

CHILE

MARKETING PLAN WRITTEN REPORT

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Executive Summary

This marketing plan was made for the selling of the XO Laptop in Chile, specifically aimed at low-income children who live in poor areas and their parents. With school enrollment decreasing, we are looking to create a positive change in Chile and provide easier access to education no matter the student's income level, increasing the number of professionals able to work in the country. Given Chile's relatively young population, we found this target market to be the perfect one for our marketing plan.

Our preliminary analysis of the XO laptop shows it to be very durable, relatively lightweight and perfect for a clumsy child to use daily in a rural area. Additionally, it offers different language modifications in the keyboard, ideal for our spanish-speaking market. As for drawbacks, we found the product to have very little storage, a slow operating system, and a slow processor that might slow down the user's learning process. Due to this, we have come up with various modifications: a hard drive with ten times the storage space (with possible expansions available as well), a Linux simplified and easy-to-use operating system program, and a better processor.

As for our market analysis, we expect this product to be highly successful given Chile's large young population and the fact that computers are already common and a part of everyday life. We also believe that the innovation of incorporating more technology in education at such a low and affordable price will give us competitive advantage and be a great selling point as well. Additionally, with the product modifications previously mentioned, we believe this product will be easily adapted into our target market.

In regards to our target market, the primary market we have chosen is low-income children and their parents, more specifically in the south and the northwest parts of the Metropolitan Region of Chile. The secondary market would be one closer to a middle-class income, which would be a bigger target once we successfully ensure a majority of low-income children have acquired our product or have easy access to it with no monetary barriers.

Marketing and advertising of the XO Laptop will be done in different ways. To reach low-income classes with little access to internet or social media, we will be using advertising on public transport, such as buses or taxis, and through the radio and cable TV. Additionally, to reach slightly higher income classes, we will focus on digital advertising on Facebook and Instagram targeted to the parents of the children, and YouTube targeted mostly to the children themselves.

Upon evaluation of the current plan we have for channels of distribution and costs for selling our product in Chile, we have decided to sell the XO Laptop at a wholesale price of \$210 USD (\$159,243 Chilean Pesos) and a retail price of \$250 USD (\$189,675 Chilean Pesos). This product will be sold in bulk from a local warehouse to supertiendas, hipermercados and supermercados to be sold either to individual users or in bulk to schools at a discounted price.

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Introduction

This marketing plan's purpose is to introduce the commercialized version of the Biligo XO laptop to the Chile market as a device for low income children and their families to study, organize, and revise their learnings. Originally designed as a very basic laptop for school children, the XO laptop is affordable, energy-efficient, portable, and durable. There are a plethora of ways to power the laptop and it is adaptable to multiple battery types to cater to a variety of environments. The primary segment that this marketing plan will target is Chilean low income school children and their families. The secondary segment that this marketing plan will target is the middle-class Chileans, which would potentially penetrate higher income areas that could benefit from a XO Laptop to aid with their early learners education. With this, we would ensure that every child has their own laptop that is easily accessible and functional.

This program will be able to satisfy the needs of our target market by providing a durable device specifically crafted for their learning needs. Keeping recent events in mind, remote learning is taking precedent in much of the world. Because of the COVID-19 virus, around 50% of students in Chile are learning from home, making the demand for this device extensive. The price is placed appropriately according to the market's affordability, putting the suggested retail price at \$220 USD (\$166,826 Chilean Pesos) and the wholesale price at \$210 USD (\$159,243 Chilean Pesos) plus shipping and handling costs. Our product will allow for Chilean students to access their school work from home and give them the opportunity to further their studies using the internet.

Market Audit and Competitive Market Analysis

The Product

Product Description

The Biligo XO laptop is a functional and adaptable innovation designed to be distributed to students in developing countries. The laptop is the size of a textbook and has a plethora of features specifically modified for its market consisting of a long lasting battery, sunlight-readable mode, battery and generator powering, windup crank charging, communicative antennas, water and dirt resistance, and mesh network.

The XO laptop has a 500MHz processor and can store 1GB of memory. Designed to use low amounts of electricity, it averagely uses one watt of power consumption and when the backlight is off it only uses 100 milliwatts of power. Regarding software, the XO laptop utilizes the Linux operating system, which is wi-fi and cell phone enabled. Included with the purchase is a bundle of software applications which consists of a Firefox-based web browser, a simple writing application, an RSS reader, an ebook reader, an advanced calculator, a drawing tool, and learning games. There are two different battery technologies accepted by the XO laptop: a classic nickel hydride battery or a new style lithium iron phosphate battery.

