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Project Submission Sheet

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Perceptions of international expansion of Brazilian brands among the Brazilian community in Ireland: targeting a potential market

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**Perceptions of international expansion of Brazilian brands among the
Brazilian community in Ireland: targeting a potential market**

Bernard Cesar da Silva

Master of Science in Entrepreneurship

National College of Ireland

Abstract

The research investigates the perceptions of the Brazilian community of the international expansion of Brazilian Brands, focusing specifically on a potential demand and market viability in Ireland. Even though there are a few brands listed by the respondents part of the research, most of the community is unaware of any Brazilian brands operating in the international market. The lack of awareness has significant impact on brand exposure, creating challenges connected to brand visibility.

Participants of the survey showed a level of dissatisfaction with the prices, assortment, and access to products in Ireland, indicating a weak supply chain. Partnerships and improved logistics could be beneficial and improve the penetration in the market and brand recognition. These players in the local market could contribute to the development of competitive prices, as it shows a preference of the population over quality.

The study suggests mostly food and beverages as potential products to explore in the Irish market, especially those without a big cultural difference approach. The logistics has to be comprehended not only in order to have better cost efficiency, but also to understand the best possibilities of shipping products to Ireland as there is an existing trade relation with the UK that may benefit and facilitate customs processes.

Overall, the research points out the need for an effective investment in marketing and strategic partnerships to address issues and minimize risks. By overcoming the cultural differences and placing products that fit the Irish culture, with consistent product availability, Brazilian brands can take advantage of the growth of the Brazilian community in Ireland and explore the potential demand and insights that the needs of this public can promote. The study provides valuable information and reflection for Brazilian brands aiming to compete internationally, particularly focusing on Ireland.

Submission of Thesis and Dissertation

National College of Ireland

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Table of Contents

Abstract	4
Acknowledgments	7
1. Introduction	10
1.1. Background and need.....	11
1.2. Aim of the study	11
1.3. Scope of the study	12
1.4. Organization of the study.....	13
2. Literature Review.....	14
2.1. Introduction.....	14
2.2. Globalization and International Business.....	14
2.3. Growth Strategies and Entry Modes	16
2.3.1. Growth Strategies.....	16
2.3.1.1. Organic Growth.....	17
2.3.1.2. Inorganic Growth	18
2.3.1.2.1. Strategic partnerships	18
2.3.1.2.2. Merger and acquisitions	19
2.3.1.3. Entry Modes	19
2.4. Target market and Potential analysis.....	21
2.4.1. Criteria for target market selection.....	21
2.4.2. Irish Market Overview	21
2.4.3. Enterprising in Ireland	22
2.5. Brazilian community in Ireland.....	23
2.5.1. Demographics.....	24
2.5.2. Theories of migration	25
2.5.3. Reasons for immigration in Ireland	26
2.6. Brazilian Industry.....	27
2.6.1. Overview.....	27
2.6.2. Case studies and successful strategies.....	28
2.6.2.1. Arezzo&Co.....	28
2.6.2.2. Boticário	29
2.6.2.3. Embraer.....	29
2.6.2.4. Havaianas	30
2.7. Conclusion	30
3. Research Question, Objectives and Hypotheses	31
3.1. Research Question	31
3.2. Research Objectives	31
3.3. Research Hypotheses	32
4. Research Methodology.....	33
4.1. Introduction.....	33
4.2. Research Philosophy and Approach	34
4.2.1. Research Philosophy	34
4.2.2. Research Approach.....	34
4.3. Quantitative research approach	34
4.4. Research Strategy.....	35
4.4.1. Sampling	35
4.4.2. Survey design.....	36
4.5. Data Collection and Analysis	36
4.6. Ethical Considerations	37
4.7. Limitations of the Study	37
5. Findings.....	38
5.1. Perceptions.....	38
5.2. Brand awareness and Consumer behavior	42

5.3.	Market potential	46
5.4.	Demographics.....	48
6.	Discussion	50
6.1.	Research Questions	50
6.2.	Hypotheses.....	52
7.	Conclusion and recommendations	54
7.1.	Research Objectives	54
7.2.	Recommendations	54
7.3.	Limitations.....	55
8.	References	56
9.	Appendix.....	65

List of Figures

Figure 1.	Research Onion Saunders et al. (2019)	33
Figure 2.	Brazilian Brands presence	38
Figure 3.	Perceived brands	39
Figure 4.	Satisfaction with the access.....	39
Figure 5.	Price perception	40
Figure 6.	Quality perception.....	40
Figure 7.	Availability	41
Figure 8.	Marketing campaigns	41
Figure 9.	How to improve.....	42
Figure 10.	Quality vs price	42
Figure 11.	Respondent consumption frequency	43
Figure 12.	Types of products	43
Figure 13.	Product's origin importance	44
Figure 14.	Option by Brazilian products	44
Figure 15.	Importance of the origin	45
Figure 16.	Level of nostalgia	45
Figure 17.	Nostalgic products.....	46
Figure 18.	Level of recommendation	46
Figure 19.	Influence of Brazilian Community	47
Figure 20.	Key challenges	47
Figure 21.	Successful sectors.....	48
Figure 22.	Age group	48
Figure 23.	Gender.....	49
Figure 24.	Time in Ireland.....	49
Figure 25.	Level of education	49

1. Introduction

The subject of international expansion of corporations is complex and demands extensive analysis to operate a profitable business. The globalization of business presents opportunities and challenges for brands seeking to grow. For Brazilian brands, the scenario is not different, once there is competition in the local market, companies need to optimize and find ways to remain competitive in different lands. However, success while crossing borders depends on the perceptions of both the expatriate community and the local consumers in the target markets, this study aims to explore the perceptions of the Brazilian community regarding the international expansion of Brazilian brands, with a particular focus on the potential demand and market viability in Ireland.

To succeed, Haag (2019) emphasizes the critical role of logistics in internationalization, suggesting that improved transport, storage, and inventory management can lead to better cost efficiency and product availability. Complementing the idea, strategic partnerships, such as Lidl, have been effective on enhancing brand awareness and acceptance in new markets. Posner (2011) explains that partnerships not only build brand reliability but also help identify and market opportunities, with less risk than an expansion with own resources.

Respondents expressed a level of dissatisfaction regarding the availability, accessibility, and pricing of Brazilian products indicating an underdeveloped supply chain, which affects the overall customer experience. The study aims to list gaps and point up opportunities that new entrants can explore to fulfill demands and attract new customers.

On a potential demand study, the research highlights a strong interest in food and beverages, with 95% of respondents indicating a preference for these products. This aligns with the World Trade Organization (WTO) (2024) report that Brazil is a leading exporter of coffee, a product with significant daily consumption and cultural importance worldwide. Despite of coffee production, Brazil is also a relevant producer of the global food chain, possibly having more opportunities to explore. However, the study also identifies challenges such as taxation, customs, and documentation that must be cleared out to facilitate smoother market entry. As Hopkins (2017) suggests, finding differentiation through niche products can help brands stand out in a competitive environment and there are considerations about a specific demand for a product that may be useful and an opportunity which is the cosmetics and beauty sector.

This research provides valuable insights into the perceptions and potential demand for Brazilian brands in Ireland, highlighting the need for effective marketing strategies, strategic partnerships, and improved logistics. Once addressing these factors, Brazilian brands can enhance their visibility and viability in the Irish market, working on cultural aspects and

consistent product availability to supply the growing Brazilian community in Ireland and achieve a wider population beyond.

1.1. Background and need

The subject of the international expansion of Brazilian brands worldwide is of particular interest to students, professionals, and researchers in various sectors. The topic is also crucial for those who work in competitive industries and aim to expand globally, enterprising in new countries. Globalization impacts different sectors, creating opportunities for brands to explore new markets. According to Kennedy, Reyes and Venezia (2020), globalization promotes price competition and trends to wild levels. Brazil is known for its natural characteristic of vibrant styles, high-quality raw materials, commodities, unique designs and high-quality. However, to successfully operate in new markets it is essential to understand how the strategic plan can take advantage and explore the Brazilian characteristics as part of a differentiation.

Ajami and Goddard (2015) outline the importance of using existing tools and resources to plan strategies to enter new markets, evaluating existing operators, and third parties as reliable partners, and running market research about the desired foreign market. Through the development of this report, the study intends to fill the gap between those interested in expanding and enterprising internationally by examining the perceptions of Brazilian brands among the existing Brazilian community in Ireland. The study aims to provide insights into the potential for international growth, connected to ideas of already established businesses and evaluating the idea of exploring the Irish market.

1.2. Aim of the study

The main aim of this study is to investigate the perceptions of the Brazilian community in Ireland regarding Brazilian brands and to understand the potential of the Irish market as a target for international expansion. The study will explore successful factors and models of establishment available for Brazilian companies looking to grow and develop their businesses internationally, aiming to find existing relations in Ireland. Findings will provide recommendations for companies planning to expand, focusing on strategies and models that can be applied to minimize challenges and maximize success. The research question is: what are the perceptions of the Brazilian community in Ireland about the movements of international expansion of Brazilian Brands? Through that, perceiving the possibility of targeting Ireland as a potential new territory to grow. In this sense, those are the key objectives:

- Investigate the perceptions of the Brazilian community in Ireland concerning the expansion efforts of Brazilian brands.
- Study the potential for creating demand in the Irish market based on these perceptions.
- Explore the possibility of more Brazilian brands targeting Ireland as a profitable market for international expansion.

Aligning international growth strategies with these objectives is crucial for understanding the potential outcomes of these actions. Durmaz and Ilhan (2015) emphasize that corporations must explore new markets, products, or services to remain competitive locally or internationally. As mentioned, it is important to perform analyses of internal and external processes and the business environment, making decisions according to the analyzed data.

The study will use quantitative research methods to achieve the main objectives. Luoma and Hietanen (2024) explain that quantitative research relates to an examination of a phenomenon via statistics, mathematics, or other numeric techniques. As a result of the generated analysis from raw data, it provides measurable and objective outcomes. Smith (2023) defines quantitative methodologies as services of experiments, that link to this study that will rely on a survey-based approach. The measurement of data generates results to be reported and analyzed, bringing insights into a sample population where some variables may influence the outcomes.

With a theoretical approach in the literature review combined with primary quantitative research, the study aims to provide a comprehensive understanding of the potential for Brazilian brands to create demand and succeed in the Irish market based on the perceptions of the Brazilian community in Ireland.

1.3. Scope of the study

This study aims to investigate and generate relevant insights into the international expansion of Brazilian brands. The research focuses on understanding the perceptions of the Brazilian community in Ireland regarding the efforts of Brazilian brands to expand. It explores whether these efforts can create demand and highlight Ireland as a potential market for Brazilian brands to explore and generate profits. The study covers the analysis of case studies of selected Brazilian companies within international markets or examples of other companies from different nationalities that successfully entered the Irish market. Through the conduction of a survey within the Brazilian community in Ireland, and revision of public interviews, press releases, reports, or news that evidences and highlights business operations and strategies of these companies internationally. The approach works a deep

examination of the strategies and success factors involved in their international expansion, providing valuable insights into practices for future expansion movements.

1.4. Organization of the study

To facilitate a comprehensive understanding of the international expansion strategies relevant to Brazilian brands, this study is structured as follows: The literature review will explore theories and previous studies on international business expansion, focusing on the context of Brazilian brands to target the Irish market, by covering the theory of international business, an overview about the Irish market and the Brazilian community and its possible impact to a business demand and development perspective. The research will involve a survey analyzing the perception of the international expansion of Brazilian companies, focused on the Brazilian community in Ireland. These findings will provide insights into the perceptions and potential demand for Brazilian brands in Ireland. A discussion based on the findings will follow, leading to conclusions about the international expansion strategies of Brazilian brands and how those operate or can. Finally, the study will outline its limitations and offer recommendations for future research.

2. Literature Review

2.1. Introduction

While developing a study about perceptions of international expansion in business, and discussing the possibility of targeting a specific market, the literature review chapter covers concepts that may frame and design logical thinking of the central theme, identifying the perceptions of Brazilian brands among the Brazilian community in Ireland. The initial section explores theories of globalization and its impact on the world. For example, according to the World Trade Organization (WTO) (2024) in the year of 2023, the world's merchandise trade was worth US\$24 trillion, with China on top of the ranking with 14% of the total share of exports. Brazil occupies the 24th position with US\$339 billion, representing 1,43% of the total share, while Ireland is the 32nd position in the ranking, with 0,8% of totals. This is only one sample of globalization nowadays and its impact on the modern world. Despite the low share of the two countries, both have opportunities and capacities to bring and compete in international business.

Following the development of the chapter, the study approaches the “how”, understanding ways and strategies that according to Guillén and Garcia-Canal (2013), are meant to provide direction, goals, and targets. Strategies are important to reduce risk and loss, so those must be clear and well-orientated to reach the best results. The research aims to understand the theory and an easy way to apply it to the central context.

