

DefenderLa

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An Everyday Fear

Imagine feeling unsafe every time you step outside your home—fearing that a simple walk to work, school, or the grocery store could endanger your life. This threat is no longer distant; it has become a terrifying part of everyday life. Meanwhile, the government continues to ignore these fears, and no meaningful reform is in sight. Corruption silences you, safety doesn't exist. Fear is imminent everywhere you go. Now, envision finding a small source of protection. It does not come from broken government institutions, but from a layer of safety built into the clothes you wear every day.

This is a critical and urgent need for women at the bottom of the pyramid in Argentina, a non-consumption market desperate for innovation. Countless women in this country need meaningful products that offer protection. They need to feel empowered and educated. Addressing this life-threatening issue, which has long been overlooked, is essential. These products will transform the fear these women face into a sense of empowerment.

Government Regression

Argentina is facing an alarming rise in violence against women due to a rollback of institutional safeguards under the new leadership. President Javier Milei's policies have dramatically shifted away from protecting women, resulting in regressive laws. In January, President Milei announced that he would remove the concept of femicide from the country's penal code, arguing that femicide “promotes the idea that the life of a woman is worth more than that of a man” (James, 2025). Femicide is defined as the murder of a woman by a man as a result of gender-based violence. It was added to Argentina's penal code in 2012 following a dramatic surge in homicides that year (Barber, 2025). Amnesty Argentina's executive director said “it is

deeply concerning that violence against women is not being understood by the state, the home is the most dangerous place for women and girls, as 60% of women are killed by their partner, family members compared to 12% being men” (Barber, 2025). Bielski warns that removing femicide as a legal category “would impose a greater danger to women and girls” (Barber, 2025).

The Femicide Crisis

The market for gender-based violence protection products and services is a significant non-consumption area in Argentina due to the lack of government investment and the growing rate of violence. Femicides in Argentina reached a record high in 2023, with numbers continuing to rise in the first two months of 2024. There were 61 murders of women and girls by the end of February, up from 56 that month a year earlier. Many women have filed complaints against the attacks, and a large percentage of those were raped before being murdered (Barber, 2024).

In 2024, 252 women were murdered (National Ombudsman Office, 2024). Alarming, within just the first three months of 2025, an additional 76 murders were recorded, along with 257 attempted femicides across the country. This number has increased by 15% during the same period a year earlier (Buenos Aires Herald, 2025). The evidence is clear: “Since Milei took office, not only have femicides not decreased, but the vulnerability of women and LGBTQ+ people has worsened with the elimination of public policies and the promotion of hate speech” (Buenos Aires Herald, 2025). These murders are a massive threat to women and are leaving many children motherless.

A Solution for a Market Ignored

The increasing numbers reflect an escalating situation and a desperate demand for a product that enhances safety, awareness, and prevention. This product line is designed by women for women, aiming to provide accessible, sustainable tools for those in high-risk areas. As the government downplays the issue and strips protective laws, there is a clear need for increased physical safety. Ada Beatriz Rico, director of the Femicide Observatory, commented, “They are leaving us without tools. We feel like we have gone back in time” (Grimberg, 2024). Our team has developed a product line that offers accessible, sustainable tools for women at the base of the pyramid, particularly those in high-risk areas. We aim to empower these women by providing products that enhance their safety and dignity. By focusing on affordability, ease of use, and sustainable materials, our product aims to fulfill both societal and market needs.

Target Profile

Key Characteristics of Bottom of the Pyramid Customers in Argentina

To better understand our customers, we examined their income, access to necessities, influence, and response patterns. Customers at the bottom of the pyramid in Argentina earn an annual income of \$3,000, which is less than \$2.15 per day (World Bank, 2023). This represents 57.4% of the population, or approximately 27 million people, living in poverty in Argentina (The Dialogue, 2015). In Buenos Aires, the largest city in Argentina, the poverty rate increased to 41.1%. (Merco Press, 2019) “According to the Women's Office of the Supreme Court of Justice, one woman is killed every 32 hours.” (UN Sustainable Development Group, 2020). The worst part is that many of these women don't have the resources to defend themselves because 36.9% of these women come from a low socioeconomic status. Whereas 0.4% are at high socioeconomic levels and 19.4% are at medium socioeconomic levels, 43.3% of these women

did not have a reported socioeconomic status (Figure 1) (Informe Del Observatorio de Femicidios de La Defensoría Del Pueblo de La Nación, 2024). Another thing to note about this segment is that this group is sensitive to price and tends to avoid taking risks unless the risk is for survival. Lastly, Bottom of the Pyramid customers in Argentina also rely heavily on their peers for recommendations on products, as well as for everyday decisions (Simanis, 2018). This is beneficial for our cause because increased word-of-mouth advertising leads to more sales and greater empowerment of women in the country.

