

Market Analysis and the Sales Process in Industries of Paraná: The Situation of a Plywood Industry in Curitiba-PR

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Abstract

This article analyzes the market and the sales process in plywood industries of Paraná and proposes a comparison with the current situation, which features ex-Alpha reduction in sales in recent years. With the constant reduction of factory revenues search-if a detailed study that directs the decision to improve your positioning on the market and increase its Market Share in the segment of compensated. By reason of having little knowledge accumulated and posted on the thread that involves the sale of plywood, was carried out an analysis of the literature and an exploratory analysis of a qualitative nature next to the factory owners, customers and competitors on that theme, identifying the results the lack of standardization according to requirements of the market timber and applying a Marketing plan targeting the prospects that the study seeks to achieve.

Keywords: Sales, Market Plan, Plywood, Wood Market.