



SEBRAE

EXPERTS IN
SMALL BUSINESSES



95% *of all companies in
Brazil*

MICRO AND SMALL BUSINESSES IN THE BRAZILIAN ECONOMY

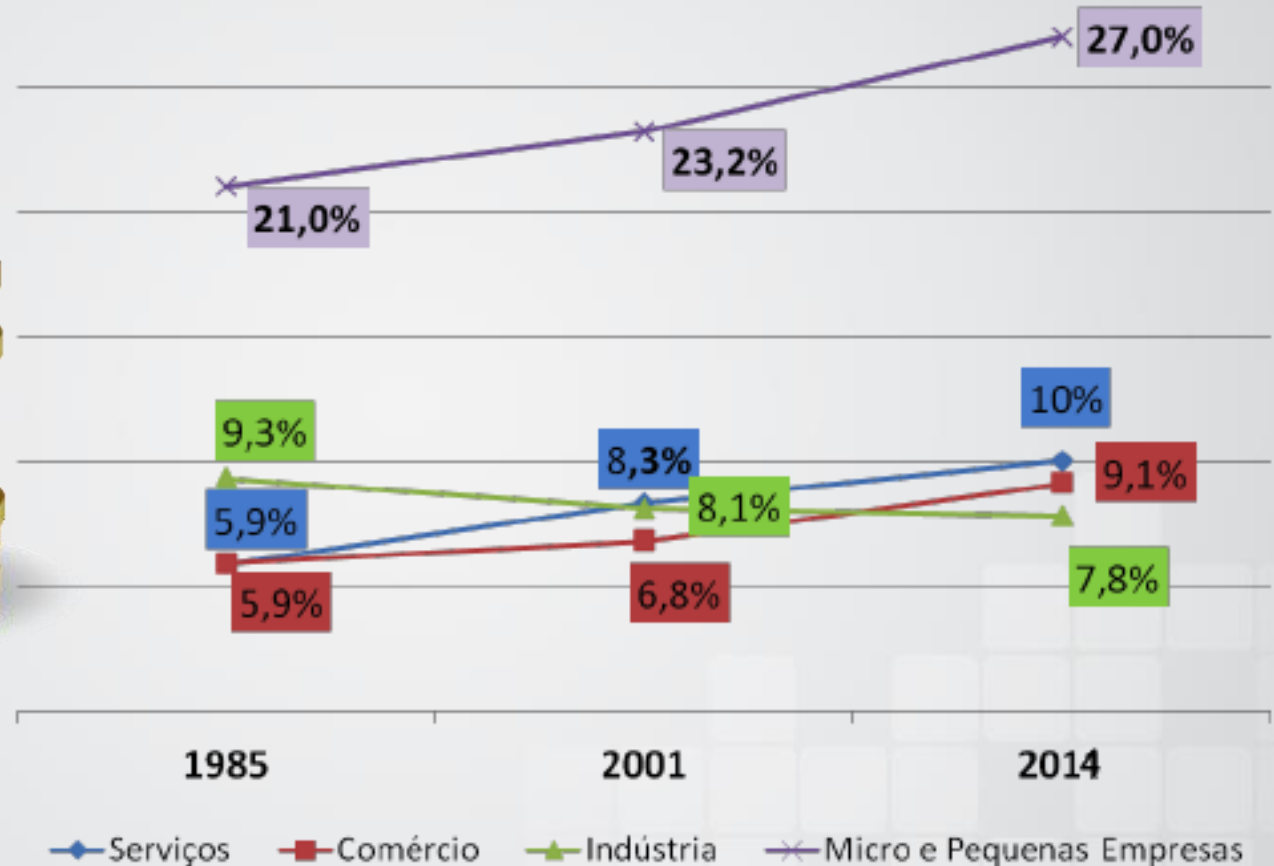
THEY GENERATE OVER HALF OF THE JOB OPPORTUNITIES IN BRAZIL

52% of the formal jobs
40% of the payroll



Source: Anuário do Trabalho 2012/ Sebrae e Dieese

SMALL BUSINESS GDP IN BRAZIL



Source: Sebrae and FGV, after IBGE data

WHAT IS CONSIDERED A SMALL BUSINESS IN BRAZIL



INDIVIDUAL MICRO ENTREPRENEUR (MEI)

