

MARKETING MANAGEMENT STUDY OF WHOLESALE & RETAIL STORES IN INDERVAL BRASIL AVENUE, CACOAL CITY, STATE OF RONDÔNIA (BRAZIL)

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Abstract:

The aim of this study was to analyze the emergence of wholesale center City of Cacoal. The issue concerns the concentration of attacked that arose in Avenida Inderval Joseph Brazil, better known as the Street of attacked. This concentration has awakened the interest in discovering the origin and expansion of the shopping center. To that end, we carried out a study of various attacked, having as a method the model of case study. It was used as an instrument of collection of secondary data the bibliographic survey, as well as the historical aspects, the guided interview. To understand the phenomenon used to search exploratory and descriptive. This was carried out interviews with the entrepreneurs of wholesale center, having as random sample six attacked the branch of Haberdasher's shop. The first step was to identify the expansion of this center, and check the hypothesis of characterization of cluster. The results of this work show that the expansion is the principle due to the center being located near the Interstate road of the City, after other companies have emerged due to the network of relationships and social bonds, professionals and family members, who have contributed in various ways to ensure that these companies should be multiplied, but cannot be considered as a cluster, as response of interviews applied to entrepreneurs and analyzing the bibliographic identification of cluster described by the authors. We observed that the information gathered from the questionnaires, we have that the practice of attacked today, resembles the definition of marketing warfare, once that behave with tactics of guerrilla warfare and in case the companies that have some family ties act as a form of attack in flank.

KEYWORDS:

Marketing. Entrepreneurship. Wholesale.

INTRODUCTION

Within a globalised scenario that has been characterized by intense changes and increasingly competitive, in that the economic borders expand and competition intensifies by globalisation, emerging new media companies stand to remain on the market, increasingly concerned with strategies and methods for their products and services are always updated in order to meet the needs of their customers.

Based on these new features absorbed by the market, this article was developed with the main purpose to reveal and demonstrate the reasons that resulted in the concentration of attacked on Avenida Inderval Joseph Brazil, in the city of Cacoal.

This center wholesaler has an important function for the city, since retailers throughout the State come to do their shopping, in most cases, also used for resales, as for street vendors, shops that are starting their activities in the Market, among others. This is reflected in important factor for the growth of the City.

Please cite this Article as : Marciela Zemke Montanari¹ and Diogo Gonzaga Torres Neto², "MARKETING MANAGEMENT STUDY OF WHOLESALE & RETAIL STORES IN INDERVAL BRASIL AVENUE, CACOAL CITY, STATE OF RONDÔNIA (BRAZIL)" : Tactful Management Research Journal (July ; 2014)

With this study, we intend to inform why the entrepreneurs to invest in this center, in addition to clarifying that the center is located in just a street of the City, without expanding to nearby streets, even though it is located in a position away from the main shopping center . This circunstância leads us to the following question: Why does the center wholesaler of Cacoal is located in only one city Avenue and what is the strategy used by these entrepreneurs?

For years came the first attacked in the city , near the Interstate Road, since then has been growing considerably the wholesale center City, attracting retailers of cities, inside and outside the State. Based on this, will be addressed as specific objectives the entrepreneurial process that gave rise to companies wholesalers of Cacoal area, assessing the role of social networks in the process of development of enterprises wholesalers and analyzing if there is cooperation between the attacked, as occurs the competition from these companies and that many businesses do not survive in that area.

The model of cooperation between organizations, to forecast and strengthening, it is not always accepted, even in the absence of information on the subject. Some entrepreneurs are afraid that by dividing your knowledge and information, their ideas are copied. In this way, there is a need to clarify for those entrepreneurs who working in partnership or through social networks they would have more opportunities to remain in this increasingly competitive market, where various strategies are adopted all the time. In order to obtain the results of the research will be applied interviews with open-ended questions to wholesalers branch of brazilian bazaar, present and utilities, excluding wholesalers branch of clothing.

