



Companies in Paraná - Brazil

Receita Federal

2024, April



Context & Problem



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- We are developing a new B2B product
- Aimed at selling it in Paraná, Brazil
- So we want to identify and understand the size and number of companies in Paraná



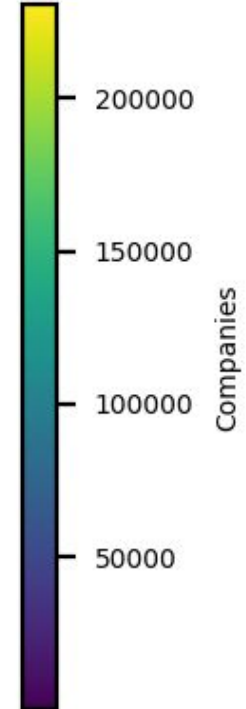
Key Behaviors



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Companies across brazilian state of Parana, 2020

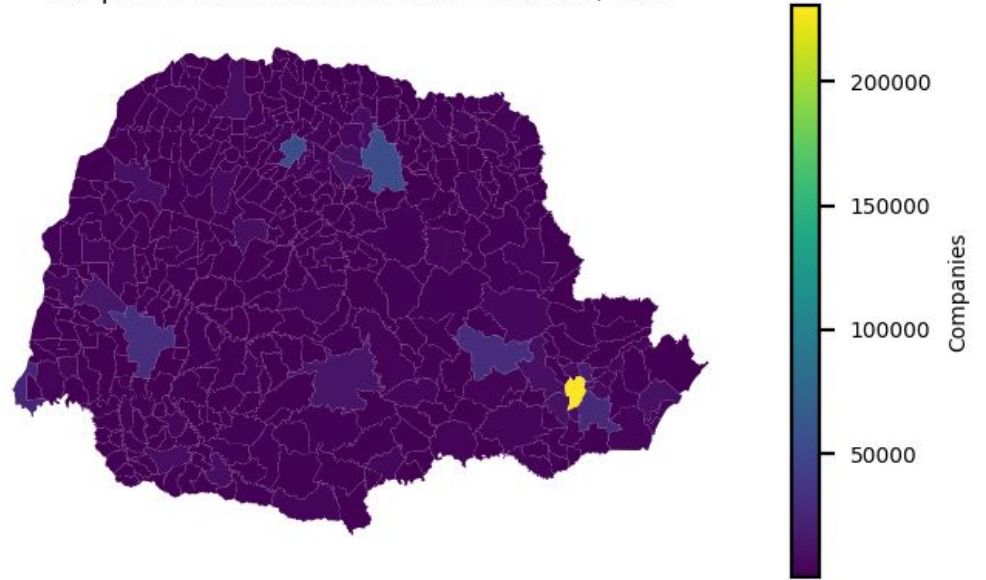




We have around 231k companies located in Curitiba, which represents 46.5% of all companies of Paraná.

* Curitiba is the capital of the state

Companies across brazilian state of Parana, 2020





Other potential and interesting markets:

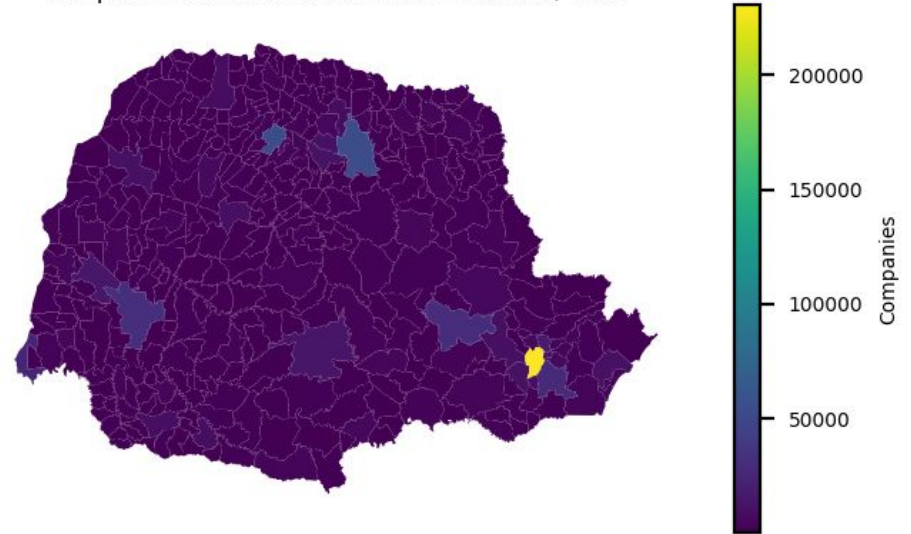
➡ Londrina (10.8%)

