Argentina Study Tour

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The 3 Cs

CULTURE

COMPANY

CONCEPT
Culture

• Relationships matter
• Spanish speaking county
• 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 bein
- 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 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
Questions?
Muchas Gracias!