Following the development of theories, the study has a direction of “where” to go, targeting Ireland as an objective to reach. Understanding the reasons, exploration goes beyond and examines the “why”, approaching motivators that bring new enterprises, students, and workforce to the Irish country.

Completing the chapter the exploration of theories approaches the “who”, relating the Brazilian community and its potential to create demand or participate in a growth process. Information about the Brazilian industry, its capacity, and potential products or brands that could redirect their strategies to Ireland are mentioned to apply some of these models to the central scope of this study.

2.2. Globalization and International Business

Nowadays the phenomenon of globalization has a deep impact on various sectors, such as consumer goods, services, and technology. Brazilian brands that aim to expand internationally must understand the threats and different ways of doing international business, especially when entering a new market, with differences such as Ireland.

There are many factors beyond economic, political, and bureaucratic aspects. From the consumer perspective, a mix of more products, options, and more access to better solutions

are available to use. On the other hand, businesses must constantly find new differentiation to remain competitive and grow. Torkkeli (2021) explains that digital transformation and infrastructure lead to the evolution of globalization because it gives access to data and information across foreign markets. With digitalization, now multinational businesses can sell their products and promote their actions abroad, acting locally. Brazilian brands exploring digital tools can facilitate their market entry processes and overcome the initial barriers it may have.

These factors impact competitiveness and according to Peng and Meyer (2019). In this sense, it is important to evidence that emerging economic countries represent a relevant count of the world population, with four of the biggest emerging economies, the BRIC (Brazil, Russia, India, and China) that according to the World Bank (2024), in 2023 pushed the economic relevance of the group for 24% of the total global gross domestic product (GDP).

Once entering a new market there are some important aspects to take into consideration, such as the cultural and local adaptation in the new country. Asgary (2021) explains the importance of understanding cultural differences, meaning respect, approaches, interaction, and operational work modes. One example to be mentioned is the fact that being sharp on time or dates is highly valued in some cultures, and it may be relevant for daily success. To better understand, a market research may take place to comprehend the new location and adapt the strategies accordingly, it involves modification of products, adaptation of tastes, or market campaigns that attract the local values.

Asgary (2021) also suggests that the choice of mode of entry in the market must consider political and legal environments, such as the market size. Mapping it clearly will directly influence the risks, costs, and resources needed. The choice of entry will be supported by the logistics operation that has to be established, either with its own resources or hired ones. Haag (2019) explains that it is common knowledge of the vital role of logistics in business, but in the internationalization of retail for example, it enables physical distribution, obtaining customer satisfaction by delivering on time or per its product availability. The whole process involves the management of inventory, storage, transportation, administrative costs, and time efficiency. The most different markets will expose different logistical complexities, and advanced supply chain management can help optimize the process, reduce costs, and improve efficiency. Companies that effectively manage logistics can offer better customer service and maintain competitiveness.

Innovation is critical to remain competitive in global markets. Van Tulder et. al (2022) highlight the importance of modernization of the processes and the role of Industry 4.0 in building clusters that support the whole supply chain and the digital perspective that promotes companies worldwide. Investments in products, processes, and business model

innovations may enhance competitiveness and open new market opportunities. It goes beyond partnerships, innovation and modernization of processes, but movements that may demand investments.

The development of an effective international marketing strategy is part of the attraction and retention of customers. Katsikeas, Leonidou, and Zeriti (2020) outlined that companies must align their marketing campaigns with local values and preferences. Digital platforms, such as social media, and influence marketing with locals can be particularly effective, as those investments in branding strengthen the authenticity and the relation with the new market, getting the customer's trust more efficiently. Marketing has a key role in internationalization as it will be responsible for creating awareness of the brand when building a good image and reputation in a new country. However, the success of marketing will depend on a whole structure working behind as previously mentioned.

In general terms, expanding internationally involves several economic, political, and currency risks. Companies must conduct comprehensive risk analyses and develop strategies to reduce and minimize losses. The diversification of markets and investment in foreign markets can increase revenues and provide access to lower-cost resources, such as labor and raw materials, according to what Asgary (2021) explained. The investments contribute to profitability for multinationals but also seek to improve the economies of the host countries in the long term. This is an important aspect that must be taken in consideration by those investing in the new country, and by the government supporting, opening doors for new entrants.

2.3. Growth Strategies and Entry Modes

2.3.1. Growth Strategies

The development of growth strategies for corporations from emerging countries, such as Brazil, requires clarity and alignment from the higher levels of the corporation to those executing the plans, as outlined by Guillén and Garcia-Canal (2013). These strategies guide strategic planning, which provides direction to the corporation; tactical aspects, which measure the resources needed and how the plan will be delivered; and finally the operational activities that execute the tasks. According to Guillén and Garcia-Canal (2013), strategies are meant to provide a sense of direction, performance goals, and financial targets.

Zif (2020) noted that many entrepreneurial firms are successful through market diversification, reaching global expansion via two main directions. The first mentioned was diversification, which according to the author's explanation is a fast and mass penetration, in a large scale of markets. The second suggestion relies on concentrating resources in a

reduced number of markets, exploring a gradual expansion, testing, and obtaining results before committing major investments and efforts.

Although growth is often seen as essential for the continuity and survival of businesses, it can be either quantitative or qualitative. Durmaz and Ilhan (2015) define quantitative growth as increases in capacity, productivity, revenue, materials, products, and resources, while qualitative growth involves improvements in quality across various business elements. They argue that growth is necessary for achieving business objectives and competing fairly. They divide growth into two types: organic and inorganic. Organic growth involves intensive strategies, business diversification, and process modernization, while inorganic growth focuses on strategic partnerships, mergers, and acquisitions.

2.3.1.1. Organic Growth

Organic business growth can be achieved through effective inventory management and adaptation to external factors. Financial metrics such as profit, margin, and revenue are important, but customer satisfaction and product quality are fundamental for continuous improvement. According to Jaworski and Lurie (2020), organic growth can be more profitable if obtained through alternative methods, allowing companies to gain market share by targeting loyal customers and building a strong brand image.

Jacob (2006) expands on this idea noting that although organic growth is less risky, it is often a slower process. This gradual approach allows businesses to test, learn, and overcome challenges, maturing ideas and developing solid plans for further expansion. For Brazilian brands targeting the Irish market, this method allows a careful and measured entry, reducing risks while building a local presence.

Durmaz and Ilhan (2015) explain that organic growth occurs within existing structures and resources. It is based on three main strategies: intensive growth, which focuses on market research and product penetration; diversification, which aims to overcome competitors and offer valuable propositions; and modernization, which involves applying technology and features to enhance competitiveness through better equipment and improved production processes.

Jacob (2006) further emphasizes that organic growth provides a path to develop strong brand and customer loyalty. However, intensive growth strategies, modernization, and diversification require significant effort and investment. Businesses must often invest in more machinery, equipment, and dedicated teams, which can be challenging when relying on internal resources.

2.3.1.2. Inorganic Growth

On the other way around, inorganic growth involves expanding a business through external approaches, influences, interactions, and strategies, as defined by Chandha (2022). While organic growth focuses on developing existing operations, inorganic growth enables businesses to compete more effectively in a short period.

Durmaz and Ilhan (2015) emphasize that inorganic growth involves expansion through methods beyond the current internal scope of the business, such as acquisitions, mergers, or strategic partnerships. These methods allow businesses to quickly enter new markets, access new technologies, and enhance their competitiveness capacity. Inorganic growth offers advantages such as access to new territories, diversification of products and revenue sources, and improved efficiency through better supplier and raw material relationships.

However, challenges such as team integration, cultural differences, operational and technical issues, may affect the synergy and development of the business culture. Despite of that, Morozini and Martin (2013) also highlight the significant challenge of obtaining financial structure in Brazilian industries, leading companies to seek external support for growth to overcome financial gaps. For Brazilian brands considering the Irish market, these external supports can be vital in overcoming initial barriers to entry.

2.3.1.2.1. Strategic partnerships

Exploring the development of external strategic partnerships is essential for business growth abroad. Successful operations rely on strong partners characterized by trust and mutual benefit, as Tuten and Urban (2001) suggest. These long-term relationships require constant maintenance and adjustments to remain effective, last longer, obtaining the best performance and result that the partnership can provide.

Kolk, Van Tulder, and Kostwinder (2008) explain that strategic partners are crucial for consistent expansion. Local partners provide expertise in their territories, making it important to clarify objectives and goals to the local requirements. Third parties often act as bridges, filling knowledge gaps for businesses entering new markets. Nenavani and Jain (2021) explain that strategic partnerships, suppliers, and other players in the new market have a positive response to the development and growth in a scenario of uncertain demand. In general, alliances facilitate tasks where the growing company lacks resources in the new country and depends on third parties. For example, local retailers can launch foreign products, supported by distribution centers operated by third-party logistics providers. Posner (2011) highlights the importance of collaboration in marketing, noting how it can enhance brand awareness and help identify the correct market segmentation in new

territories. Local influencers and partners bring a sense of reliability, an important factor once entering a new land as an unknown player.

For Brazilian brands targeting the Irish market, forming strategic partnerships with local businesses can provide valuable insights and resources, opting for a smoother market entry and establishing a stronger presence.

2.3.1.2.2. Merger and acquisitions

The movement of mergers and acquisitions (M&A) is ideal for companies seeking rapid expansion. Christofi, Leonidu, and Vrontis (2017) explain that M&A refers to the unification or consolidation of organizations in one unique economic unit when one organization acquires ownership of the other and from that movement obtains control of the whole business or one unit of it. The movement is commonly used to achieve goals like expanding their market presence, acquiring new technologies, and reducing costs through economies of scale. Through these movements, corporations improve faster, with more efficiency and strength to compete once compared to organic growth.

Although these M&A movements provide opportunities to businesses, they can also be a threat to the maintenance of corporate culture. Perrault (2013) outlines that merging companies with similar cultural fits tends to grow effectively and have less impact during the integration, performing better in the long term. If the culture does not fit, it may cause problems in the regular operation of the business, impacting the integration and development of new alternatives.

Rossi and Volpin (2003) note that M&A activity is higher in countries with strong accounting standards and good protection for shareholders. The authors explain that in cross-border deals, the companies being bought are often from countries with weaker investor protection, suggesting that these deals improve governance and investor protection in the target companies.

As part of the advantages, Hitt, Harrison, and Ireland (2001) identify several key benefits of M&A, such as faster growth, risk diversification, and increased competitiveness. As per their definition, M&A can lead to significant gains in knowledge and skills, as companies benefit from the expertise that can drive better efficiency, generating a further cost reduction, fundamental in the long term to maintain the operation competitive.

2.3.1.3. Entry Modes

According to the definition of Parietti (2017), entry modes refer to the different strategies and methods that companies can use to enter a new international market. These strategies determine and drive the success and growth potential, exposing to higher or lower potential according to the risk taken. Galdino, Rezende and Lamont (2019) examined theories of

entrepreneurial internationalization and proposed that the knowledge of the target market and the internationalization process theories may work combined to define an appropriate entry mode. A complete knowledge through analysis of indicators, research and models will support the choice of the entry strategy.

There are many different entry modes, each one with advantages, disadvantages, opportunities, threats, and challenges, which may vary depending on the company's goals, market conditions, and desire to invest time and money. The primary entry modes pointed out by Parietti (2017) are exporting, licensing, joint ventures, and wholly-owned subsidiaries. Exporting involves selling products directly to foreign markets. This mode requires low control and resource commitment, making it less risky and less involved in the local market. Licensing will allow a foreign business to produce or sell abroad, using the licensor's brand, technologies, or service. In a third plan, joint ventures partner up with local players to share control and resources. Through this method, the company has the opportunity to leverage knowledge and networks obtained from the local partner. In the last parameter, the wholly-owned subsidiaries, where the business has complete control and ownership of the operation in the foreign market. It exposes the business to a major risk, dealing with high resource commitment. The model is ideal for those companies that aim to protect their technologies or business differentiation.

Other external factors may impact the choice of the mode of entry. According to Dow and Larimo (2009), geographical and political distance will affect logistical costs. Language barriers can impact communication and marketing guidance of the strategies, influencing the effectiveness of the business in the foreign market. The corporation's and the partner's culture may also affect the business due to the difference in the management styles, daily practices, approaches, and market positioning.

On the other hand, Malhotra (2003) highlighted the importance of recognizing the risks of each entry mode decision and having complete knowledge of your business. A complete understanding of the corporation and current scenario allows organizations to make better decisions and opt for models that have less exposure, losses of competitive advantage, or even investments in a more radical way.

Choosing the right entry mode is crucial for successful international expansion. Companies must consider various factors, including external influences, their knowledge, risks, and strategic goals. By understanding these elements, companies can make better decisions that will help them grow globally, in an ideal and smooth way.