The primary locations we looked at while learning where would be the best place to start marketing our products came from (Figure 2), which shows that the highest amounts of femicides happen in Buenos Aires, with this number being 108 women. After seeing this, we knew that Buenos Aires was the best place to launch our business. When examining marketing channels, these groups are most likely to utilize community engagement effectively. (Paragon, 2024) Working with local organizations and leaders to build relationships because that is what responds best to. With relationships come word-of-mouth marketing, which, as previously mentioned, has a significant impact on this group. Digital marketing is also effective for this group, but within reason. Some impoverished communities in Argentina have limited access to the internet, but the social media that get the most traction are Facebook and WhatsApp. Specifically, women respond best to Instagram (86.5% of internet users), Facebook (81.9%), TikTok (57.3%), and Facebook (53.9%) as their preferred ways of receiving marketing communications. (Statista, 2025) Lastly, to reach a wider audience, traditional media forms are also utilized. These forms would be radio and TV broadcasts. If this route is used, local dialects should be incorporated to make the marketing more effective. Again, relationship marketing is the most effective way to reach his target audience, and forming a bond with the

bottom-of-the-pyramid customers is the ideal starting point. Things like connecting with the local community and using the correct dialect for the area are ways to build this relationship. (Scroope, 2018) To help create strong relationships, the primary focus should be on earning our customers' trust. We can achieve this by being transparent and honest with our offerings and prices, as well as any risks associated with our business or products. Lastly, cultural sensitivity is one of the most important things to this group. Respecting local customs, dialects, and values is extremely important. (Scroope, 2018)

Market Penetration was also a concept we needed to assess, and we found that the “Smart Jewelry” was the most similar to our brand and products, so we decided to approach this market with a different spin. (Figure 3) We are entering this segment from the self-defense category, similar to our competitor, InvisaWear. However, we are approaching this from the bottom of the pyramid segment, placing ourselves in discount stores, neighborhood stores, markets, and events. At markets, we will have a pop-up shop, and at events, we will support the #NiUnaMenos movement by placing pop-ups at these rallies to attract customers who share our cause.

Cultural Nuances

Argentina's rich cultural heritage, influenced by European and indigenous traditions, places a high value on family ties and social gatherings (WorldAtlas). Argentine consumers are known for their appreciation of quality and style, often influenced by European fashion trends (Santander Trade). Our products are designed to blend seamlessly into everyday life, offering both aesthetic appeal and practical functionality. By incorporating cultural symbols and designs, we aim to resonate deeply with local consumers.

Understanding the cultural context is crucial for our brand. For instance, the importance of family and social connections means that our marketing strategies should emphasize the role of our products in protecting loved ones. Additionally, the influence of European fashion trends suggests that our designs should align with contemporary styles while incorporating unique, culturally relevant elements.

Argentina boasts a well-developed transportation network, including highways, railways, and ports, which facilitates efficient distribution (International Trade Administration). In urban areas like Buenos Aires, public transit is highly accessible, making it easier to reach our target market (Santander Trade). However, some places still require infrastructure improvements, which could pose challenges for distribution.

To effectively reach our target market, we have established a comprehensive distribution strategy that leverages both traditional retail channels and innovative marketing approaches:

- **Neighborhood Stores:** We will partner with smaller, local stores that cater to everyday needs and are more accessible to low-income consumers. Our target market frequents these neighborhood stores, which provide a convenient shopping option for seeking affordable and practical self-defense accessories.
- **Discount Stores:** Retailers such as Todo Moda and Isadora are popular for their affordable fashion items and accessories. By placing our products in these stores, we ensure high visibility and accessibility for our target audience. These stores are well-known for offering stylish yet affordable products, making them an ideal fit for DefenderLa.
- **Pop-Up Stores at Local Markets and Events:** To create a direct and engaging connection with our customers, we will set up pop-up stores at local markets, fairs, and community events. These pop-up stores will allow us to showcase our products in a dynamic and

interactive environment, providing customers with the opportunity to see, touch, and learn about our products firsthand. Key locations include:

- San Telmo Market: A bustling market known for its antiques, crafts, and unique items. Setting up a pop-up store here can attract a wide range of customers interested in distinctive and practical accessories.
- Feria de Mataderos: A popular fair that showcases traditional Argentine culture, crafts, and food. This venue offers a great opportunity to connect with local consumers and build brand awareness.
- Community Centers and Women's Shelters: Partnering with community centers and women's shelters can help us directly reach women affected by domestic violence and femicide. These partnerships can provide a safe space for women to learn about and purchase our products. By collaborating with these organizations, we can also offer educational workshops on self-defense and personal safety, thereby further empowering our target market.

