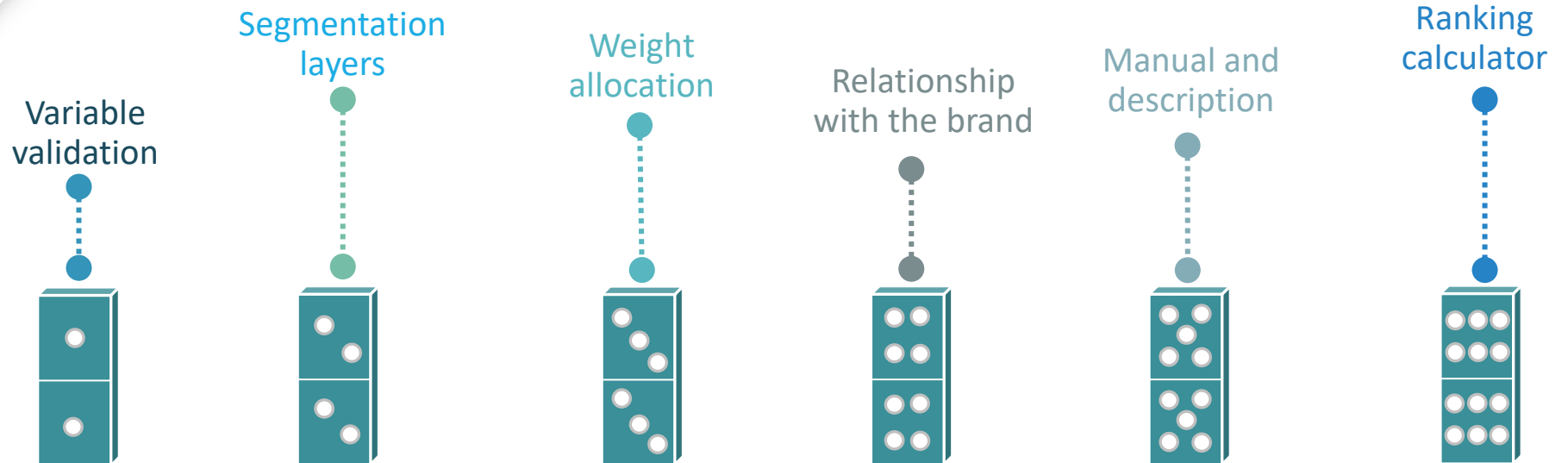




Segmentation process that we follow...

BUSINESS ARCHETYPES



It detects **SEGMENTS** with a business opportunity, and each of them is defined: their psychography, how to address them, detects what they need and what they are looking for. Incorporating the ideologies and secrets of the Mexican in order to understand the potential to growth, how much they are worth and how much they buy.



THE SECRET