2.4. Target market and Potential analysis

2.4.1. Criteria for target market selection

Defining the target market selection is a critical step of a business strategy because of all it involves. Selecting a target market refers to a potential customer (territory) that the company still do not do business yet. The process demands a market segmentation based on criteria that meet the company's needs, objectives, and capacity to deliver. Delaney (2021) defends that the target market selection must be done based on profitability and competitive advantage, when companies focus usually on markets that provide high returns. The author outlines the importance of defining the project's relevance for the business when international expertise is an advantage to make more profit, gain market share, or competitive advantage.

Hopkins (2017) explains some key strategies of the process to identify and select the target market. One of the first initiatives is about understanding the type of market to reach, either emerging, developed, or niched, each with its characteristics and challenges to overcome. In a second plan, the businesses must develop market research to identify the most promising markets for their current products or services fit, adapting to the demographics of public consumers, behaviors, economic, legal and political conditions. Once identified the right market, businesses frequently need to adapt or develop a product that fits the preference of the new international target customer. Despite all the challenges, companies must correctly price their products, so they can even promote and position them to the right target customer.

In addition to that, Malhotra, Sivakumar, and Zhu (2009) highlight the importance of geographic and cultural proximity while targeting international markets. These aspects have reduced costs and risks associated with the strategy of entering a new market. Entering a new market involves risks that go beyond and include political instability, economic fluctuations, and exchange rate floats, as mentioned before. In this sense, corporations must identify potential risks and develop plans to overcome threats, what could be through the diversification of markets.

2.4.2. Irish Market Overview

Approaching the Irish market, it is possible to point challenges and opportunities for foreign brands. Denny and O'Grada (2013) explain that Ireland's economy has changed a lot from being a smaller, less significant economy to one of the fastest growing in the EU during the Celtic Tiger years. The Celtic Tiger period, that Donovan and Murphy (2013) defined as a period of rapid economic growth fueled by foreign direct investment, with major investments in the high-tech and pharmaceutical sectors. Despite of the economic boom,

the authors also evidence that Ireland has faced severe issues during the global financial crisis of 2008, which turned into other problems such as property crises for example. McQuinn and Varthalitis (2018) suggested that the recovery mechanism approach to rescue the economy was based on exports, where a significant trade openness was fundamental to the recovery post-crisis, reflecting immediate growth. The authors also evidence that the exports were mainly pharmaceuticals, other chemicals, and medical instruments.

Ireland's taxation policies are also key factors in its economic strategy. Allen and O'Boyle (2013) discuss how Ireland has been called ironically a "tax haven" because of its low corporate tax rates applied to attracting multinational companies. These movements are crucial to bringing foreign investment, but on the other hand, were extremely criticized by other nations. Donovan and Murphy (2013) highlight that foreign investment brought money, technology, and expertise to Ireland, which have all helped the country grow and innovate.

When discussing skills and intellectual capacity, Ireland's education system and labor market produce a highly skilled workforce, as noted by Barrett and Duffy (2008), making it an attractive location for tech and knowledge-based industries. Hall (2020) points out that after Brexit, Ireland is now the only English-speaking EU member, which is important for trade and economic policies. It reflects the educational and professional side, mainly because the border with the UK brings both opportunities and challenges in terms of logistics and regulations to the country.

Approaching the economic side, wages are also an important and relevant aspect in Ireland, according to the Eurofund (2023), Ireland had the 4th highest minimum wage rate in the EU. It is relevant to mention that these rates reflect the costs of living and economic conditions, but it ends in turning out to be attractive to workers.

As part of the project of attraction for foreign investments, the Irish government has established programs to promote entrepreneurial dynamics in the country. As per O'Kane (2018), mentions, Enterprise Ireland is one of the programs that support start-ups to develop their business and get insights from the market, being key to the sustainable and wealth progress of those investing in the country.

2.4.3. Enterprising in Ireland

Bringing the context of enterprising in Ireland is important to understand the history and its constant evolution. According to O'Gorman (2015), entrepreneurship in Ireland has significantly expanded over the years, reflecting in changes in the economic scenario and drafting the economic expansion of the country, when more Irish entrepreneurs, face traits

such as confidence, competition, lack of resources, profitability, commitment to hard work that promote services to the community.

Debating about entrepreneurship in Ireland, foreign investment has a significant role in exploring the opportunities in the country. According to Haugh (2013), the entry of foreign money generated opportunities for local enterprises, but mainly in the sector of high tech, where not only the large players get benefit from it, but also suppliers and service providers growing in sequence of those.

Exploring the characteristics of the Irish entrepreneur, O'Gorman (2015) describes them as confident, practical, and ready for responsibilities. As consumers, the Irish are well informed about their consumption, valuing the quality of products and services. The Irish community shows a high preference for local brands, with responsible and sustainable practices. In summary, the author defined the consumption as well balanced among modern and traditional products, focusing in quality and behavior that involve social life. In comparison to Brazil for example, Shuterland (2016) points out that creating credit facilities is something easy to reach Brazilian buyers who are used to buying on credit cards, dividing the payments into different parcels. According to the description, Latin people are more connected to the desire to purchase a product, that's why they invest a good share of their wages buying something that will be paid over months.

Data from the Global Entrepreneurship Monitor show that entrepreneurship in Ireland has diversified and entrepreneurs now are even younger, with a tier of people around their 30s launching businesses in the country. According to Fitzsimons and O'Gorman (2022), the difference in the demographics has reduced and nowadays women and men have similar shares of those who plan to start a new business. The entrepreneur development in Ireland can be seen through different phases, passing by economic and political changes. Right after the crisis in 2008, the entrepreneur dynamic had a reduction, shifting back to the levels pre-crisis by 2016.

O'Connor, Fenton, and Barry (2012) explained that governmental policies promote a favorable environment that attracts investors but contributes to a chain to expand micro, small, and medium companies, increase productivity, and strengthen the local ecosystem. As much as the market increases and leverages different businesses, more resources and a workforce must be available for the development of the country. From that, the public has more access to assortment and diversification of products.

2.5. Brazilian community in Ireland

Even though Brazil is geographically far away from Ireland, with different languages, currencies, cultures, and weather, Ireland has become a popular destination for Brazilians

who opt to live abroad, seeking better opportunities and quality of life. According to the Ministério das Relações Exteriores (2023), the total number of Brazilians living abroad was estimated to be over 4,5 million by 2022, with significant populations in countries such as the United States, Portugal, and Japan. The ministry points out that Ireland occupies the 7th position of the biggest population of Brazilians in Europe, right after Portugal, the United Kingdom, Spain, Germany, Italy, and France, consequently.

Although Ireland is not mentioned at the top of the list of the largest Brazilian communities around the world, the population of immigrants from Brazil has gained more evidence. According to McGrath and Murray (2009), the phenomenon began in the end of the 90s, mainly in the small town of Gort, south Galway, when several families from Brazil immigrated to fill the gap in the workforce in the meat industry located in that region.

The growth of the Brazilian population in Ireland has been observed and reported by relevant institutions such as the Central Statistics Office (CSO), Ireland's National Statistical Institute. Between 2000 and 2005 the community increased significantly, reaching to a number close to 6,000 Brazilian immigrants. According to CSO (2023), in the census of 2016 approximately 13,000 Brazilians were living in Ireland, a significant growth if compared to the census of 10 years before. In 2023, the CSO also pointed out that the projected number of Brazilians living in Ireland is 27,000 people. Also, according to CSO (2023), in the previous year's census, the Brazilian community represented the 6th biggest population of non-Irish residents, behind Poland, the UK, India, Romania, and Lithuania. The total population of non-Irish residents accounts for 12% of the total population in the country.

Although the number estimate for CSO in 2022, a recent release of the Key Statistics - Brazilian Community Mapping Report in Ireland by the Embassy of Brazil in Dublin (2024), projected a number of 58,000 Brazilians in Ireland by the end of the year. The projection comes based on data of the Irish government, combined with the center of statistics from Brazil. During the report, it's important and curious to mention that along with the report, about 3,000 Brazilians were reached, and 31% of those pointed to have European citizenship. The data reflects the prevalence of dual citizenship and the European heritage present in Brazil over the past decades.

2.5.1. Demographics

The Brazilian population in Ireland displays distinctive characteristics. According to the CSO (2023), 80% of Brazilians in Ireland are between 23 and 43 years old, compared to just 25% of the local Irish population in the same age range. This difference provides unique insights into the profile of the Brazilian community. McGrath and Murray (2009) outlined that the

gender share in the community is fairly balanced, with a slight majority of females, who come mostly for educational purposes.

The Embassy of Brazil in Dublin (2024) 85% of the population has achieved at least level 6 in the National Framework of Qualifications of Ireland. However, 47% of those do not work in the field of study. Approximately 86% of Brazilians living in Ireland are active in the labor market, either as self-employed, entrepreneurs, or employees. The remaining 14% are unemployed or dependents. Of those employed, the majority (26%) work in the hospitality, beauty, or tourism sectors.

The report also highlights that the largest concentration of the Brazilian community is in Dublin, where 66% of respondents live. Cork and Limerick follow, with 13% and 7% respectively.

2.5.2. Theories of migration

Once exploring the idea of the theories of Migration and the reasons for it, Niehoff and Maciocha (2008) evidence how important is to recap a few theories and highlight various motivations for choosing a new destination, evaluating contexts such as economic, and subcultural, relations and religious similarities that may have influence. Hauser (2014) explains the difference of motivation in extrinsic and intrinsic motivation. The extrinsic motivators are basic needs that satisfy such, as safety, and survival, connecting to a very famous theory of Maslow, Caldwell (2020) that explains motivation based on different levels of need, which could be from the basics of physiological needs to self-actualization, involving elements such as safety needs, sense of belonging and esteem needs. Intrinsic motivators are more about personal growth and achievement, like a sense of accomplishment or opportunities to learn. As immigrants seek immediate improvement in their lives and quality, it's likely that those seeking extrinsic motivators, shift later to intrinsic ones. Immigrating to Ireland could fit on self-esteem and actualization levels of Maslow's pyramid because it deals with a sense of achievement and an experience of purpose, consequently. According to the author, Maslow describes the importance of having peak experiences in the sense of a constant motivator that drive decision-making.

As per the research of Prendergast (2009) migration is influenced by numerous factors and can also be explained by several theories. The understanding of these theories reflects the demographic shift of the Brazilian population. The author points out that the Neoclassical Economic Theory explains migration as a result of geographic differences in labor supply and demand when individuals move from regions with low wages and abundant labor to areas with higher wages and better job prospection, driven by the desire to maximize earnings and improve living conditions. According to the author, this theory covers the main reason why

Brazilians are in Ireland. Beyond the Neoclassical theory, the author brings the explanation of New Economics of Migration, which suggests migration as a family strategy to diversify income sources and minimize economic instability risks. For Brazilian families, sending a member to work in Ireland can provide financial security for example, making migration a collective decision. Following the same line, Prendergast (2009) explains about the Segmented Labor Market theory, what is defined as a demand of labor, that makes destination countries like Ireland create a continuous demand for immigrant workers, particularly in low-skilled jobs. This example matches with the idea previous pointed up about the first pieces of evidence of the Brazilian Community in Ireland, which was working specifically in the meat industry.

2.5.3. Reasons for immigration in Ireland

As Ireland has only begun to experience large-scale immigration in the last decade, it is crucial to analyze and understand the phenomenon. From a major international perspective, Ireland's scenario raises attention for its immigration policies Barrett and Duffy (2008) pointed out that immigrants in Ireland have high levels of education and which promotes competition in the labor market. However, immigrants in Ireland are not employed in fields that match their educational background. For this reason, the authors understand that some immigrants come to Ireland to occupy a gap in different sectors of the economy.

Wang and Takeuchi (2007) developed the theory of goal-oriented movements, where immigrants have specific reasons or factors to move into a new territory. According to World Bank (2024) since 2015 Brazil's economy has stagnated due to various factors, including political instability, high inflation, and the fiscal crisis. Economic factors are prevalent to Brazil's instability, with high unemployment rates and lower wages compared to Ireland pushing many Brazilians to seek better job opportunities and higher gains in Ireland. Social and cultural factors also play a significant role. The authors outline that establishment and growth of the Brazilian community in Ireland enhances the attraction of new migrants by providing crucial support and resources. Additionally, many Brazilians migrate to Ireland for educational opportunities, such as higher education and language courses, to improve their English skills and career prospects, particularly among younger migrants, as mentioned previously.

The political and legal aspects also contribute to Ireland's attractiveness. Ireland's relatively open immigration policies and the availability of student and work visas make it an appealing destination for Brazilian migrants. In summary, Prendergast (2009) suggests that current migration movements are primarily driven by economic decisions, especially when the euro

currency holds a high value compared to others. The fact that Ireland is an EU country with easy access to other European nations also increases the number of immigrants.

