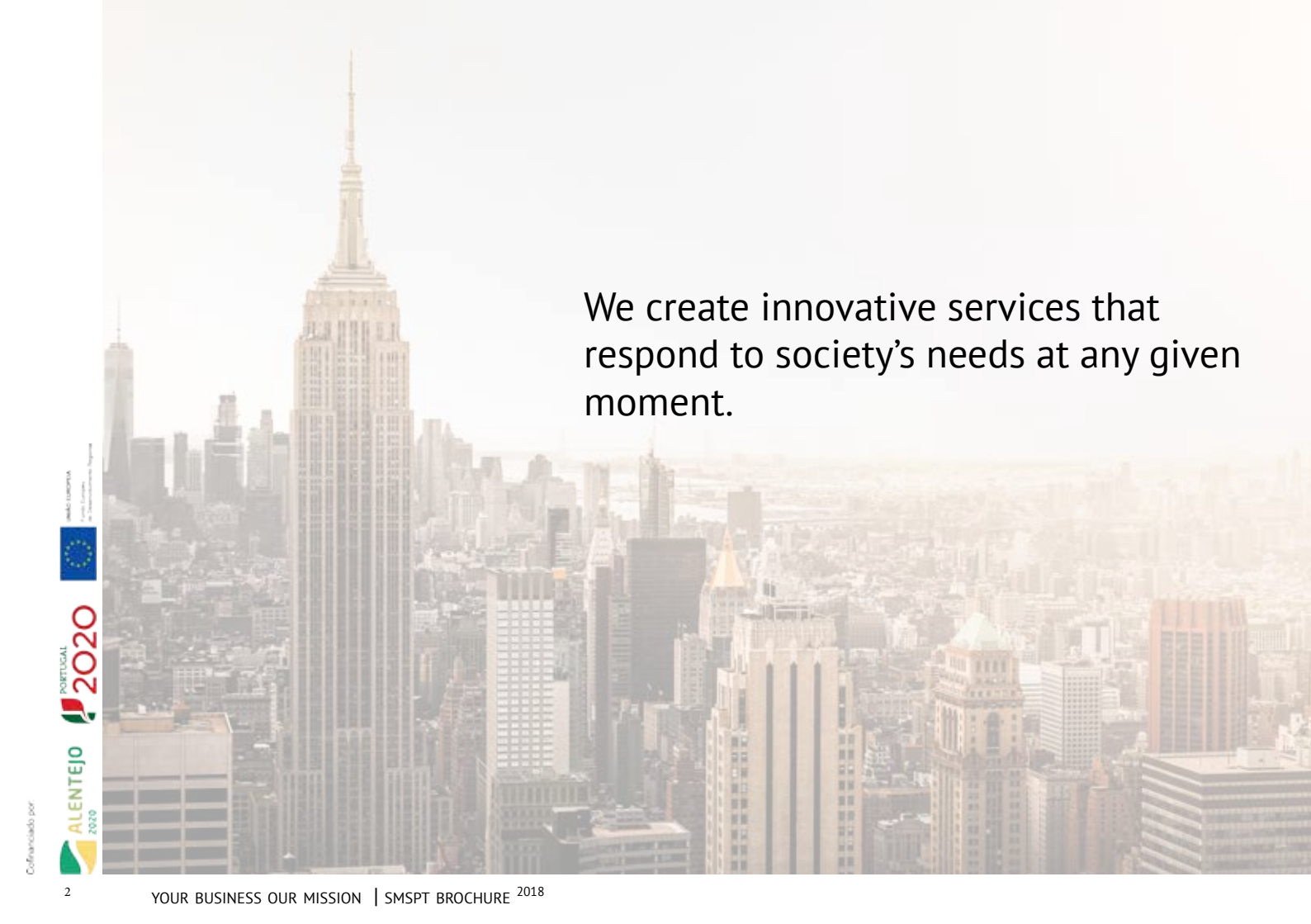




# High Technology Brand Representation 2018



We create innovative services that respond to society's needs at any given moment.

# ABOUT WHO WE ARE

SMSPT, Sales & Marketing Services, Lda was established in 2017. It has since operated as a consulting firm specifically for Portuguese companies. However the main goal is to look for other companies to represent in the Portuguese Market as a consultant for Sales & Marketing Services.

SMSPT, Lda was created with the aim of acting on a global scale, presenting itself as an innovative company that intends to internationalize itself in the sense of seeking to obtain the maximum benefits of the business model that it intends to develop and of the innovation that its services presented.



# MESSAGE FROM CEO

Since I created **SMSPT LDA**, SALES AND MARKETING SERVICES, LDA a lot has been done to expand the activity of this company. We have attended fairs all over the world to present our company and specialized services, made hundreds of business contacts and meetings with potential partners and customers/brands and today we can say that “The seed has given fruits”.

Today we are a global company providing services to several multinational companies from Europe to Asia and further growth is expected in the coming years. High quality and professional partners are part of our network to ensure **Outstanding Quality Services**. So, if you see yourself in this amazing and innovative world of partnership, join us.

*Win-Win Business is guaranteed.*



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ALENTEJO  
2020

PORTUGAL  
2020



UNION EUROPEA  
2014-2020  
Ilha de Madeira Regional



**WE  
MAKE YOUR  
BUSINESS  
OUR  
MISSION.**



# POSITIONING

In the Map we are in the South of Europe, but in the market we position ourselves according to your business.

