Aptitude Test – Subject / Case Study

Your uncle Richard is among the most successful entrepreneurs in the world. All of a sudden, he decides to enjoy life as a crazy billionaire and to step back from his responsibilities.

He puts you in charge and here is your first job:

“With POCKET INTERNET – our holding for online start-ups - we want to capture an even greater share of the world’s online marketplace. Therefore, I’m thinking about taking DALANDO - our online shopping portal for shoes and clothing – to Chile and make it a success in this country. What do you think about the idea?”

Please asses for Richard:

1. Chile’s market attractiveness for an online shopping portal. (30 points)

2. The key elements of an effective marketing campaign. (10 points)

3. The central bank of Chile decides to pursue a restrictive monetary policy. (30 points)
   a. What could be the reason for the central bank’s decision? Explain!
   b. How can the restrictive monetary policy affect companies in Chile?
   c. Describe the macroeconomic effects of the restrictive monetary policy in an adequate economic model of your choice!

GOOD LUCK!