



**IIA LATIN AMERICA:** *Decision support through strategic research.*

## **Case Study: Identification and Qualification of Strategic Partners to Commercialize Radar Systems in South America**

### **Background**

Aeronautics company needed to conduct a search for potential partners in Argentina, Brazil, Chile and Peru, with the objective of forming a strategic partnership for introduction and commercialization of advanced technology in aeronautic security and radar systems.

The main objective was to identify and create a shortlist of five qualified candidates in each country, along with company profiles and reasons for their selection. The criteria included willingness to form partnerships in new ventures, current and potential capacities and capabilities, and proven ability to compete in Latin America markets, particularly for products such as security and radar systems.

### **What we did for this client**

- Secondary research as an intelligence foundation, followed by primary interviews with industry leaders to create a listing of eight to ten prospects per country.
- In-depth interviews with lead executives in each pre-selected companies to obtain opinions and expectations regarding potential partnerships (based on generalized information re the actual product and markets).
- Due diligence on the shortlisted companies, based on the selection criteria and requirements of the client.
- Complete commercial and financial background checks on each candidate.

### **What we delivered**

- Complete profile of each company selected, with results, analysis and conclusions, along with a qualification ranking based on expected synergy with the client.
- Scheduling of agendas for client interviews with prospect company principals, along with a visit program for each country.

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