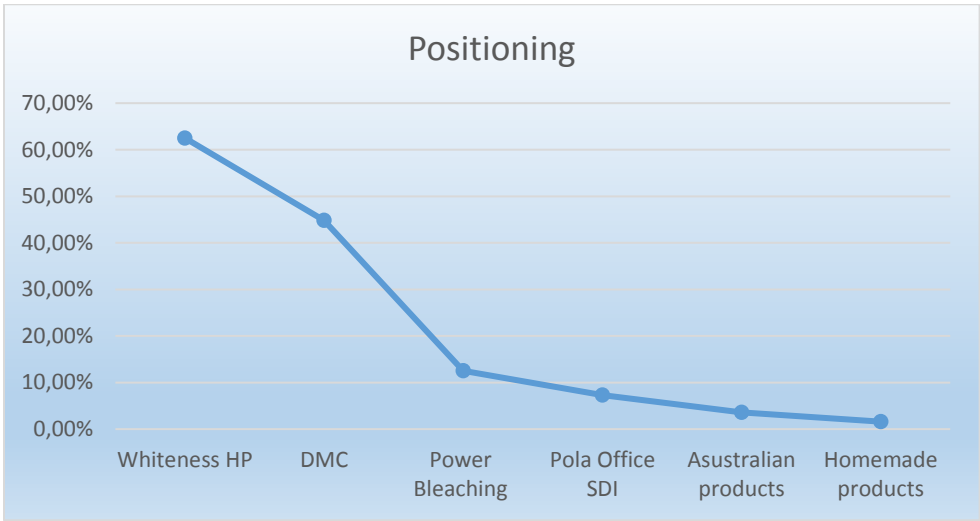
The differentiation strategy allows a product, brand or company to position itself in the market according to the unique services that it can provide to the consumer. For the execution of this strategy, the reservation the consumers made by telephone with the professionals of the field of dentistry and a later visit in their offices, with the aim of showing in practice the benefits and benefits of the product offered.

### **3.3.3. Positioning strategy**

Positioning is the place that a brand or product occupies in the mind of the consumer. According to Serrano (2005), positioning refers to how the product they perceived in relation to the competition, among a set of buyers. Positioning refers to how the product they perceived in relation to the competition, among a set of buyers.

In this sense, when carrying out the market study through the surveys carried out in the offices that were part of the study, it was determined that the Power Bleaching product is in third position as a treatment for the teeth whitening of its patients.

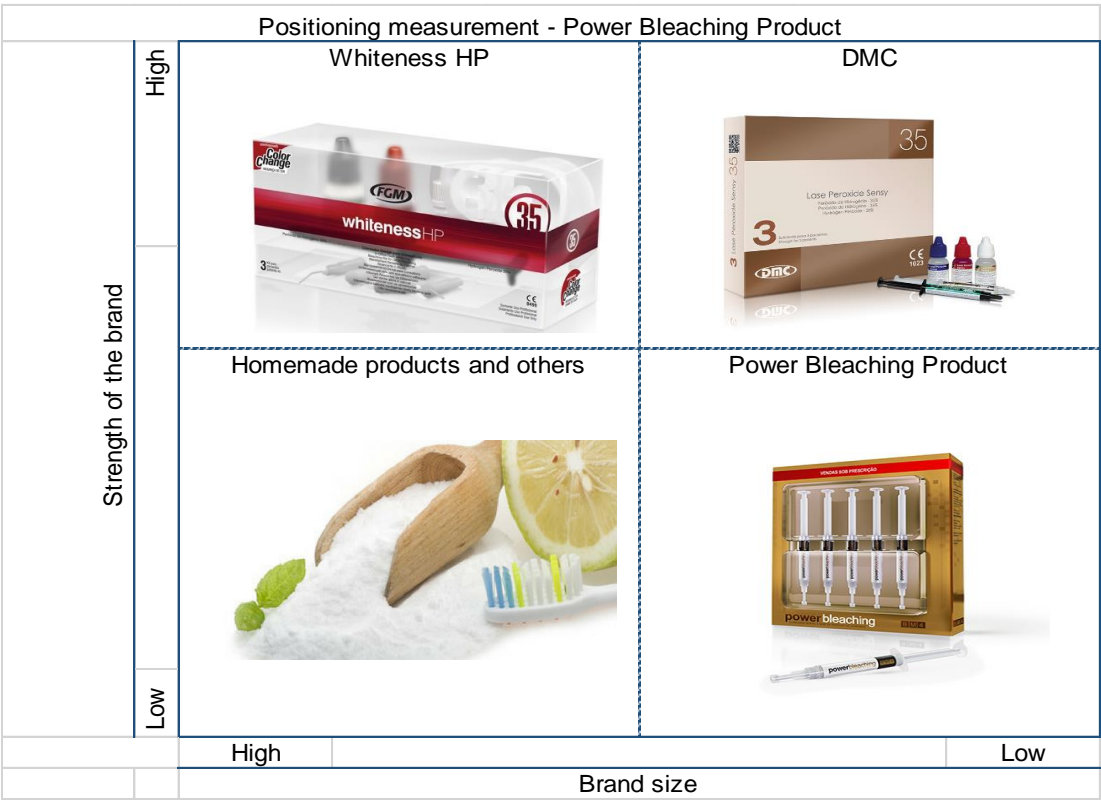
Figure 21. Determination of positioning



Author: Xavier Lara

With the Figure 21, I proceed to determine through the positioning chart that the Power Bleaching product is located in the third quadrant, characterized by a high strength and a short stature, as shown in the following illustration.

Figure 22. Positioning quadrant



Author: Xavier Lara

### 3.3.4. Communication strategy

The communication strategy is focused on the dissemination and socialization of electronic catalogs that provide information to customers about the product; In addition, the creation of a web page containing the chat service will be managed, which will facilitate the communication process between the client and the distribution company in order to solve problems and doubts regarding the product.

## 3.4. Importance of strategies in the Marketing Plan

The Marketing Plan is fundamental to the strategic direction it designs with the aim of achieving specific business objectives. Its importance lies in obtaining tools for managing the marketing mix; that is, product, price, place and promotion, necessary to generate an optimum market share in the launch and introduction of a high quality product in the market of Cuenca.

### 3.4.1. Application of strategies

Once established what strategies they implemented for the launch and introduction of the dental whitener, it should reflect how these strategies or a developed in order to execute an adequate marketing process. Therefore, the following table details the actions that each strategic measure entails.