1 THEORETICAL FRAMEWORK

In this context the theoretical framework addresses the following topics: Entrepreneurship and its characteristics and concepts, relation between entrepreneurship and the geographical concentration of firms, clusters and its concept and the factors that influence the formation of a *cluster* , the social networks and the *marketing* of war.

1.1 Entrepreneurship: Concepts and Characteristics of the Entrepreneur.

Entrepreneurship has been intensifying in Brazil in recent years. There are several reasons for this sudden interest in the subject. One of the most considered, second Dornelas (2005), is due to the fact that with the technological advance and the labor replaced by machines in large companies, caused an increase in the rate of unemployment, allowing their ex-employees began to create new companies of the same industry or to other new business, with innovative ideas and own.

Entrepreneurship, which makes the word *entrepreneurship*, is regarded as a cultural phenomenon, because entrepreneurs arise from a society with innovative ideas and conquer the market. Already the Word Entrepreneur (*entrepreneur*) has French origin, and means one who takes risks and starts something new. For Dornelas (2001), entrepreneur is the one who makes things happen, which anticipates the facts and have a future vision of the organization. For Dornelas (2005, p. 17). 39).

Entrepreneurship is the involvement of people who, together, lead transformation of ideas into opportunities. AND the perfect implementation of these opportunities leads to creation of business success. Entrepreneur is the one who destroys the economic order existing by the introduction of new products and services through the creation of new forms of organization, or by the operation of new resources and materials.

With this, it can be said that this is the era of entrepreneurship, as are the entrepreneurs who are eliminating trade barriers and cultural, they with their innovative ideas create new jobs, create new working relationships and generate wealth for society. The author Fernando Dolabela (1999) compares the entrepreneur with an "engine" of the economy, that this is an agent of change, he who with their innovative ideas can enter the market and establishing a trajectory of struggles and achievements. Schumpeter (1934) *apud* Dolabela (1999), "associates the entrepreneur to the economic development, innovation and the development of opportunities in business".

For Bernardi (2003), there are some circumstances which give rise to an enterprise, it can be a true entrepreneur, i.e. , the one that has always presented characteristics of entrepreneur, both for reasons pertaining to family influences. Another type of entrepreneur is the heir, one who gives continuity to a venture that early in training. There is also the official of the company that the career-long realizes that you can start your own business, do you feel that your plans are not recognized and is tired of not giving you the due value. There are those also who for lack of choice of employment, decide to take the plunge and open your venture, and these few cases more risky, since they are a business, often without experience.

Dornelas (2005) says that undertake is to define what it will do and in that context will be made, taking into account the dreams, desires, preferences, the style of life that you want to have, is to be motivated, be passionate about what we do, is not to give up on their goals, they want to be recognized for their work. Therefore, according to Paul Kedrosky (2010) "the greater part of their students in classes of entrepreneurship were not born entrepreneurs. Entrepreneurs will get the information they need in one way or another and do not need a course to discover it."

Oliveira (2004) presents some of the characteristics of entrepreneurial success, among them, mentions that the entrepreneur has to be balanced, you need to know working as a team, you have to be agile, creative, be objective, knowing how to think and act strategically, among others. On their knowledge he says that the entrepreneur has to know the opportunities, be pragmatic and have management competence.

It is important to have an awareness of that one still cannot establish a relationship of absolute cause and effect, i.e. , not necessarily a person with characteristics will achieve success as an entrepreneur (BERNADI; 2003). What we can say is that, if a certain person has features found in entrepreneurs, will have more chances to be successful. For Dornelas (2005, p. 17). 21) "entrepreneurs are people differentiated, which have natural motivation, passion for what they do that is not content simply to be more in a crowd".

In Brazil the entrepreneurship arose at the end of the 1990s. There are several reasons that might explain this sudden interest in the subject. Dornelas (2005) adds that there is a great deal of concern on the part of the government and class entities to maintain the small businesses on the market. This is because in recent years the various attempts to stabilize the economy and the imposition of globalisation, many large companies have had to seek alternatives to increase their competitiveness and remain on the market while reducing costs.