Strongest Features

The XO laptop has a variety of key features that strengthen its overall value. Its long lasting battery and limited power usage allow for the product to be practical for those who have difficulties accessing electricity. There are multiple ways to bring power to the XO laptop, through conventional electric currents, inexpensive batteries, notebook attachable windup cranks, or pedal/ripcord style generators. The battery lasts for six hours and longer without frequent

activity, and costs around ten dollars. Providing a variety of ways to power the XO laptop is a major key feature of the product. There is a dual-mode display feature that allows the user to be in full color mode or a black and white sunlight-readable mode, doubling the laptop as an electronic book. The practical design of the product is a strong feature that allows for its market to fully utilize it, it is built with heavy plastic for durability and has antennas for communication with nearby devices. It has a rubber keyboard that is resistant to water and dirt, and is easily replaceable to transform to different languages and characters. Another key feature of the product is the “mesh networking”, which allows devices to share a single internet connection using a peer-to-peer concept.

Major Weaknesses

Although the XO laptop has many strong features, there are some drawbacks in the overall design. One of the biggest weaknesses of the product is the lack of memory storage, it only has 1GB. This means product users have almost no room to store anything and have to purchase an external harddrive for more memory. The XO laptop has a fairly slow processor, causing it to take time to start up and as well as issues to arise when transitioning between programs. The Linux operating system is not as powerful as others, such as Windows, this creates a disadvantage of slowing down the processor when using websites with advanced controls and displays. Other weaknesses include inability to access certain file forms, no warranties, no current upgrades, and no CD/DVD drive.

Product life cycle stage

Chilean people are already familiar with and accustomed to laptops. Also, the country has previously received donations of the XO laptop through the One Laptop Per Child campaign. In Chile, laptops tend to generally fall under the maturity stage of the product life cycle. Characteristics that classify the product into the maturity stage are its constant sales, high profits, close competitors, and mass market. Currently, 78% of the Chile population frequently uses the internet and there has been a 0% growth, therefore establishing a mass market of internet users. Chile already being a country with high amounts of internet familiar users creates an advantage when marketing the commercial version of the laptop to the country.

The Market

Chile is composed of five (5) different geographical regions: the far North (Norte Grande), the near North (Norte Chico), central Chile (Zona Central), the South (Zona Sur), and the far South (Zona Austral). Most of the country's population, about ninety (90) percent, is focused in the region of central Chile (Zona Central). This region includes the most populous cities in the country: Santiago, Valparaiso and Concepcion, with populations of 6,680,000, 967,000, and 857,000 respectively. Exhibit one (1) shows the location of these cities.

Within these regions, various forms of transportation are available for use. The most widely used form of transportation is the metro/small bus. Just less than half of the people surveyed, about 42%, stated that "during the week, they mainly traveled by metro or small buses." Other forms of transportation include: private cars, motorbikes, walking, bicycling, taxis, and others. Exhibit two (2) shows the percentages for each form of transportation available in Chile.

Within the country of Chile, various forms of communication are utilized. The following are the forms of communication used:

- Telephones (land lines, pay phones, etc.),
- Cell phones,
- Internet,
- PCs,
- Fax, and
- Post Offices.

The most popular form of communication is via a telephone (landline, telephone booth/pay phone, etc.). There are various public telephone booths around the country that allow national and international calls. The least popular form of communication is via PCs. PCs are used more for gaming and school, than for personal communication. Exhibit three (3) shows more data regarding communication in Chile.

The Chilean population is relatively young. The median age is 35.5, with about 34% of the population being under 24, and about 24% of the population being over 55 years old. There are about 97 men for every 100 women in Chile. The level of education in Chile is among the lowest in OECD (Organization for Economic Cooperation and Development). Most adults, about 65%, aged 25-64 have a secondary education, and about 1.3% of the same age group have a university education.

Dos and Don'ts

1. Pointing at other people is often considered rude, however pointing at things is acceptable.
2. Sports are an excellent topic. Popular sports include skiing and fishing. Chilean culture, art and literature are other excellent topics. Chile has beautiful geography, landscape, lakes and vineyards, making food and wine good topics of conversation.