**Table 14:** Application of the established strategies for the commercialization of the dental bleach

Type of strategy	Strategic variables	Actions
Focus	To offer the product to the professionals of the technological area or dental aesthetics.	Create a database or an updated CRM of registered dentists in the Unique Taxpayer Registry (RUC) system.
Positioning	Highlight attributes benefits and application of the Power Bleaching product.	Develop brochures (See Annex 2) with the presentation of the product highlighting in the information as the only one that does not produce sensitivity and information on the proven clinical results of the product.

		Create and disseminate in social networks the importance of teeth whitening for the aesthetics of the end user, persuading the patient of the treatment requirement.
Differentiation	Offer the product to the selected segment with a guaranteed service through personal sales and follow-up to them	Book an appointment by phone with professional dentists to offer the product.
		Make the personal visit in the dental offices.
		Offer samples of the product
Communication	Personalized communication through e-mailing	Send registered customers in the database, product information through electronic catalogs.
	Corporate website	Create a web page that provides the possibility of online chat to solve doubts or questions from customers.
	Creation of physical and electronic catalogs	Design illustrative catalogs with products since these are available in different flavors and concentrations.
		Send catalogs through emails or personal visits

**Author:** Xavier Lara

In addition to the mentioned strategies, a marketing plan they presented below, in which strategic activities or a designed for the introduction of the company and the launch of the product to the market.

**Table 15:** Marketing strategies

Introduction strategies	Objective	Tactics	Activities	Indicator	Finish	Frequency
Introduction strategy	To achieve that through the introduction of the commercializing company of the bleaching gel, 50% of expected clients are captured	Communication campaign	Facebook and What Sapp social networks will be chosen as means of communication, promoting the Power Bleaching product	Number of subscribers	100	Monthly
Direct marketing strategies	Look for a measurable reaction from the target audience to increase the purchase of the product during the introduction of the product to the market.	Direct message via email (emailing)	Send emails to potential customers with product catalogs and posters.	Number of emails sent	100	Weekly
		Capture the attention of potential customers through multimedia videos	Create videos highlighting the bleaching gel attributes and promote them through the YouTube social network	Number of visits from the YouTube page to multimedia video	500	Monthly
		Direct sells	The sale will be made directly at the offices of the corresponding dental center	80% of the total visits that were made in sales	80%	Bimonthly
Release strategy	Generate a level of positioning in the city of Cuenca as one of the suppliers with the greatest competitive advantage over other companies.	Hold a product launch event	Rent an event room where there will be a conference and / or presentation of the product and the marketing company.	Number of attendees to the event	Increase of 60% in total sales	Annual
			Make a personal invitation to the dental centers of the city to said event.			
			Create content on social networks that are compatible about the event that will be held			

		Pre-launch draw	Make known in the invitation that in the event there will be a raffle of several teeth whitening kits.	Number of winners		
Public relations strategy	Build trust in the customer and get loyal customers to the brand and company.	Word of mouth advertising	Create a blog in which you can give recommendations and suggestions regarding the purchase of the product.	Number of orders	20% increase in the number of orders	Quarterly
		Events	Attend events that certain organizations carry out in the city such as the Chamber of Commerce, and with it, publicize the product that the company offers. In addition, this type of strategy is important, since the employer will be aware of the latest trends in the sector in which it competes.	Number of events attended	Greater positioning with respect to the competition	Biannual
		Social networks	Share attractive content daily for the client, and in this way, generate more subscribers and therefore more positioning,	Increase in subscribers		

**Author:** Xavier Lara

### 3.5. Marketing Mix

According to La Calle (2014), the marketing mix groups all the decisions and marketing actions taken to ensure the success of a good or service. In this way, the components of the model are:

- Product policy: designates the selection of the characteristics related to the product proposed by the company.
- Price policy: defines the amount that the consumer must spend to acquire the product, payment methods, credit conditions, etc.
- Distribution policy: distribution circuits, location, transport, logistics.
- Promotion policy: sales, advertising and promotion.

#### 3.5.1. Product

The product demanded is the Power Bleaching bleach of the Brazilian brand BM4 either in 16% concentration, natural or in its various aromas such as orange or mint.

*Figure 23. Power Bleaching at 16% in its different aromas*



**Source:** (BM4, 2018)

**Author:** Xavier Lara

#### Benefits

Teeth whitening is a treatment of the area of dental aesthetics, which has the purpose of clarifying the tone of the teeth or lost tonality, allows to eliminate the stains and providing a pleasant appearance. However, one of the risks of bleaches is that it produces sensitivity in the teeth.

The Power Bleaching whitening gel has the advantage of not producing this sensation; in its components is potassium oxalate, as a desensitizing agent. The clinical studies of the manufacturer

support the information; after three years of clinical studies coordinated by Professor Baratieri, it they known that the whitening gel has the lowest sensitivity index during and after its application.

### **Application technique**

1. Mouth cleaning
2. Registration of tooth color
3. Take impression of the arches with high quality alginate or silicone addition.
4. Obtain the plaster model without palate or the floor of the mouth.
5. With EVA, plates make the guards and cut them, covering the gingival margin.
6. Test the guards in the patient's mouth to perfect them if necessary.
7. Orient the patient how insertion and removal of the guards in the mouth.
8. Show the patient the amount of gel in the space corresponding to each tooth
9. Position the guard with the whitening gel on the teeth
10. Remove excess gel.
11. After using the gel, clean the teeth with water.

Figure 24. How to use the bleaching gel



Source: (BM4, 2018)

### 3.5.2. Price

#### ▪ Installed capacity

To fix the price of the product, the main costs incurred in the importation and acquisition of the product or an established. To do this, the installed capacity was determined in relation to the expected demand, as shown in the following tables.

**Table 16:** Calculation of installed capacity

Market to attend	
Annual unsatisfied demand	424
Percentage of demand that is intended to be achieved	50%
Total annual demand	212
Total monthly demand	18
Installed capacity	

Product	Units / year (per package)	Units / month (per package)
Power Bleaching 16%	184	15

**Author:** Xavier Lara

Table 16 shows that the expected potential demand is 424 customers, of which, it they estimated to capture 50% through the strategies outlined above, considering that it is the first year of commercialization of the product, resulting in 212 customers per year. In this sense, it or an obtained that, the total of units to they sold to cover the demand is 184 packages made up of five syringes each. On the other hand, the installed capacity were calculated based on the demand that will be captured by the percentage of disposition in acquiring the bleach (87%), evidenced in question nine of the questionnaire.

