



# THE BRAZILIAN CUT

# TEAM MEMBERS

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Senior student at the New York College of Technology seeking a Business and Technology of Fashion Bachelor. Currently working in fashion.

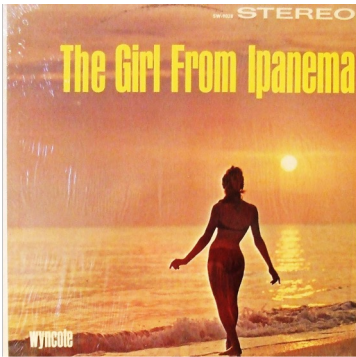
- Barriers to Trade
- Behavior
- Brazilian Bikini in History
- Covid 19 Impact
- Export
- Fiber and Fabric
- Fun Brazilian Words
- Labor
- Methods of Entry
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- Political Risks
- References
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- Home Page



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- Climate
- Demographics
- Geography
- Technology



## BEACH CULTURE

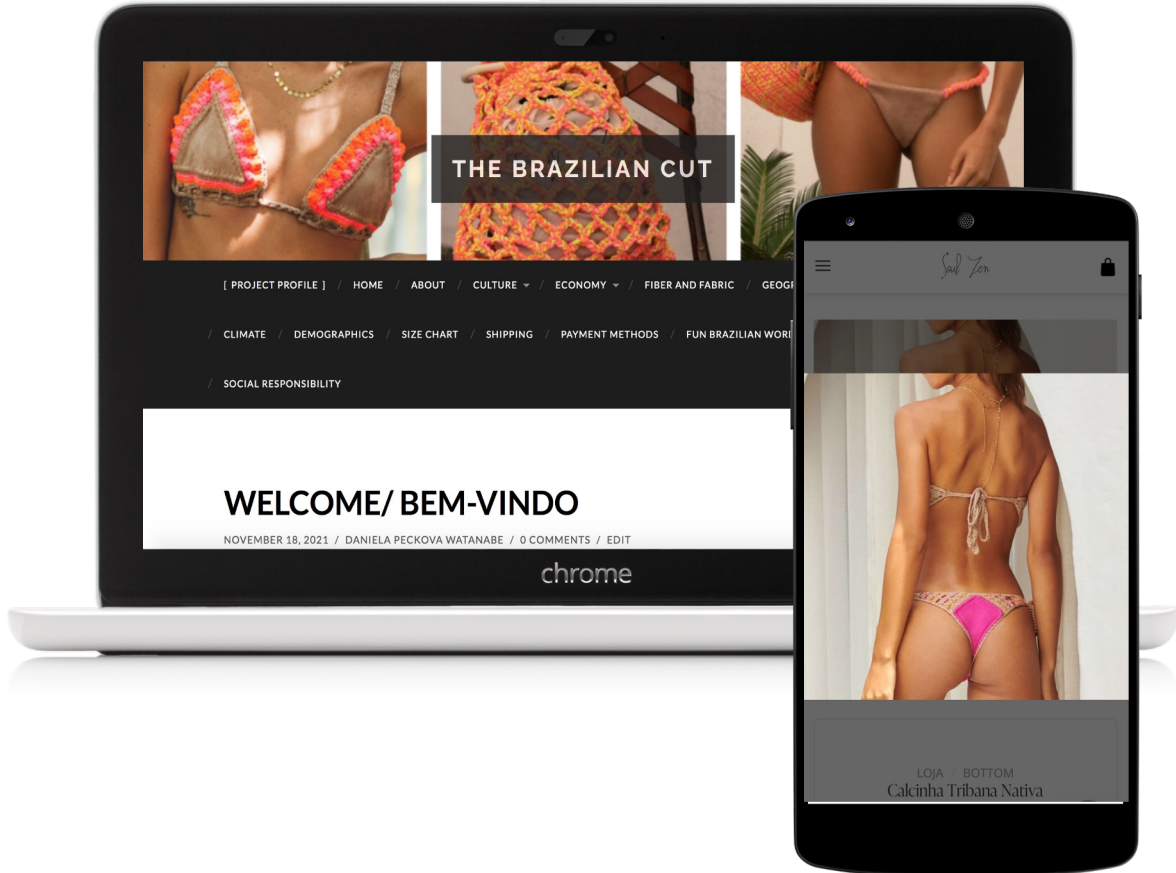
- Brazilian bikini cuts have a history in setting trends since the 70s.
- Bikinis are a Brazilian culture staple
- Kids wear swimming wear from an early age,
- Bikinis for girls and *sungas*, Portuguese for swim trunks, for boys.