By combining these strategies, we aim to create a robust and effective distribution network that ensures our products are accessible to our target market. Our goal is to empower women with stylish and functional self-defense accessories, making them feel safe and confident in their daily lives.

Current Environmental, Societal, and Cultural Trends & Concerns

Argentina is currently grappling with several environmental, societal, and cultural challenges. High inflation and economic instability are significant concerns that affect consumer purchasing power (Statista). Environmental issues such as deforestation and pollution are also

pressing, prompting a growing demand for sustainable products (WWF). Societal concerns include women's safety and social inequality.

The femicide crisis in Argentina is particularly alarming, with high rates of gender-based violence highlighting the urgent need for solutions that empower and protect women (International Trade Administration). Our product line addresses these issues by offering affordable, sustainable, and empowering solutions for women. By utilizing eco-friendly materials and adhering to ethical manufacturing practices, we strive to make a positive contribution to the environment while addressing a critical social need.

Products

Our brand name is DefenderLa, a fusion of "Defender" and "La," the feminine article in Spanish, which translates to "DefendHer." DefenderLa is a socially driven, affordable, and sustainable line of protective accessories designed for Argentinian women, particularly those in low-income areas who face daily threats to their safety. These fashion-forward pieces incorporate hidden self-defense tools, enabling women to discreetly protect themselves without compromising their style or dignity.

- **Hair Clips with Brass Knuckles:** This stylish hair accessory doubles as a self-defense tool, offering a discreet way for women to protect themselves in potentially hazardous situations. The hair clip is designed to be both lightweight and durable, ensuring it can be used effectively without compromising comfort or style. The clip's rotational twist technology allows the user to reach behind their head, insert their fingers into the knuckles, and twist in opposing directions. This functional design lets the user access the knuckles in just seconds.

- Belts with Secure Locks: These belts can only be unlocked with a matching ring, ensuring that they remain secure and can be used as a protective measure. The belts are crafted from high-quality materials that are both fashionable and functional, providing women with a sense of security while complementing their outfits.
- Slap Bracelets with Hidden Knives: Fashionable and functional, these bracelets conceal a small knife that can be used in emergencies. The slap bracelets are designed to be easy to wear and remove, making them a practical choice for everyday use. The hidden knife is securely stored within the bracelet, ensuring it is safe to wear while providing a reliable self-defense option. These bracelets are also equipped with bright lights and a whistle to attract attention and deter attackers. The bright lights can be used to signal for help or disorient an attacker, while the whistle provides an audible alert that can draw attention to the wearer in distress.

Each product is designed with both aesthetics and functionality in mind, ensuring that women can feel safe without compromising on style. The hidden features are discreet and easy to use, providing an added layer of security in everyday life.

Sustainability Through Recycled Aluminum

Our products are designed with a significant portion of recycled aluminum to offer a sustainable option to this market. Aluminum is infinitely recyclable. It can be reused endlessly and transformed into new products without sacrificing its quality (Aluminum Organization). Producing recycled aluminum requires approximately 95% less energy than making it from raw materials (Romuno, 2021). According to the Aluminum Association, nearly 75% of the aluminum ever produced is still in use, demonstrating its long-term environmental value. In the

past, Argentina has stood out in aluminum recycling, with an average of 91.1%, indicating that it has been a common practice. (Carvalho, 2024).

Policy Shifts and Economic Opportunity and Aluminum Recycling

Argentina's recycling system is currently facing changes. The sector once employed thousands through their recycling cooperatives, but now "the number of people working in recycling cooperatives in Argentina has dropped from 18,000 in 2023 to 10,000 in January 2025." (Pelletieri, 2025). This is due to the collapse in the prices of recycled materials. For example, metal scrap prices in Argentina fell by 70%, making it more profitable to discard than to recycle it. One recycler stated, "Metal is worth a lot abroad, but here it's thrown away due to its low price" (Pelletieri, 2025). Essentially, the recycler companies that employed those to sort through scrap were not earning enough, and the cost outweighed the revenue.

These market factors may dissuade most businesses, but DefenderLa believes we can restore its value. In January 2025, Milei passed a new law that deregulated the export and import ban on non-hazardous, recoverable waste, thereby ending the country's 16-year ban on scrap metal exports (Gonzalez, 2025). This new change enables the sale of recycled aluminum at international prices, thereby increasing its value and profitability. For our business, this presents an opportunity to generate additional revenue, employ more community members, and support the growth of the aluminum recycling economy.

