

BUSINESS PLAN - GOLDEN INVESTIMENTOS NEW BUSINESS UNIT (Casa de Análises)

1) Moonshot

To become the best research branch of a Brazilian investment's advisor office!

We aim to make our client's lives easier, by offering the same company, the 2 important services one needs when deciding to make financial investments: research and advisory, all connected and customized.



2) Opportunity Cost

The opportunity cost for Golden would be to open a branch in another Brazilian state such as São Paulo.

In order to open a branch, Golden's management would need to rent or buy another office, hire new staff and develop a new set of logistics required for an interstate business.

All of these elements contribute to the scenario of high investments, therefore it is a more clever decision, to use Golden's current facilities and open a new department, in order to cross sell to its clients.