



Análise de mercad como ferramenta para o terceiro setor market analysis as a for the third sector [

Universidade do Estado da Bahia,
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text (article)

Analítica

The focus of this research is to identify, through case study, as the process of market analysis as a tool of choice of marketing channel, can be a strategic instrument also suitable for success in the professional development of third sector institutions, particularly those aimed at the education sector, specially treated here. Thus, from a thorough market research in four cities where it operates the Sagrado: Rede de Educação, listing the topics Marketing, Sustainability and Market Analysis techniques, and concluding with the Weighted Score method of visualization as a facilitator of decision foresees that its findings can assist in planning the organization not only presented, finding solutions aimed at overcoming the obstacles and difficulties, but it is an impulse to reveal all of which are similar to the pointed. It starts with the fact that among the main obstacles to the development of these institutions are: the load history in relation to pure philanthropy, management by intuition, the lack of technical and administrative workload carried by the officers focused more on activities purposes, the day-to-day business. These, among other factors, eventually causing a high rate of attrition among these organizations

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