Recycling Bins

As part of DefenderLa's mission to promote sustainability, we plan to place recycling bins throughout Buenos Aires as a starting point. The bins will collect aluminum cans for our

recycled accessories. To do this responsibly, we aim to partner with the city's *Circular Economy Network*, a 300+ member initiative launched in 2021 to promote recycling through public-private partnerships (C40 Organization). Our goal is to negotiate a deal that enables us to install bins and manage our sorting process.

To do this, we will need an environmental permit, issued by Argentina's Ministry of Health (Company Formation Argentina). Furthermore, recent policy shifts, such as the previously mentioned lifting of Argentina's scrap metal export ban in 2025, reflect national support for the growth of the recycling industry. As part of our company-wide circular economy mission, we plan to maintain ties within the community by employing waste pickers, also known as "canterones," who have traditionally relied on this job as a way of life. (Waste Management Country Report Argentina, 2021).

Promotion/Placement

Advertising and Awareness:

Brands have an average of eight seconds to capture consumers' attention. They either grab it or completely lose it. In today's era, appealing to consumers' emotions is a key driver of success in advertising. This type of advertisement aims to attract attention by creating ads that tug at their heartstrings. In short, it captures consumers in a way that results in a meaningful, memorable, and impactful experience. There is a wealth of research that supports the effectiveness of emotional advertising. For example, "According to a study by Nielsen, ads with an emotional appeal perform twice as well as those with a rational appeal in terms of both short-term and long-term effectiveness." The logic behind this comes from the fact that we process emotions more quickly than rational thoughts. Our emotions can influence our

decision-making more than logical arguments. Thus, brands can capture consumers' attention more rapidly and increase their chances of being remembered by utilizing this tactic. (McAlpin, 2023). Ultimately, ads curated to evoke emotions create a more profound and meaningful connection between the brand and the consumer. This results in increased loyalty and support for the brand.

In terms of the content of our advertisement, we will portray victims of violence and hate crimes to instill in our audience the crucial importance of taking measures to protect oneself. We aim to educate and explain that these victims' stories could have ended differently if they had a way to defend themselves. This is where our self-defense jewelry product line comes in.

We will employ several tactics centered on engaging the community, utilizing a community-centric approach to disseminate the information regarding our product line. First and foremost, we will prioritize making ourselves available to our consumers. Across all touchpoints we have with consumers, whether in pop-up stores or local markets, we will include live demos on how to use our products to engage them. In doing so, we bridge the gap between seeing the product and wondering how to use it. Consumers will not be confused when purchasing from DefenderLa. By the time they buy a product, they will have already seen a live demo of how it's intended to be used. Moreover, we will display scannable QR codes that will direct consumers to educational videos, product demonstrations, and donation options.

Beyond the physical locations where we intend to sell our jewelry, we will employ a guerrilla marketing strategy to display our advertisements. At the core of guerrilla marketing is the reliance on “unconventional and inventive displays to elicit wonder or shock.” We will utilize both outdoor and experiential guerrilla marketing to “place something unusual in an outdoor environment” and “enlist the public to interact with [our] brand” (Staff, 2025). In doing so, we

will distribute aluminum recycling bins throughout Buenos Aires, featuring a design that is both impactful and thought-provoking. The design will feature a moving photo of a woman covered in bruises, accompanied by our slogan: “Ella no era basura” (she wasn’t trash). By employing the shock factor strategy, we aim to integrate sustainability and social impact while upholding our commitment to delivering an engaging experience. The box's design is sure to spark conversation; it is unconventional and eye-catching. The QR code displayed on the box will prompt consumers to visit our website for additional information and engagement.

Media placement

We have decided to initially focus on developing our guerrilla marketing strategy and partnerships to enhance our advertisement exposure. Once we deem ourselves profitable enough from this, we may expand into utilizing local advertising mediums, such as local newspapers, radio stations, online platforms via social media and e-commerce, and billboards in high-traffic areas. The Grupo Clarín and La Nación conglomerates stood out during our research as the two major national media entities with which we could potentially collaborate and be featured in the future. Other popular Argentine websites, such as La Nación and Misiones Online, are additional options for us to consider for future digital advertisements. We are creating an entirely new product with minimal startup funds, so our initial advertising strategy will begin with ads placed on our recycling boxes. We will also collaborate with popular movements, such as “Ni una menos,” to further spread our message.