2.6. Brazilian Industry

2.6.1. Overview

Known for its vast selection of natural resources and raw materials, the Brazilian industry is based on agribusiness, mining, energy, and manufacturing. Exploring its abundant resources, Brazil has developed sectors with high-quality workforces, offering significant cost competitiveness compared to other emerging economies. According to WTO (2024), focusing on natural resources, Brazil is part of the top 10 exporters in iron and steel, food and agricultural products. Deep in the natural resources, the coffee industry is a good example with historical roots. The cultivation began in the early 18th century and by the following century, Brazil had become the world's largest producer of the product, remaining the top producer up to nowadays, as pointed out by Volsi et. al (2019) and International Trade Center (ITC) (2023). In general terms, in all products and sectors, according to WTO (2024), Brazil occupies the 24th position on the total value exported, which means 1,4% of the total share globally.

On the other hand, Brazilian industry is not only about natural resources. From January to June 2024, according to the Ministério do Desenvolvimento, Indústria, Comércio e Serviços (MDIC) (2024), Brazil exported already US\$167 billion, and 51% of this amount is from what is called Transformation Industry, basically products that are manufactured or reworked in the Brazilian industry, before being exported, differently from raw materials. The value exported by Brazil reported by MDIC (2024) represents 0,6% of the US\$24 trillion exported in the year of 2023 reported by WTO (2024).

From the manufacturing perspective, it is important to evidence companies like Embraer, one of the largest aerospace companies in the world. Leading the industry of commercial jets with up to 150 seats, Embraer exports mainly to North America, Europe, and Asia, demonstrating Brazil's capacities in high-tech industries. Focusing on Brazil-Ireland trade relations, it is important to note that the main products exported from Brazil are aircraft and related equipment, including its parts. According to MDIC (2024), from January to June of 2024, the exports totaled US\$ 32.4 million in the sector, representing 34% of the total trade share in the Brazil-Ireland business relationship. The total amount traded in the relation Brazil-Ireland for this period was US\$ 94.8 million. Coffee, Tea, Maté, and spices (product code 09), previously mentioned for their historical and economic significance, account for 5.6% of the total share. It is relevant to point out that according to MDIC (2024), the most popular item exported from Brazil to Ireland in 2023 was Corn and its derivatives with 27% of

the share, with coffee remaining at 5% of the total in the current year, and the most imported category in 2024 (aircraft and equipment) is not even listed on the year before. It could be a sign of new partnerships or a new demand in the Irish market.

Just out of interest, it is necessary to outline that according to ITC (2023), the imports of Coffee, Tea, Maté and spices in Ireland come mostly from the UK (34%), Switzerland (12%), Germany (9%) and then, Brazil with only 6.7% of the total share. Exploring the database of ITC, Brazil is the top exporter of the category in the world and to all these other mentioned nations, suggesting as a business chain or even a logistic practice to finally reach Ireland.

When discussing imports, Brazil has a larger territory and population in comparison to Ireland. Supplying the population, MDIC (2024) reported that Brazil imported US\$ 636 million worth of goods from Ireland in the same period, with the pharmaceutical sector accounting for 78% of this total. This trade dynamic highlights the economic relationship between the two countries, where Brazil's export strengths in manufacturing and agribusiness meet Ireland's expertise in pharmaceuticals and high-tech industries.

2.6.2. Case studies and successful strategies

As part of building a better overview of the internationalization of Brazilian brands, it is important to take successful examples in the market and understand the models utilized in the internationalization of their business, capturing learning from past experiences. As an element of observation, the research will slightly approach the internationalization of some Brazilian companies.

2.6.2.1. Arezzo&Co

Arezzo&Co initially operated in the footwear sector and has expanded to a portfolio of brands that nowadays counts over 20 brands. The company operates in different models, including B2B and B2C, nationally and internationally. According to the institutional presentation release, Arezzo&Co (2023) the strong international expansion began with its operations in the United States. In 2012, the company opened its first store in New York under the Schutz brand. In the following year, the luxury brand Alexandre Birman, named after the company's founder, was launched in the wholesale channel. Since then, it has expanded to four stores in the country and established three warehouses for e-commerce, retail, and department stores. By 2022, the U.S. operations had reached a revenue of US\$ 100 million and its financial breakeven.

Recently, Johns (2023) outlined that the company released a strategic partnership with Macy's to launch the Arezzo brand in the USA. It is important to mention that the brand that gives name to the group is part of the portfolio of brands of the company.

According to Martin (2023), another strategic move includes acquiring the Italian shoe brand Paris Texas, which provides European market expertise and high-quality Italian manufacturing. Later, Mattos (2024) points out another significant move which was that the company recently merge with Grupo Soma, now counting with brands such as Hering and Farm Rio. Both on apparel, the first has deep penetration in the local market while the second one with its natural Brazilian beauty and colorful design already operates in London and Paris. According to Martin (2023) from Business of Fashion, these strategic acquisitions and mergers have positioned Arezzo for further international growth and consolidation.

2.6.2.2. Boticário

Founded in 1977 by a recently graduated pharmacist and biochemist, according to the company website, Boticário (2024) started as a small pharmacy in Brazil, where the found brought innovative products to the market focusing on natural cosmetics with exclusive formulas. In 1986 the company opened its first store in Portugal when according to Stadnik and Costa (2022) the choice of expanding in the country was influenced by the same language as the mother country, so the company initially planned the cultural differences between Brazil and the target country. For instance, fragrances and makeup colors developed for Brazilian tastes did not initially appeal to European customers. Nowadays, the group Boticário is present in 42 countries, according to the company's website. The company has highlights for fulfilling demands on different segmentations of products, for example, lotions for different types of skin and hair. Operates in beauty and cosmetics department.

2.6.2.3. Embraer

Embraer began its international expansion in the 1970s when it signed partnerships with foreign companies, which facilitated the growth of its import and export structure. This strategy was crucial for the company to establish itself in the global market, especially in a sector with few producers of medium and large airplanes. As part of its strategy, Embraer invested in research and development with global partners, which amplified its production capacity and facilitated entry into new markets. According to Bonatto and Costa (2018), Embraer's leadership in the aviation sector evidences its capacity for innovation and adaptability to the global market. The company diversified its product and service lines, entering segments such as executive jets and military aircraft while maintaining a strong presence in the commercial aviation market. This ability to reinvent itself and its constant pursuit of engineering excellence have consolidated Embraer as one of the world's leading aircraft manufacturers. The company's strategic international partnerships and investments in research and development have played a significant role in its global success.

2.6.2.4. Havaianas

The iconic Brazilian flip-flop brand, Havaianas, began the operations in the local market in 1962. According to the company's website, Havaianas gained popularity as a simple yet essential product that became part of Brazilian culture. At some point, according to Havaianas (2024) the item was included by the Brazilian government in the list of everyday fundamental products, becoming a popular item in Brazilian families. Operating on fashion, nowadays Havaianas has a collaboration with Dolce&Gabbana on its website, making products at an average price of US\$15 to US\$115 in the campaign.

Pavarini (2018) explains that growth strategies focus not only on physical presence but also on strategic partnerships that target market campaigns and bring brand awareness. Out of interest, in Europe, Havaianas is present in over 10,500 wholesale doors, including 170 department stores out of more than 620 worldwide. The corporation's website points out that the brand is now present in over 100 countries. The author also points out that the company seeks the vacation mode and locations where people have more connection to the beach to target and invest in their marketing. Even though a pretty summer product for high-temperature days, once checking on Google, Havaianas can be found on Asos, JD Sports, Schuh, Sports Direct, and other players in the Irish market.

2.7. Conclusion

The chapter covers concepts of international business by understanding the basic definition of globalization, going in the way of growth strategies that Brazilian players can follow on their expansion plan. The growth strategy may connect directly with the entry mode adopted such as the organizational structure to be established and its challenges on integration and adaptiveness to the new market. As Ireland has become a relevant economy, people and corporations target the country as a destination to enterprise or experience new challenges.

Among the biggest population in Ireland, the Brazilian community has grown in the past years with people seeking educational development in a country with good wages if compared to their homeland. As part of the economy, this population creates demand and consumer habits. In an entrepreneurial vein, the literature connects existing trade relations between Brazil and Ireland, which could be more explored if focusing in the sector, for example, the trade of coffee, or the aircraft situation. As a top producer of agribusiness, there may have specific needs in Ireland to supply different sectors and the population. The literature didn't identify any case studies applied to Ireland, so aimed to take potential examples to adapt to targeting the country.

3. Research Question, Objectives and Hypotheses

3.1. Research Question

The research focuses on understanding the perceptions of the Brazilian community living in Ireland about the international expansion of Brazilian brands, seeking to identify a potential market in Ireland. In this sense, the main research questions are:

- How does the Brazilian community perceive the international expansion of Brazilian Brands?
- What is the potential demand in the Irish market based on the perceptions found?
- What is the viability of Brazilian Brands to target Ireland as a profitable market to expand internationally?

3.2. Research Objectives

The central objective of the research is to identify and comprehend how Brazilian brands can find differentiation and redirect their efforts to compete and enter the Irish market, based on the perceptions of the compatriot community living in Ireland. According to Bourke, Kirby and Doran (2016), the first step of research is to clearly understand its questions and objectives. The report aims to approach an analysis of the perceptions and possible opportunities in a new territory, evidencing the challenges and threats along the international expansion journey. To answer these questions above, the following objectives take place:

1. Investigate the perceptions among the Brazilian community living in Ireland about the international expansion efforts by Brazilian Brands.
 - Understanding how the Brazilian community residing in Ireland sees the initiatives and penetration of Brazilian corporations in new international markets.
2. Study the potential of demand in the Irish market based on the perceptions of Brazilians.
 - Identifying opportunities and challenges that may influence the volume of demand, analyzing products and services with a major potential for growth and acceptance by locals.
3. Explore the possibility of more Brazilian brands redirecting their efforts to Ireland as a profitable market to expand internationally.
 - Through the investigation, to prove the attraction the Irish market can provide to Brazilian brands and how the community can support the establishment, meaning consumption and awareness abroad.

3.3. Research Hypotheses

Based on the research questions and objectives defined, the hypotheses to be proposed in the study are:

1. The Brazilian community does not have many perceptions of the international movements and organizational efforts to expand globally.
2. A positive perception among the Brazilian community may contribute to building demand in the Irish market.
3. The Brazilian community believes that more Brazilian brands should be redirected to Ireland to take advantage of its population growth because the country still has an existing demand.

4. Research Methodology

4.1. Introduction

Once the literature review section is done, the research focuses on achieving the study's main goals and understanding the Brazilian community's perceptions regarding the international expansion of Brazilian brands. The chapter covers methodological issues in the study. This research utilizes a quantitative approach, specifically through a survey. The quantitative method is chosen to systematically investigate the perceptions and potential demand within the Irish market based on the views of Brazilians living in Ireland.

Before getting practice on data collection leveraging the content and different insights that may contribute to the research, it is important to understand the fundamentals of research methodology and its theories. Commonly mentioned to explain the subject, Saunders, Lewis, Thornhill and Bristow (2019) provide a structured framework that guides the research process. The authors utilize Research Onion, as follows, to outline the methodological approach, which includes the selection of research philosophy, strategy, and data collection techniques.

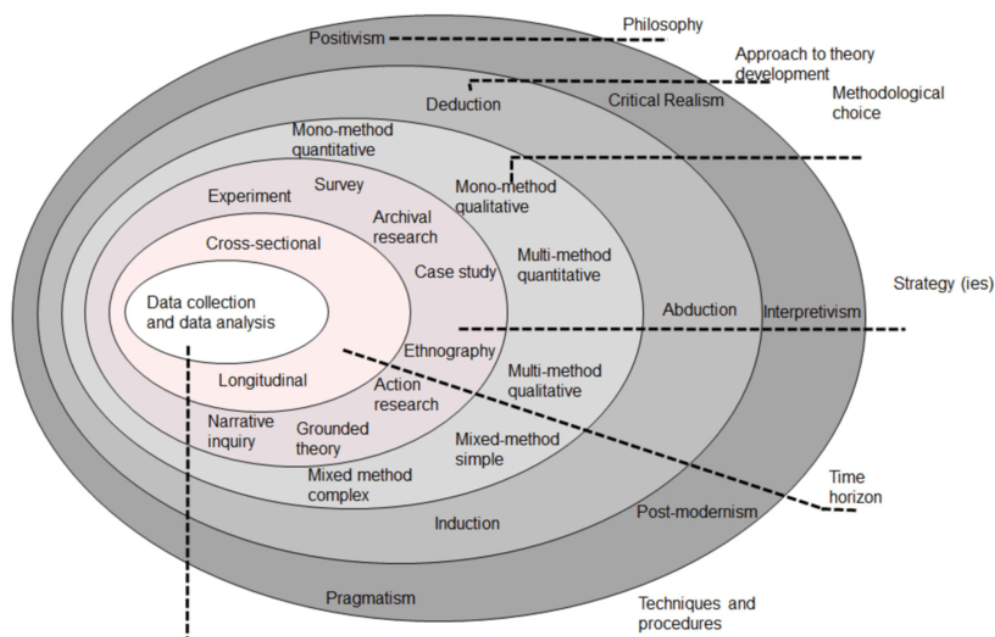


Figure 1. Research Onion Saunders et al. (2019)

Deep in the explanation, according to the definition of Saunders et al. (2019), the research adopts a positivist philosophy, which is defined as the development of knowledge based on a collection of observable and measurable data. As the authors outlined, the approach connects better to the idea, intending to understand the Brazilian community's perceptions through quantifiable data. Also, according to what was defined by the authors, a deductive approach is recommended in research that starts with a theory framework, and hypotheses that come afterward are tested through the data collected. As the research focuses on a

potential demand for Brazilian brands in Ireland and the community's perception of these brands' international efforts, the data collected will either support or prove the opposite of these hypotheses, ending to support the research findings.