➡ Maringá (10.7%)

➡ Cascavel (6.3%)

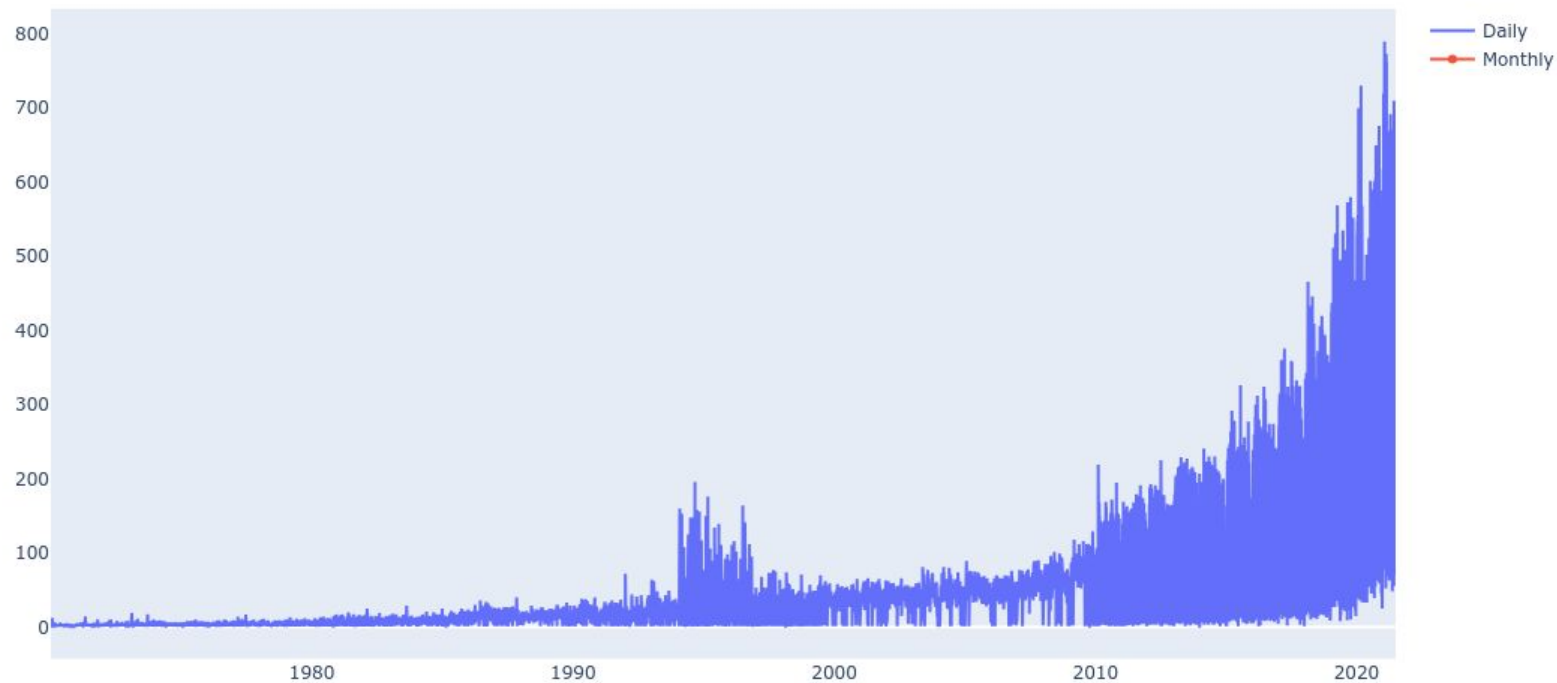
* If we impact these four market, we already cover 75% of all companies in Paraná