1.2 Relationship Between Entrepreneurship and the Geographical Concentration of Enterprises

Fundamental to the entrepreneurship are the conditions of the local environment of the firm, because it can no longer live alone, is necessary communication with the external environment.

In the 1970s, only the state and the large companies could be considered as supports for the economy, but as the globalization had a significant increase in the 1980s and the technology began to replace the people, small businesses have to be sources of new jobs and opportunities, no more taking into account only the local market and the international market. Already from the 1980s, studies on the influence of spatial proximity in competitive development of agglomerations have led to the emergence of approaches referred to the importance of the local dimension in the coordination of economic activities and technological, replacing the individual approach by collective, through productive chains and indicating solutions for both organizations as to the set of links of those chains concentrated geographically. (SEBRAE, 2002).

Souza and Bacic *apud* Candido and Abreu (2002), small and medium-sized enterprises, in general they cannot join qualification and skills to generate regional development and quickly follow their competitors, due to the diversification and flexibility. However, the majority of SMEs are not prepared to innovate and some entrepreneurs believe that exposing and dividing their ideas can be copied and still insist on working alone.

For Dolabela (1999) *apud* Vanalle and do Carmo (2005; p.61)

For the stimulation of economic and social development of a region, the entrepreneurship that shows as a trigger mechanism for processes that must thread a series of actions and transformations, and that, very likely, will begin by means of small businesses. Being that one of the fundamental characteristics is its relationship with the local community, that could be a catalyst for development process the better the favorable environment for entrepreneurship.

The entrepreneurial process can be accelerated by approximation of technological content, through cooperation and interaction between companies, taking advantage of the experience and knowledge. Porter (1999, p. 237) Reports that:

Many, if not most, of the new companies if they install in existing settlements and not in isolated locations. This trend is explained by a variety of reasons. First, clusters provide greater incentives for entry, through better information about the opportunities that exist. The individuals who work within or nearby perceive with greater ease the gaps to be filled in the products, services or suppliers. Thus, these individuals leave companies established to start new business, with the objective of filling these gaps.

In view of the opinion of Porter perceives that the entrepreneurs when they enter the labor market need to analyze the factors of location, if isolate is not act strategically, since there is always a place to be occupied and new services and/or differentiated products can generate sources of wealth and personal satisfaction, taking into consideration that this is a virtue of entrepreneurial success (DOLABELA, 1999).

1.3 Marketing of War

Marketing wanting or is not a war between companies, a dispute increasingly fierce, where are demanding increasingly sophisticated methods in dispute by the market and to gain more and more customers. "It is necessary to develop a tactical plan and strategic, adapting them to the business world, in order to excel in this marketing warfare ". (LIMA, 2007).

Even in Lima (2007, p. 1), he reports that:

Every company has the opportunity to win a war of *marketing*. However, for this you need to understand the general principles of conventional war, especially the concept of tactics and strategy, and implement them in an intelligent manner and often bold face competition.

In a contest of the market so fierce as in the days of today, the company must develop a marketing plan in the form of a war plan, and set tactics and strategies to be used. Need to know the competition, his own position in this context, and thus use the principles of war more suited to this position. In this way, will always be surprising the competition and winning a prominent place in the market.

The author shows that every company should recognize what its position in the market, always innovate and never think that it is a leader of the market, because many other idisias arise all the time and the products with increasingly quality, in addition to discover their real position against competitors, and develop a tactical plan and strategic. If the company is a second place in the hierarchy of competition, then you should seek a tactic really good you can take it to win the first place. This tactic can be a campaign based on a new product or a new way to serve the customer, finally, something meaningful to generate a positive impact on the view of the customer. Transform the tactics used in a strategy, and attack your competitor in the best way possible is the best strategy to conquer the market (LIMA 2007).