4.2. Research Philosophy and Approach

4.2.1. Research Philosophy

For the development of the study, the research adopts a positivism that according to the definition of Saunders et. al (2019) is a philosophy of natural science, working on observation of social reality, and producing generalizations over it. The author outlined that it has as characteristics the usage of experiments, data collection on surveys and quantitative methods to confirm the hypotheses of the research, which is applied to this project.

In this sense, positivism is the most appropriate philosophy to reach the objectives of understanding the perceptions of the Brazilian community of the international expansion of Brazilian brands, once the survey allows the quantification of perception and the generalization of the results to be applied in a larger population.

4.2.2. Research Approach

The research utilizes a deductive approach, which according to Saunders et. al (2019) can be defined as an approach to the development of hypotheses based on an already existing theories, where the research strategy aims to test these hypotheses. The deductive research approach works on potential strategies to overcome the challenges of expanding internationally, especially for Brazilian brands. Mohajan (2018) explained that the deductive approach is an instrument to understand the connection between theory concepts, crossing the research variables. In the project in case, the hypotheses of perceptions among the Brazilian community, about Brazilian brands' international expansion, results are tested and analyzed through the collection of the quantitative data. The approach allows to investigate and observe the data, comparing it to the theory framework obtained in the literature reviewed, which contributes to the final findings of this study.

4.3. Quantitative research approach

Since the research is based on a quantitative method, it is important to explain what it means, and how that methodology can contribute to achieving study results. Holton and Burnett (2005) defined quantitative techniques as a meaningful way to study large groups of people and contribute by making generalizations of the sample being studied to larger groups beyond that sample. After collecting data, the whole database is analyzed to identify

patterns, correlations, and trends, where surveys are the most popular way to collect these data.

As the approach may have a few limitations, the objective of quantitative research is to develop and apply a mathematical model to the information collected and then later apply it to the theory and hypotheses explored in the study, as defined by Kandel (2020). Despite the limitations and challenges, quantitative research is commonly used in market research, which is the case, in education and general sciences. The author also improves the idea when pointing out that as much as the objectives of the research are clear to the respondents, there is a tendency to get more effective results to the study. It occurs mainly because the questionnaire is drawn in a specific direction or goal. By doing that, quantitative methods can gather meaningful data that may contribute to valuable insights and informed decision-making.

For instance, in comparison, it is important to bring the difference from the qualitative approach. According to Chaturvedi (2023), while the quantitative has more precise outcomes and findings to be applied to the general population, the qualitative provides a more in-depth detailed explanation, with contextualized content. Usually, the qualitative method explores the interpretation of a complexity, in a targeted and smaller group to use as a sample.

4.4. Research Strategy

4.4.1. Sampling

In quantitative research, sampling is the process of selecting a group of people, in a specific population, where each person has the same chance of being chosen to be part of it. Behind it, the objective is to draw a representative sample where the results obtained from that sample may be applied to a population in general, according to the description of Chaturvedi (2023) in different words. In this study, the respondents were randomly selected, once it was spread on several groups of housing, and social media among the Brazilian community, despite on any personal network of the researcher. The positive side of running a random sample comes from the possibility of collecting different points of view which can enhance the learnings and outcomes to be discussed.

Although the survey was applied to a random and unknown population, Cooper and Schindler (2013) explained that there are two main types of sampling, the probabilistic and non-probabilistic one. Once the first mentioned the first one anyone has an equal chance to be selected, the second one refers to a sample where not all the population has the same chance to be part of it, being selected by convenience or judgment of the researcher. One good example pointed out by the authors is “snowball sampling” when the researcher has

difficulties to access respondents and counts on referral networks to improve the data collection. Even though the survey was applied with no personal information and to an unknown public, it is more connected to a non-probabilistic sample.

The total sample size of the research is of 98 respondents, who were impacted by anonymous publications in Facebook groups or WhatsApp communities and Brazilian networks.

4.4.2. Survey design

The usage of surveys in the methodology to obtain data has its practically access to researchers and as Cooper and Schindler (2013) listed, it has easy adoption to manage, costs, accessibility to people and friendly usage to respondents, time sensitivity with quite relatively responses, despite of anonymity.

When it comes to the structure of the survey, it was developed to better obtain results and insights. Kasunic (2005) defined that a well-designed survey is characterized by the capacity to gather knowledge, behaviors, and attitudes, connecting to the central objectives of the research, which are: to investigate the perceptions among the Brazilian community living in Ireland about the international expansion efforts by Brazilian Brands; study the potential of demand in the Irish market based and explore the possibility of more Brazilian brands redirecting their efforts to Ireland as a profitable market to expand internationally. Focusing on these objectives, the research is designed in sections that will capture the brand awareness and the consumer behavior of the community in Ireland. Secondly, comes the perceptions of the international movements, brands, products, and operators internationally, which the respondents will expose their points of view about any international movements. In a third plan, the market potential and recommendations, that aims to identify a possible demand and then study the viability, or not from it. In the end, the demographics section completes the survey, profiling the respondents and their behaviors.

4.5. Data Collection and Analysis

The study has collected data through primary and secondary research. Firstly, it gathers information on past studies which helps to build the hypothesis and the objectives of the present study. Past literature and content also help to identify and point out gaps that involve the subject.

As part of the primary research, the study utilizes the Google Forms platform to collect, store, and organize data from the public's point of view. Google's tool was chosen to provide a quick and easy experience, enabling people to respond proactively. Morgan and Harmon (2001) outlined that "survey research methods" are tools to make inferences to describe the

whole population. The survey will further support understanding the perceptions of the Brazilian community in Ireland about the international expansion of Brazilian brands worldwide, promoting insights and recommendations to business establishments.

In order to obtain a better interpretation of the data collected and work with more familiar tools to the researcher, Microsoft Excel from the office package used to work on numbers and different charts that may generate different possibilities of points of view to support the comprehension of it.

4.6. Ethical Considerations

While collecting primary data through Google Forms, the survey stored confidential data, following the common data privacy regulations, ensuring that all the respondents were advised that their participation was anonymous, voluntary, and confidential, where no question was particularly mandatory to answer during the survey.

The whole database generated by the responses to the questions is maintained exclusively by the researcher responsible for developing the report. In addition, all the details and data are securely stored, ensuring they remain safe and protected. It guarantees that the data can be utilized for further analysis or detailed explanation if required in the future.

4.7. Limitations of the Study

In terms of limitations, the study has faced issues in its scope and in deep information to be collected. As a foreigner, to the researchers there was limited access to Brazilian respondents and potential partners, getting initially to the personal network, a pool of contacts relatively small and selected. If the evolution of the process, more people were reached, without any relation to the researcher. In addition, there is a lack of experience in designing and managing surveys, which may affect the clarity and quality of the content. Lastly, the unfamiliarity with the Irish market and business development environment may limit the ability to contextualize the findings and insights of the research. Contact with entrepreneurs in Ireland would enhance the comprehension of the challenges and perspectives of operating a business in Ireland. Despite of all the limitations in place, the methods applied, and the data gathered offer valuable information to build a consistent research.

5. Findings

The following chapter will cover an analysis of the data gathered while running an online survey. Based on the content and information provided, the analysis takes place considering the results of the perceptions of Brazilians about the international expansion of Brazilian brands and how those perceive the Irish market as a potential target. Some brief connections to the literature take place, but are deeply discussed in the following chapter.

Over the course of the survey, 98 respondents shared their perceptions and personal opinions with the researcher through the platform. Microsoft Office package was used as a tool, especially Excel and PowerBI, where data was applied to comprehend better the results and consider possible correlations.

5.1. Perceptions

Initially approaching the perceptions of the Brazilian community in Ireland, the survey questioned the respondents about their perceptions of any Brazilian brand operating specifically in Ireland. Surprisingly, most of the respondents (80%) don't note the existence of any Brazilian brands operating in Ireland. It is an important aspect to consider, the data shows a gap of operators in the country, in an increasing community the following questions will present their loyalty, sense of belongingness, and participation in the promotion of compatriot players. Here is an important demonstration of the key role of marketing on creating awareness and showing their presence and notable availability, as it was pointed by Katsikeas, Leonidou, and Zeriti (2020).

Are you aware of any major Brazilian brands operating in Ireland?

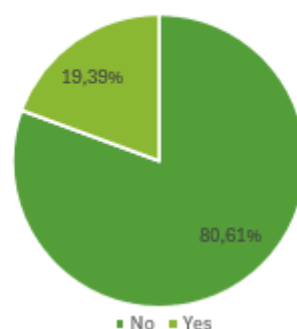


Figure 2. Brazilian Brands presence

Amplifying the perceptions, there was an open space to measure the principal players that the community notes worldwide, focusing not only on Ireland. Although there were not many different opinions, different sectors were pointed out. The most mentioned one, Havaianas, refers to a flip-flop brand, which in other questions would fit in the "clothing, footwear and accessories" group. In food and beverages, the list has components such as

Guaraná a soft drink, Oakberry, an açaí franchise, coffee brands, beers, and herbal teas (maté). Not accessible to the general public because of the operation business to business, there are Embraer and Ambev, the first that such as Havaianas was mentioned already in the research. Beauty and cosmetics were also mentioned. The chart shows that the community does not have a wide variety of international operations of some brands, even the ones pointed out in the study. Once targeting Ireland, it is important to reference the aspects that Asgary (2021) outlined about cultural and environmental difference on the adaptation to the new country. Havaianas the most mentioned item is a product mainly for high temperatures and may not easily have enough demand in the Irish market.

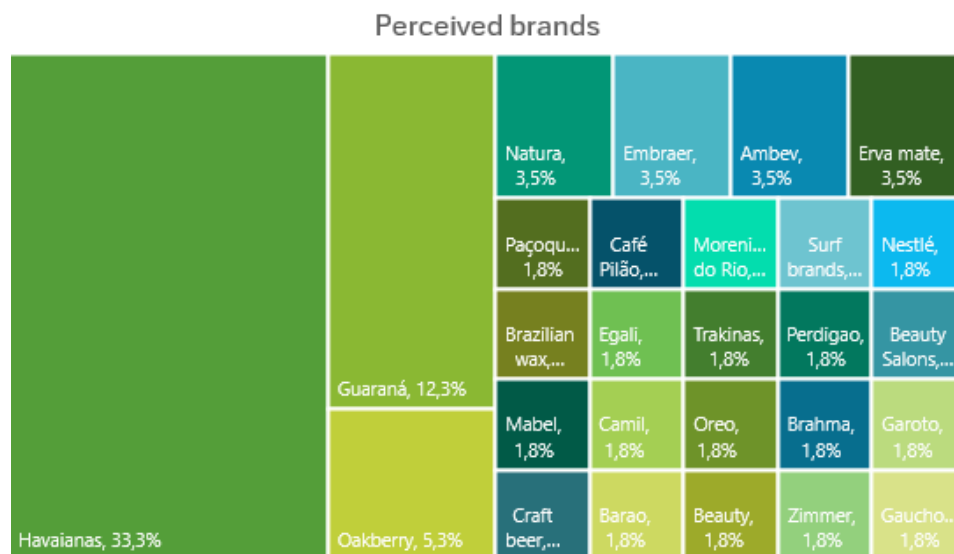


Figure 3. Perceived brands

One possible reason for the lack of perception of players internationally can be evidenced by the following chart which shows a low level of satisfaction with the access to Brazilian brands in Ireland. It can either show that the products are not well distributed, with difficult access, or they are not present in the main shops where people go. It promotes the discussion if the products that are not available due to a lack of distribution, or it is not distributed due to a lack of demand.

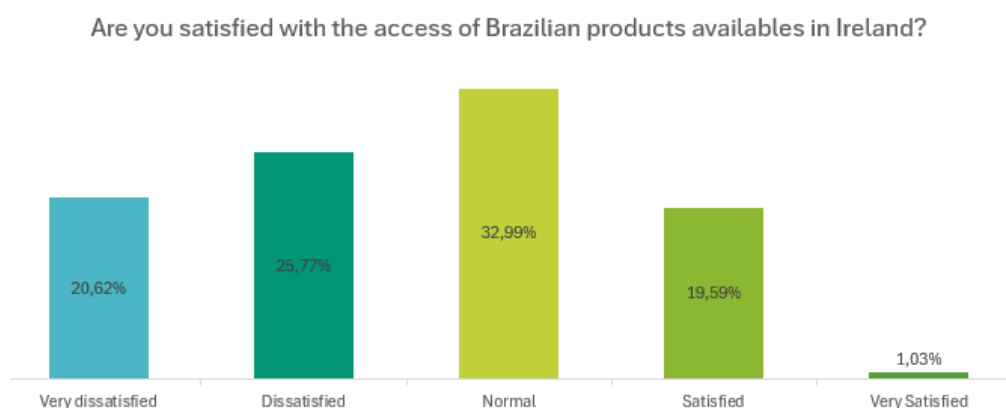


Figure 4. Satisfaction with the access

Possible responses for the low level of satisfaction can be explained by price and quality factors. Once the sample population points out the products' price as expensive, it reduces the access and consumption of the public. Haag (2019) explained that logistics have an important role in the application of costs. Once there is a well-structured operation, more possibilities to work on the high-cost input on products, overcoming a possible threat to the development of international expansion.