# The Brazilian Cut

**Barriers to Trade:** Complicated Regulatory Environment, high tariffs, complex tax system and bureaucracy

**Advantages:** Currency advantage, cheap labor, developed local fashion industry.

**Covid 19 Impact:** 74% of the population immunized in the main state and 60% of the country. Pandemic caused inflation and recession impacted the country causing 1.5% GDP drop. (Bloomberg, 2021)



# Things to Known

## POPULATION:

211M

5th Largest  
Population

## LOCATION:

SOUTH AMERICA,

16TH Longest coast in the  
globe

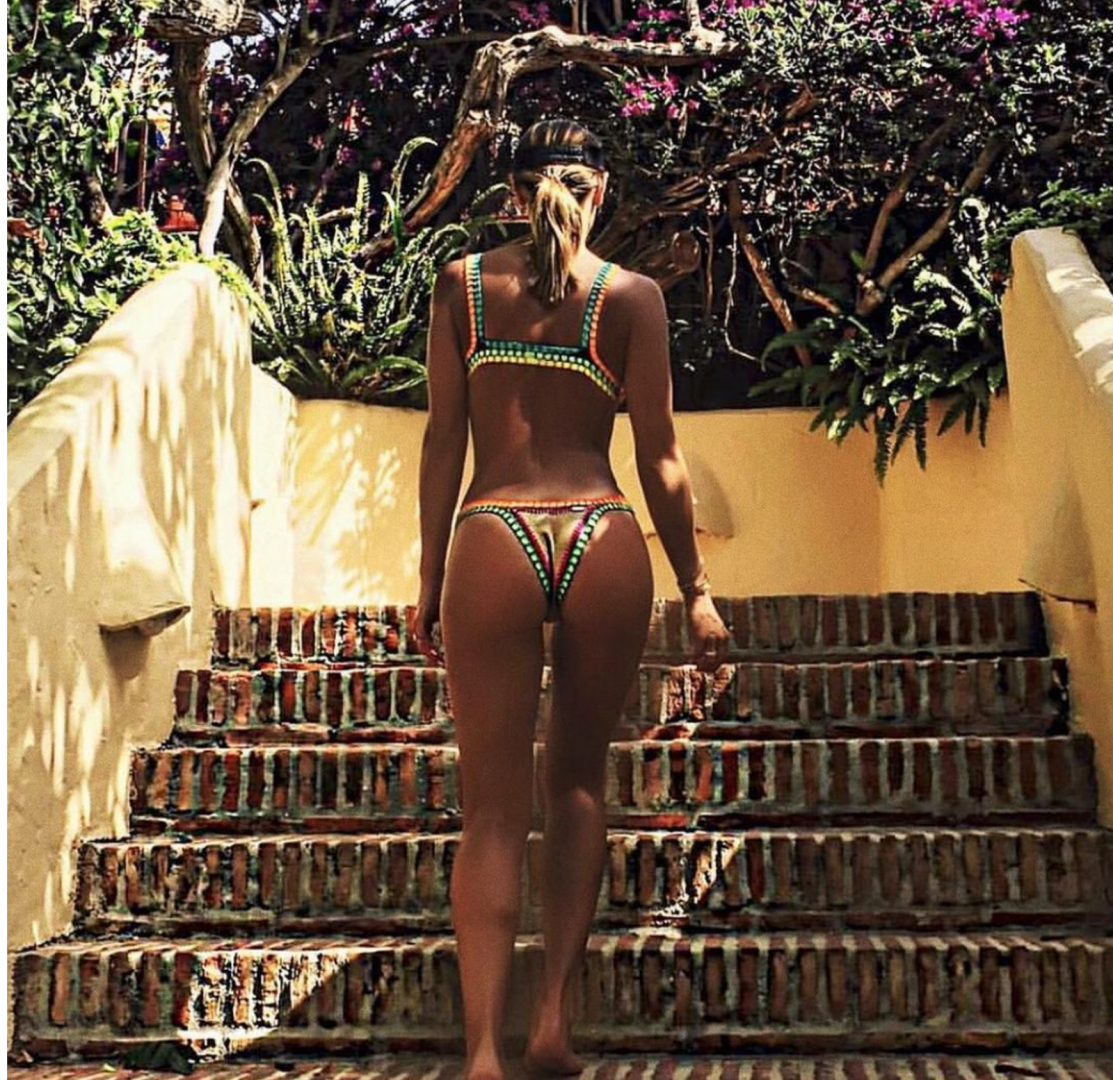
5TH Largest country territory  
in the world.