Accessories

1. **Website:** The purpose of our website is to educate potential customers about our company, its mission, and the products we offer. The website features information about

the specifics of our products and company through the “Our Story” and “Products” tabs. Additionally, we educate our customers about our sustainability efforts, statistics that make our products relevant, and a tab dedicated to the #NiUnaMenos movement. The information on these topics comes from the “Sustainability” and “#NiUnaMenos” tabs.

2. **Pamphlet:** The goal of the pamphlets is to introduce our brand and educate prospective customers on our brand and mission in an easily digestible format. This pamphlet also educates customers about our sustainability efforts and encourages them to donate their aluminum cans.
3. **Pop-up shops:** Our pop-up shops will be placed at local markets and at #NiUnaMenos rallies and events. The purpose of these pop-up shops is to educate consumers from the bottom of the pyramid about our company in an interactive and dynamic environment. These pop-ups will also allow prospective customers to experience the products firsthand, which is beneficial for sales.

Pricing Strategy

Recycling aluminum is cost-effective. Processing the material itself costs as little as \$0.50 per kilogram:

- \$0.50 per kg of aluminum * 0.07 kg in the claw clip = \$0.04
- \$0.50 per kg of aluminum * 0.01 kg in the ring = \$0.005
- \$0.50 per kg of aluminum * 0.09 kg in the belt buckle = \$0.045
- \$0.50 per kg of aluminum * 0.08 kg in the bracelet = \$0.04

However, the significant expenses lie in equipment, labor, and infrastructure. Based on research, the minimum wage in Argentina is slightly over \$8 per day; however, bottom-of-the-pyramid

consumers typically earn less than that, averaging \$1.50–\$3 per day. Labor for one product may cost ~\$0.33 assuming a 10-minute assembly.

Strategic Path to Profitability

To ensure sustainability and profitability while maintaining accessibility, we propose the following multi-pronged pricing approach:

1. Tiered Pricing Model

- a. Local/BoP Market: DefenderLa accessories will be priced between \$0.70 to \$1.50 locally. This pricing aims to recover basic material and labor costs without significant profit, prioritizing accessibility.
- b. International Market: These same products will be marketed abroad or through our website as part of a socially conscious brand. Prices will range from \$10 to \$25 per item. These profits will cross-subsidize production and distribution costs for local women.

2. Buy-One, Give-One Program

Our campaign, "Buy a Hair Clip, Give a Hair Clip," empowers international consumers to support safety for Argentinian women directly. Each purchase abroad provides a matching product to a woman in need locally. This strategy encourages emotional connection and brand loyalty while expanding our market reach.

3. Bundle Sales

We will offer themed product bundles (e.g., a belt, slap bracelet, and hair clip) at a small discount. These bundles increase perceived value and transaction size while lowering per-unit distribution costs.

4. Aluminum Revenue Stream

To further support profitability, DefenderLa will sell excess collected aluminum at international prices. Following the 2025 deregulation of Argentina's scrap metal export ban, this creates a new revenue stream and reinforces our circular economy mission.

5. Community-Based Manufacturing Partnerships

Partnering with local cooperatives, shelters, or training centers will allow us to keep labor costs low, employ those impacted by gender violence, and deepen community integration.

DefenderLa is not just a product line; it is a lifeline for women in Argentina. By combining innovative design with community engagement, we aim to create a safer, more empowered future for women at the bottom of the pyramid.

Competitors

Our Position in the Market:

While there are existing brands like InvisaWear that offer wearable safety devices, DefenderLa differentiates itself by integrating multiple hidden protection features into stylish accessories. Our focus on affordability and cultural relevance positions us uniquely in the market. We aim to empower women by providing discreet self-defense tools that blend seamlessly into their daily lives.

Our competitive advantage lies in the fact that DefenderLa products will be entirely sourced and manufactured in Argentina, thereby providing employment opportunities for local women and supporting the local economy. This local sourcing and manufacturing approach not only ensures affordability but also fosters community development and economic growth.

Market Barriers:

Entering the Argentine market presents several challenges, including economic instability, high inflation, and regulatory hurdles (Statista). To overcome these barriers, we will:

- **Ensure Compliance:** Adhere to local laws and regulations governing the use of self-defense tools. This includes understanding the legal limitations and ensuring that our products are marketed and sold in compliance with these regulations (International Trade Administration).
- **Leverage Local Partnerships:** Collaborate with local artisans and retailers to enhance market penetration. These partnerships will enable us to navigate the local market and establish trust with consumers (Santander Trade).
- **Focus on Affordability:** Utilize cost-effective materials and manufacturing processes to maintain accessible prices for consumers at the bottom of the pyramid. This approach ensures that our products are within reach for those who need them most (Statista).
- **Build Brand Loyalty:** Foster strong brand loyalty through community engagement and educational campaigns focused on women's safety. By educating consumers on the importance and use of our products, we aim to build a loyal customer base (International Trade Administration).

