

Kristina Erikson

Market entry strategy for management consulting companies into the Brazilian market with focus on the LEAN consulting business

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ABSTRACT IN ENGLISH LANGUAGE

Especially during the last two decades consulting companies established themselves in the international marketplace. In times of globalization particularly emerging economies, such as Brazil, are experiencing an upward trend. The term *LEAN consulting* became frequently used in this context and plays a major role in the Brazilian consulting market. This thesis develops recommendations for the market entry of management consulting companies into the Brazilian market. The implication of the term *Lean* in the context of the consulting business and its future potential in Brazil is examined, supported by an evaluation of the target market. Accordingly, the outcome of the theoretical part is then being compared with empirical findings. These findings are conducted via a Delphi Study, identifying that the most promising strategy for doing business in Brazil is intensive networking. New ventures should enter the market only with professional support from Brazilian partners who are more familiar with the peculiarities of the market.

ABSTRACT AUF DEUTSCH

Insbesondere während der letzten zwei Jahrzehnte haben sich Consulting Unternehmen im internationalen Markt etabliert. In Zeiten der Globalisierung kann man vor allem in Schwellenländern wie Brasilien eine Tendenz nach oben erkennen. Der Begriff LEAN Consulting wurde in diesem Zusammenhang sehr frequentiert und spielt eine wichtige Rolle im brasilianischen Consulting Markt. Diese Diplomarbeit entwickelt Handlungsempfehlungen für den Markteintritt von Management Beratungen in den brasilianischen Markt. Die Bedeutung des Begriffs LEAN im Zusammenhang mit dem Beratungsgeschäft und dessen Potenzial in Brasilien wird untersucht, basierend auf einer Analyse des Marktes. Die Ergebnisse des theoretischen Teils werden mit den empirischen Befunden verglichen, welche via einer Delphi Studie ermittelt werden die klar herausstellt dass intensives Networking eine der vielversprechendsten Strategien für Unternehmen in Brasilien ist. Start-up Unternehmen sollten den Markt nur mit professioneller Unterstützung eines brasilianischen Geschäftspartners erkunden, der sich mit den Besonderheiten des Marktes auskennt.

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TABLE OF ABBREVIATIONS

BRIC	Brazil, Russia, India, China
GDP	Gross Domestic Product
IMF	International Monetary Fund
KVP	Kontinuierlicher Verbesserungsprozess
LIB	LEAN Institute Brazil
MIT	Massachusetts Institute of Technology
NAFTA	North American Free Trade Association
OECD	Organisation for Economic Co-operation and Development
PPP	Purchasing Power Parity
PwC	Price Waterhouse Coopers
ROI	Return of Investments
SWOT	Strengths, Weaknesses, Opportunities, Threats
TNC	Transnational Company
TPM	Total Productive Management
TPS	Toyota Production System
UNCTAD	United Nations Conference on Trade and Development
USP	Unique Selling Proposition