Figure 5. Price perception

On what it refers to quality, the chart demonstrates a neutral position as most of the products remain with the same expected original quality. As all the products are imported, it must face some adaptation and preparation before the export process, so the products also may face a second revision to keep a high quality expected abroad.



Figure 6. Quality perception

The data shows that Brazilian brands are less available if compared to other nationalities. This is another chart pointing up a possible dissatisfaction with the assortment of products and how those are available to the public. Data shows that products are not available if compared to other nationalities for example. It has to be understood the points of sale where Brazilian products are available.



Figure 7. Availability

In effect of comparison, when big players such as Lidl place Brazilian products and promote them in marketing campaigns, these movements show their results by the insights that customers provided in the following chart. It is curious because once compared to the previous chart, where customers are not happy with the availability of the products compared to other nationalities, the shot demonstrates a level of satisfaction once the actions are in big players such as Lidl. As Lidl is a big player with capillarity all over the country, it allows the public to have more access to it. Unfortunately, these marketing campaigns and products are placed on shelves occasionally, not recurring, instead of consistently being available to the public. But it is a fact that these actions such as “Taste of the World” are very effective for the Brazilian community in Ireland and as the chart pointed a positiveness to it, should be something to be more explored by the retailer. Here is a good reflection of the role of marketing in internationalization as Katsikeas, Leonidou, and Zeriti (2020) mentioned and how it promotes more awareness to the public once explored via a local partner.

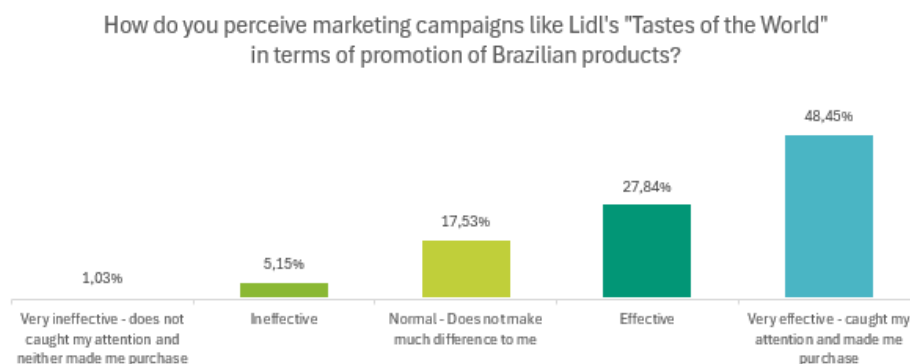


Figure 8. Marketing campaigns

Following possible responses for the unsuccessful availability, respondents had the opportunity to share their points of view on how businesses can improve their investments to increase their international presence, focusing on the Irish market. As the most selected option, the “availability in local shops”, such as Lidl’s campaign mentioned in Figure 8, it would give more access to people. The second position goes to price, which could have

improvements if the product was found more regularly in the shelves. A consequent less investment in marketing (advertising and social media) could be explained by the lack of demand or penetration of the brands in the Irish market, a possible reason why organizations don't redirect and invest in the campaigns to Ireland.

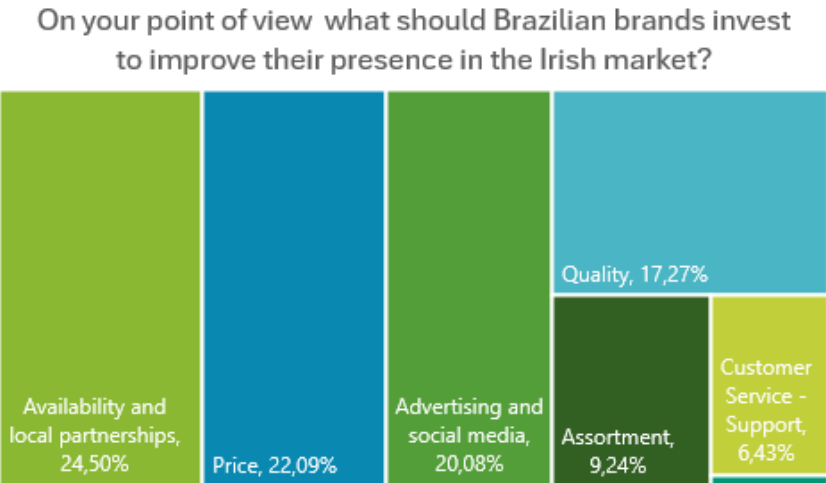


Figure 9. How to improve

5.2. Brand awareness and Consumer behavior

When questioning the general preference between price or quality, the intention was to understand how likely people would be to pay for a product that may have high-costs input. Quality is important, but the product has to be worth and affordable beyond general quality. The sample population pointed out that price is more important than quality, but the obvious best cost-benefit has the biggest preference.

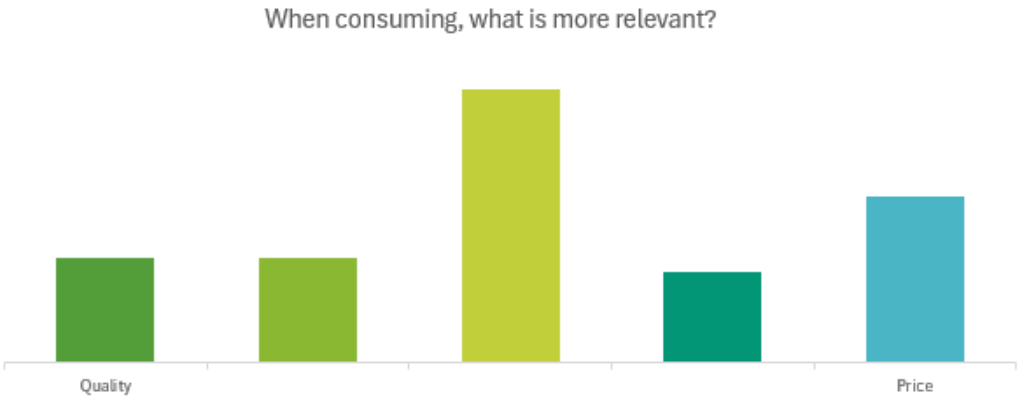


Figure 10. Quality vs price

Getting more specific into the Brazilian approach, with 42% of the total share, most of the respondents say that go for Brazilian products at least once a month; the chart presents the data in a chronological sequence, but in the second position of the respondents is the weekly consumption with 23% of the total share, representing 24 respondents. The sample data shows a possible demand of a “loyal” public that keeps consuming products with origin from Brazil and it can be considered within a time frame of a month or less.

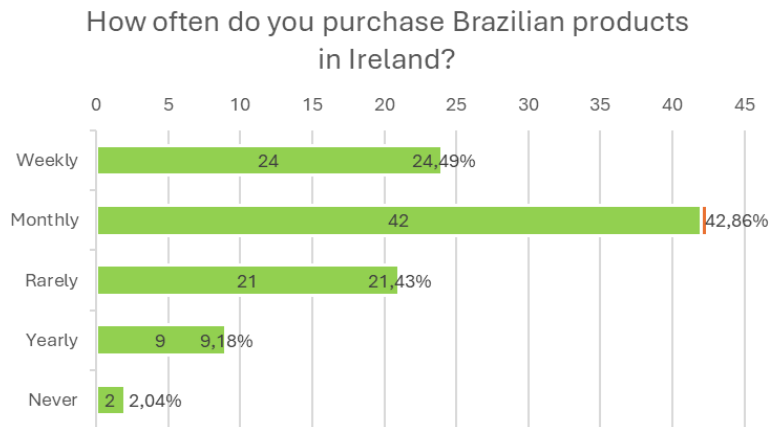


Figure 11. Respondent consumption frequency

Once the type of product was questioned, there is a curious fact that most of the people (94,7%) buy “food and beverages” of Brazilian origin, and even though there were different sectors and types of products available to select, “beauty and cosmetics” was the only other section elected. It is important to say the “home items”, and “clothing, shoes and accessories” were options for the respondents.

Which type of Brazilian products do you buy most in Ireland?

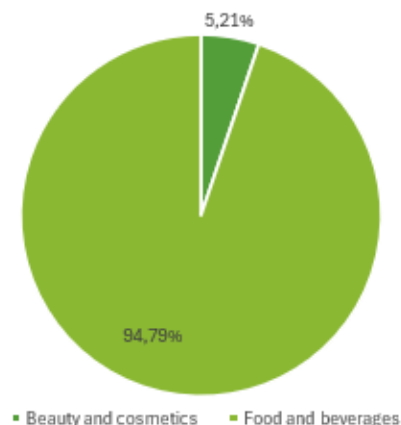


Figure 12. Types of products

In the following question, most of the respondents manifested a preference for knowing the origin of the product. Even though the question mentions Brazil as an example, it is one more factor that shows a sense of pride or belonging to the roots of the brand/product, something to be explored by marketing strategies.



Figure 13. Product's origin importance

In the section on brand awareness and consumer behavior, the public also enhances the possibility of creating demand once the Brazilian community confirms that would opt for Brazilian products over the non-ones. It means in the fact of seeing on a shop shelf a product, and having the chance of comparing, those respondents would opt for the compatriot ones.

For example, when correlated with the variable of Figure 2 where only those aware of any brand operating in Ireland, filtering 20% of the respondents, the results of those who would "Always" opt for a Brazilian brand goes up to 42%, against the actual 25% in regular terms, 17 percentual points over, following by "Often" with 25% and "Sometimes" to 15%. It shows a predominance of always preferring Brazilian products when purchasing but is not aware of the presence of a Brazilian product, maybe due to a lack of capillarity or assortment.



Figure 14. Option by Brazilian products

When asked what is important in a product of origin from Brazil, the aim was to understand possible aspects of why the Brazilian products are elected over the non-ones to explore these elements as points of differentiation in a new market. The elements mentioned in the beginning of the section, quality and price, are the most required ones. In terms of

authenticity, icon products such as Havaianas, carrying over the Brazilian flag on their models can be an example to be used.

What is more important in a product with Brazilian origin?

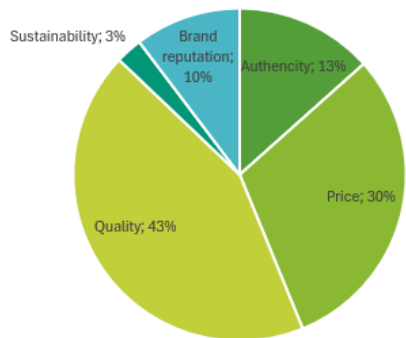


Figure 15. Importance of the origin

One of the possible reasons for the demand could be the fact that the community consumes in a sense of nostalgia, not necessarily because the product could possibly create a demand itself. So the respondents shared their points of view and if it has any impact on their behaviors. It does show a positive tendency to consumption due to nostalgia, distance from home or consumption in a matter of remembering good moments. It is a clear gap to be explored by marketing departments and companies that aim to penetrate in the Irish market, exploring products that may trigger emotions.

How nostalgic do you feel purchasing a Brazilian product?

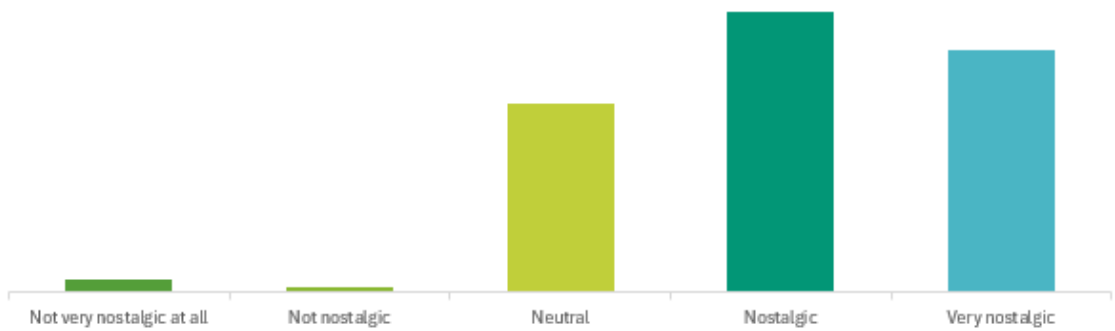


Figure 16. Level of nostalgia

Completing the Brand awareness and Consumer Behavior section, in the matter of those products with more room to be explored in the sense of nostalgia, respondents pointed up that tastes and packages, what can be understood about the shape and design of the products, are the elements that trigger mostly nostalgia. Once again elements linked to food and beverages had the preference of the respondents.