#### ▪ Costs incurred

**Table 17:** Determination of acquisition cost

Acquisition costs		
Product	Acquisition price per package	Unit purchase price
Power Bleaching 16%	51.92	10.38

**Author:** Xavier Lara

Table 17 represents the cost of acquiring the Power Bleaching product from the Brazilian manufacturing company BM4, the price taken as a reference, to which the company sells the product per package (\$ 51.92), composed of 5 syringes or units that constitute a unit constellation of 10.38 per syringe.

**Table 18:** Cost of projected sales

YEAR	1	2	3	4	5
Quantity	184.46	202.91	235.37	273.03	316.72
Unit cost	10.38	12.05	13.97	16.21	18.80

<b>Cost of projected sales</b>	1,915.45	2,444.11	3,288.79	4,425.40	5,954.82
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**Author:** Xavier Lara

Based on the acquisition price, they estimated that the cost of sales for the first year of investment is \$ 1,915.45 projected with a growth rate of 16% that the project or an expected to have.

**Table 19:** Investment in assets and working capital

Tangible fixed assets	
Computer equipment	500.00
<b>Total</b>	<b>500.00</b>
Working capital	
Sales expenses for importation	
Import cost International Postal Mail at FOB price	80.00
IVA 12%	95.77
Fodinfra 0.5%	3.99
Tariff	159.62
<b>Total</b>	<b>339.38</b>
Total inversion	
Tangible fixed assets	500.00
Working capital	339.38
<b>Total</b>	<b>\$839.38</b>

**Author:** Xavier Lara

The commercialization of the product they done as a natural person; the inputs were established as the computer equipment, to structure the web page and the management of the database of the clients. In addition, working capital expenditures represented by the cost of logistics and tariffs for imports were established.

#### ▪ Power Bleaching sale price

**Table 20:** Determination of the price sale

Calculation of the sale price and income	
<b>Total cost</b>	\$ 2,754.83

<b>Amount Power Bleaching</b>	184.4
<b>Unit cost</b>	\$ 14.93
<b>Performance margin</b>	35%
<b>PVP</b>	\$ 20.16
<b>Income</b>	\$ 3,719.02

**Author:** Xavier Lara

Finally, Table 20 shows that with a total cost of \$ 2,754.83, a unit cost of \$ 14.93 per unit (syringe) or an obtained, taking into account all expenses incurred. Under this context, they estimated to obtain a yield margin of 35% over the cost; therefore, the unit sale price is \$ 20.16 per syringe, a price that is within the range of willingness to pay for the demand. These results generate positive income for the first year (\$ 3,719.02) representing a return on investment.

#### ▪ **Methods of payment**

For the client's convenience, they established the following means of payment: cash payment, bank transfer and check. Next, each one is detailed:

- Payment in cash: directly, the customer can make the payment at the time he acquires the product.
- Transfer: the customer can make the payment of his acquisition through the bank, transferring the determined amount to the provider's account number.
- Check: established as a means of payment, only when the purchase amount represents a considerable value.

#### ▪ **Discounts**

When the customer orders 10 or more syringes, a 10% discount of the total value they given. Additionally, it will offer a 5% discount for prompt payment or cash.

### **3.5.3. Headquarter**

#### ▪ **Location**

The product is marketed by the author of this graduation project, who will carry out the process of importation and sale in the city of Cuenca. The merchandise will be stored at my store located in downtown of Cuenca.

The home has an adequate warehouse with shelves and adequate temperature for the correct storage of the product. In the same, there is an office, where the management for the process of importation and sale through the website and electronic media.

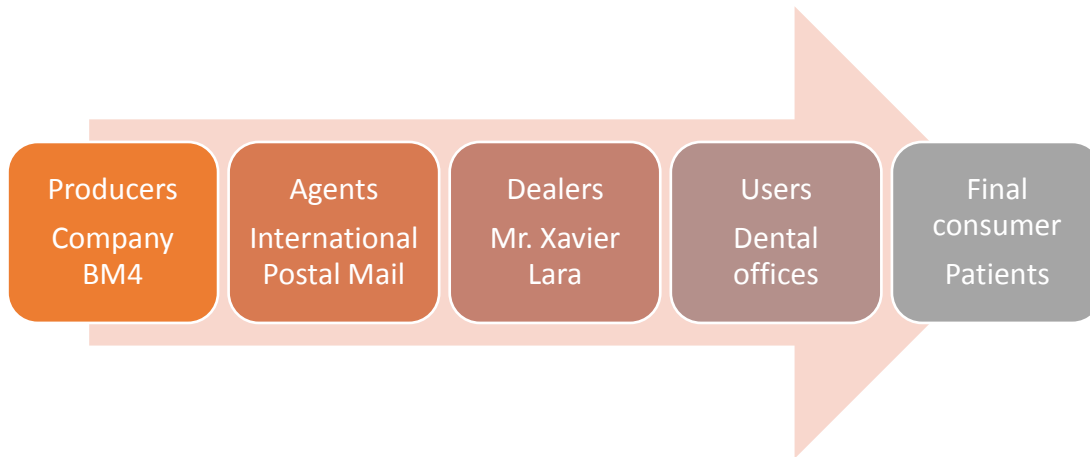
The products they commercialized by personal visits by appointment with the doctor or specialist for the sale of the product, which represents a competitive advantage for the company, since the client will take care of it in a personalized way.

As mentioned above, the place where the logistics of the company will operate will be at the address of the natural person, who has the necessary infrastructure to store the product, on the other hand, to carry out the legal representation of the company. A room for the offices they rented and the clients they assisted, to carry out the operative activities such as, purchase the administration of the business, the payment of suppliers, marketing actions and payment of employees, counting on a sales advisor and will help to distribute the merchandise to the dental centers of the city, among other activities.

#### ▪ **Distribution channel**

According to Flórez (2015), the distribution channel is conforming by intermediaries that guide the product to the final consumer. In this context, the distribution channel for the dental whitener is Producers - agents - distributors - users - final consumer. In fact, the producers represent the Brazilian company (supplier); the intermediary agents (border importer agent) are the company contracted to bring product to the destination; on the other hand, the distributors in this case will commercialize the product; and, finally, the final users to who the product is oriented.