The tactics of guerrilla warfare enters the scene when the strategies of conventional war has gone awry. It is activities of sabotage to weaken competition. Price Reductions, propaganda testimonial, alliances, hiring key executives competition, cover the cost of the competition, are examples of legal strategies commonly used with the purpose of weakening the competitor. (ASSIS, 2005). In Lima (2007), he brings that "guerrilla is trying to harass your opponent constantly, attack and then hide, beat the competition by fatigue".

The author also reports that the secret of *guerrilla marketing* is that the action may not propaganda and should come as no surprise, intrigue and make the expectator ask yourself if it is really what is happening. The attack of Flank is a strategy that requires the identification of the weaknesses of the competitor and their inability or lack of interest in answer to certain sectors of the market. (ASSIS, 2005). As well as the attack of the guerrilla flanking can also be considered an offensive strategy. The attack of flank insists in channelling the fight for arenas where the competitor has vulnerabilities and the attacking potential (regions, market segments, product lines etc.), the tactics of guerrilla warfare are the tocks rapid and unexpected to competitor to its weakening. Its effectiveness lies in the difficulty that the attacked has to defend himself quickly due to its unpredictability. (ASSIS, 2005).

2 METHODOLOGY

The methodology used for the development of work Based on searches and research in the field by means of interviews applied with the entrepreneurs in the industry attacked with interviews made with open-ended questions, proposes two basic criteria for classification of research, about the purposes and the means. As far as the purpose of this research is to be classified as exploratory and descriptive. Exploratory, because if you do not know any previous study (VERGARA, 1990, p. 46).

As to the means, search on a first time can be classified as literature where sought to theories on the concept of *cluster* in general and their characteristics. After the theoretical survey was performed to search for field next to attacked the Avenida Inderval Joseph Brazil.



Fig.1- Avenida Inderval Joseph Brazil, City of Cacoal - RO, 2010.
Photo: Marciela Zemke; Out. 2010

The population of field research were the entrepreneurs of attacked next to bus station of Cacoal (RO), observed a population of legal persons in 22 attacked/wholesale (P= 06), the branch of wholesale. The sample was randomly stipulated and the statistics for this analysis is a non-probability, because the analysis represents only the moment of the interview, and could not therefore extend to other analyzes, nor repeat this observed phenomenon. For this being the case, because a known population worked with simple random sample without replacement for finite population, because each element has the same chance determined to be selected, stratified, because it distinguishes between retail and wholesale, and without repetition, because each element can be selected only once.

In the field research information was obtained through interviews applied to organizations as follows:

Companies	Interviewed	Category	Co de
Wholesale Tropical	Daniel Marques da Silva	Pioneer (creator)	Emp. 1
Wholesale Tradition	Jane Marques da Silva	Pioneer (creator)	Emp. 2
Wholesale Mundial	Danilo Sandri	Pioneer (creator)	Emp. 3
Wholesale Anailê	Joaquim R. Santana	Entrepreneur-attacked	Emp. 4
Wholesale America	Lucimar Moreira Lopes	Entrepreneurial-attacked	Emp. 5
Wholesale Sun Imported	Solange Alves Pires	Entrepreneurial-attacked	Emp. 6

Source: The authors, City of Cacoal - RO, 2010.

Being after the interviews analyzed and verified according to the method and the results are presented below by the method of discourse analysis.

3 RESULTS AND ANALYSIS OF RESEARCH

3.1 THE BEGINNING OF BUSINESSES ATTACKED & RETAILERS

In Cacoal, a city located in the State of Rondonia, developed a concentration of attacked. It was observed that the results of the research are tests to help and understand the history of the appearance of these companies and for studies on cluster and marketing of war in the city of Cacoal.

The history of the concentration of attacked in Cacoal began with the Commercial enterprise of

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Haberdasher's shop Tropical LTDA, known as ATACADÃO TROPICAL, which started its business activities in the year 1985, under the management of Daniel Marques da Silva, born in the state of Bahia, with no training school, having just completed a second series of primary, was the first to build your business of wholesale segment in the city of Cacoal, the idea arose in Parana, with retail trade near the Road, when we arrived the Rondonia, realized it could be a strategy to continue its business.

