



Argentina Study Tour

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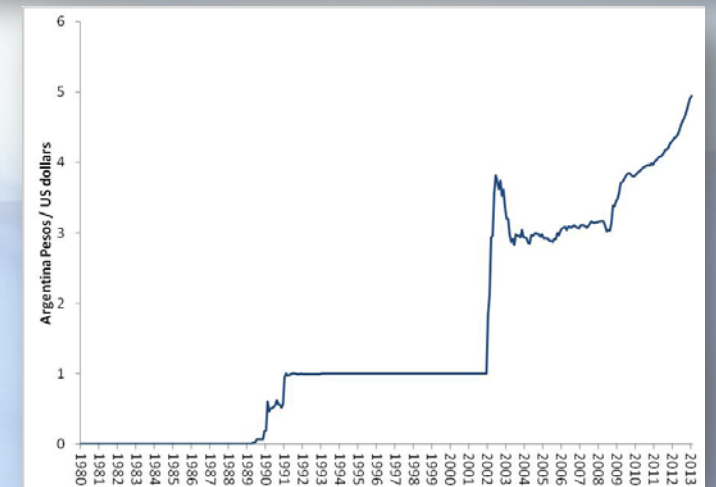
The 3 Cs



CULTURE



COMPANY



CONCEPT

Culture

- Relationships matter
- Spanish speaking country
- High government involvement
- Inflation and exchange rate
- High education level
- Forced Unions



Culture Cont.

Rigged Big Mac index:

- US Price: \$4.20
- Argentina Price: 19 Pesos
 - \$3.80 By Official rate
 - \$2.23 by Blue Rate

The big mac index:

<http://www.economist.com/blogs/graphicdetail/2012/01/daily-chart-3>



We learnt Spanish!

- Hola Senor/ Senora
- Como Estas/ Muy bien
- Donde Estan?
- Dolares and dinero
- La cuenta por favor
- Cerveza/ Vino/ Salud
- Uno mas por favor!
- Carne / Pollo
- Dulce de leche ☺
- Vamos vamos Argentina!



Companies

Examples of Excellence

- Nieto Senetiner
Blue Ocean Strategy: Strategic positioning and targeting in red wine market
- Goodpeople.com
Young and inspiring entrepreneurs: Innovative use of technology and ways of reaching out to community, while having fun



Companies

Room for Improvement

- Remolino

The only company that makes strategies for other companies, but not themselves

- Medix

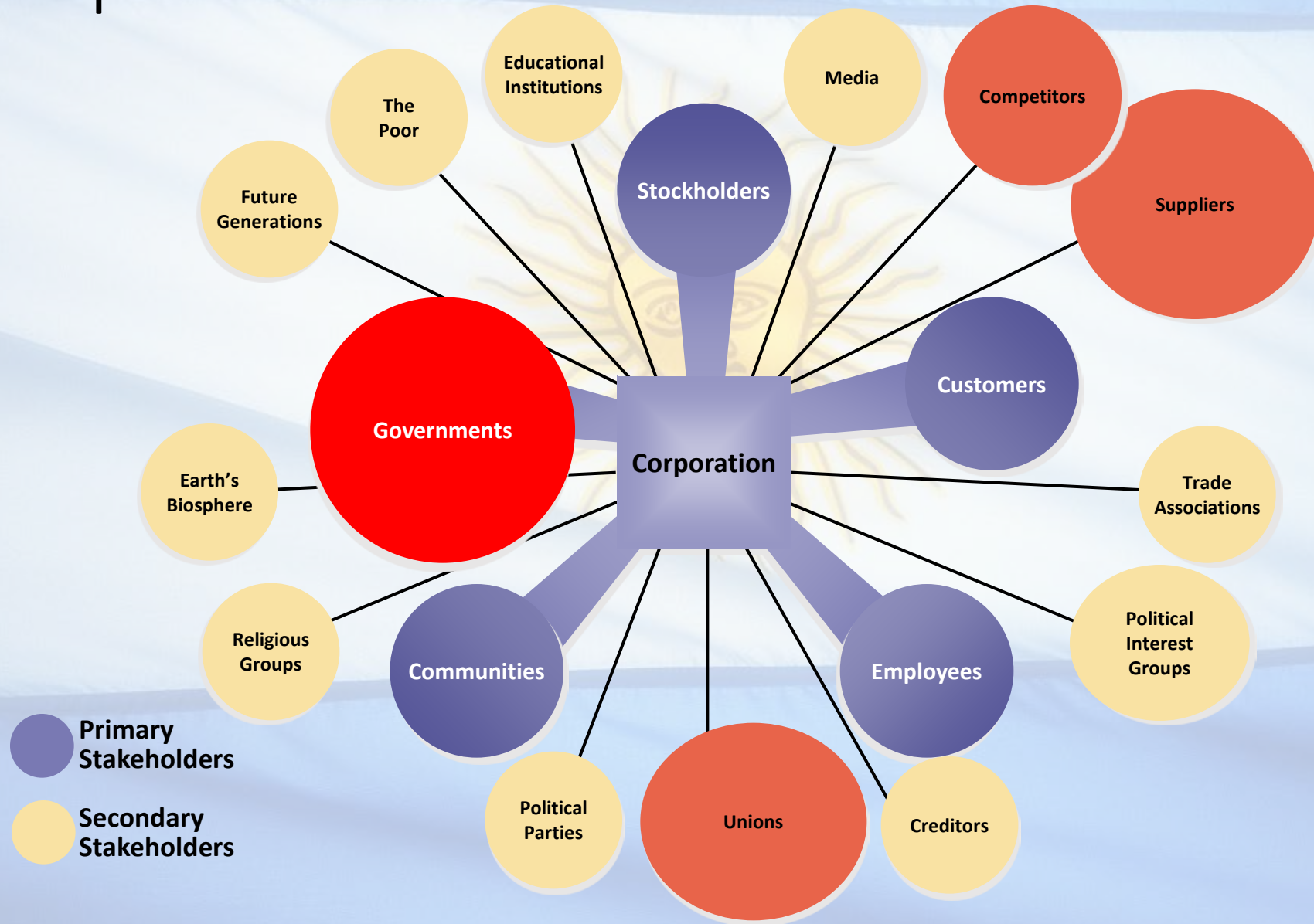
A family company that is learning to adapt to corporate environment

- Zenella

Where automation is manual



Concept



Concept Cont.

Kanban

- OPMGT theories put to use
- Pull mechanism



More Cs

Context/ Community

- Argentina has low law continuity
- Government is really volatile and
- It is hard to predict plan for the future

Customers

- Argentinians are ready to buy the next big thing
- They earn good money and love to spend it on material goods

Companies

- Companies in Argentina need to be flexible and adaptable
- They still operate family-business style

Competition

- Argentina is an extremely protective country, you have to watch out for preferential treatment that could be extended to the local companies

Collaborators

- You have to have an Argentinian partner to do business in Argentina, at the same time you have to watch out since Argentinians are opportunists and will try to take advantage of the situation if they can
- Personal relationships do make a huge difference

The background of the image is the flag of Argentina, featuring three horizontal stripes of light blue and white. In the center of the white stripe is the Sun of May, a golden sun with a human face and wavy rays. The word "Questions?" is written in a black, sans-serif font, centered over the Sun of May.

Questions?

Muchas Gracias!