Figure 25. Distribution channel

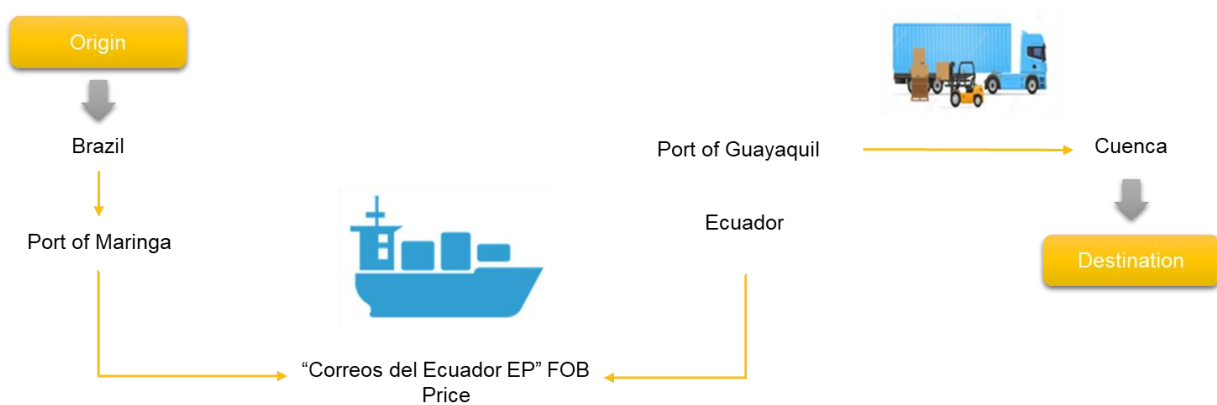


**Author:** Xavier Lara

### ▪ Logistics

The logistics process to import the dental bleach starts with the order to BM4, is in charge to send the merchandise by land to the international logistics operator and is responsible to sending the goods from the port of Maringa of Brazil to the Port of Guayaquil in Ecuador. Subsequently, the company sends the product by land transportation to the city of Cuenca and the recipient must remove the merchandise from the agencies located in the city.

Figure 26. Logistics process for the distribution of the dental bleach

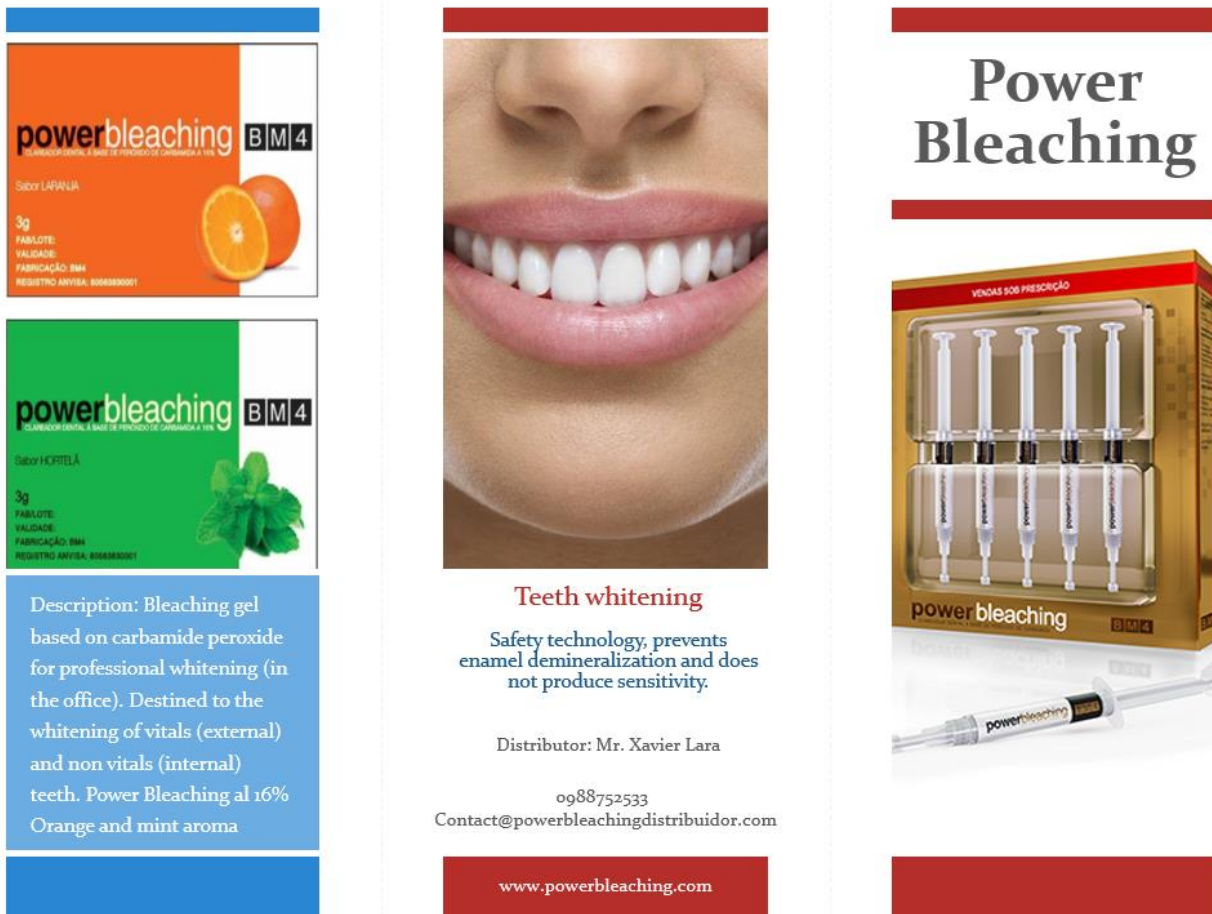


**Author:** Xavier Lara

### 3.5.4. Promotion

The promotional activities consist of creating a web page to reach the customer, as well as a database to record the demand and thereby publicize the product by creating catalogs and computer brochures that or a sent, either electronically or physically to the dentists of the city.

