



Curso de Capacitação

Módulo V– Gestão do Marketplace

Aula 2: Educação Continuada

Objetivo do Curso:

- **Encurtar o seu caminho** com métodos e ferramentas para uma gestão eficiente.
- Demonstrar como a **mentalidade empreendedora** será o seu guia durante todo esse processo.
- Oferecer o **passo a passo** para construir sua empresa a partir de bases sólidas, sempre com foco na excelência e na busca de resultados extraordinários.

Inteligência Emocional



Mentalidade Empreendedora



Lente Ampla



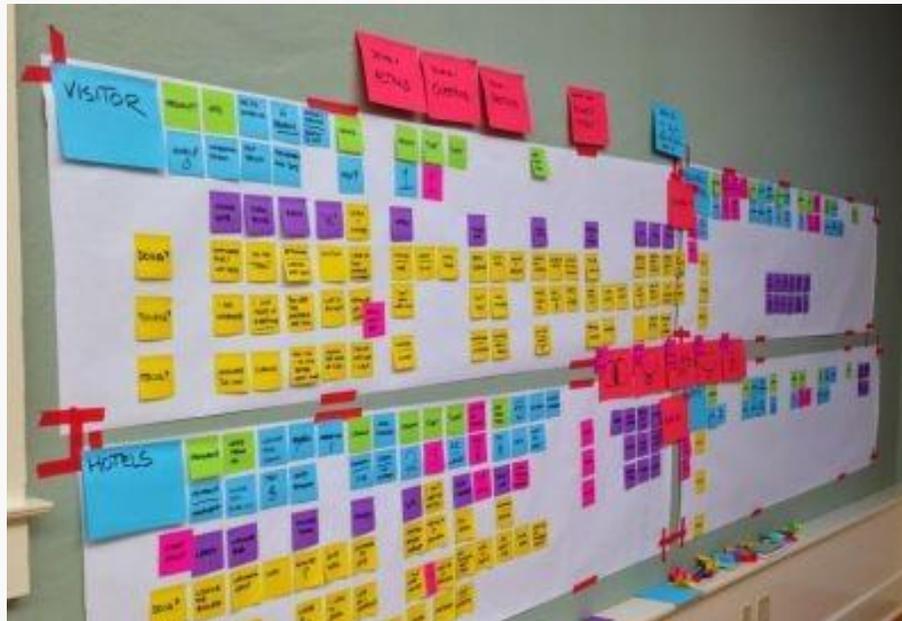
Análise de Mercado

Jornada do Cliente



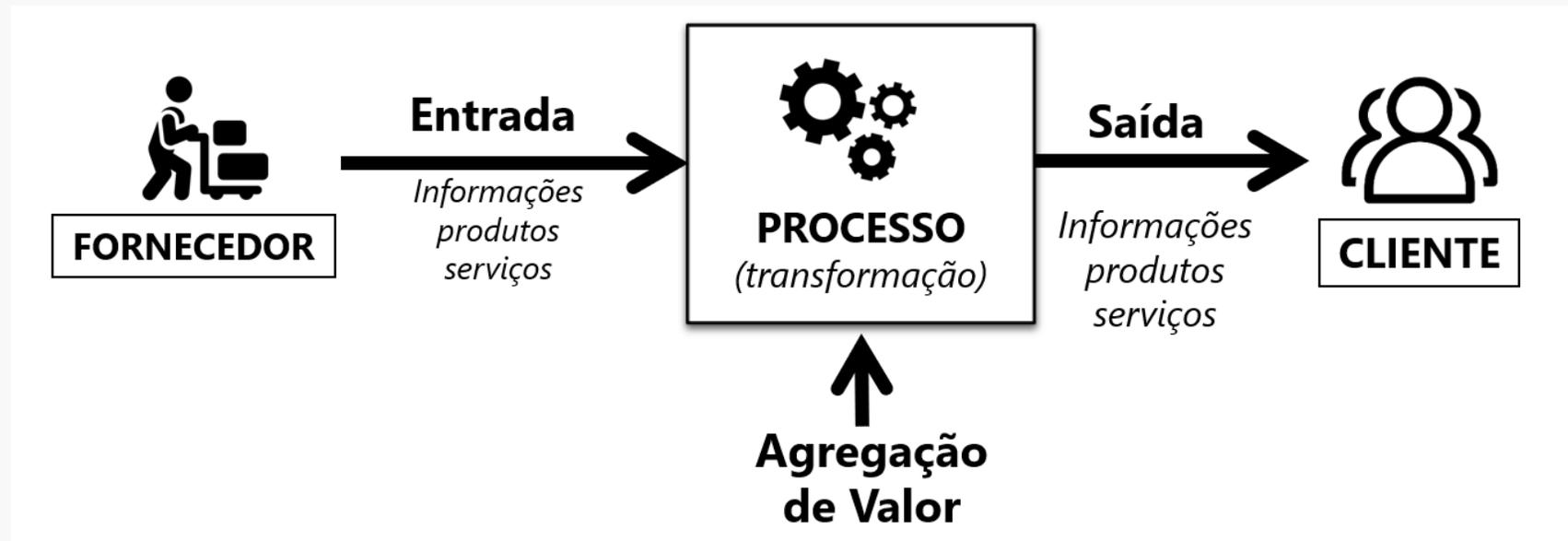
Orientação Valiosa 1:

- Crie uma representação visual da jornada para identificar pontos positivos, pontos de melhoria e oportunidades de inovação.



