

BRAZILIAN MARKET ANALYSIS

FAUCETS

detailed study

Book I

MACRO ECONOMIC ANALYSIS

INTRODUCTION

1. OUTLOOK BRAZIL X LATIN AMERICA

2. DEMOGRAPHICS DATA

- 2.1. Population
- 2.2. Housings
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3. MACROECONOMICS DATA

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- 4.3. The construction industry

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Book II

SUPPLY & DISTRIBUTION CHANNELS

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- 1.2. Index of faucet's manufacturers/importers
- 1.3. Descriptive picture of main Brazilian competitors and qualitative valuation
- 1.4. New plants & expansions

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- 2.3. Credit concession system
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- 2.5. Merchandising and advertising
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 - 3.1.1.1 New Home-centers store's out of the main capital cities
 - 3.1.1.2 Distribution by the manufacturers
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 - 3.1.2 Profile of the Largest Stores
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Book III

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