When i arrived in Rondonia, I realized the opportunity to continue the work that had already been exercising in the State of Parana, but not such as retail and yes sell wholesale to small traders who could not go to other states to buy their goods. I noticed that the Road of Cacoal would facilitate the arrival and departure of goods and customers. I went not faculty, my schooling is the second series of the primer. (Daniel Marques da Silva, Emp.1 , 2010.)



Fig.2 - Wholesale Tropical, City of Cacoal - RO, 2010.
Photo: Marciela Zemke; Out. 2010

In 1998, the empreendora Jane Marques da Silva, daughter of Daniel Marques, solved found the company Attacked Tradition LTDA ME, known as ATTACKED TRADITION, under the influence and encouragement of his father. Born in Parana, where he obtained a degree in the Course of Letters and arriving in Rondonia, began the Business Administration course , but not yet completed. "My Father, Daniel already had a attacked, was when I decided to open the business, by encouraging him and also to realize that the place was increase growth" (Jane Marques da Silva, Emp.2 . 2010).



Fig.3- Wholesale Tradition, City of Cacoal - RO, 2010.
Photo: Marciela Zemke; Out. 2010.

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Before entering the wholesale segment, was professor of music and had a company directed the arts. Only then opened the Attacked Tradição. After a short time the company Mundial Wholesale Haberdasher's shop Ltda, known as wholesale World, was founded in 1998, under the management of Danilo Sandri, who solved join their economies and open your own business, at the time I had no schooling. There is little time concludes in Cacoal the Business Administration course.

I've worked in a attacked next and saw that I could make sure my capital, I decided to open my own business, even with some difficulties and contingencies during all these years, I believe that my company can continue to grow at this site. (Danilo Sandri, Emp. 3. 2010)



**Fig.4 - Wholesale Mundial, City of Cacoal - RO, 2010.
Photo: Marciela Zemke; Out. 2010**

In a period of at least twenty years, many other attacked emerged, some are not even more running, but even so, many entrepreneurs are still investing in the center wholesaler, for example are the companies Anaile Costume jewelry I, known as attacked Anaile, which appeared in 2004, under the management of Joaquim Rodrigues Santana, born in the state of Minas Gerais, which stabilized only elementary education.

Always worked with trade and as the wholesale center, facilitates in sales, because it attracts customers of all places, I decided then, release the retail trade and open attacked and today has become more than a simple project, but something that I like very much to work. (Joaquim Rodrigues Santana; Emp.4 . 2010).



**Fig.5- Anaile Attacked, City of Cacoal - RO, 2010.
Photo: Marciela Zemke; Out. 2010.**

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The company Edson Nobel I, known as Attacked America, which started its activities in 2009, under the management of Lucimar Moreira Lopes, born in the Holy Spirit, has incomplete higher education in the course of duty. "I realized the opportunity, because we have already had the other attacked and some did not have the goods that we are trading, and as the center wholesaler is very known". (Lucimar Moreira Lopes, Emp.5 . 2010).



**Fig.6- America Attacked, City of Cacoal - RO, 2010.
Photo: Marciela Zemke; Out. 2010.**

Finally the company Alves Pires I, known as Sol Imported, which started its activities at the beginning of 2010, Under the management of entrepreneurial Solange Alves Pires, born in Parana, who attended elementary school. "I was An Employee of another attack, and with the experience gained during the years I have decided to start my own business. The idea was having in view that the site is well known and facilitates in sales". (Solange Alves Pires, Emp. 6. 2010)



**Fig.7- Wholesale Sun Imp.variedades , City of Cacoal - RO, 2010.
Photo: Marciela Zemke; Out. 2010.**

It is perceived that all entrepreneurs in the wholesale segment, lacked this way, any technical training in the area of entrepreneurship, which is not a prerequisite for success. Because according to Paul Kedrosky (2010) "The greater part of their students in classes of entrepreneurship were not born

entrepreneurs. Entrepreneurs will get the information they need in one way or another and do not need a course to find out".

