



# OTERO BUSINESS LLC: EXPERT IN BRAND INTERNATIONALIZATION

General

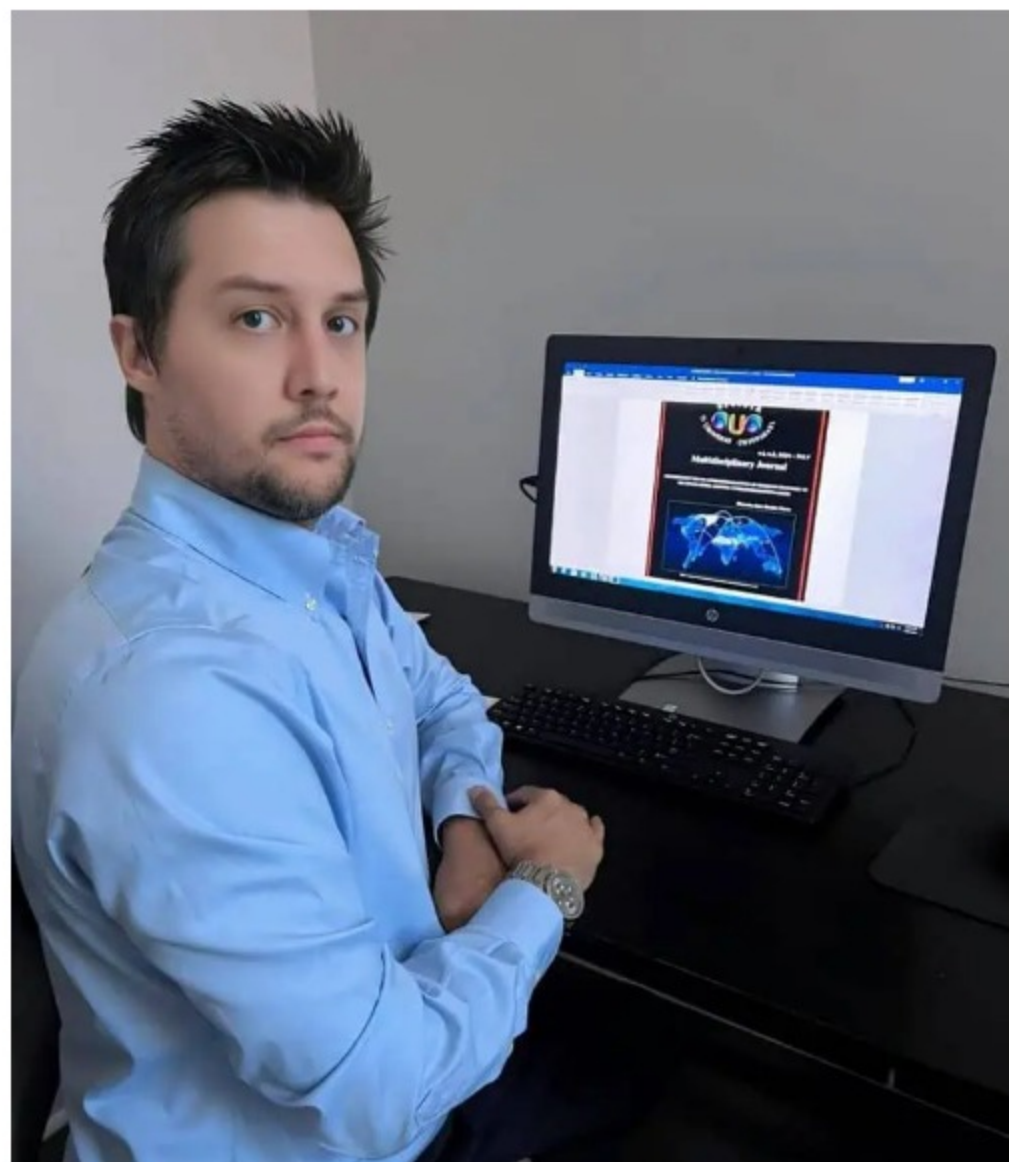
Otero Business LLC, headquartered in Orlando, Florida, is a business consulting firm specializing in brand internationalization, offering full support to companies that wish to expand their business beyond borders. Founded by Ricardo Alex Bruhn Otero, Bachelor of Laws from Centro Universitário Salesiano de São Paulo (UNISAL), graduated on January 22, 2010. He has a Postgraduate Degree in Tax Law from Universidade Anhanguera-Uniderp, completed on August 22, 2014. He is currently studying for a Master's degree in International Business from MUST University, located in Florida.

## Academic Contributions

Ricardo Otero is also a researcher in his field, with several scientific articles and ebooks published in several renowned journals and article websites. He has contributed significantly to the field of business internationalization and economic sustainability, with articles such as "Methodology for Internationalization of Brazilian Companies to the United States: Adaptive Model of Internationalization" and "Strategies for Economic Sustainability in Small Businesses in the United States". In addition, he serves as a peer reviewer for several scientific journals, helping to ensure the quality and integrity of academic research in the area of international business.

Otero Business assesses companies' readiness for the international market, identifying necessary actions to fill gaps and ensure a smooth transition.

The company refines the business model for the internationalization process, increasing tax opportunities and verifying the viability of the model in the target country, preparing detailed business plans.



Otero Business chooses the best strategies to enter specific markets, seeking local channels, customers and strategic partners. Facilitates on-site planning meetings and assists in negotiations, bridging cultural gaps.

The company supports the creation of new companies and provides access to professional, banking and business networks. It provides guidance on administrative, tax and financial issues related to internationalization.

Otero Business LLC maintains its focus on the value generated for the customer, adapting to new market demands and undertaking changes with intellectual curiosity and a spirit of adaptation.

For more information on how Otero Business LLC can help you internationalize your brand, visit [www.oterobusinessllc.com](http://www.oterobusinessllc.com) or contact us at [ricardo@oterobusinessllc.com](mailto:ricardo@oterobusinessllc.com).

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