3. Don't criticize any aspect of Chile, even if your Chilean companions make critical remarks. Additionally, it is best not to mention the countries surrounding Chile-Argentina, Bolivia, and Peru.
4. Don't discuss human rights violations and the Araucanian Indians. Avoid any discussion around ethnic and social classes or religion. Also, it is advisable not to bring up wars and/or politics involving Chile.

Consumer Use and Buying Habits

In Chile, computers are most often referred to as "notebooks." Notebooks are similar to laptops, but they tend to be smaller, lighter, cost less and have minimal features. While the prices of notebooks in Chile are comparable to that of laptops in the United States, there are little to no sales on these products in this country. The United States tends to have Black Friday sales and holiday sales around this time of year, along with various sales throughout the year. However, Chile's most popular electronic and notebook stores did not feature many, if any, sales on the site (or that were available in stores).

The prices of notebooks range from around 300,000 Chilean Peso (about 390 United States Dollars) to 1,000,000 Chilean Peso (about 1,300 United States Dollars). Typically, the most expensive notebooks are used for gaming, while the least expensive notebooks are used as a home computer. The average price spent on notebooks in Chile, based on the use of the product, is listed below in United States dollars:

- Gaming: \$1,324
- University: \$889
- Work: \$804
- School (other than University): \$727
- Home: \$664

It was noted that, in comparison to the United States and the United Kingdom, “electronics tend to be quite expensive and sometimes outdated in Chile.” This is mainly due to the fact that the “latest innovations take time to get here [Chile] after being launched in the U.S./Europe.”

Typically, computer hardware and software is imported rather than produced locally. Importing these products is getting more popular year after year, and at a faster rate than producing locally. The most recent data found shows that in millions of United States dollars, Chile imports about 1,900 in computer hardware (up from about 1,730 the year prior) and about 100 in computer software (up from about 90 the year prior). See exhibit four (4) for more information regarding product imports, exports and production locally.

Once the products are imported, they are available for purchase from various retail locations, PC Factory being the most popular. Generally, Chileans purchase notebooks from brick and mortar stores, but notebooks are also available for purchase online.

Competition

The largest competitor is “PC Factory.” This business has about various locations throughout Chile, including but not limited to Santiago, Osorno, Providencia, Las Condes and Antofagasta. The company is rated highly within the Chilean community, averaging about 4.2 out of 5 stars. The PC Factory offers various purchasing options, including online and in store. On the company’s website, they offer an option to compare the various notebooks that you can choose from. This comparison feature allows consumers to choose two or more notebooks, from there the webpage will load all the specs and details for each notebook, allowing the consumer to look at each option next to each other.

In addition to notebooks, the store offers: phones, tablets, televisions, software programs, accessories, and much more. One consumer stated that the “PC Factory is one of the best stores...” and went on to mention that “...you can find a lot of tech that you can’t find in other stores.” In addition, it was noted that this business tends to “announce massive offers” for a single day, and typically only available in store. The Chilean mentioned that “people really get crazy...” for the sales, so much that “if you want to attend, you will have to camp for a whole day, or maybe two,” in order to snag the deal(s).

Reaching the Consumer

E-commerce in Chile is growing rapidly, nearly doubling within the last five years. In 2017, e-commerce sales reached 3.7 billion United States dollars, about a 20% increase from the previous year. Additionally, in 2017, there were about 5.7 million online shoppers in Chile, accounting for over 75% of the population. Furthermore, about 40% of the total population consistently made monthly online purchases from their mobile device. Chilean online consumers regularly use Groupon and other international e-commerce only retailers, in addition to B2C Chilean retailers. E-commerce platforms are viewed as “complementary to physical stores since Chileans often look for products online before making a physical purchase.”

In Chile, there are about 13 million social media users that are consistently active. Of all social media users, about 68% access at least one social network each day. The most popular social platforms in Chile are:

- Facebook (68.31% of the online population),
- YouTube (13.46% of the online population),
- Pinterest (9.6% of the online population),
- Twitter (5.53% of the online population),
- Instagram (2.43% of the online population), and
- Tumblr (0.67% of the online population).

There are about 12.3 million Facebook users in Chile. Out of the 12.3 million users, about 51% (about 6.3 million) are females and about 70% (about 8.6 million) are aged 18-44.