A person becomes entrepreneur by several factors, some for financial reasons, others because they already have the knowledge acquired, still others because they see an opportunity to be exploited, as was the case of entrepreneurs from the center wholesaler of Cacoal. Paiva (2007, p. 1), says that "it is clear that the technical skills and management are essential to the success of a business. However, everything revolves around the personality and attitude of the entrepreneur."

The beginning of the clientele was formed by small customers, such as street vendors, owners of small shops, among others, that depended on the road to Roam within the State. Therefore, traders chose the site as strategic point for the arrival of customers to the company.

Which before were assumed only customers within the city of Cacoal and neighboring cities, today, meets needs of customers outside the State of Rondonia, as is the case of traders in the states of Mato Grosso and Acre, among others.

The principle, customers were camels and owners of small shops. As the wholesale center was growing, was becoming more known, Today, we serve customers in small and medium-sized businesses, from inside and outside the State. (Daniel Marques da Silva; emp. 1. 2010).

3.2 THE INITIAL CAPITAL AND EXPANSION PROCESS

The Initial capital of the entrepreneurs center of wholesaler, for all respondents, was the equity and never received any form of incentive, both private and government. The first wholesalers noted that because it is a location that is near the bus station and as before in Cacoal the means of transport most used were the buses, the best way to dispatch goods or receives them of suppliers, the most appropriate location would be the avenue, today called Inderval Joseph Brazil.

When I arrived in Rondonia, my greatest difficulty was the transport and the roads of the State, almost no asphalt. The Investment Capital that I had purchased in Parana with old trade that managed. I had no incentive of municipal bodies, and until today there was never any part. (Daniel Marques da Silva; emp. 1. 2010)

The expansion is, in principle, due to the proximity of the avenue to Interstate road Cacoal. Over time other entrepreneurs opened their businesses due to the concentration of businesses in that area. Taking into account that many of the entrepreneurs that town had already worked in companies that already existed. Quintanilha and Almeida (2008) explain that, especially in small companies should study the personal relationships of the owners, they are in principle that should seek guidance from relatives, friends, former employers, among others.

They argue that companies, today, cannot afford to live in isolation and that the wholesale center draws more attention from customers and that they can find all merchandise that need for resale without too much effort, and without having to look for a long time, which, if they are not all in a single company, there is a company on the side which possibly will.

In open question made to entrepreneurs wholesalers on as was the relacionamento between them and if there was some cooperation, the response was only, which does not. AND, still, does not believe that there will be some day this condition, unless someone takes to himself the leadership already that many do not have the time to do so, and even so, they believe that it would be very difficult working in cooperation. "Due to competition and because they act on the same branch, the wholesalers are frightened, they use this approximation as pricing strategies." (Jane Marques da Silva. Emp.2. 2010).

The approximation of companies brings more opportunities for new businesses, and greater credibility. Suppliers seek these places to sell their products. AND Despite these companies of Cacoal use virtually the same suppliers, they prefer to work alone, the majority use of carriers, while only two, have carts tercerizadas for the provision of the service.

When asked to the entrepreneurs on the labor force, the majority said that there is no qualification, that the few courses offered in the city are related to all businesses in the city, and that the existing officials, or had already worked in other attacked or then they even train and show the correct way to act with its customers, therefore prefer to keep employees, without too much turnover, exactly because it is very difficult to find skilled labor and little time for training.

On the future of the center wholesaler three entrepreneurs believe in growth, and that the expansion can happen to other nearby streets, and the other three do not believe due to the large turnover of firms, some remain open for a maximum of six months. Then had there are vacant seats on the avenue. One of the entrepreneurs came to comment that it is believed that the wholesale may in a few years away, remaining only retail businesses, because it is not more difficult to achieve few goods with low prices from

suppliers outside the State as it was some years ago .

25 Years ago , could only purchase goods with low prices, those traders who bought many parts. Even the freight value be less. Today, any person may request goods center higher and pay low prices equal who purchase to make available for resale in attacked. Therefore, I do not believe that in a few years, customers come to attacked to buy for resale and yes will they even ask of suppliers from outside the state. (Daniel Marques da Silva; emp. 1. 2010).