Companies across brazilian state of Parana, 2020





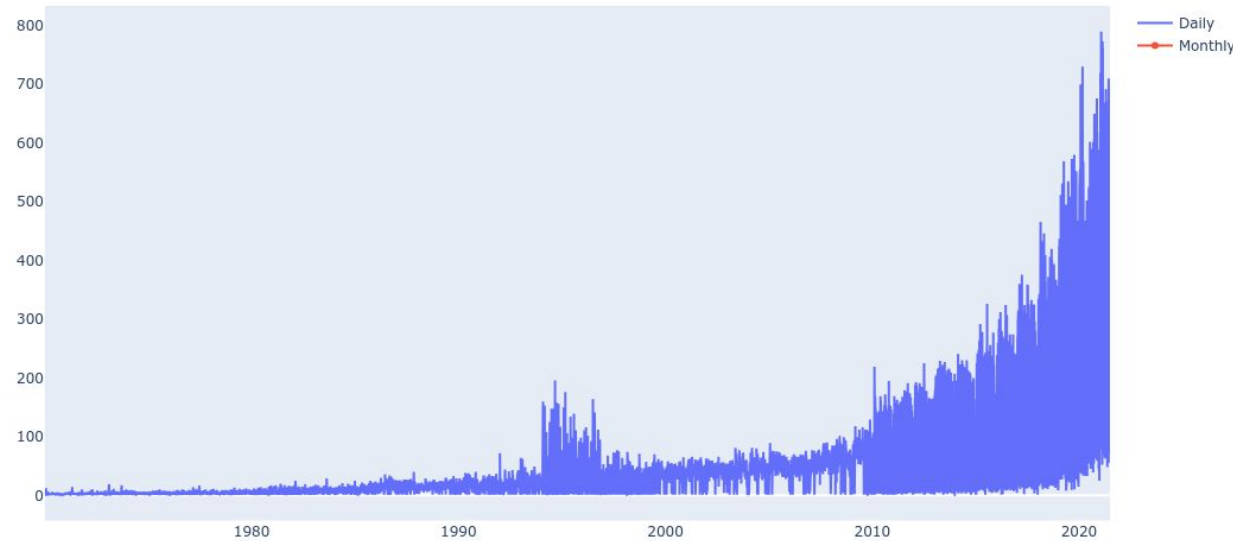
Companies created in Paraná - BR





Paraná market has been exponentially increasing over the years.