Preliminary Marketing Plan

Marketing Objectives

For our target market, we have decided to focus on children from low income families who attend public schools, focusing not only on the children themselves but also marketing to their parents too. Even though our product is also good for the elderly, we chose this target market based on the relatively young population in Chile and its low education levels that were mentioned in part 1 of this marketing plan. With this plan, we hope to provide easier access and to enhance education approaches for children, with the ultimate goal of increasing the quality of education in Chile and the school enrollment rates, since they have been decreasing over time (see Exhibit 5). In the long run, better education at a young age increases the chances of seeking higher education and getting more professionals that will benefit the economy of the country, and will also increase the workforce for businesses. Additionally, with Chile's evident socioeconomic and cultural divide, we hope that providing better education to poorer areas of the country will allow for one more unifying factor to exist and close the class divide in the country to some extent.

Market Expectations

_____Our expectations for market penetration are fairly high, since Chile has a large young population with no easy and affordable access to quality education, and computers are already common and a part of everyday life, with 78% of the Chile population frequently using the internet as mentioned earlier in this marketing plan. Additionally, because of the COVID-19 virus, around 50% of students in Chile are learning from home, making the demand for this device even larger. However, the poverty headcount is decreasing (See Exhibit 6), therefore making it a relatively easier task to make our product accessible to as many people as possible,

raising our market penetration expectations. Additionally, new models of various devices usually take time to get to Chile, so coming to the country with this device meant to aid children in their learning should be a groundbreaking product that attracts a large market. We also believe this product will be very successful because the Chilean market has already been exposed to it due to various donations through the One Laptop Per Child campaign. This program had a very successful plan that included a “fast track” to penetrate the market easily given that some “[d]eveloping nations are not in a position to integrate these machines in their classrooms in a shorter period of time” (Sandeep Chandiramani). This was based on an initiative that had already been implemented in Uruguay. Given how successful this previous campaign has been thus far, we anticipate even greater results moving forward with our proposed marketing plan.

The Marketing Plan and States of Development

_____The overall plan is to follow the idea behind the One Laptop Per Child campaign, eventually achieving easy access for any child to acquire the XO Laptop. We would like to first concentrate on the lowest income areas and towns of Chile, those who more desperately need a device such as the XO Laptop to enhance their learning. This means, the initial focus would be in the south and the northwest parts of the Metropolitan Region of Chile. These areas appear to have plenty of supermarkets (being the one uniting factor among rich and poor areas) but little to no access to culture and other resources. For this reason, providing them with our product could give them one more uniting factor with the wealthier areas.

After this, measuring its success and disinvolvement thus far and making necessary adjustments to approach a higher income level market, our market coverage would shift onto a potential secondary market to parts of Chile closer to a middle-class income. This market is one

with “household earnings between CLP\$ 587,000 (US\$ 832) and around US\$ 1.56 million (US\$ 2162)” (Croquevielle).

Lastly, even though our target market is children from low-income families, depending on how well our approach performs, we could potentially penetrate higher income areas that could be benefitted from a XO Laptop to aid with their early learners education. With this, we would ensure that every child indeed has their own laptop easily accessible and functional.

Product Adaptation/Modification

As with any and every product that ever hits the open market, it is specifically designed and modified for the country it is being produced and sold to. This can be achieved by changing designs, adding, or removing parts, and software tweaks, but these changes depend on the original product. The Biligo XO laptop we are designing is no stranger to this concept, in which we have changed several aspects of it so that we are better able to satisfy the Chilean market that we intend to enter in the near future.

The first of several modifications we are making to the laptop will be to add a long lasting battery to the computer since some places and people do not have a constant source of electricity in the remote parts of the region. This leads to the next modification that will be added, which is a windup crank charging feature so that users will be able to power the laptop in case they lose access to power for any reason. The only drawback to this is that parts and tools would need to be shipped in and easily accessible if the crank handle breaks, leading to an increased price of the overall product (if extras are included in the box). Another addition to the XO that is a necessity is a bigger and more powerful communicative antenna; this feature will greatly help in the more rural areas of Chile where the cell towers have a hard time reaching with

the standard antennas. This feature is meant to help the inhabitants stay connected and be able to obtain vital information no matter how far away they are located.

As stated earlier, storage is a big downside of the laptop, so we have taken that into consideration and have made changes: add a bigger hard drive that is ten times the size of the standard one, at ten gigabytes. This would ensure that users will not run out of space on their laptop. If they do, we will look into selling expandable storage, allowing for even more storage space if there is a demand for it.