Orientação Valiosa 2:

- Descreva os padrões de trabalho, as atividades realizadas em seu negócio.





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Financial Development Index 2012-2013



1st pillar: Institutional environment

Indicator	Score
Financial sector identification	1.0
Corporate governance	10.0
Legal and regulatory issues	11.0
Contract enforcement	13.0
Human capital	14.0
Taxation	23.0
Infrastructure	24.0
Cost of doing business	28.0
Currency stability	33.0
Banking system	36.0
Risk of currency	39.0
Efficiency of	41.0
Financial up	48.0

2nd pillar: Business environment

Indicator	Score
Financial sector identification	8.0
Corporate governance	10.0
Legal and regulatory issues	11.0
Contract enforcement	13.0
Human capital	14.0
Taxation	23.0
Infrastructure	24.0
Cost of doing business	28.0
Currency stability	33.0
Banking system	36.0
Risk of currency	39.0
Efficiency of	41.0
Financial up	48.0

3rd pillar: Financial stability

Indicator	Score
Financial sector identification	8.0
Corporate governance	10.0
Legal and regulatory issues	11.0
Contract enforcement	13.0
Human capital	14.0
Taxation	23.0
Infrastructure	24.0
Cost of doing business	28.0
Currency stability	33.0
Banking system	36.0
Risk of currency	39.0
Efficiency of	41.0
Financial up	48.0

4th pillar: Banking

Indicator	Score
Financial sector identification	8.0
Corporate governance	10.0
Legal and regulatory issues	11.0
Contract enforcement	13.0
Human capital	14.0
Taxation	23.0
Infrastructure	24.0
Cost of doing business	28.0
Currency stability	33.0
Banking system	36.0
Risk of currency	39.0
Efficiency of	41.0
Financial up	48.0

5th pillar: Efficiency of

Indicator	Score
Financial sector identification	8.0
Corporate governance	10.0
Legal and regulatory issues	11.0
Contract enforcement	13.0
Human capital	14.0
Taxation	23.0
Infrastructure	24.0
Cost of doing business	28.0
Currency stability	33.0
Banking system	36.0
Risk of currency	39.0
Efficiency of	41.0
Financial up	48.0

6th pillar: Risk of

Indicator	Score
Financial sector identification	8.0
Corporate governance	10.0
Legal and regulatory issues	11.0
Contract enforcement	13.0
Human capital	14.0
Taxation	23.0
Infrastructure	24.0
Cost of doing business	28.0
Currency stability	33.0
Banking system	36.0
Risk of currency	39.0
Efficiency of	41.0
Financial up	48.0

7th pillar: Risk of

Indicator	Score
Financial sector identification	8.0
Corporate governance	10.0
Legal and regulatory issues	11.0
Contract enforcement	13.0
Human capital	14.0
Taxation	23.0
Infrastructure	24.0
Cost of doing business	28.0
Currency stability	33.0
Banking system	36.0
Risk of currency	39.0
Efficiency of	41.0
Financial up	48.0

8th pillar: Risk of

Indicator	Score
Financial sector identification	8.0
Corporate governance	10.0
Legal and regulatory issues	11.0
Contract enforcement	13.0
Human capital	14.0
Taxation	23.0
Infrastructure	24.0
Cost of doing business	28.0
Currency stability	33.0
Banking system	36.0
Risk of currency	39.0
Efficiency of	41.0
Financial up	48.0

9th pillar: Risk of

Indicator	Score
Financial sector identification	8.0
Corporate governance	10.0
Legal and regulatory issues	11.0
Contract enforcement	13.0
Human capital	14.0
Taxation	23.0
Infrastructure	24.0
Cost of doing business	28.0
Currency stability	33.0
Banking system	36.0
Risk of currency	39.0
Efficiency of	41.0
Financial up	48.0

10th pillar: Risk of

Indicator	Score
Financial sector identification	8.0
Corporate governance	10.0
Legal and regulatory issues	11.0
Contract enforcement	13.0
Human capital	14.0
Taxation	23.0
Infrastructure	24.0
Cost of doing business	28.0
Currency stability	33.0
Banking system	36.0
Risk of currency	39.0
Efficiency of	41.0
Financial up	48.0

11th pillar: Risk of

Indicator	Score
Financial sector identification	8.0
Corporate governance	10.0
Legal and regulatory issues	11.0
Contract enforcement	13.0
Human capital	14.0
Taxation	23.0
Infrastructure	24.0
Cost of doing business	28.0
Currency stability	33.0
Banking system	36.0
Risk of currency	39.0
Efficiency of	41.0
Financial up	48.0

12th pillar: Risk of

Indicator	Score
Financial sector identification	8.0
Corporate governance	10.0
Legal and regulatory issues	11.0
Contract enforcement	13.0
Human capital	14.0
Taxation	23.0
Infrastructure	24.0
Cost of doing business	28.0
Currency stability	33.0
Banking system	36.0
Risk of currency	39.0
Efficiency of	41.0
Financial up	48.0

“O analfabeto do século XXI não será aquele que não consegue ler e escrever, mas aquele que não consegue aprender, desaprender e reaprender”.



Alvin Toffler

Orientação Valiosa 3:

- Assuma o protagonismo da sua vida.
- Busque a realização do seu sonho.
- Os resultados do seu negócio serão o reflexo das ações que você realizar.
- Poder da autorresponsabilidade.



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