# MISSION

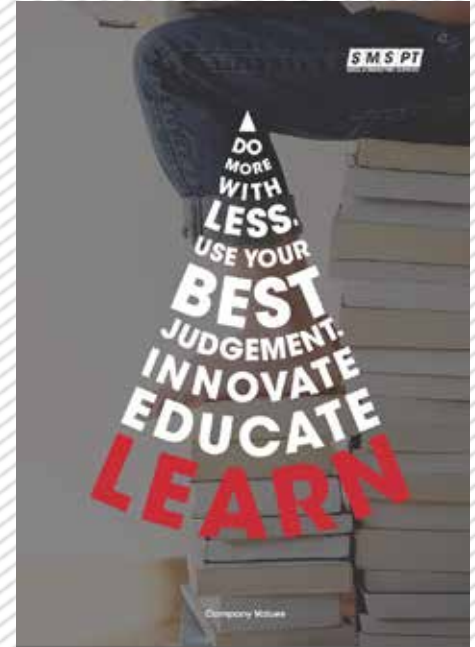
Through a high experience in the business market, multidisciplinary team and contact network, we are the ideal partner for the assessment and development of brands with high technological potential in their target market.



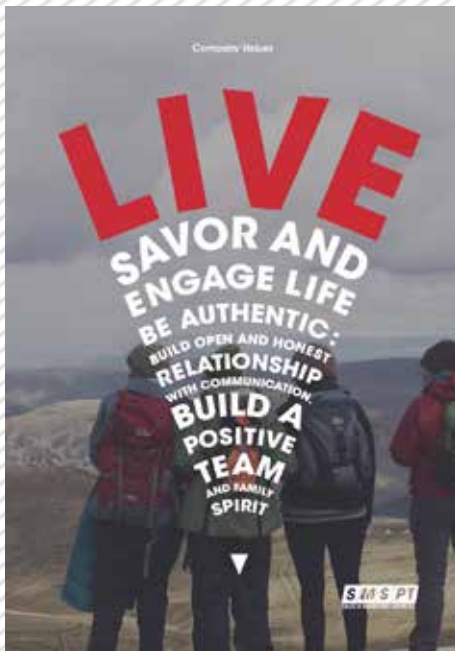
# VISION

Our vision focuses on the creation of innovative Services that respond to the needs of Society at any given moment.

# COMPANY VALUES









**WE  
DO MORE  
THAN  
YOU  
EXPECTED.**



# BRAND REPRESENTATION

Our main goal is the representation and projection of your brand at National and/or International level.



**ONKYO.** *Pioneer* **TEAC.** *Pioneer*



## WHY CHOOSE US?

We represent your brand in the target markets you want. We act as a stakeholder, we are responsible for establishing the bridge between “who” and “where”.

We are a company with strong commercial connections with all the major distribution channels that guarantee a fast and extensive introduction of brands represented in the market.



# PRODUCTS

*Pioneer*



**ONKYO**

**TEAC**

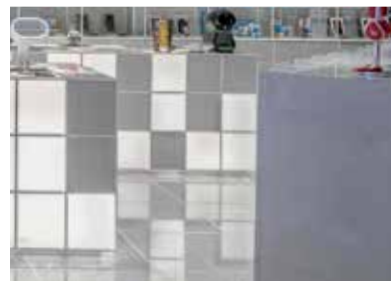
*Pioneer*





# MERCHANDISING

We establish the connection between the point of sale and the consumer with the best merchandising tools. We suggest and adapt the most effective ways of promoting the product/service at the point of sale.





# TRANSLATIONS

Today, one of the common goals of companies is its business expansion in an international level. As such, it is essential to have a good communication capacity between the company and its customers and SMSPT has a wide range of languages that you can count on.

ENGLISH – FRENCH – PORTUGUESE  
SPANISH – GERMAN – RUSSIAN  
MANDARIM



# APP CREATIVITY

SMSPT, Lda is developing a new “focus group” in the virtual environment to promote creativity among the future users in order to help create new ideas for Apps.

Our goal is the creation of a perfect and increasingly largest virtual interaction community for developing the APP that gives the expected outcome to every user at any time.

# BRAND STRATEGY

We have the largest experience in developing different business strategies so that your business has the basis that you need to introduce your products and / or services in the market that you want.

## Strategies States:

### MARKET

Market characteristics, Distribution channels, Geographical positioning, etc.

### PRODUCTS

We analyze the possibility of a wider range of products and innovation characteristics that may facilitate the strategy.

### ENTRY STRATEGY

Once defined the Brand strategy must be implemented and key milestones must be defined to access the execution.

### SWOT

Multidisciplinary analysis internal/external environment to provide accurate results and achieve future improvements.

### BUSINESS

Stablish the correct price positioning and the suitable dealer commercial compensation that may be the key for the business development.







# BRAINSTORMING

SMSPT brings together groups composed by experts and students from all areas in order to cross thoughts and ideas, with the purpose of generating innovative solutions in the market.

Here, no idea is discarded or judged as wrong. We have as a principle to listen, to write down and to analyze all the ideas that came up in the process, until we found a final solution.



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