



smart
service

SECRA

SMART EQUITY & CRA®

Support Document

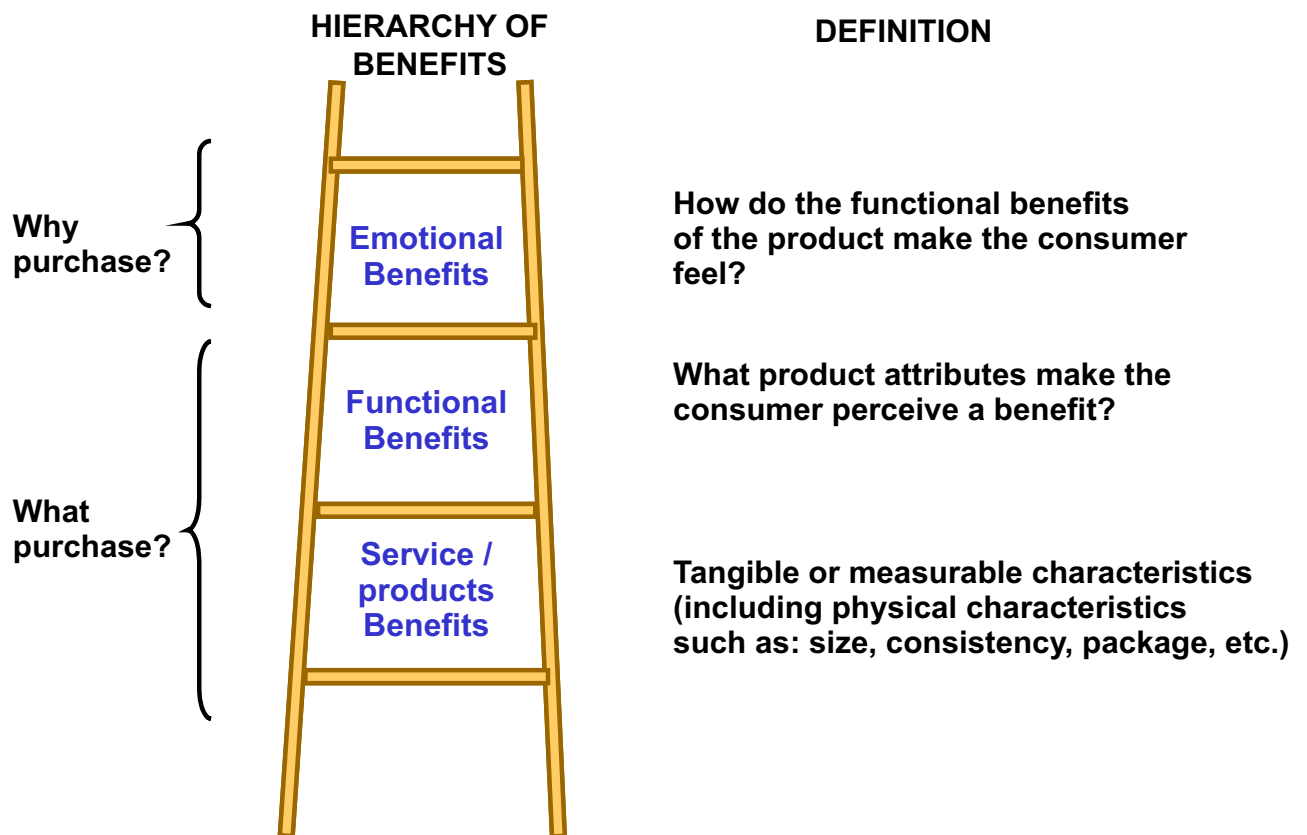
■ Welcome

Welcome to this support document that will serve to explain further what **Smartketing** can do for your company.

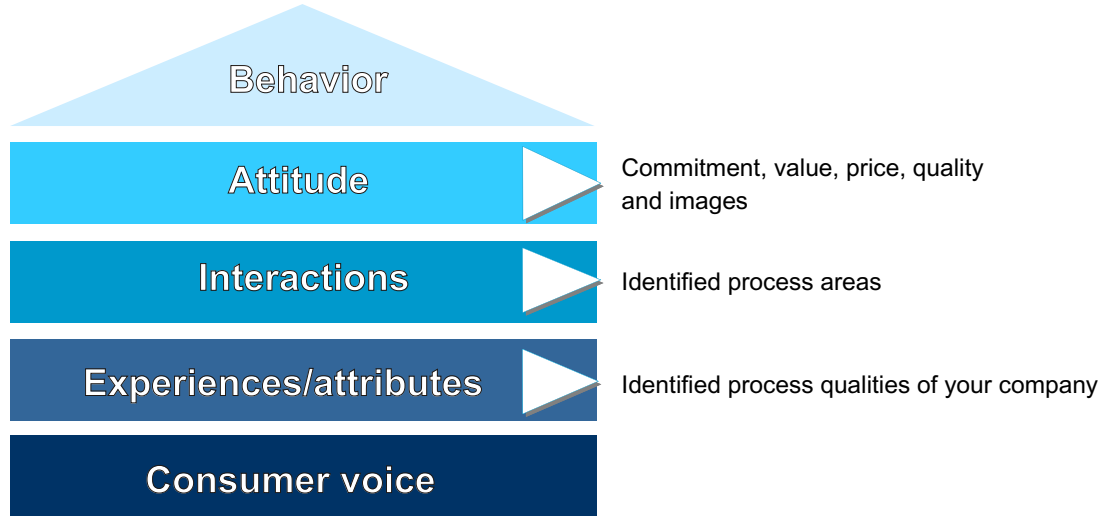
In this occasion we present our service:

SMART EQUITY & CRA®

■ Understanding the Value Stairway Brand Model



■ Qualitative Elements (Internal and External) to generate client model



■ Learning: Strategic Improvement priority

■ Overall Evaluation

Critical Improvement Areas	Secondary Improvement Areas	Strengths
Value Purchase process	Quality Client Attention Payment terms	Prestige Innovation Confidence Price, advertising

■ Experiences

Critical Improvement Areas	Secondary Improvement Areas	Strengths
Interest applied due to lack of payment, waiting time for payments	Salesmen who help decide a good purchase, Information about the products they offer to the trade, Salesmen who offer a clear and precise explanation on credit terms and plans	It is a store I can trust, has well known products and brands, Are innovative and creative, ease credit approval



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