

# Old Spice: Repeating Success in the Face of Competitive Threat

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**Basic Info** TheCaseSolutions.com

- Brazil is the largest country in Latin America.
- However, Brazil still has several under-developed regions. Its education system is accordingly plagued by inadequacy and social and regional differences.
- Brazil is struggling to educate 90 million children.
- Rich parents educate their children by sending them to private schools. Poor parents however, know too little to understand how badly their children are being taught at the public schools.
- The typical school year runs from February through November.
- Children attend one year of preschool, four years of elementary school, four years of middle school and three years of secondary school.

**Start-up**

- about 10% of the Brazilian population is unemployed
- about 40% of the population is over the education
- When these numbers are added, a total of 50% of Brazil's population are unable of finding a job for their own life
- Percentage of overall and finding are similar to most of the
- Only 18% of the Brazilian population has a higher education degree
- 40% of the underprivileged students are functionally illiterate

**Amazing Facts**

**Average Performances of 15-year-olds**

Improvement over the Years (2000-2009)

**Bibliography**

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- [http://en.wikipedia.org/wiki/Social\\_issues\\_in\\_Brazil#Education](http://en.wikipedia.org/wiki/Social_issues_in_Brazil#Education)

Thanks for listening! I hope you enjoyed my presentation!

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**Statistics** TheCaseSolutions.com

- almost 10% of the Brazilian population is completely illiterate.
- almost 60% of the population is functionally illiterate.
- When these percentages are added, a total of 70% of Brazil's population are unable of reading a text like this one (in Portuguese, if correct and finding are missing out of it).
- Only 10% of the Brazilian population has a higher education degree.
- 52% of the undergraduate students are functionally illiterate.

**Astonishing Facts** TheCaseSolutions.com

**Average Performances of 15-year-olds**



Year	Score
2000	~100
2003	~120
2005	~140
2008	~160
2009	~180

Improvement over the Years (2000-2009)

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# Statistics

- almost 10% of the Brazilian population is completely illiterate.
- almost 68% of the population is functionally illiterate.
- When these percentages are added, a total of 78% of Brazil's population are unable of reading a text like this one (in Portuguese, of course) and making any meaning out of it.
- Only 10% of the Brazilian population has a higher education degree.
- 32% of the undergraduate students are functionally illiterate.





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# Astonishing Facts

## Part 1

- It is common to hear of students that go to school only to eat a meal or because the government gives the family some kind of support such as an amount of money for each kid the family has at school.
- More than a tenth of spending goes on pupils who are repeating grades.
- An astonishing 15% of those graduating from secondary school are over 25.



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## Part 2

- Brazil has high chances to ensure that all children - especially girls - living in hardship and belonging to ethnic minorities have access to free, mandatory and good quality education by 2015.
- The government has increased the facilities for children, and parents are required to keep their children ages 7 to 14 in school.
- UNESCO (United Nations Educational, Scientific and Cultural Organization) has developed two partnership programs in the area of early childhood in Brazil:
  - Better Early Childhood Program
  - Millennium Fund for Early Childhood Program





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