By addressing these barriers strategically, we aim to create a sustainable and profitable business model that meets the needs of our target market. Our commitment to quality, affordability, and cultural relevance will help us establish a strong presence in the Argentine market.

Further Considerations

Ethical

Several ethical and legal issues must be considered when designing a new product in unfamiliar territory. Ethically, we must uphold our commitment to sustainability. We must take the time to thoroughly and continuously research the materials we use in our products to ensure they are proven to be sustainable. Additionally, we must be transparent with our consumers, providing clear and accurate information about the usage and benefits of our products. This includes first-party testing and trial runs of our live demos to ensure that everything related to our product is communicated with the utmost quality. Moreover, considering our target market, we must ensure we're not exploiting them with the pricing of our products. We must carefully consider their financial situations when pricing our products to ensure a fair and equitable approach.

Legal

Legally, we must adhere to several local Argentine laws. We must comply with local safety standards and regulations when selling a product that can be used as a self-defense mechanism. Furthermore, we must obtain all necessary licenses and permits for street vending and comply with zoning restrictions. This includes consulting with the Agencia Gubernamental de Control (AGC), as they are the agency responsible for overseeing permits for utilizing public space. Additionally, we must adhere to intellectual property guidelines to ensure we aren't infringing on an existing trademark or patent. We, too, must undergo legal proceedings regarding intellectual property to protect our product design and brand. Luckily, according to the Legal Core Group, registering an industrial "design in Argentina is a quick process that does not require substantive analysis, allowing protection within a short time." However, according to the European Commission's Intellectual Help Desk, the cost of registering a patent in Argentina is approximately \$291, which is a factor we must consider. Furthermore, according to Viet An Law,

as foreign applicants, we must apply through an intellectual property representative who is legally registered in Argentina to carry out the application procedure. The fee offered by an IP representative is \$5500.

Outsourcing vs In-house

Regarding outsourcing versus in-house, our thought process is as follows. We will first manufacture in-house, as we are a small startup with limited funds and resources. Thus, we must minimize as many logistical costs as possible while maintaining quality control and brand integrity. In the future, once we are profitable, we may consider outsourcing the manufacturing and production of our product. However, there are several legal and ethical implications embedded in outsourcing itself, which denotes the need for further team meetings and discussions once our business has reached the point where we may consider outsourcing.

Risk Assessment

Our risk assessment comprises two major parts: uncertainty regarding market acceptance, specifically customer acceptance, and potential supply chain disruptions. The bottom of the pyramid market in Argentina accepts the use of self-defence tools. However, the government isn't as accepting. While it is indeed legal, customers must exercise extreme caution and have definite proof that an action taken in self-defense was indeed an action taken in self-defense. (McKenzie, 2025) The laws in Argentina are stringent in this regard and aren't very forgiving. Consumers are supportive of these tools, but we must take it into our own hands to share the laws and how to protect ourselves both physically and legally. This ties back into the transparency aspect in building a relationship and trust with this customer segment. Second, supply chain disruptions may arise from manufacturing delays. For us, delays will come from

gathering supplies. Since we are gathering supplies from recycling, this process will take time to collect, which may put us behind schedule at specific points in our manufacturing process.

Final Entry Implementation

While the right to self-defense is recognized in Argentina, its application in cases of gender-based violence remains a contentious issue. There is a growing movement advocating for a more gender-sensitive approach to self-defense laws, arguing that the legal system should be more proactive in protecting women who are facing violence, particularly in the context of ongoing abuse. The #NiUnaMenos movement has played a crucial role in raising awareness and advocating for policy changes. We plan to host pop-up events to promote our products to an audience committed to this cause and to help empower these women. Ni una menos means "Not One Less," and is a Latin American feminist movement. The movement began in Argentina in 2015 to fight against gender-based violence, including femicide. The movement became popular and quickly spread to many Latin American countries. This movement became a driving force behind the demand for change. (Diaz, 2021)

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Appendix:

