Titel: AdFenix
Avdelning: SOM
Kontaktperson: Patrik Jonsson
Background
Adfenix is a company who’s helping real estate agents to compete successfully in a digital world by offering a tool for online marketing through social media. Founded in 2014 and located in Gothenburg, they now have expanded to a global market and are now looking to expand in Latin America.

Problem
Adfenix is currently lacking qualitative data to assess the opportunity of expansion on the Latin American market, creating a need to consult consultants to carry out the project in form of a bachelor thesis project.

Purpose
To generate and communicate a complete understanding of the Latin American market to the decision makers at Adfenix to easily be able to do rational decisions regarding their expansion to the market. The goal is to deliver a complete plan for entering the residential market in Latin America, stretching from Mexico in the north to Argentina in the south.

Method
The plan should include a description of the buying/selling/renting experience, a thorough market analysis (internal + external aspects of each country), collection of financial datapoints followed by a well-defined recommendation based on Adfenix current situation and the analysis made.

Example questions:

- Which of these markets can be entered with the current company strategy, business model and product offer?
  - What characterizes the market?
    - Fragmentation, buyer’s journey, ownership structure etc.
    - Which are the biggest real estate agencies?
    - Which are the biggest property portals?
- How well does our product fit in the current market?
  - Who would our direct customers be? Agencies, portals, sellers?
  - Which ones, specifically?

Suggested project group members: Jenny Sorsa