

Office

- Est. in 1997
- Located in premier business and entertainment district
- Sponsors Do Your Own Thing (DYOT) social and community activities



Outside the Office

Andre, exercise fanatic

Andre champions runs, triathlons and adventure races for his Bain colleagues. Most recently, a Bain team completed a 40-km mountain bike, 20-km trek, 10-km canoe and 100-m rappel race.



Client Challenge

After enduring a financial crisis, Apparel Co. needed a clear strategy to create growth.

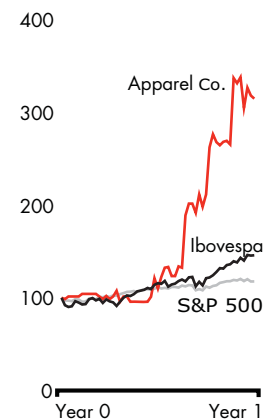
Recommendations

- Reposition brand to expand into the more attractive segment of affordable fashion
- Invest in a powerful private label card
- Enhance distribution channels; double number of stores
- Refocus efforts to win back wholesale clients

Results

- Revitalized revenue growth by 20% by repositioning brand

Share price (indexed)



Expertise

Rodolfo, profitable innovator

Rodolfo developed an innovative consumer banking model for emerging market clients. Using the model to service the untapped and most profitable low-income segment has transformed the low-income segment into a highly profitable business with >30% ROE.



Our Work

Top industries

1	Transportation Services
2	Financial Services
3	Consumer Products

Top capabilities

1	Strategy
2	Performance Improvement
3	Mergers & Acquisitions



"Bain São Paulo offers both the prestige of being part of a high-caliber international firm and the excitement of working in a leading emerging market."

—Karina, manager

Alumni

Luis Bueno, <i>international new business manager</i>	Natura
Jairo Carolinski, <i>strategic planning director</i>	Cosan Group
Rodrigo Osmo, <i>new business director</i>	Gafisa Real Estate
Claudia Sender, <i>general marketing manager</i>	Whirlpool
Sergio Werneck, <i>director of internal control & analysis</i>	AES