Companies created in Paraná - BR

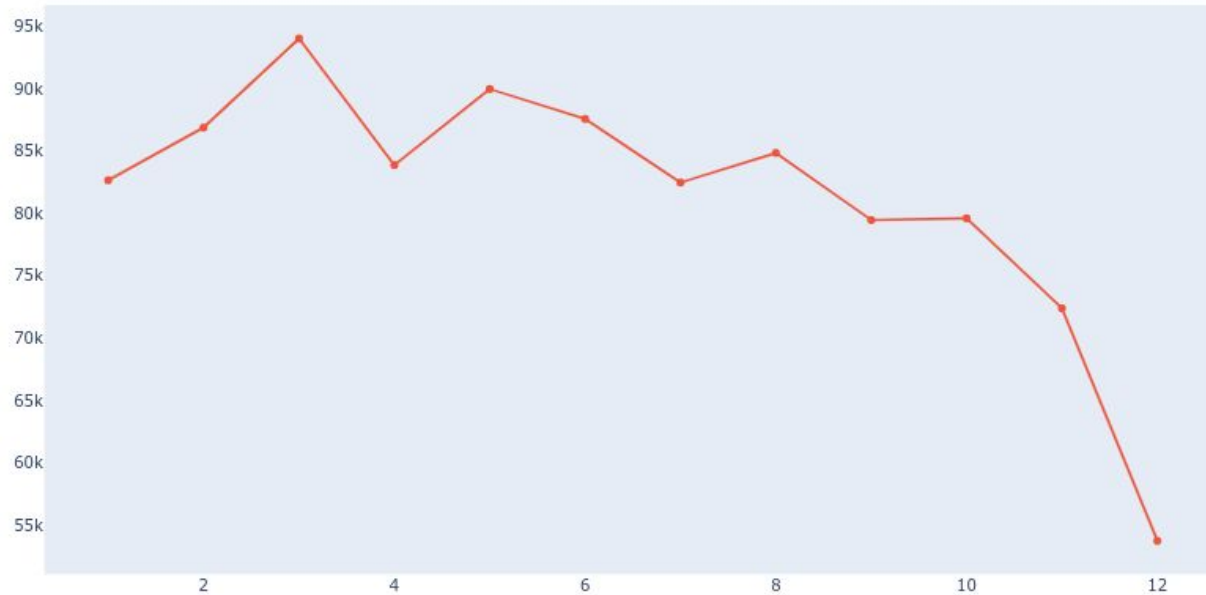




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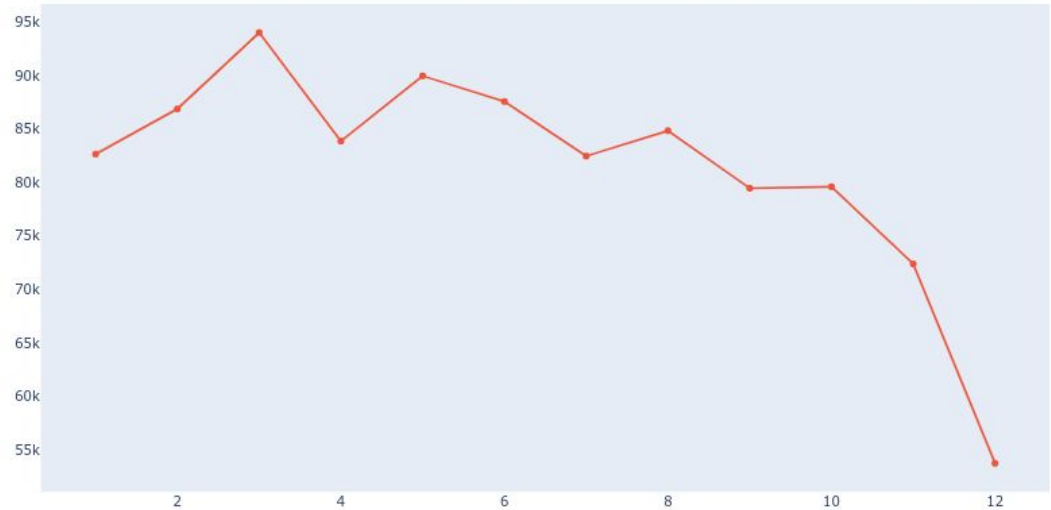
Number of companies created each month





Most companies are created in the first half of the year (until June)

