



## FEASIBILITY ANALYSIS OF A PORTUGUESE STARTUP IN THE BRAZILIAN MARKET

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### ABSTRACT

This final project relates to the field of business administration and technology, as it seeks to analyze aspects of the market potential of an online shopping application in the gift segment and the formulation of a marketing plan. It is part of a double diploma program between Instituto Politécnico de Bragança and Federal University of Technology - Paraná.

It is critical to recognize the market potential in order to understand a company's external environment and identify how the business can be inserted in the market to expand and consolidate. We are currently inserted in a globalized, international and connected context, resulting in the emerging of new market needs which leads to new opportunities.

A technological startup, based in Portugal – Techwelf – identified an opportunity by noticing that offering someone a present can be enhanced by a pleasant, innovative and user-friendly experience, making it more dynamic, innovative and creative. The act of giving, although millennial, still remains contemporary and important in society. This practice can be understood as a form of self-expression, materialistic exchange and also as a form of building social networks and communities[1].

Along these lines, the market potential will be analyzed through two methods of investigation. The first being of exploratory nature through direct and unstructured online interviews, with the purpose of formulating hypotheses. The second method is of descriptive nature through field survey using an online questionnaire, in order to identify market segmentation. The sampling technique used in both cases will be non-probabilistic for convenience and also for quotas. The investigation will be conducted in the city of Curitiba, capital of Paraná, Brazil, as it reflects a consumption pattern aligned with the project proposal. Secondary data will also be used given its contribution as a complementary and comparative source that adds to the delimitation of the problem.

As the project is still under development, the results are still preliminary and need to be matured before being presented. Although we can infer, based in a finished exploratory interview, the potential consumer and its characteristics.

### REFERENCES

Berking, H. (1999). *Sociology of Giving*. London: Sage

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A Techwelf, Lda, com o NIF 510564461, sede na Av. Cidade de Leon, 506, 5301-358, Bragança, Portugal, representada por Paula Marina de Sousa Plasencia Matos, na qualidade de sócia-gerente, enquanto entidade promotora do projeto Pin2Give, no âmbito do qual se realiza a dissertação do Carlos Henrique Pereira da Rosa, do curso de Mestrado em Gestão das Organizações, do Instituto Politécnico de Bragança, vem por este meio declarar nada ter a opor à publicação do artigo com o título “FEASIBILITY ANALYSIS OF A PORTUGUESE STARTUP IN THE BRAZILIAN MARKET” elaborado no âmbito dos trabalhos de dissertação, e redigido em coautoria com:

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