

# BRAZILIAN MARKET ANALYSIS

## PORCELAIN TILE

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# Book I

## MACROECONOMIC ANALYSIS

### INTRODUCTION

#### 1. OUTLOOK OF THE BRAZILIAN ECONOMY

- 1.1 Brazil perspectives for 2040
- 1.2 Brazilian economy: Preliminary Analysis
- 1.3 Brazilian macroeconomic trends
  - 1.3.1 Comparison: Latin America countries X Brazil
- 1.4 Analysis of foreign investments in Brazil
  - 1.4.1 Latin America – foreign direct investment retrospective
  - 1.4.2 Brazilian position
- 1.5 Probables scenarios affecting Brazil
  - 1.5.1 Basic scenario
  - 1.5.2 Alternative scenario

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  - 2.1.1 Total resident population, by sex and group of age
  - 2.1.2 Preliminary population projections – 2000/2020
  - 2.1.3 Resident population, by urban/rural residence
  - 2.1.4 Demographic indicators
  - 2.1.5 Preliminary population projection and rates – 1998/2020
- 2.2 Housing
  - 2.2.1 Permanent privately owned housing units by urban or rural situation
- 2.3 Dwellings
  - 2.3.1 Percent distribution of permanent privately owned housing units
  - 2.3.2 Dwellings covered by general water supply network regions
  - 2.3.3 Dwellings with sewage disposal and units lacking sewage disposal facilities
  - 2.3.4 Dwellings with internal water pipeline
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  - 2.3.7 Permanent privately owned housing
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  - 2.3.9 Percent distribution of privately owned housing units -%

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### **3. INFRA STRUCTURE**

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- 3.2 Transports sector's analysis
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- 4.2 GDP
- 4.3 Urban and rural population
- 4.4 Largest cities by population criteria
- 4.5 Housing units by water supply and sewage disposal presence
- 4.6 Comparative chart of the stabilization plans

### **5. CONSTRUBUSINESS**

- 5.1 Retrospective of three Important Construbusiness Indicators
- 5.2 Importance of Construbusiness
- 5.3 Housing Construction
  - 5.3.1 Housing deficit.
  - 5.3.2 Estimate new completed dwellings & remodeling
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### **7. MAIN SOURCES**

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# Book II

## SUPPLY & DISTRIBUTION CHANNELS

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- 1.1. Suppliers location
- 1.2. Summarized profile of the suppliers

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- 2.1. Credit concession system
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  - 3.1.2 Distribution of retail stores throughout the Country
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- 4.1 Transportation costs.
- 4.2 Estimated freights prices in USD
  - 4.2.1 Freights
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- 5.1 Foreign markets
- 5.2 Logistic advantage
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- 1.1 Income taxes
- 1.2 Taxes on consumption
- 1.3 Taxes on Property
- 1.4 Regulatory taxes
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- 2.1 Guarantee fund for length of service (FGTS)
- 2.2 Social contribution on salaries (CS).
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# Book III

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- 1.1 Market size
- 1.2 Market share of the competitors
  - 1.2.1 Retrospective market share
  - 1.2.2 Recent estimate market share
  - 1.2.3 Porcelain tile estimate market share in Brazil
  - 1.2.4 Distribution channels
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  - 1.4.1 Southeast region map
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  - 1.5.3 Market share and volume
- 1.6 Market segmentation for porcelain tile

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- 2.1 Average consumer prices at home centers
- 2.2 Porcelain tile commercial policies to home centers
- 2.3 Buyer's decision criteria for the different porcelain tile types
- 2.4 Porcelain tile purchasing habits

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### 3. CRITICAL FACTORS OF SUCCESS

### 4. CONCLUSIONS

- 4.1 Porcelain tile X Ceramic tile production in Italy
- 4.2 Porcelain tile manufacturers in the world
- 4.3 Reasons to produce porcelain tile

### 5. EXCHANGE RATE INDEX

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##### A. COMPARISON

- A1. Porcelain tile may be installed
- A2. Compared strategic aspects
- A3. Conclusions