Number of companies created each month

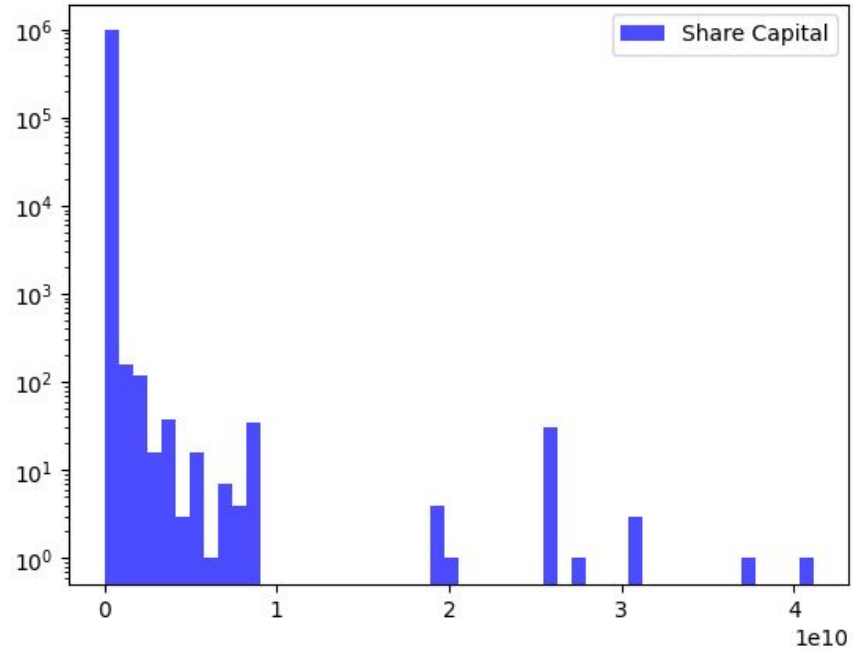


* Since the 1900s



Most companies have a share capital below R\$ 10 billion

Companies by their share capital

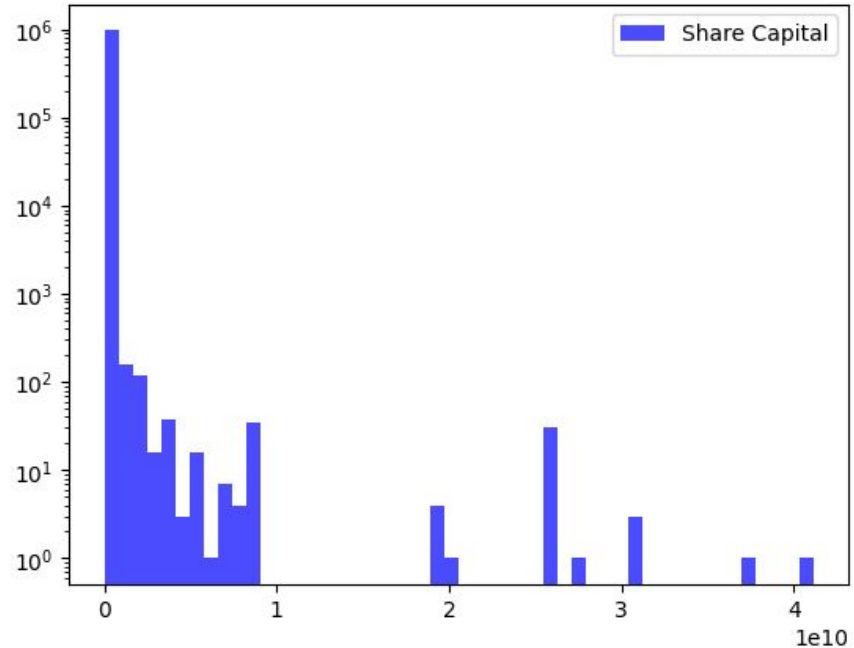




Actually, 80% of all companies in Paraná have a share capital **below 50K**

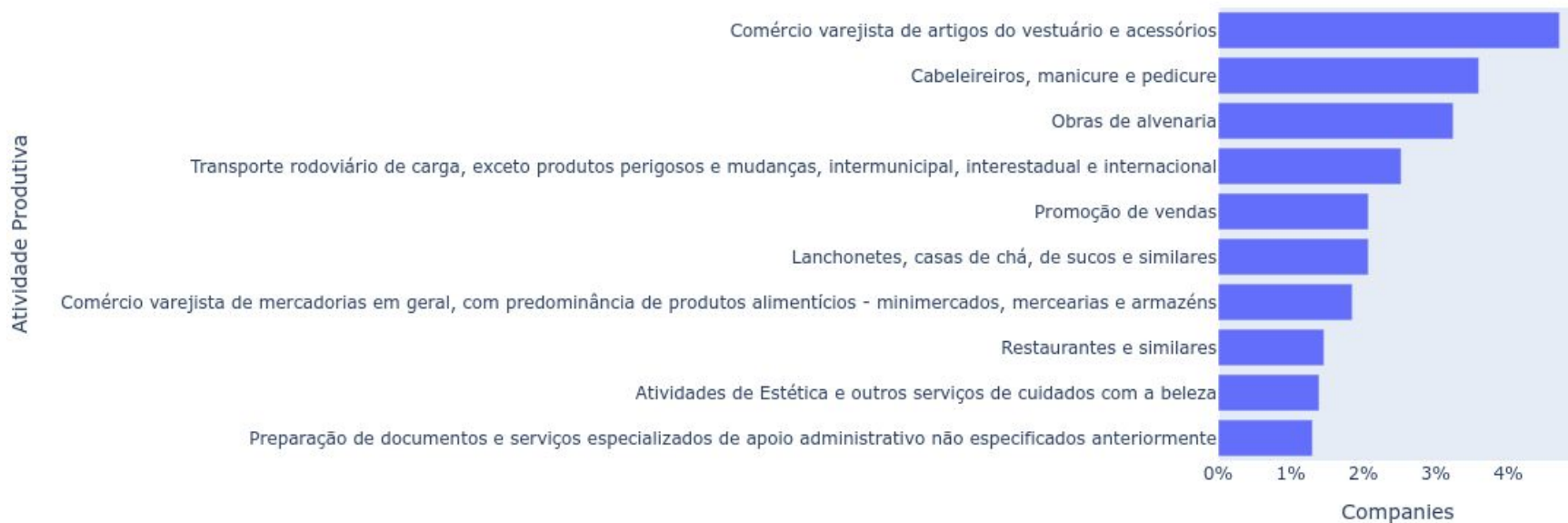
➡ It'd be a strategic decision to sell our product to as many companies as possible instead of focusing on large ones.

