Natura: Global beauty made in Brazil

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3.Key Words

Communication
Diversity
Visionary Leaders
Language/cultural barriers
Productivity
Empowerment

2. Agenda

BRAZIL

* Describing the Situation

* Outlining Brazil as an Alternative.

* Selecting Brazil as an Alternative.

* Defining the Problem.

* Making Recomendation

1. Brief Summary

The big question is
Can Brazil Become a Global Competitor in the Information Technology Outsourcing Business?

Group # 2

Cristher Castro

Erick Penaranda

Kathleen Villamizar

TheCsaesolutions.com

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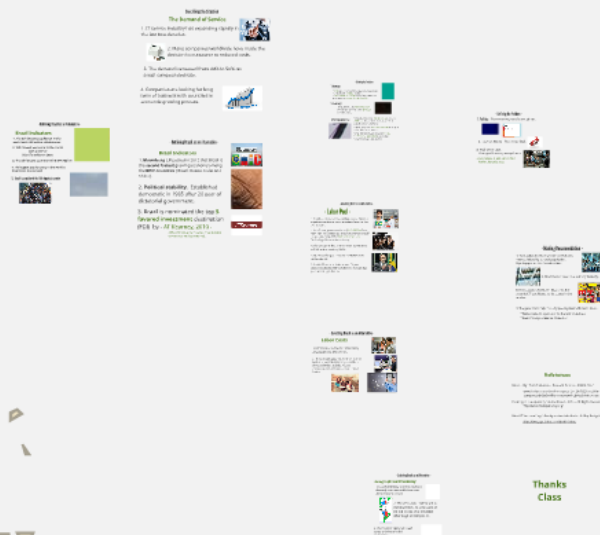
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The Demand of Service

1. IT service industry has expanding rapidly in the last two decades.

2. Many companies worldwide have made the decision to outsource to reduced costs.

3. The demand increased from 40% to 50% on anual compounded rate.

4. Companies are looking for long term of business with countries in economic growing process.

- Outlining Brazil as an Alternative -

Brazil Indicators

1. The 5th largest population in the world with 192 millon of habitants.

2. 10th largest economic in the world with a GDP of US$ 1.78 trillon in 2009.

3. The 5th largest country with 8'547.403 km

4. The biggest popular party in the world is from Brazil, the carnival

5. Brasil is considered the 10th happiest country