The final changes we would make are the color choices that you are able to purchase the laptop in. The color we are offering is a silver base with a black keyboard for increased ease of visibility. We have decided to only make this product available for sale in one color in order to keep costs minimal. However, we would like to offer separate accessories that come in multiple colors and designs, to make the product more appealing to the younger generation. All of these changes are ones that are necessary to have a successful product launch and product life-span in Chile for the foreseeable future.

Promotion Mix

The ways we are going to promote our product are through a combination of digital marketing, as well as using traditional strategies. The different ways we promote our product online vary depending on the intended audience on the website. Given the age of our market and their exposure to technology and social media nowadays (Instagram and Facebook for parents and YouTube for children), we will promote digitally through social media websites like Instagram and Facebook. These websites allow us to establish a strong connection to our consumers and allows us to communicate directly with end consumers. This allows us to

promote the brand better and tailor the product ads to the needs of the consumers and receive real time feedback. Youtube is also a big target for us since children are spending more time on the app on their parents phones. As time progresses, it is good for us to send specific messages to the children while they are on the app so that the parents are inclined to buy it.

As for our traditional marketing strategies, we will be relying heavily on television and radio ads. These platforms will be used to do the bulk of our promotion because people tend to listen and/or watch during their free time at home. However, we will be promoting the product on children and family friendly channels for the highest exposure to our target market. Additionally, since it is likely that the poorer areas of Chile do not have access to the television or even the radio, we want to utilize advertisements on public transportation such as busses, trains, trollies, and taxis. These areas are a good section to be in because, as stated in the country analysis, most of the people primarily take public transportation to travel between locations. We believe that this will be an effective way to advertise the XO laptop. All of these different strategies will be working hand in hand with one another to maximize the coverage of the product throughout the country and get the product into the hands of everyone who needs it.

Channels of Distribution

In our marketing plan, we have developed an effective and efficient way to distribute the XO laptop to the surrounding Chile families in the country. For our distribution strategy, the channel that we will go through is wholesale middlemen. This plan stems from the One Laptop Per Child campaign. As mentioned before, our goal is to provide easy access to the XO laptop for children. Our main focus of distributing this laptop will be in the lower-income areas of the region. This includes areas of the south and northwest parts of the Metropolitan Region of Chile. The reason for this advertising strategy is because this region has a vast number of supermarkets

and hypermarkets, referred to as “supermercados” and “hipermercados” in Chile. These two are the most common types of retail that can be found in all Chilean towns. Wholesale supermarkets are also accessible in Chile, however, our team found there are only two of them. They are Mayorista 10 and Alvi Club Mayorista.

Additionally, we also suggest selling in “multitiendas” to distribute our product, which are retailers that target middle- and lower-income households. Big-name multitiendas retailers include Johnson’s (Cencosud), Hites, and Corona (Santander). These three retailers sell a vast number of diverse products including electronics which is critical to the distribution of the XO laptop.

The websites can be found below for each of the three:

- <https://www.johnson.cl/>
- <https://www.hites.com/>
- <https://www.corona.cl/>

In Chile, these three companies are Chilean chain department stores. All three stores are located in Santiago which is the capital of Chile. However, each company has multiple chains that reach into the middle- and lower-income areas. Targeting these three stores will achieve our distribution goals. Johnson’s (Cencosud) is a publicly-traded company that has 1,045 stores and roughly 126,530 employees throughout Latin America. Hites also a public company has roughly 4,000 employees and 23 stores. “Multitiendas Corona S.A. has 3,000 total employees across all of its locations and generates \$217.29 million in sales (USD)” (Dun & Bradstreet). The goal is to sign an agreement with these department stores that states they will sell the XO laptops in bulk to the surrounding schools.

For bulk distribution, our team will implement a system called bulk buying promotion. This allows all consumers who buy the XO laptop to receive a discount for buying in bulk. The

preferred method of payment is cash in Chile; however, the consumers can set up a line of credit for buying in bulk. This will be a large operation in the sense that our team will be dealing with multiple multitiendas. On the other hand, the laptop will also be available at the multitiendas for retail buying to any single user.

In order to make our product more accessible to anyone, we also propose creating a simple and user-friendly website for any internet user to show curious customers what the XO laptop is capable of with videos that teach people how to use it as well as being able to order the laptop and any of the accessories that they want to come with it. We think this would be very effective and beneficial given that in 2017 there were about 5.7 million online shoppers in Chile, which accounts for over 75% of the population as mentioned in part 1 of the marketing plan. Once they order through there, the laptop would be shipped from the local warehouse directly to their homes.