Figure 27. Power-Bleaching Catalog



The catalog is divided into three main vertical sections. The left section features two product boxes: an orange one for 'Sabor LARANJA' (Orange) and a green one for 'Sabor MENTOL' (Mint). Each box is labeled 'powerbleaching BM 4' and '3g'. Below these is a blue box with the following text: 'Description: Bleaching gel based on carbamide peroxide for professional whitening (in the office). Destined to the whitening of vitals (external) and non vitals (internal) teeth. Power Bleaching al 16% Orange and mint aroma'. The middle section features a close-up of a smiling mouth with white teeth. Below the image is the text 'Teeth whitening' in red, followed by 'Safety technology, prevents enamel demineralization and does not produce sensitivity.' in blue. Below this is the distributor information: 'Distributor: Mr. Xavier Lara', '0988752533', and 'Contact@powerbleachingdistribuidor.com'. At the bottom of this section is a red box with the website 'www.powerbleaching.com'. The right section features a box of 'powerbleaching BM 4' syringes, labeled 'VENDAS SOB PRESCRIÇÃO'. Below the box is a single syringe.

**Author:** Xavier Lara

Managing the strategies proposed in this chapter, the feasibility of the implementation of the marketing plan is facultative, the structure allows in an organized way to execute a process to be beneficial to the company and distributes the whitening product Power Bleaching.

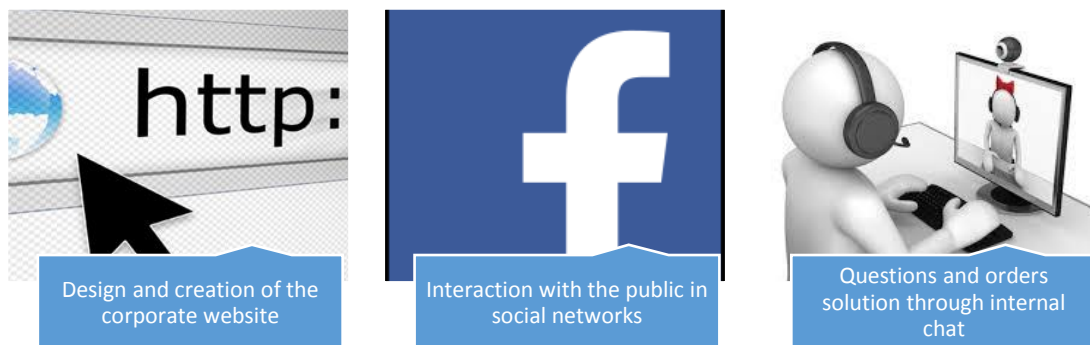
Social networks will interact with the target audience will carry out additional promotions for the sale of Power Bleaching. Creating a Facebook page, making known the benefits for the dental

esthetics of the product that are offered, as well as the product kits in various presentations and concentrations.

Also, not only the product, influencing the population that goes to the dentist and acquires the dental whitening treatment offers with a high guarantee and quality, will induce the interest of the dental centers. As a benefit, with an internal chat implemented on the company's page, additional taking care of the orders and solving the doubts of the customers, considered an added attribute, therefore the clients will not have mobilized to the company's offices to consult the product and order, doing it quickly and conveniently through online tools.

Figure 28 shows a sample of promotional activities that will be carried out.

*Figure 28. Promotional activities for the launch of Power Bleaching.*



**Author:** Xavier Lara

### 3.6. Conclusions

In relation to Chapter III, the main conclusions include to the marketing plan, which begins with the implementation of three general strategies, which aim to identify the market and product to be offered and with it the establishment of strategic actions for the introduction, launch and promotion of the product.

## CHAPTER IV: IMPORT PROCESSES

Every company dedicated to import products from a foreign countries must know perfectly the regulations, regulations and ways of proceeding to carry out the purchase of a product and introduction in the local market. The importance of this fact is that, not knowing the necessary procedures, there may be delays, economic losses, non-fulfillment of deliveries, and lack of resources in the inventory distribution, among others. In this context, the parameters that a company must comply with an order to proceed with the importation of products they presented in a general manner.

### 4.1. Parameters established for import

#### 4.1.1. Requirements to import

To import a dental product must take into account the parameters and standards processed for human use and consumption. These conditions they established in the law and its regulations; one of them is the regulation and sanitary control of medical and dental devices issued by the Ministry of Public Health in 2009. In this regard, the following parameters will be available:

**Table 21:** Import requirements

<b>Certificate of Free Sale</b>	Document in which the health authority of the country where the product is imported guarantees compliance with the technical and legal provisions of the product and its free commercialization in that country.
<b>Sanitary registration</b>	Awarded by the Ministry of Public Health and subject to payment of an enrollment or re-registration fee.
<b>Requirements to obtain sanitary registration</b>	<ul style="list-style-type: none"><li>▪ Product name</li><li>▪ Brand</li><li>▪ Use</li><li>▪ Commercial presentation</li><li>▪ Sterilization method</li><li>▪ Class, group, risk</li><li>▪ Name of the manufacturer, city and country thereof.</li><li>▪ Name of the packer, city and country thereof.</li><li>▪ Name of the laboratory under license and control, city and country.</li><li>▪ Name of the owner of the product, city and country.</li><li>▪ Name of the country where the product is imported</li></ul>

- 
- Name of the applicant for the sanitary registry, address and city.
  - Applicant documentation (RUC)
  - Technical documentation of the product (labels and packaging).
- 

Note: According to Art. 24 of the regulation, dental products must comply with the sanitary registration requirements established for medical devices and their classification corresponding to invasive and non-invasive without being active.

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**Source:** ((Regulation and Sanitary Control of Medical and Dental Devices, 2009), 2009)

**Author:** Xavier Lara

According to the Ecuadorian American Chamber of Commerce "AMCHAM" (2017), to import there are certain elements have to be considered:

- ✓ Have a RUC, as a natural or legal person
- ✓ Obtain the electronic signature certificate to access the ECUAPASS and the Ecuadorian Single Window.
- ✓ Register in the ECUAPASS portal as an importer Containing documents to carry out importation
- ✓ Identify the taxes to be paid

On the other hand, the National Customs Service of Ecuador SENA (2018) states that:

- ✓ All individuals or legal entities, Ecuadorian and foreign, located in the country and that have the ECUAPASS system, and which is approved by the Customs of Ecuador, will be able to import.
- ✓ A RUC must be managed in the SRI, for which an electronic signature granted by the Central Bank of Ecuador or Security Data will be needed, and finally the registration in the ECUAPASS portal.
- ✓ Be informed correctly of the restrictions of products to import. It they consulted in the National Tariff.
- ✓ For the process of customs clearance of the merchandise, the enclosed and supporting documents must be available, including the transport document, the commercial invoice, and the certificate of origin, SENA documents or the foreign trade agency that is required.

