

Versatility in Hospitality Industry around the Globe

Case Study on Development and Challenges of Brazil

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Abstract: Brazil is the largest country in Latin America and the fifth in the world, and Brazil's economy is the most powerful in the region and has a significant impact on world markets due to highly developed agriculture, mining, manufacturing and services economic sectors. Brazil is the world's largest producer of coffee and sugar cane, and one of the largest exporters of agricultural products. This case study is about Brasil Foods, the largest Brazilian producer of meat and dairy. Today it has a leading position in almost all its domestic sectors and is strengthening its presence on the global market due to its potential. Globalization provides companies with many opportunities.

First: it allows the company to expand its market.

Second: it is expected to raise the importance of the country during the food crisis. Brazil with its rich resources is expected to be the largest supplier to countries such as China and India where the shortage of food will occur. In such circumstances, Brasil Foods, as the largest domestic producer, has all chances to become one of the largest producers in the world. Currently, the company is considered as the largest world exporter of poultry and has much more growth. It is important for the success of a company to develop an effective and competitive strategic plan for entering new markets and to find solutions on how to decrease the risks. In this case study, the author will analyze the main company's tactics in its operation and decision making and the main influences of globalization on it. For successful completion of the work there are 3 main objectives of the work:

To analyze the economy of Brazil, Its internal and external influences.

To explore the Brasil Foods' market position by implementing PEST and SWOT analysis.

To identify the best alternative country for global expansion to start with.

Brazilian hospitality is one of Brazil's strong suits! The hospitality is actually the factor that the tourists who have been to Brazil appreciate the most.

Keywords: Product, Industry, Service, Guest

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