Lastly, our team will import the XO laptops to Chile from China, where a factory of the manufacturer “Quanta Computer” is located. From that point, the XO laptops will be stored in a warehouse located in Santiago, Chile for distribution to the multitiendas. The multitiendas will then buy in bulk from our warehouse and sell either in bulk to the local school systems or for purchase by individual users. Just as the multitiendas received a discount from our team, so will the local school systems. The parents of the families can then purchase the XO laptops through the school system earning a discount through the bulk buying promotion. These channels of distribution will lead to the success of all the lower-income children receiving the XO laptop.

Price Determination

We have determined a wholesale price of \$210 USD (\$159,243 Chilean Pesos). This price is available when purchasing a laptop directly from our website. If purchased by an individual consumer through our website, an additional estimated \$15 USD (\$11,374 Chilean Pesos) would be added to the original wholesale price to cover shipping and handling. When buying in bulk, either for a retail store (supermercados, multitiendas etc.) or a school, an additional fee will be added to the wholesale price to account for transportation costs, making the total price \$215 USD (\$163,034 Chilean Pesos). In addition, a discount would be available for those purchasing the laptops in bulk, determined by the number of laptops purchased in one transaction. We have determined a suggested retail price of \$250 USD (\$189,675 Chilean Pesos).

The wholesale price we have come up with includes the rental costs of the local warehouse, as well as shipping costs when importing from mainland China where the laptop is made. In terms of tariffs, Chile and China's recently renewed Free Trade Agreement "eliminate[s] tariffs on Chinese imports [...] [for] light industrial products, electronic[s], and machinery products". This incurs no extra costs in the distribution and selling of the XO laptop in Chile.

Since the prices of notebooks (laptops) range from around \$300,000 Chilean Pesos (about \$390 USD) to \$1,000,000 Chilean Pesos (about 1,300 USD) in Chile, our lower-priced product is more attractive to the market. Additionally, it is more accessible and easy to use for its low price.