What triggers mostly your nostalgia when purchasing Brazilian products?

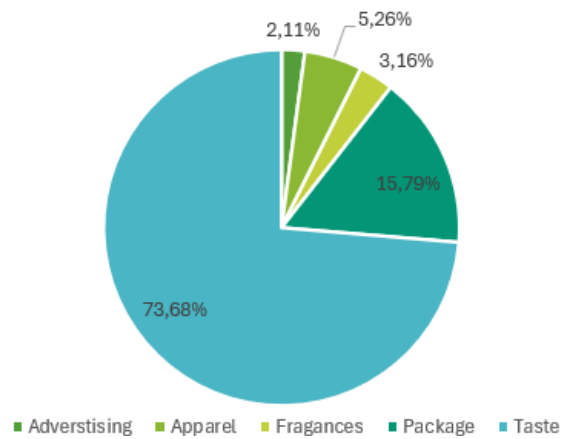


Figure 17. Nostalgic products

5.3. Market potential

Initiating the market potential section, the research aimed to find characteristics that could indicate a potential demand for Brazilian brands and products in the Irish market. The section begins with an understanding of how these consumers (Brazilians) and a population more familiar with the products, would be promoters in a sense of pride. The data showed a very positive opinion that the Brazilians would definitely promote the compatriot products. It is very relevant because it also demonstrates an intention to support the growth of Brazilian players.

How likely are you to promote or recommend Brazilian Brands in a sense of pride?

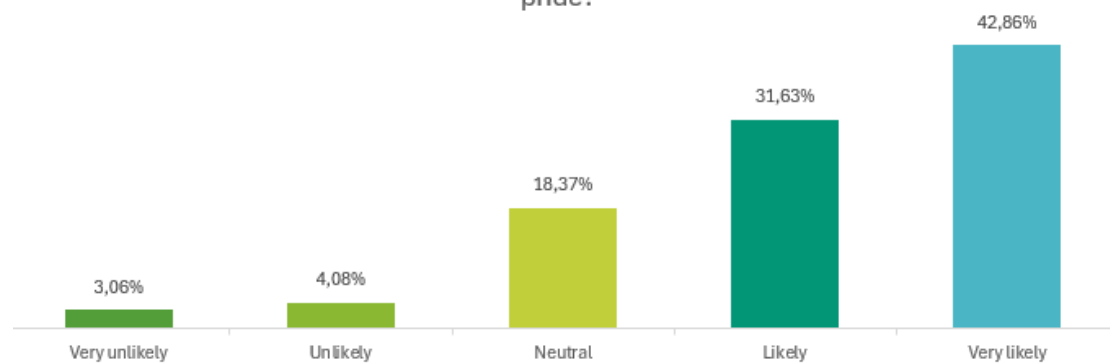


Figure 18. Level of recommendation

According to the data gathered from the respondents, there is a clear sign that the community in Ireland has a fundamental role in the growth of Brazilian products. Most of them believe that the satisfaction and knowledge of the products and brands can contribute to international development and growth.

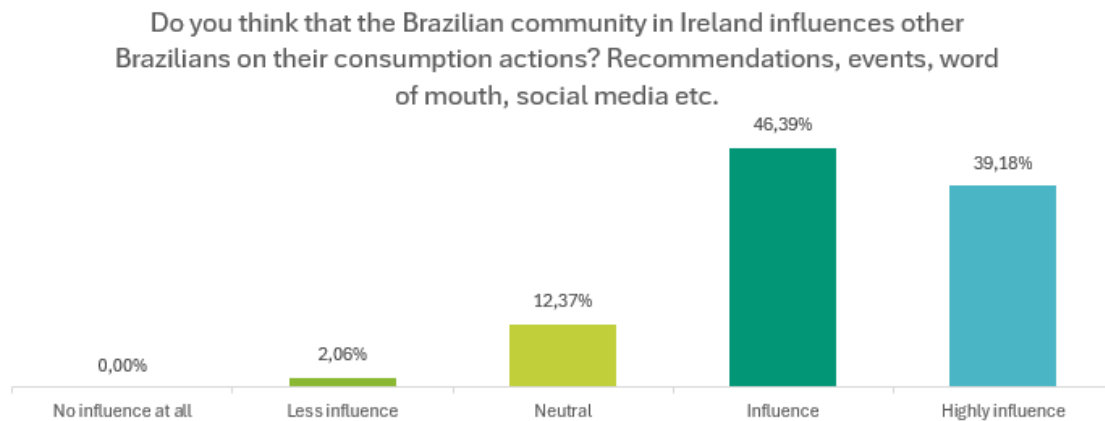


Figure 19. Influence of Brazilian Community

As the respondents already confirmed to be influencers and promoters, despite of consumers, the survey questioned what they believe to be the biggest challenges to enterprise and maintain a sustainable business. The opinions were well distributed, which means no one has a clear idea on why businesses are not successful or well recognized. 27% of the respondents believe that the “lack of distribution” is the reason why there is no relevant consumption, while 23% believe that the growth is not consistent due to the “cultural differences” between the origin country and the target market. Following the opinions, the respondents elected the “competition” in the international market, with more opportunities and different assortments as a challenging element as well. The fourth relevant element to mention is that part of the research believes that “regulatory and legal aspects” are factors impacting the growth and development in Ireland. It is important to highlight that probably most of the respondents don’t have access to a guide to enterprises in Ireland.



Figure 20. Key challenges

Completing the section, once the respondents had the opportunity to share their thoughts about which sector would mostly succeed in Ireland, the vast majority believed that “food

and beverages” are the sectors where Brazilian brands would have more chance to be successful in the Irish market. It must be considered consumer habits and the cultural acceptance of the products. As mentioned before by Malhotra, Sivakumar, and Zhu (2009), cultural proximity while targeting international markets. reduces costs and risks associated with the strategy of entering a new market. Investing on food would demand a precise definition of an item that has highly consumption despite of Brazilian habits, meeting the Irish preferences. However, as pointed out by WTO (2024), Brazil is on top of the food chain production, being one of the biggest exporters in the world. This is a sector in which the country already does relevant business and can achieve new trade relations worldwide.

Which sector do you consider Brazilian brands would have more success in the Irish market? Please select the most relevant on your point of view.

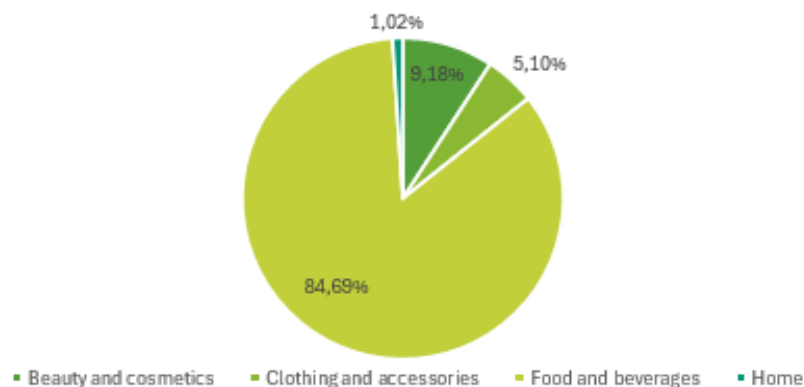


Figure 21. Successful sectors

5.4. Demographics

Completing the questionnaire, the survey collected demographic data to understand the profile of those respondents, trying to interpret their points of view and behavior. The vast majority of respondents belong to the 25-34-year-old group, with 64% of the share, followed by 35-44 with 22% of the total. It connects to the data of CSO (2023), profiling a young population with educational intentions.

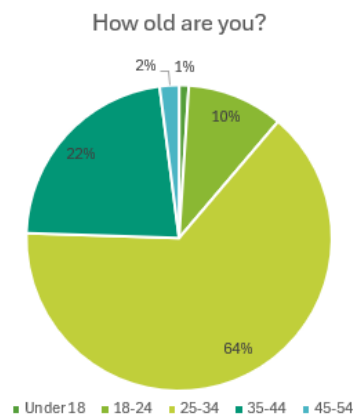


Figure 22. Age group

The participation by gender was well balanced, with a slight major contribution from men.

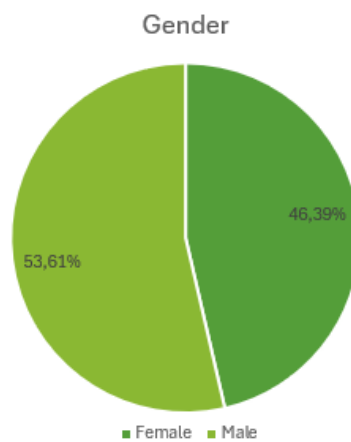


Figure 23. Gender

The time that the population is living in Ireland is very well distributed, without any specific pattern to be pointed up. It is fact that those who are living for more time in Ireland have a better understanding of the market and ideas of the penetration in the territory.

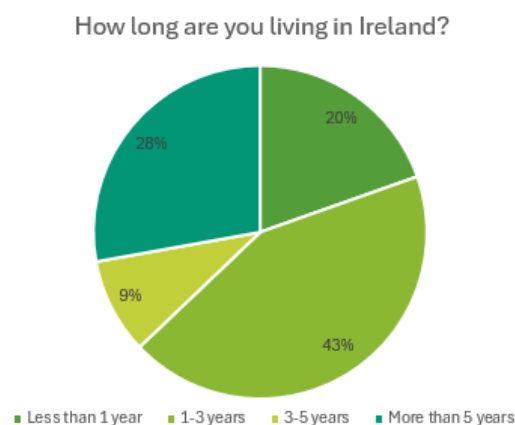


Figure 24. Time in Ireland

Completing the questionnaire, the level of education was questioned, and it is very interesting to see that a relevant share (more than 70% combined) of the public has a level of education higher than a bachelor's degree.

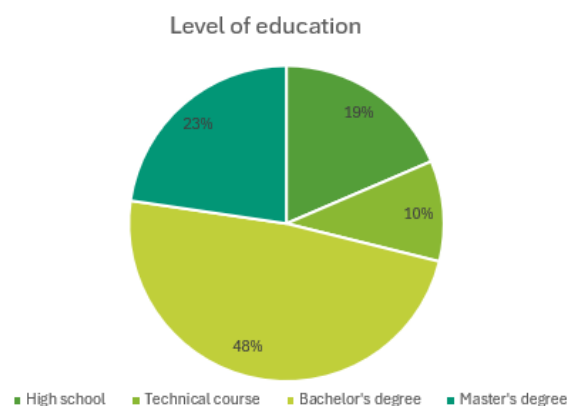


Figure 25. Level of education

6. Discussion

6.1. Research Questions

Exploring the main findings of the research and connecting those to the literature review demands critical thinking and reflection about the viability of linking reality to theory. Based on that model, the analyses of each research question come accordingly.

1. How does the Brazilian community perceive the international expansion of Brazilian Brands?

Combining all the perceptions from the sample public, it is quite interesting that 80% of the respondents declared that they are not aware of any major Brazilian brands operating internationally. It indicates a lack of visibility or a diversified number of options. Notably, brands like Havaianas in the fashion sector and Embraer in high-tech manufacturing were mentioned previously. Havaianas is known for its Brazilian design characteristics, while Embraer is a significant player in airplane manufacturing, according to Bonatto and Costa (2018), the company on top of the supply chain of parts and equipment of the sector. It is relevant to bring to the discussion that according to MDIC (2024), the category was the most exported to Ireland up to the first semester of 2024. As pointed out in the literature section, the segment wasn't having relevant trades in the previous year, but there is an important movement to be observed. Despite of all, the overall awareness of the public remains low.

Respondents expressed dissatisfaction with access to products availability and prices, reflecting a weak supply chain, not well established yet. Haag (2019) emphasized the importance of logistics in internationalization, highlighting that transport, storage, and inventory management structures can improve cost and time efficiency. This would lead to better customer satisfaction through better pricing, product variety, and constant availability. The entry mode chosen, as discussed by Asgary (2021), also affects these logistics, influencing the associated risks, costs, management, and legal aspects.

A particular marketing campaign of Lidl, as mentioned in the literature review as "Tastes of the World", turned out to be very effective to the sample population, who demonstrated a very positive adoption of it. The movement is part of a strategic partnership that according to Posner (2011), enhances brand awareness and helps to identify the correct market opportunity in new territories. Local player partners bring a sense of reliability to unknown brands, slowly improving the recognition by the general public. As Lidl is a very powerful player, it promotes the products in competitive prices and spread the assortment along of its stores.

