

Kategorie produktowe będące przedmiotem zainteresowania firmy Dia Brasil:

HERO		Reg
1	COOKIE/BISCUIT/CRACKER	NT
2	POTATO SNACKS	NT
3	ICE CREAMS	PT
4	CHOCOLATE	NT
5	FRUITS AND VEGETABLES	NT
6	OLIVE OIL / SUNFLOWER OIL	NT
7	TOMATO SAUCE	NT
8	TUNA / SARDINIA	SIF
OPPORTUNITIES		Reg
1	ORAL HYGIENE	LVL1
2	POWDERED MILK	SIF
3	BUTTER	SIF
4	DEODORANT	LVL1
5	CHOCOLATE BOX	NT
6	DIAPER	LVL1
DIFFERENTIATORS		Reg
1	CLEANING PRODUCTS	LVL2
2	WINES	NT
3	MATINAL CEREALS	NT
4	ENERGY DRINK	PT
5	FROZEN FRENCH FRIED	NT
6	FRESH PASTA	NT
7	MUFFIN	NT
8	OLIVES AND PICKLED	NT
9	FROZEN FISH	SIF
10	COFFEE CAPSULES	NT
11	JELLY, PEACH IN SYRUO, HONEY	NT
12	NAPKINS / KLEENEX	NT
13	HAZELNUT CREAM	NT
14	PASTA	NT
15	SPECIAL BEERS	PT
16	BUBBLE GUM / CANDIES	NT
17	TIDY CATS	NT
18	TO DISHWASHER CLEANER	LVL1
19	CHEESES	SIF
20	Yogurt and Dessert	SIF

Poziomy trudności wprowadzania produktów na rynek brazylijski z punktu widzenia obu stron:

GREENS (NT) - are products that need only a notification - easy to export to Brasil

YELLOWs (SIF / PT) - These are products that have greater complexity, and will require more time, attention and documentation. But not impossible to do with our help

ORANGES (LVL1) - These are already more complicated products that will require time and expense in registration, will do more work and have to be worth the cost.

REDs (LVL2) - are the most difficult of all, high registration complexity and high cost with long waiting time. It has to be very worth the negotiations.