3.3 CLUSTER OR KIND OF GUERRILLA

The initial objective of the research would uncover in the center wholesaler of Cacoal existed a cluster . After the completion and analysis of the interviews, it was found that the companies do not act in the form of cluster and yes, the tactics of guerrilla warfare and when there are family firms note that act as attack in flank. As SEBRAE (2003) *clusters* are agglomerations enterprises, located in the same territory, which feature productive specialization and retains some bond of linkage, interaction, cooperation and learning among themselves and with other local actors, such as: government, business associations, credit institutions, teaching and research.

Porter (2003) argues that *clusters* are concentrations of a group of companies with the same sector of activity and organized together to get the suppliers of inputs are the same decreasing the high prices. *Clusters* are sets of companies and entities that interact, generating and capturing synergies, with the potential to achieve competitive growth and this can bring to the company a good competitiveness because, competitiveness can be increased participation in agglomerations of firms engaged in similar activities and even complementary (CEZARINO; CAMPOMAR, 2006).

In other words, what does a cluster, it is not only the proximity of businesses and yes a series of factors, such as interactivity, cooperation. It Identifies cluster as a great cooperation of companies, existence of all types of companies and institutions to support related to products and services of a cluster (ZACARELLI, 2001).

As Assisi (2005), the tactic of guerrilla enters the scene when the strategy of conventional war has gone awry. This is the implementation of activities of sabotage to weaken competition. Price Reductions, propaganda testimonial, alliances, hiring executives-keys of competition, cover the cost of the competition; these are examples of legal strategies commonly used with the purpose of weakening the competitor.

The attack of Flank is a strategy that requires the identification of the weaknesses of the competitor and their inability or lack of interest in answer to certain sectors of the market. (ASSIS, 2005), i.e. in practice of attacked, there is a strong company in the market, open other companies secondary to compete with the attacked smaller and pose as administrators some family member or a friend.

Observing the information gathered from the questionnaires, we have that the practice of attacked, today, resembles the definition of marketing warfare , once that behave with tactics of guerrilla warfare, without any action on cooperation and interactivity and in case the companies that have some family ties act as a form of attack in flank. Being that the only cooperation that exists, occurs in companies that are the same entrepreneur, who were created to compete directly with smaller companies. In other cases, there is no type of cooperation, interactivity, associations or support entities. As for the identification of a cluster are essential characteristics.

FINAL CONSIDERATIONS

The research presented here aims to analyze the process of expansion of wholesale center the City of Cacoal, located on Avenida Interval Joseph Brazil. To this end were used studies on entrepreneurship, the identification of clusters and social networks from the viewpoint of guerrilha marketing.

The results the principle revealed that the process was due to the proximity of the Avenue to Interstate Road Cacoal. Today, the center still remains in the same locality, because there are many shops nearby, which attract more customers. The proximity of the road is not predominant factor in the choice of opening a store, but a psychological factor due to the fact that be considered street attacked, i.e. , the location of goods of low prices. However, the companies do not expand to the neighboring streets, due to the large turnover of firms, some open and in less than six months close, this happens, in their vast majority, due to the high value of rents, the lack of tax incentives, lack of professional experience, skilled labor, among others.

There was not a part of the governmental bodies no incentive for these companies if latent in Cacoal. The social capital that these entrepreneurs always used was own. Being that brings many benefits to the City, once that generates income for the commune.

The vast majority of entrepreneurs that location does not have specific courses in the area, such as Marketing or Business Administration. This explains why some companies remain little time on the market of that locality. Many entrepreneurs do not make even the analysis of the market. The labor is not qualified, one of the major problems faced by these entrepreneurs, training is usually offered by themselves, in a hurry, because the answer may not stop. Do not offer specific courses for the staff of the center and wholesaler when offered, are the same for all staff of trade in general to the City .

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