On the other hand, regarding tax regulations for imported products, first, in order to determine the extinguishing value of taxes, it is necessary to know the specific tariff subheading of the imported product, which they acquired through the consultation in the portal. Ecuapass website. Second, taxes on foreign trade are customs duties to be, among them are:

- AD-VALOREM: Tariff charged to the goods, established by the competent authority, which consists of a percentage according to the type of merchandise and they applied on the sum of the cost, insurance and freight.
- FODINFA: Development fund for children is one that applies 0.5% on the taxable basis of importation.
- ICE: Tax on special consumption, is a percentage that varies according to the goods and services that are imported.
- IVA: Value added tax, corresponds to 12% on the taxable basis plus Advalorem.

#### **4.2. Determination of logistics**

Logistics or an established through a series of activities in chain and interrelated form, so that, when carrying out one of the logistics activities, it influences the others. For example, the choice of means of transport of the merchandise directly defines the time and conditions in which the product to be delivered is stored in the destination market (Dorta, 2013).

To import teeth whitening units, the "International Postal Mail or Courier with the services provided by the Public Company Correos del Ecuador CDE E.P. Logistic postal services company nationally and internationally with delivery for correspondence and / or parcels with a maximum weight of 30 kg to individuals, legal and corporate (Correos del Ecuador CDE E.P., 2018).

The company Correos del Ecuador, is responsible for the entire logistics process considering that the value to be imported does not exceed the limit established in the regulation, contemplating the specific import tariffs established by the Customs of Ecuador. Additionally, the company is responsible for sending to the addressee of the merchandise, the detail of the tax declaration,

considering the type of intrusive physical gauging and the tariff heading for the product; in this case the starting type is 3306100000 Tooth whitening gel.

The following table shows an example of the detail of payment values in the direct settlement to the National Customs Service of Ecuador SENAE.

**Table 22:** Detail of Taxes values of the direct settlement payment to SENAE

FOB value	xx	Freight value	Xx
Safe value	xx	CIF value	Xx
Anti-dumping	0,00	Ad Valorem	Xx
Fodinfra	0,5%	ICE	0,00
IVA	12%	Procedures / Handling	Xx
Fixed	xx	Total, Collection:	Xx
Total taxes	Xx		

**Source:** (Correos del Ecuador CDE E.P., 2018)

**Author:** Xavier Lara

The company sends the data shown in the previous table of the total merchandise to be imported, the client will make transactions that the company makes, charging 2% for payment procedures; the values at zero, are because the dental whitener is not obliged to incur this payment.

Once the payment is executed, the company communicates electronic ways that is processing the services and the payment request. Otherwise, if not pay taxes or another breach, the merchandise may fall into final abandonment, according to articles 142 and 143 of the COPCI (Organic Code of Production, Trade and Investments, 2013).

### 4.3. Tariff measures

According to the National Customs Service of Ecuador (SENAE, 2017), shipments and imports of packages through the Public Operator of the Official Postal Service of Ecuador or Courier Companies, are classified into six categories:

- Category A: Documents
- Category B: 4 X 4, up to 4 kilograms and \$ 400 per import
- Category C: Up to 50 kg and \$ 2,000
- Category D: Clothing, made-up textiles and footwear.

- Category E: Medicines, only if you present a prescription. Category F: Books and computer equipment

Figure 29. Categories for the importation of packages



CATEGORÍAS DE PAQUETES COURIER		
Categorías	Descripción	Impuestos
<b>A</b>	Correspondencia como documentos, cartas, periódicos, fotografías, etc.	Libre de tributos
<b>B</b>	<b>Paquetes hasta 4 Kg y US\$ 400</b>	Hasta 5 importaciones o \$1.200 por destinatario (Al año) Arancel: \$42 por importación
		Hasta 12 importaciones o \$2.400 por remitente migrante (Al año) Libre de tributos
		Registro de Migrante: <a href="http://www.consuladovirtual.gob.ec">www.consuladovirtual.gob.ec</a>
<b>C</b>	Paquetes de hasta 50 kg y \$2.000 <b>Requiere Documento de Control Previo de acuerdo al producto, excepto INEN</b>	Arancel: Depende del Producto IVA: 12% Fodinfra: 0,5%
<b>D</b>	Prendas de vestir, textiles confeccionados y Calzado hasta 20 Kg y \$2.000 (Requieren INEN, excepto la primera vez al año con un monto de hasta \$500)	Textiles: 10% ADV + US\$5,5 x Kg Calzado: 10% ADV + US\$6 x par IVA: 12% Fodinfra: 0,5%
<b>E</b>	Medicinas (Con receta médica)	Fodinfra: 0,5%
	Equipos ortopédicos, órganos y tejidos, etc. sin fines comerciales	Libre de tributos Artículo 125 COPCI
<b>F</b>	Libros de lectura	Fodinfra: 0,5%

Source: (SENAE, 2017)

Author: Xavier Lara

In this regard, the product to be imported belongs to category C, packages of up to 50 kg and \$ 2000 per shipment, in addition to the requirement of the control document, which, in this case, refers to the sanitary registration and technical data sheet of the product. In this category, the taxes are paid; IVA and Fodinfra.

**Table 23:** Import taxes for the tooth-whitening product

Product	Teeth Whitening Power Bleaching
<b>Classification</b>	Dentifrice
<b>Tariff heading</b>	33061000
<b>Tariff</b>	20%
<b>IVA</b>	12%
<b>Fodinfra</b>	0,5%

Source: (INEN, 2017)

Author: Xavier Lara

#### 4.4. Power Bleaching product to import

The product to be imported is Power Bleaching, a bleach gel based on carbamide peroxide for home use, supervised by a dentist, and available in different concentration presentations (10%, 16%, 22% and 37%). %) in different syringes. The purpose of the product is to whiten vital and non-vital teeth, offering efficient results with maximum comfort during treatment.


Among the main advantages and benefits of the product are:

- a) Its composition has the desensitizing potassium oxalate, clinically proven as not placebo.
- b) The compound is benzene-free, a potential carcinogen.
- c) Its presentation in syringe they evaluated, for three years, in order not to lose oxygen in contact with the external environment.
- d) It is not necessary to mix the product.
- e) They used throughout the validity period after opening the product, as long as it is stored in the refrigerator.
- f) Security technology.

The product that will be imported comes in the presentation of 5 syringes per package at a concentration of 16%, which costs \$ 51.92 USD per package, also each unit of syringe costs of \$ 10.38 paying all the taxes and services. However, the supplier company sells the product per package, not per unit.