Companies by their share capital



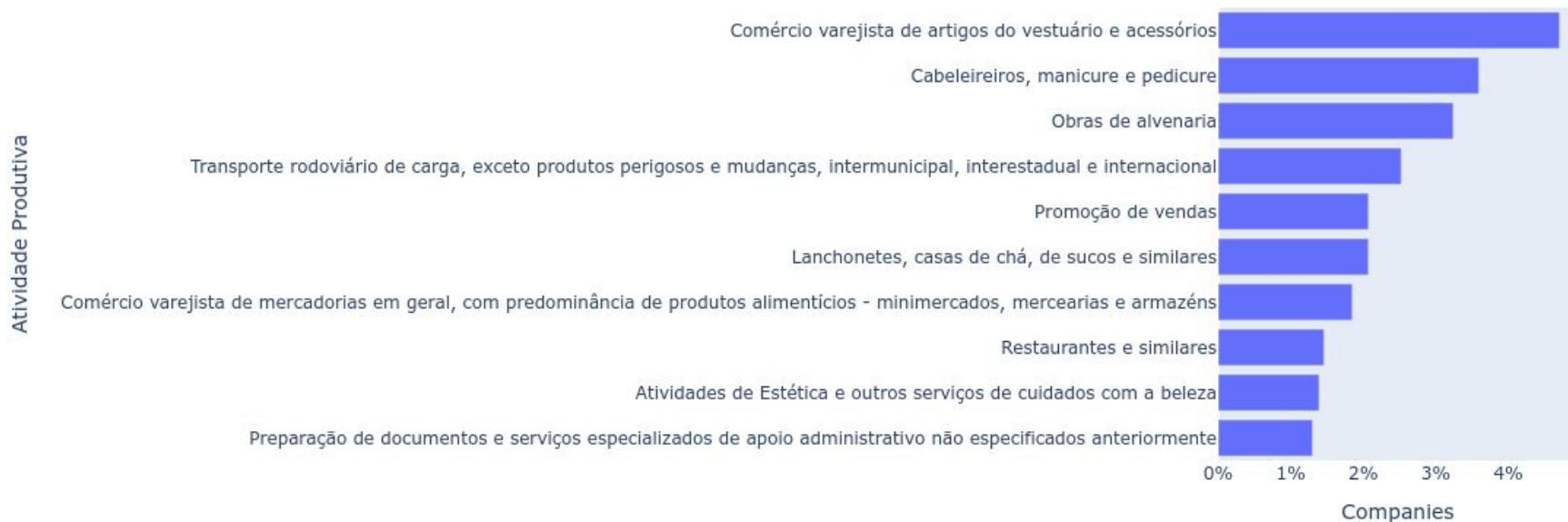


Main productive activities of companies





These activities make up 25% of Paraná Market





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Conclusions



Conclusions

- ➔ Selling our product to Curitiba (46.5%), Londrina (10.8%), Maringá (10.7%) e Cascavel (6.3%)
- ➔ Paraná market has been increasing exponentially, so it's safe to plan and spend money when we think about future years
- ➔ 80% of all companies in Paraná have a share capital below 50K
- ➔ A strategic decision would be to sell and impact many companies as possible, so our product can be known to many more customers



Questions