*Annual gross revenue up
to R\$ 60 thousand*



MICRO ENTERPRISE

*Annual gross revenue of
R\$ 60 mil to R\$ 360
thousand*



SMALL ENTERPRISE

*Annual gross revenue of R\$
360 thousand up to R\$ 3,6
million*

OUR ACTIONS

SEBRAE

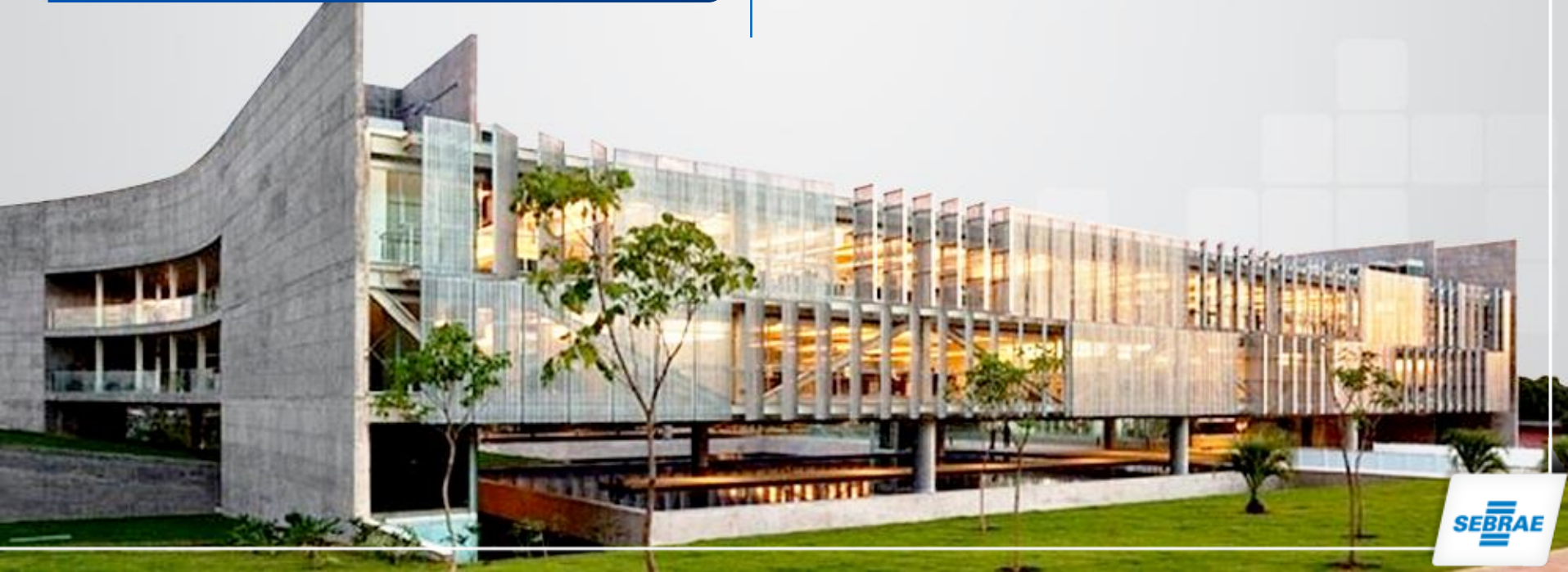


Created in October, **1972**

Promotes entrepreneurship, competitiveness and innovation, disseminates knowledge about **management**

