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## **Arc Media launches Power MBA® Global Service in US: Innovative market intelligence service guides global business expansion with key local perspectives in foreign markets.**

NEW YORK--([BUSINESS WIRE](#))--Mitchie Takeuchi, president of Arc Media, Inc., announced the launch of Power MBA® Global Service in the United States to deliver key market insight for international market entry projects, through a global network of business experts. Arc Media deploys Power MBA® Global Service in all major global markets, from the European Union to the world's emerging markets, countries not always easy to access: Brazil, Russia, India, China, Vietnam and the United Arab Emirates.

"As global business changes, American companies with potential must compete successfully," said Ms Takeuchi. "Experts in our network have advanced business education from the world's leading business schools. We handpick those with experience in our clients' industries to provide essential local knowledge not available through other sources. Together, we help our clients make better decisions and avoid mistakes that cost time and money."

According to Ms Takeuchi, Arc Media helped a global consumer electronics company identify new business models outside its domestic market. "Our network comprised strategy executives who purchased this product and lived in one of 9 countries investigated," Ms Takeuchi said. Arc Media has also completed projects in cosmetics, high-end power boats, automotive after-market products and services, among others.

"Our process is quick and focused," Ms Takeuchi stated. "With our vantage point and the intelligence received from our local experts, our clients produce successful action plans and quick ramp-ups with our key insights and strategic direction."

Born in Japan, Ms Takeuchi attended university in the US and lives in New York City. Her career began in the NY office of a major Japanese advertising agency. Initially, Power MBA® Global Service targeted Japanese companies.

"Even with globalization, every country has 'issues'," Ms Takeuchi stated. "With 20 years experience in developing international market strategy, we know what to look for, how to advance the learning curve

and how to build strong relationships in new markets.” For a confidential discussion, contact Mitchie Takeuchi at [mitchiet@arcmedia.net](mailto:mitchiet@arcmedia.net) or call 212-741-8868.

**About Arc Media:**

Arc Media Inc. is a New York-based consulting firm specializing in transglobal business opportunities, providing local market intelligence, subject-expert surveys and local consulting services through connections to reliable key contacts in foreign markets.

## Contacts

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