Figure 1: Socioeconomic Status of Victims

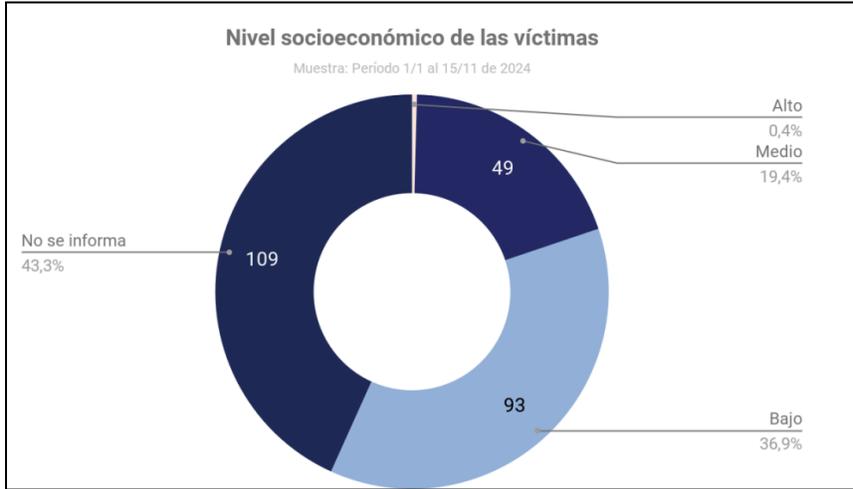


Figure 2: Femicides per region

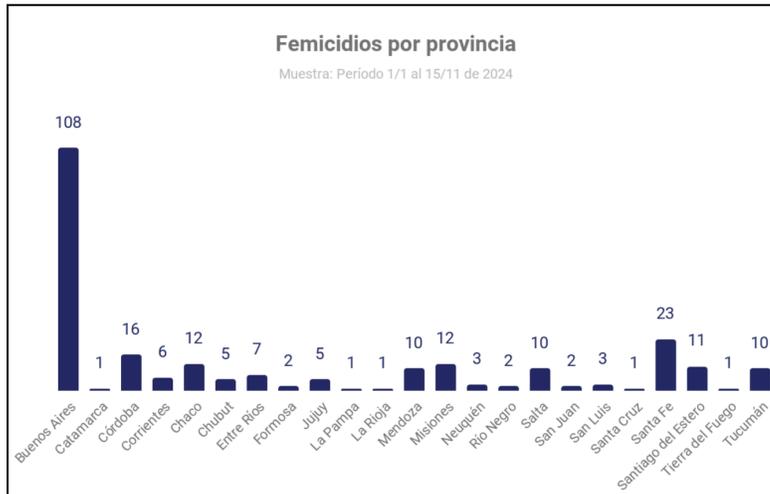


Figure 3: Argentina Jewelry Market Size

Argentina Smart Jewelry Market Size & Outlook, 2022-2030

The smart jewelry market in Argentina is expected to reach a projected revenue of US\$ 13.2 million by 2030. A compound annual growth rate of 17.4% is expected of Argentina smart jewelry market from 2023 to 2030.

Data Tree

- Healthcare IT
 - Digital Health
 - Smart Jewelry Market Outlook

Overview | Statistics | Reports | Scope | Companies | Sign up

 Revenue, 2022 (US\$M) \$3.7	 Forecast, 2030 (US\$M) \$13.2	 CAGR, 2023 - 2030 17.4%	Report Coverage Argentina
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Figure 4: Global Recycling Rate

