



In association with

LUXURYSOCIETY

BRAZIL WEALTH SEGMENTS - ORDER FORM

FIRST NAME

LAST NAME

COMPANY

PHONE NUMBER

EMAIL ADDRESS

I want to take advantage of the preferential rates offered to Luxury Society Members and order the following segment report(s) from Ledbury Research (payments can be made by bank transfer or credit card)

Boom benefactors

These are men who have made their fortunes rapidly, on the back of Brazil's economic boom. They do not come from wealthy backgrounds, so have generated their wealth solely from the one business that they built themselves. These are typically in construction-related industries, IT and exports. As money is a new phenomenon to them, they focus on using it for indulgence, to show off their status, and to feel a sense of belonging.

Unit Price (Single User License): £320 instead of £400

Unit Price (Multi User License): £640 instead of £800

Discerning dynasts

These are blueblooded individuals who have grown up with and around wealth. They are at the helm of the family business, typically in primary industries such as agriculture or metallurgy. As they have had wealth for generations, luxury is about making their lives easier and more comfortable. They are incredibly low-key, and have a close-knit circle of friends.

Unit Price (Single User License): £320 instead of £400

Unit Price (Multi User License): £640 instead of £800

Independent leaders

This is the youngest wealth segment we profile. Instead of joining the family business, they have branched out on their own in the creative industry. Having worked from the bottom-up and gained enough experience, they are now in charge of their own business. They work hard because making their own money represents independence. They have international mindsets and are well educated and cultured.

Unit Price (Single User License): £320 instead of £400

Unit Price (Multi User License): £640 instead of £800