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Appendix

Exhibit 1

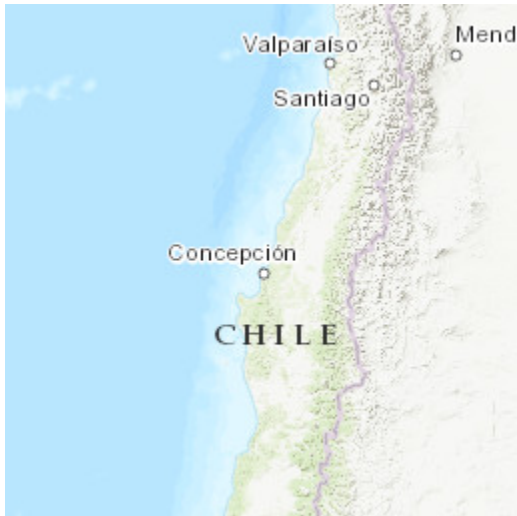


Exhibit 2

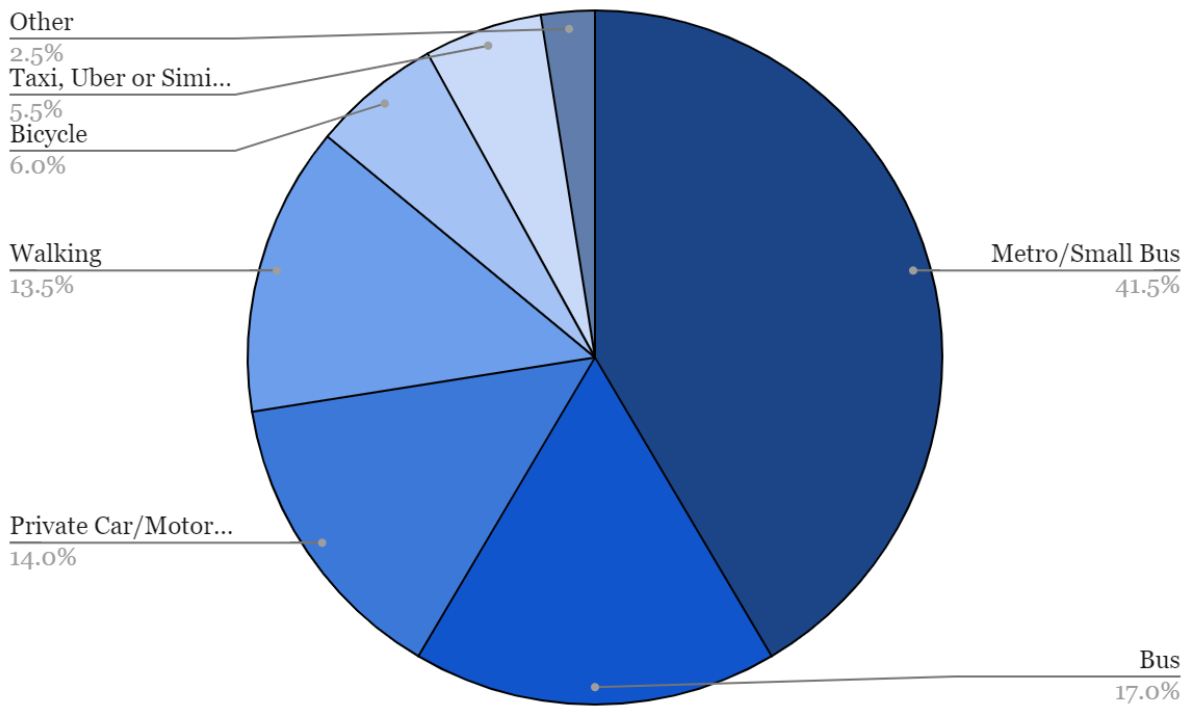


Exhibit 3

Technology and Communication