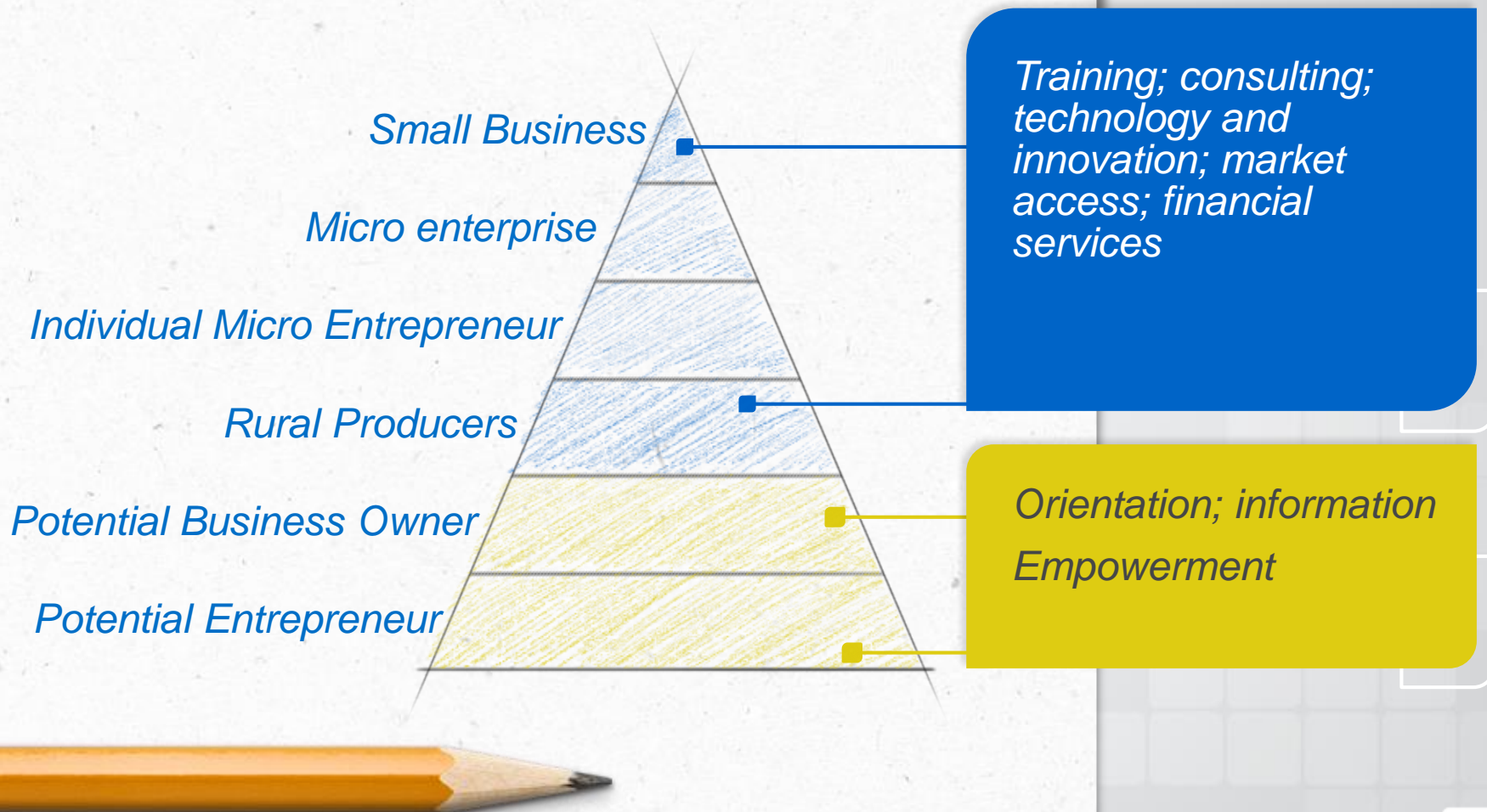
Structure

- Nonprofit organization
- Presence in all Brazilian states
- Council composed of 13 entities: commerce, industry and agriculture confederations; development banks; government; technology/innovation institutions



CUSTOMER SERVICE CHALLENGES

Segmentation focus by company size





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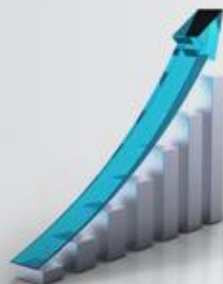


www.sebrae.com.br

SEBRAE'S

SERVICE NETWORK

Over **700 service points**
in all Brazilian states



I WANT TO IMPROVE MY COMPANY

Do you need better planning for your business?

Having trouble to trace and achieve your goals?



I WANT TO OPEN A BUSINESS

What you need to know to start well: Important information for starting your business.



HOW CAN SEBRAE ASSIST ME

What you need to know to start well: Important information for starting your business.



ONLINE SERVICES

What you need to know to start well: Important information for starting your business.



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