Food and beverages were identified as having potential demand, with 95% of respondents highlighting this sector. Products like coffee and Guaraná, a soft drink, were suggested for

regular consumption. As the soft drink would compete with Coke, Sprite, Fanta and others, could be challenging to penetrate in the market with its resources and without awareness. It could trigger nostalgia among Brazilians living in Ireland, promoting a sense of home. However, strategies listed by Parietti (2017) such as licensing with a beverage company to the addition to the portfolio or direct export to a retailer that would carry the product over its distribution. That is an ideal scenario, but first, retailers need to perceive a demand, invest, or bet on products or a niche that could become part of the recurring portfolio.

2. What is the potential demand in the Irish market based on the perceptions found?

When examining potential demand in the Irish market, respondents highlighted food and beverages as promising sectors. It links to Asgary's (2021) idea of understanding cultural aspects and daily consumption habits. The Brazilian community alone may not sustain demand, so a wider public acceptance is necessary for profitable expansion. Coffee as a regular everyday consumption product, presents an opportunity. Brazil, a leading exporter of coffee according to WTO (2024), could leverage the opportunity to introduce coffee products to the Irish market, utilizing existing coffee shops chain, pubs and shops as customers. Exploring B2B opportunities for raw or packaged coffee could also be beneficial. Supermarkets, with its frequent customer base, could offer Brazilian coffee as a regular product, ensuring demand and promoting Brazilian brands.

Suggesting coffee as a possible product to be explored has a few threats to be cleared such as taxation, customs, and documents in general. It must be understood why the main exporter to Ireland the UK is, whether it is a case of easing the processes, minimizing costs once the transport from Brazil was already absorbed, or simply because of the agreements with the other country. Ireland and the UK have several coffee shops franchises in common and their supply chain may explain some of the numbers of trade of the product category between both countries.

Insisting on the same line of consumption of products available in a supermarket, mainly because respondents are not satisfied with the availability of products, most respondents reported purchasing Brazilian products within a window of 30 days, in the same representativeness, those showed to be promoters of compatriot products in a sense of pride. When in a new territory, Brazilian products have “natural” promoters by their community, that confirm buying at least once a month. Taking logical thinking of the growth of the Brazilian community pointed out by CSO (2023), this is a growing community, dissatisfied with the current access. In an ideal scenario, supermarket chains could establish recurring products such as coffee for loyal customers that would promote and help in the in possible awareness.

3. What is the viability of Brazilian Brands to target Ireland as a profitable market to expand internationally?

The viability of Brazilian brands targeting Ireland as a potential market involves an evaluation of the market opportunities, challenges, threats and strategic entry mode. Due to the low awareness of Brazilian brands among respondents, it shows a need for effective marketing and strategic partnerships to build recognition. The success of campaigns like Lidl's "Tastes of the World" indicates that partnering with established local players can enhance brand awareness and reliability.

Food and beverages, particularly coffee and Guaraná, have a potential demand. The Brazilian community monthly consumption the general interest in these products suggest a viable market. However, there is the logistical challenge and the need to understand the trade dynamics with the UK, even to use it as an opportunity. The literature of Morozini and Martin (2013) suggests that partnering up with local distributors or exploring existing supply chain could facilitate the market entry, reducing the exposure to financial gaps and market float. Kolk et. al (2008) enhance the idea when mention the expertise of local players acting as bridges to fill the operational gaps.

It is important to mention that the beauty and cosmetics sector could be a good opportunity for enterprises for different factors. As mentioned by MDIC (2024) pharmaceuticals and chemicals are a powerful market in Ireland, and could exist potential relation to Brazilian enterprises. Although that could be a challenging sector to compete in, beauty and cosmetics were also mentioned as a potential demand for Brazilian brands in Ireland. It is interesting to bring to the discussion that a cosmetic brand with a specific skin line was mentioned, such as hair products for curly hair. The demand for this specific product could connect to the idea of Hopkins (2017) of finding a differentiation by entering or create a product in a niche segment. The possible lack of products that fulfill some types of products or hairs could supply people beyond of the Brazilian community and developing targeted marketing strategies and forming partnerships with local retailers can enhance market penetration.

Overall, Ireland can be a profitable market for Brazilian brands if those measure the existing challenges, design consistent strategic planning, effective marketing and understand the nuances of the culture to test and adapt products before majors investments. Initially, a less risky model, opting by partnerships would be the most profitable one.

6.2. Hypotheses

Through the development of the research, the study aimed to test a few hypotheses, crossing the theories of the literature review.

1. The Brazilian community does not have many perceptions of the international movements and organizational efforts to expand globally.

Most of the sample population pointed that they are not aware of any Brazilian brands operating internationally. Even though there are players, products or brands are not widely relevant to the Brazilian community to the point where it comes quickly to their mind. There are players operating internationally but once they act in the B2B perspective are probably notably to the view of the community.

2. A positive perception among the Brazilian community may contribute to building demand in the Irish market.

The community showed a favorable demand and recurring consumption, especially when pointing a time frame within a month. The community has a fundamental role promoting, recommending and influencing products once those are aware of what to expect. As a growing community, there is a tendency to more consumption and seek for compatriot products;

3. The Brazilian community believes that more Brazilian brands should be redirected to Ireland to take advantage of its population growth because the country still has an existing demand.

Once the community showed unsatisfaction with the access, assortment and price, has to be consider that the community believes that more products or players should head to Ireland, as there is a demand for specific products that are not easily accessible to the public. Promoting products with a specific niched segment or natural resources that are more adaptable to the cultural consumption here is one of the ways of penetrating in the Irish market and them expanding assortment.

7. Conclusion and recommendations

7.1. Research Objectives

The research had as its objective the exploration of the perceptions of the Brazilian community about the international expansion of Brazilian brands, focusing on demand and possible viability in the Irish market. The main objectives were:

1. Understand how the Brazilian community residing in Ireland sees the initiatives and penetration of Brazilian corporations in new international markets.
2. Identify opportunities and challenges that may influence the volume of demand, analyzing products and services with a major potential for growth and acceptance by locals.
3. Prove the attraction the Irish market can provide to Brazilian brands and how the community can support the establishment, meaning consumption and awareness abroad.

By listing these objectives, it is possible to confirm that the research achieved the objectives. Firstly, the research evidenced a low perception of Brazilian brands operating internationally, when 80% of the sample population was not aware of major operators. Although, these respondents demonstrated to be loyal and regular consumers of food and beverages. Secondly, the respondents showed a positive demand in the sector, once 95% believing that it could be successful in the Irish market, even though cultural aspects must be evaluated, same for the product acceptance. Completing the objectives, the research suggests that despite the logistical challenges, with the right marketing strategies and partnerships, Brazilian brands can find an open space for an enterprise to launch a profitable business. The dissatisfaction with the availability and price of Brazilian products indicates an opportunity for improvement of the supply chain.

7.2. Recommendations

As part of the recommendations, the research could identify opportunities focusing in direct marketing campaigns that may bring brand awareness but also enhance the quality and authenticity of the Brazilian products. It can bring major effects using local media or digital marketing to achieve a bigger population.

Despite of it, the partnership with local distributors and retailers is fundamental to improving the market penetration and guaranteeing a constant availability to the Brazilian population of products on shelves, the main customer at the beginning of the journey.

Another important recommendation is to concentrate and focus on new immigrants, as those who show loyalty to compatriot products, since the beginning of their journey providing access to the products would improve the sense of feeling at home in a new

country and build a consistent relationship. Focusing on these new groups contributes to having a consistent customer base that will act as a promoter in the future.

Finishing the section, investing in products with a specific niche or segment can fill gaps and create opportunities in the Irish market and worldwide, as it may attract a diversified population. Products that supply special needs such the care for specific types of hair can create a market differentiation, using the created demand of high-quality customized products.

7.3. Limitations

Along of the research, the study showed a few limitations that include the small sample of the Brazilian population in Ireland and the gap in the literature of Brazilian players or new entrants specifically in Ireland. These limitations suggest deeper research focusing on specific products, niches, or segments, without a wider approach. Once focusing on one product, there is a bigger chance to identify competitors, entry modes, and possible partners. If the possible parties in the process are identified or even focused on one product, a more meticulous analysis of prices, costs, and budgets may take place for a detailed entrance into the Irish market.

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9. Appendix

Perceptions of international expansion of Brazilian brands among the Brazilian community in Ireland: targeting a potential market

The following survey aims to identify the perceptions of the Brazilian community living in Ireland about the International Expansion movements and efforts of its compatriot brands. Through the data collection, an analysis will take place to understand whether Ireland is a potential target market for Brazilian corporations.

It is part of the development of a thesis of Masters in the National College of Ireland and your participation is immensely appreciated. The whole survey takes 3 to 5 minutes to be fully responded. Thank you very much!

Brand awareness and Consumer behavior

How often do you purchase Brazilian products in Ireland?

- ☐ Weekly
- ☐ Monthly
- ☐ Yearly
- ☐ Rarely
- ☐ Never

How important is the origin of the product, such as "Made in Brazil", to your purchasing decision?

- ☐ Very important
- ☐ Important
- ☐ Neutral
- ☐ Irrelevant
- ☐ Not important at all

How likely are you to promote or recommend Brazilian Brands in a sense of pride?

- ☐ Very likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

Considering you are in a shop, would you opt by a Brazilian product with similar quality over a non-Brazilian one?

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

Are you aware of any major Brazilian brands operating in Ireland?

- ☐ Yes
- ☐ No

If you answered "Yes", what brands are you aware of the presence in Ireland?

Your answer _____

Which type of Brazilian products do you buy most in Ireland?

- ☐ Food and beverages
- ☐ Clothing and accessories
- ☐ Beauty and cosmetics
- ☐ Home items
- ☐ Other: _____

Are you satisfied with the access of Brazilian products availables in Ireland?

- ☐ Very dissatisfied
- ☐ Dissatisfied
- ☐ Normal
- ☐ Satisfied
- ☐ Very Satisfied

How do you perceive marketing campaigns like Lidl's "Tastes of the World" in terms of promotion of Brazilian products?

- ☐ Very effective - caught my attention and made me purchase
- ☐ Effective
- ☐ Normal - Does not make much difference to me
- ☐ Ineffective
- ☐ Very ineffective - does not caught my attention and neither made me purchase

Do you think that the Brazilian community in Ireland influences other Brazilians on their consumption actions? Recommendations, events, word of mouth, social media etc.

- ☐ Highly influence
- ☐ Influence
- ☐ Neutral
- ☐ Less influence
- ☐ No Influence at all

When consuming, what is more relevant?

- | | | | | | | |
|---------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------|
| | 1 | 2 | 3 | 4 | 5 | |
| Quality | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Price |

What is more important in a product with Brazilian origin? (Select two)

- ☐ Quality
- ☐ Authenticity
- ☐ Price
- ☐ Brand reputation
- ☐ Sustainability
- ☐ Other: _____

How do you perceive the price for Brazilian products in Ireland?

- ☐ Very expensive
- ☐ Expensive
- ☐ Normal
- ☐ Cheap
- ☐ Very cheap

How do you perceive the quality of Brazilian products available in Ireland?

- ☐ Very poor
- ☐ Poor
- ☐ Normal
- ☐ Good
- ☐ Very good

How nostalgic do you feel purchasing a Brazilian product?

- ☐ Very nostalgic
- ☐ Nostalgic
- ☐ Neutral
- ☐ Not nostalgic
- ☐ Not very nostalgic at all

What triggers mostly your nostalgia when purchasing Brazilian products?

- ☐ Package
- ☐ Adverstising
- ☐ Taste
- ☐ Fragances
- ☐ Apparel
- ☐ Other: _____

If you think about a Brazilian brand operating internationally, which one comes to your mind? Not necessarily in Ireland.

Your answer _____

Which sector do you consider Brazilian brands would have more success in the Irish market? Please select the most relevant on your point of view.

- ☐ Food and beverages
- ☐ Clothing and accessories
- ☐ Beauty and cosmetics
- ☐ Home
- ☐ Other: _____

On your point of view, what should Brazilian brands invest to improve their presence in the Irish market? (Select 3)

- ☐ Advertising and social media
- ☐ Quality
- ☐ Availability and local partnerships
- ☐ Customer Service - Support
- ☐ Price
- ☐ Assortment
- ☐ Other: _____

What do you think is the biggest challenge for Brazilian brands entering the Irish market?

- ☐ Competition
- ☐ Distribution channels
- ☐ Lack of brand awareness
- ☐ Regulatory and legal aspects
- ☐ Cultural differences
- ☐ Lack of demand
- ☐ Profitability
- ☐ Other: _____

How would you describe the availability of Brazilian products in Ireland compared to products from other countries?

- ☐ Much more available
- ☐ More available
- ☐ Neutral
- ☐ Less available
- ☐ Much less available

Demographics

How old are you?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ Over 65

How long are you living in Ireland?

- ☐ Less than 1 year
- ☐ 1-3 years
- ☐ 3-5 years
- ☐ More than 5 years

What's your gender?

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

What's your level of education?

- ☐ High school
- ☐ Technical course
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctorate
- ☐ Other: _____