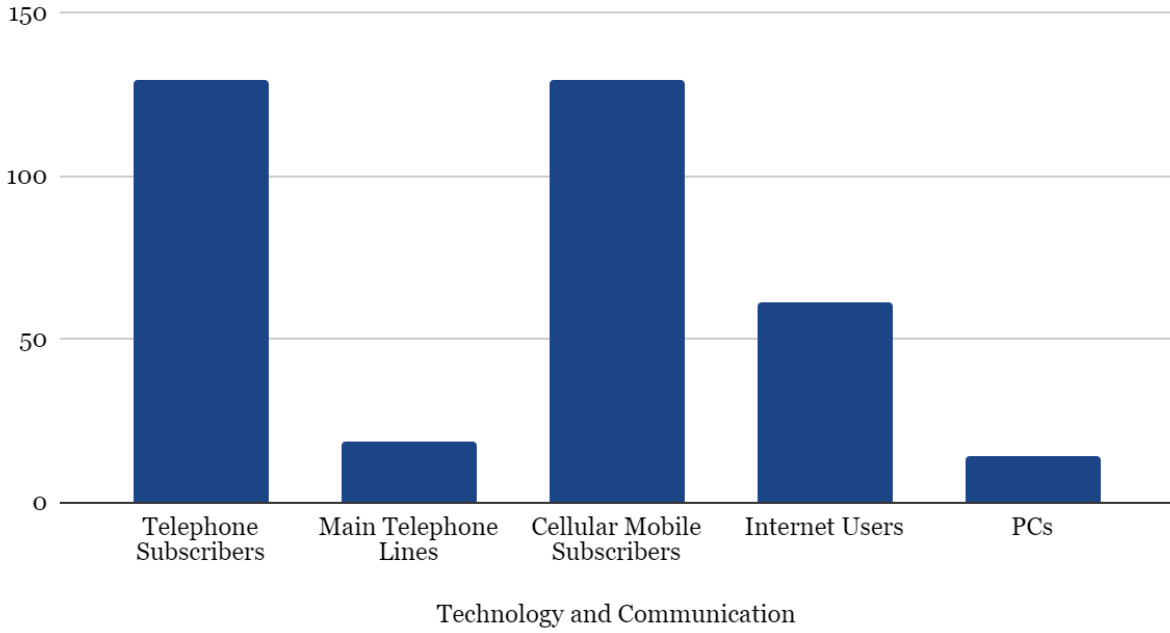


Exhibit 4

2006, 2007 and 2008

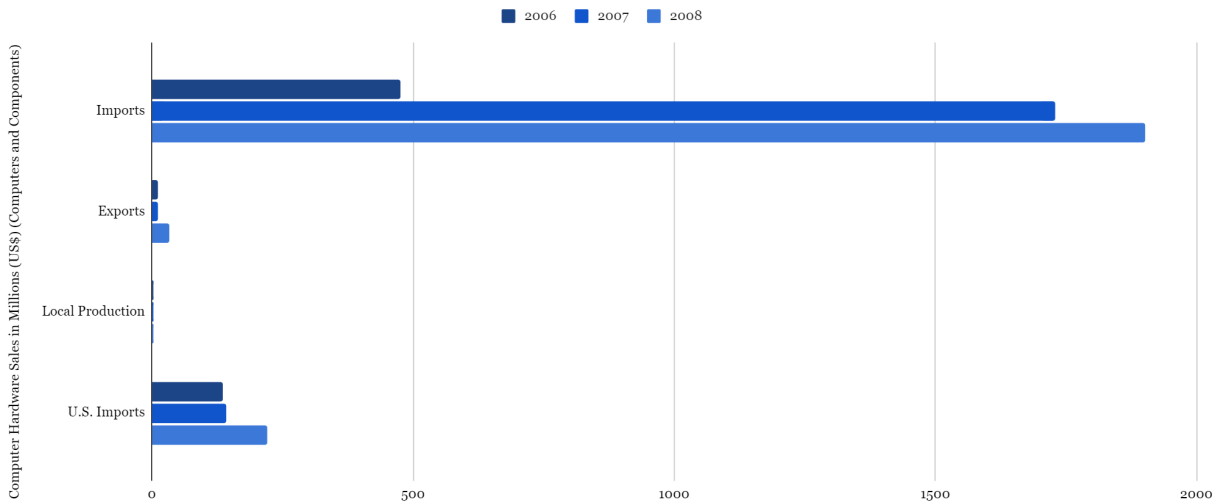


Exhibit 5

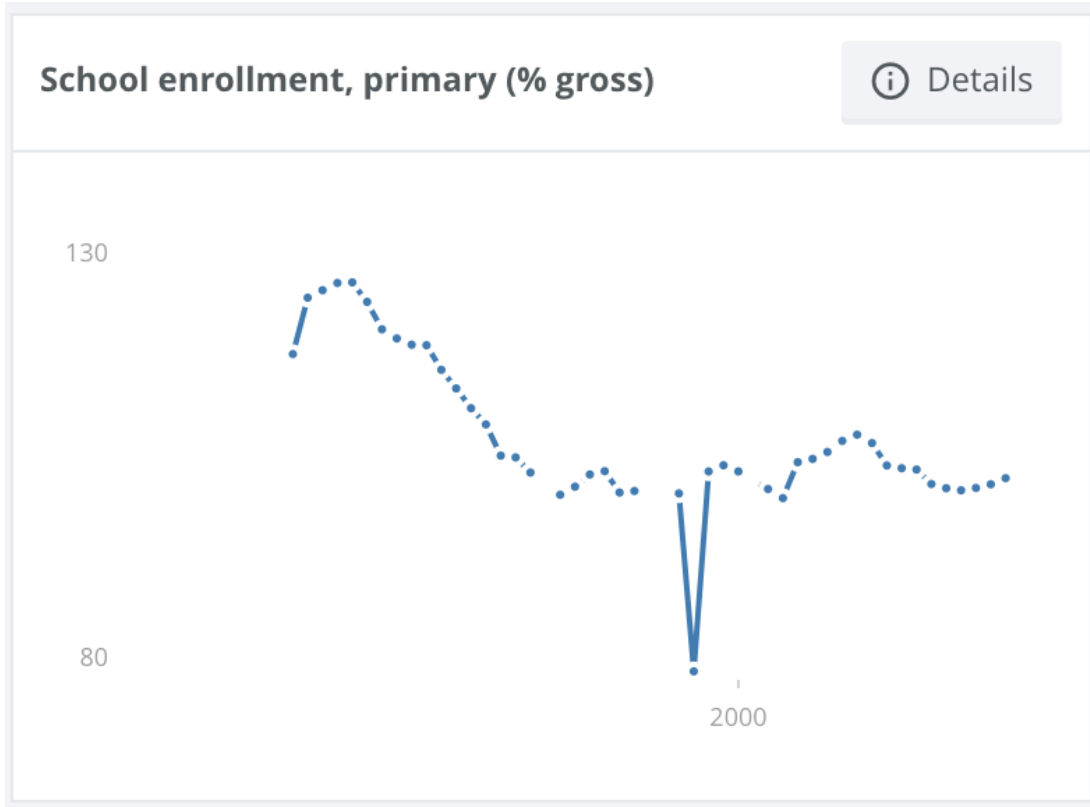


Exhibit 6