In the Figure 30, an example of electronic invoicing of the delivery of Power Bleaching products by the company BM4 observed, in which the unit price of the bleach is specified.

Figure 30. Electronic invoice

<b>BM4</b> <b>BM4-BRASIL MAT. E INST. LTDA.</b> AV.DAS UNIVERSIDADES, 350/445 PEDRA BRANCA PALHOCA SC 88137-315 48-3348-9160		<b>DANFE</b> DOCUMENTO AUXILIAR DE NOTA FISCAL ELETRÔNICA 0 - ENTRADA 1 - SAÍDA <b>Nº 3.739</b> <b>SÉRIE 1</b> <b>Folha 1 de 1</b>		 CHAVE DE ACESSO <b>4216 1210 4782 6200 0110 5500 1000 0037 3910 0003 7290</b> Consulta de autenticidade no portal nacional da NF-e: www.nfe.fazenda.gov.br/portal ou no site da SEFAZ Autorizadora																															
NATUREZA DE OPERAÇÃO <b>Venda de produção do estabelecimento</b>		INSCRIÇÃO ESTADUAL <b>255737343</b>		INSC. ESTADUAL SUBST. TRIBUTÁRIO <b>342160147065230</b>																															
DESTINATÁRIO/REMETENTE NOME/RAZÃO SOCIAL <b>Lorena Elizabeth Carrasco Ortiz</b> ENDEREÇO <b>Av Americas 10-90 Y Abelardo J. Andrade</b> MUNICÍPIO <b>Cuenca</b>		C.N.P.J. <b>000.000.000-00</b> BAIRRO/DISTRITO <b>Cuenca</b> U.F. <b>EX</b>		CEP <b>00000000</b> INSCRIÇÃO ESTADUAL <b>10.478.262/0001-10</b>																															
DATA DA EMISSÃO <b>10/12/2016</b>		DATA DA SAÍDA/ENTRADA <b>10/12/2016</b>		HORA DA SAÍDA <b>10:02</b>																															
<table border="1"> <thead> <tr> <th>NÚMERO</th> <th>VENCIMENTO</th> <th>VALOR</th> <th>NÚMERO</th> <th>VENCIMENTO</th> <th>VALOR</th> <th>NÚMERO</th> <th>VENCIMENTO</th> <th>VALOR</th> <th>NÚMERO</th> <th>VENCIMENTO</th> <th>VALOR</th> <th>NÚMERO</th> <th>VENCIMENTO</th> <th>VALOR</th> </tr> </thead> <tbody> <tr> <td>3739/1</td> <td>09/01/17</td> <td>2.032,62</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>						NÚMERO	VENCIMENTO	VALOR	NÚMERO	VENCIMENTO	VALOR	NÚMERO	VENCIMENTO	VALOR	NÚMERO	VENCIMENTO	VALOR	NÚMERO	VENCIMENTO	VALOR	3739/1	09/01/17	2.032,62												
NÚMERO	VENCIMENTO	VALOR	NÚMERO	VENCIMENTO	VALOR	NÚMERO	VENCIMENTO	VALOR	NÚMERO	VENCIMENTO	VALOR	NÚMERO	VENCIMENTO	VALOR																					
3739/1	09/01/17	2.032,62																																	
<b>CÁLCULO DO IMPOSTO</b>																																			
BASE DE CÁLCULO DO ICMS <b>0,00</b>		VALOR DO ICMS <b>0,00</b>		VALOR ICMS DESONERADO <b>0,00</b>																															
VALOR DO ICMS ST <b>0,00</b>		VALOR DO ICMS <b>0,00</b>		VALOR TOTAL DOS PRODUTOS <b>1.726,62</b>																															
VALOR DO FRETE <b>306,00</b>		VALOR DO SEGURO <b>0,00</b>		DESCONTO <b>0,00</b>																															
OUTRAS DESPESAS ACESSÓRIAS <b>0,00</b>		VALOR DO IPI <b>0,00</b>		VALOR TOTAL DA NOTA <b>2.032,62</b>																															
<b>TRANSPORTADOR/VOLUMES TRANSPORTADOS</b>																																			
NOME/RAZÃO SOCIAL <b>Empresa Brasileira de Correios e Telegrafos</b>		FRETE POR CONTA <b>0-EMITENTE</b>		CÓDIGO ANTT <b>0</b>																															
ENDEREÇO <b>Avenida Barão do Rio Branco 240</b>		MUNICÍPIO <b>PALHOCA / SC</b>		PLACA DO VEÍC. <b>SC</b>																															
QUANTIDADE <b>1,00</b>		ESPÉCIE <b>BM4</b>		PESO BRUTO <b>3,10</b>																															
PESO LÍQUIDO <b>3,00</b>																																			
<b>DADOS DO PRODUTO</b>																																			
CÓDIGO PRODUTO	DESCRIÇÃO DOS PRODUTOS	NCM/SH	CST / CSOSN	CFOP	UNID.																														
409	POWER BLEACHING PC 16% KIT HORTELÂ Sér.: Lote: 0528/1016 x6	3306.90.00	041	7.101	Unidad																														
407	POWER BLEACHING PC 16% KIT AÇAI Sér.: Lote: 0685/1016 x6	3306.90.00	041	7.101	Unidad																														

Source: (BM4, 2018)

As observed in Figure 30, the acquisition of 6 packs of 5 syringes each gives a total value of \$ 311.52.

#### 4.4.1. Data sheet

- Product Picture

Figure 31. Illustrative image of the product



Source: (BM4, 2018)

#### ▪ Description

Dental bleaching gel based on carbamide peroxide intended exclusively for professional whitening,

- Universal Nomenclature

Dental Bleaching agent

- Identification code of the universal nomenclature

GMDN – 38785

- Quality-Quantitative Composition

Table 24: Bleach raw components

Raw material	%
Carbamide peroxide	16%
Potassium oxalate	1,5 – 5,0
Sodium fluoride	0,11 – 0,45
Thickener	1,5 – 5,0
Humectant	15-25
Preservative	0,05 – 3,5
Neutralizing	0,5 5,0
Purified water	30,0 – 63,0

Source: (BM4, 2018)

Author: Xavier Lara

- Period of validity

The period of validity of the Power Bleaching product 16% is 2 years as indicated by the stability study.