Natural  
Resources:  
IRON  
GOLD  
MINERALS

KNOWN  
FOR: AMAZON,  
RIO,  
CARNAVAL,  
SOCCER

# Consumer Demographic

- At The Brazilian Cut, we aim to please women between the ages of 15-35.
- Offering a variety of styles that range in price, but we look to gain the attention of the wealthier and educated women that are looking for a cutting edge look.



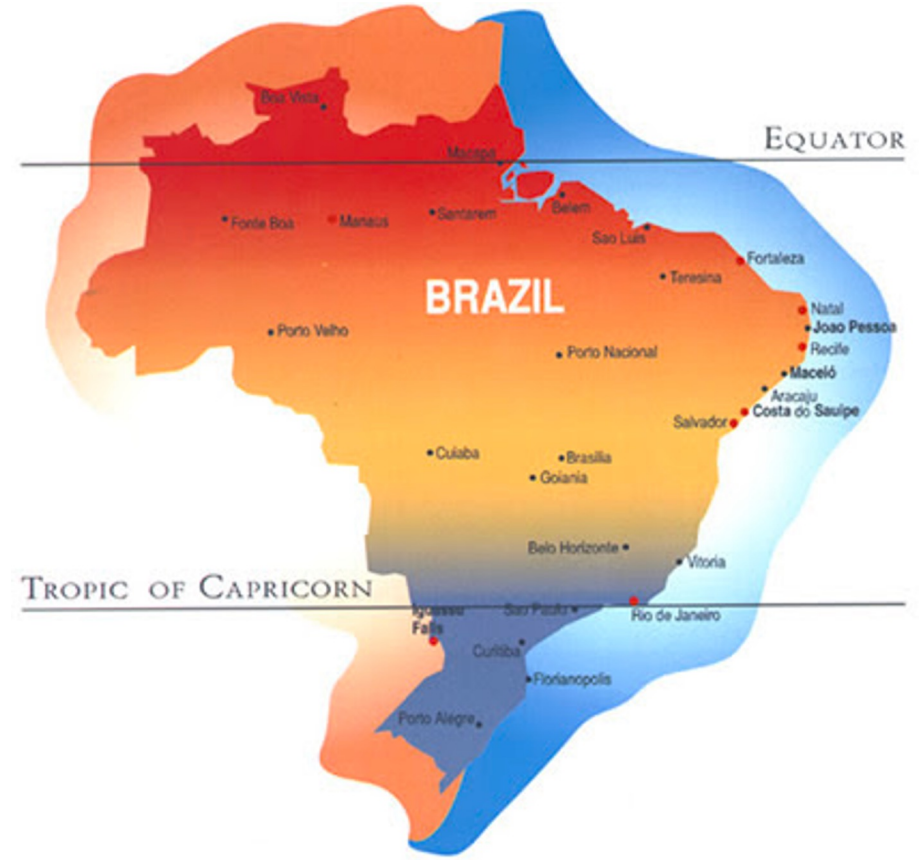
# Technology and E-commerce

- Brazil is the third country with most Instagram users only losing to India and the United States.
- When it comes to Tik Tok usage, in 2021 Brazil is number two only after China.
- The most popular devices are Samsungs, Apple only has 14% market share in the country, the leading system is Android (Statista, 2021).
- Market places are very popular, Mercado Livre has the biggest market share, followed by Magazine Luiza and Lojas Americanas.
- Amazon has entered the market recently but is not as popular as in the USA yet.
- There are almost 43 million people who shopped online at least once in Brazil during 2020



# Climate

- Brazil rests south of the equator and is one of South America's most influential countries. Although Brazil may be tropical in some regions, others regions differ (O'Brien, 2018).
- The country is very large so the climate is different depending on where you are located. There are three climate regions that divide the country. Equatorial, Mediterranean, and tropical with a dry season.
- The Equatorial, which basically rains year round because of the coastal areas and amazon areas in the region, is north Brazil and close to the equator.





# Geography

- Brazil is home-land to a lot of rich resources due to their geographical advantages and also wealth in culture.
- Brazil's regular assets incorporate gold, petrol, tin and many more (Meyer, 2010).
- They are the rightful originators of the Brazilian Carnival in which roughly 500,000 unfamiliar guests go to the fair each year
- they are home of the 7 miracles of the world; the Christ the Redeemer Statue and take sole proprietorship in the Caipirinhas.



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