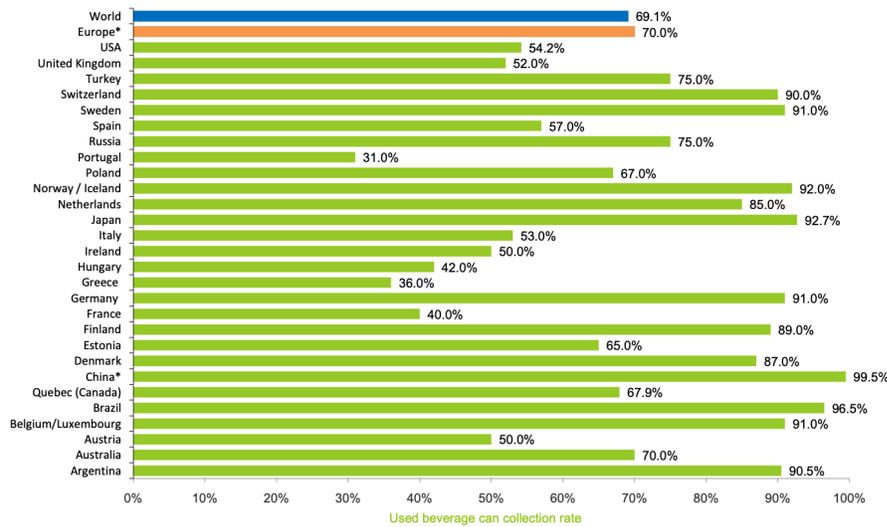


Figure 12: Global Aluminium Beverage Can Collection Rate

Figure 5: Product 1: Hair Clip

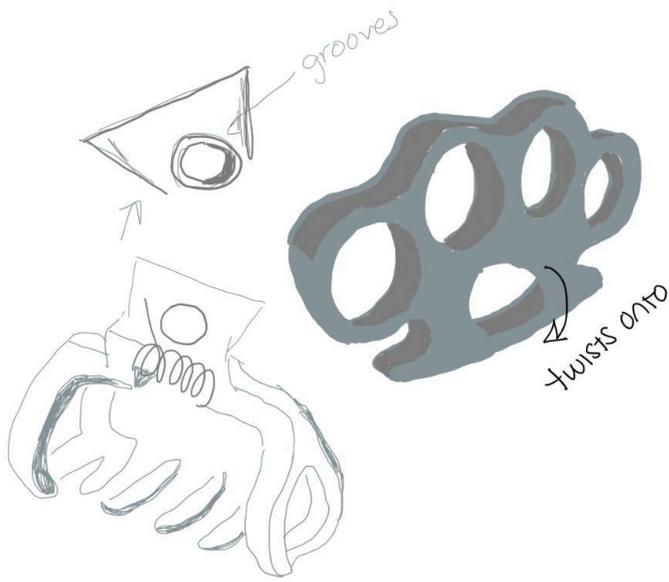


Figure 6: Product 2: Belt and Ring Set

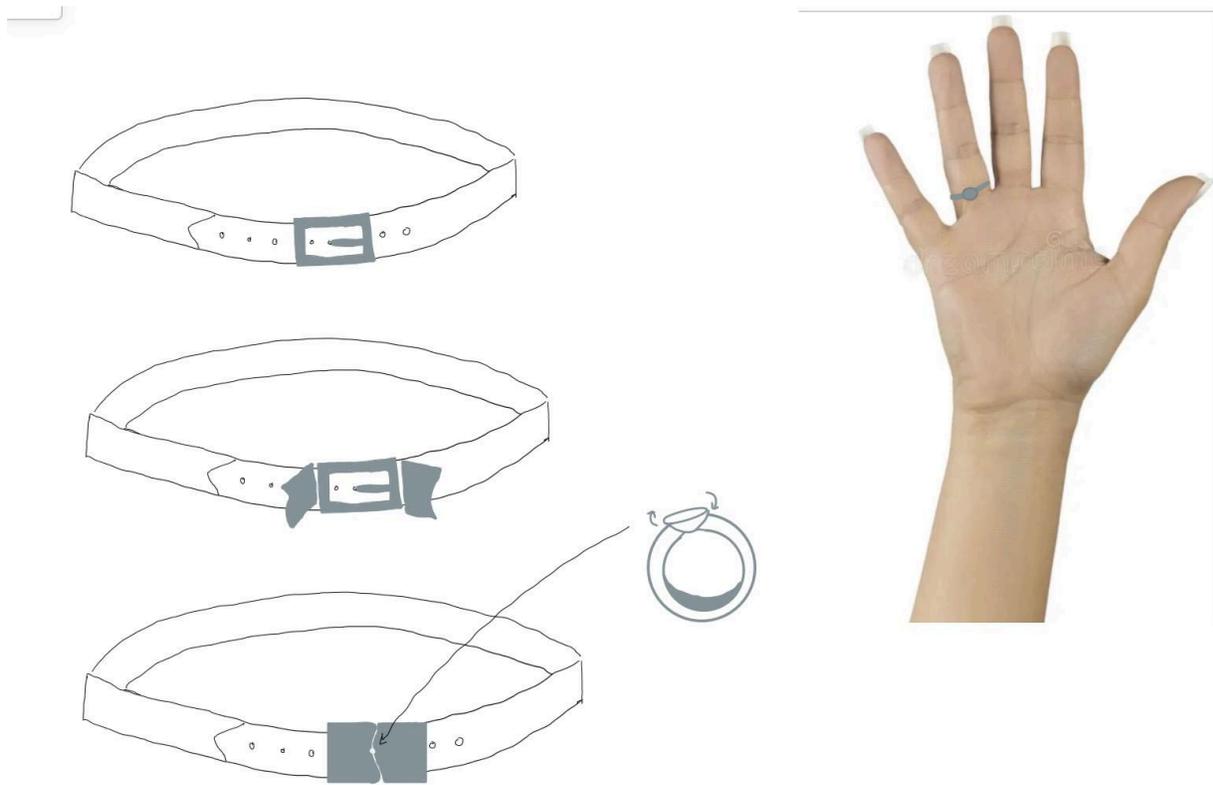


Figure 7: Belt Mock



Figure 8: Product 3: Slap Bracelet