- Technical specifications

**Table 25:** Technical product attributes

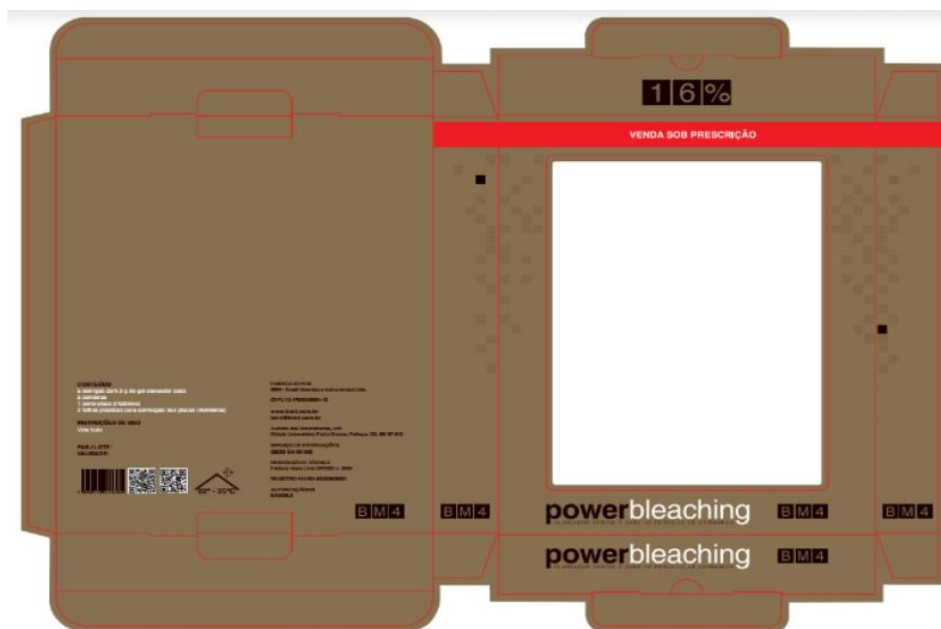
Quality control tests		Policy
Organoleptic characteristics	Transparent gel	Internal
Viscosity	>80 mm <sup>2</sup> /s	Internal-conformable Cup Ford viscometer
PH value	6-7	Internal-conformal pHmeter
Performance	>95%	Internal
Density	Between 0.95 and 1.12g / ml	Internal-compliant Picnometer
Dosage of carbamide peroxide	Between 15.2% and 17.6%	Internal-compliant analytical methodologies
Weight per unit	3 (+-) 0,3 g	Internal

**Source:** (BM4, 2018)

**Author:** Xavier Lara

- Secondary packaging model

*Figure 32. Secondary packaging*



**Source:** (BM4, 2018)

As you can see in this section, there is a whole set of regulations to carry out the import process, so companies must comply fully with all these regulations, in order to avoid setbacks.

#### **4.5. Conclusions**

Finally, the last chapter discusses the main processes for importing Power Bleaching; the product must comply with certain standards of preparation and sanitary registration. Additionally, the attributes that the payment of this product must fulfill were specified, which are divided into AD-VALOREM, FODINFA and IVA tax.

## **Conclusions**

The development of the Marketing Plan to introduce the Power Bleaching tooth whitener in the city of Cuenca, has allowed obtaining the following conclusions:

- At present, the tariff measures and requirements do not limit the import process, but exercise control over the conditions of quality, safety and innocuousness, which, in the case of the product for dental aesthetics, is necessary. On the other hand, the market study reflects a high level of readiness to acquire the product, which makes the commercialization activity attractive.
- It was determined that there is a competitive market both at the level of the country and at the level of the city of Cuenca, which has a wide variety of companies that distribute products for dental hygiene, as well as dental supplies.
- As a result of the investigation, it could be seen that there is an indirect competition in digital stores and physical stores that offer bleaching products for home use, at low prices, which is a dangerous competition for the company.
- I identified as potential clients professional dentists classified by general or specialized dental care activity, whose offices are private, collective, clinics attached to companies or their own homes. This market or a selected considering that the product they intended for professional whitening (in the office) or supervised by a professional in the area.
- In addition, it was specified through the results of the surveys carried out at the dental offices, that 54% of Dentists used the brand of Bleaching Power Bleaching dental, which shows that the brand already has a position in the market.
- The dental aesthetics represents a growing segment, since, in the field study they obtained that 81% of the clinics analyzed, have a range of patients between 2 and 16 monthly requesting treatment. In this regard, the preferred products used for this purpose are Whiteness HP, DMC, Power Bleaching and Pola Office, among the main ones.
- The research shows that the objectives set out in the marketing plan can be achieved within a year as the product can be positioned in a majority way in the market composed of unattended demand, since it offers quality and benefits to the health of patients who come for dental whitening treatments.

- The application techniques offered by the Power Bleaching product are a tool that will help its promotion and preference on the part of the consumer, since as previously stated, most users prefer to use gel bleach due to the comfort that provides
- It is important to know all the processes, regulations and regulations that exist at the time of importing a product from abroad, since any inconvenience caused by negligence or ignorance of the law will economically affect the company responsible for the distribution of the product of teeth whitening.
- This project has the purpose of distributing the Power Bleaching product to the dentists that make up the anticipated demand, intended to import the merchandise of the Brazilian company BM4 that owns Power Bleaching. With this, the distribution circuit selected is the long indirect channel, consisting of: the manufacturing company, the intermediary agents, the distributor, and finally, the user.
- In this sense, to introduce the product in such a way as to generate a return on investment, various classification strategies have been chosen: focus, positioning, differentiation and communication.

### **Recommendations**

Considering the position that the Power Bleaching teeth whitener occupies in the market, the recommendations are aimed at:

- Increase marketing through strategies that create awareness and highlight the attributes and benefits present in this type of teeth whitening such as: minimization the possibility of producing sensitivity in the teeth, during and after treatment; the clinical studies that support the information, the proven effective results, among others.
- The process of importing and selling the product projects income higher than the initial investment; therefore, I recommended to set up a company with trained personnel to specialize in the area and cover most of the expected demand.
- Offer discounts for prompt payment or cash payment to customer's acquisition, in this way, the introduction of the product would compete with the rest until the proper positioning is gained placing itself in the first position among the set of bleachers of the competition.
- Finally, it is recommended when executing the project, the strategies and activities planned for the Marketing Plan are followed up in a timely manner. Additionally, be informed and participate in fairs or exhibitions of innovative products in order to give greater presence to the product.

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