



**BRIDGEBUS INT**

“Bridge Business International”

# WHO WE ARE

BridgeBus International “Bridge Business International”

## CPG Experts

We are a company formed by experts in meeting the needs of the consumption and distribution channels.

With more than 30 years of experience improving the displacement of our product portfolio and integrating high performance teams to improve the brand positioning of our products.

We create strategic alliances between companies of the highest level, achieving the best quality standards in service, through commercialization and marketing plans.

# Vision

BridgeBus International “Bridge Business International”

## Vision

To be the company with the best business generating system; creating international links that encourage the inclusion of socially responsible products, brands and/or services, always with sustainable bases that transcend.

# Mission

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## Mission

We work by listening to needs, capitalizing on business-generating contributions; we are passionate about finding joint and long-term pathways, always with clear rules; generating a sense of belonging and an environment of respect for people and their contributions.

# THE KNOWLEDGE OF THE BUSINESS

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## Success case no. 1 - "From start to finish"

Timeframe: 1999 to 2008.

Industry: Personal care products

Product: Hair Gel

For eight years, we fulfilled the role of "Sales and Marketing Director" of the brand. During this time, the brand was created, launched and managed by our business plan, achieving a consecutive 100% growth in sales compared to the previous year.

Subsequently, the growth of the brand remained constant, causing interest from international brands for its positioning.

Finally, in 2015 the brand was sold for 80 million US dollars to a multinational company.

# THE KNOWLEDGE OF THE BUSINESS

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## Success case no. 2 - "Improving numerical and weighted distribution"

Timeframe: 2021 and 2022

Industry: Consumer foods

Products: Ketchup, Mayonnaise, BBQ Sauce.

The brand needed to increase its market share and be developed strategically in the traditional channel; we were given the opportunity to participate in a region of the country as consultants in order to do so.

We achieved a growth of 240% vs. the previous year for the brand.

We connected the brand to more clients, increasing the business portfolio by 400% and 500% in the first 4 months of introducing them to the brand.

# THE KNOWLEDGE OF THE BUSINESS

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## Success case no. 3 - "High-level negotiators"

Timeframe: 2004 to present

Industry: Biscuits, snacks, perfumery, food, seasonings, baby food, personal care, household, OTC products.

We have signed strategic commercial agreements for more than 40 brands and companies. These agreements were established in different service provider segments such as:

representation, distribution, warehousing, buying and selling inside and outside the Mexican territory.

We have developed strategic agreements between international and national companies such as: Splenda Heartland Mexico, Essity, SCA Mexico, Arm & Hammer Church and Dwight, Sharp, Energizer, Cerveceria Centro Americana (Guatemala), Calpis (Japan), Henkel Group (Germany), GSK-Pfizer Mexico, Kraft Heinz (Mexico), Parle Products (India).

# OUR RELATIONS PER CHANNEL

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## Proximity ( Convenience Stores and Pharmacy Stores)





# OUR RELATIONS PER CHANNEL

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## Regional chains



# OUR RELATIONS RETAIL CHANNEL

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## National chains and Stores of Club Format



# TRADITIONAL CHANNEL

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## WHOLESALEERS



# STRATEGIC ALLIES

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## A De Coco



# STRATEGIC ALLIES

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Fairco candles.



# STRATEGIC ALLIES

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## Wong Products





# STRATEGIC ALLIES

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# WHAT DO WE OFFER TO THESE BRANDS?

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- Cataloging of their products.
- Great experience and years of relationship with sales channels.
- Outreach to strengthening of sales.
- Feedback to their product or brand with proven contributions.
- Commercial and marketing plans according to their development and investment capacity.
- Permanent metrics and an execution procedure with high impact on visibility and distribution in the market.
- Experienced, qualified executives with expertise in their Nielsen areas.



# PHILOSOPHY

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Being **Honorable** allows us to declare **Loyalty** to our team; we are defined by the execution of high **Productivity**, which starts **Integrally** by **Respecting** the agreements; we feel **Confident** that, based on the joint **Creativity** and **Passion to Innovate**, we will reach legitimate benefits for our consumers, collaborators, associates, suppliers, clients and shareholders.

# CONTACT

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