

INFORMATION TECHNOLOGY AND COMPETITIVE ADVANTAGES FROM A COMPANY IN THE CITY OF URUÇUÍ-PI.

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SUMMARY

The business environment is shaped by major developments in the world, such as globalization, various trade blocs, information technology, workforce diversity, the status of emerging economies, and the unstable political situation in various parts of the world. All of these require managers/administrators/directors of organizations to have adequate knowledge to deal with numerous situations. Selling more and using the best strategy is the goal of all organizations. The study in question aims to analyze their sales strategies and identify, within these strategies, what their competitive advantages are, using information technology. The study was conducted based on bibliographic research, with analysis of a case study, using a qualitative approach, describing its process and its importance, as well as providing suggestions for improvements for the company. The availability of technology allows companies of almost all sizes, stages of development, areas of activity, in short, all, to have access to the most diverse types of technology, and information regarding these technologies is much easier and more accessible than in other times. E-commerce has gained consumer trust and has resulted in an increase in the number of transactions carried out by large chains, especially with the emergence of the pandemic. Using the right technology, companies have discovered the possibility of creating an e-commerce system that best meets customer expectations. This is only possible through information technology.

Keywords:Information Technology. Strategies. *E-Business*.

ABSTRACT

The environment of commercial activities is shaped by major developments in the world, such as globalization, the various commercial blocks, information technology, the diversity of the workforce, the status of emerging economies, the unstable political situation in various parts of the world, all this requires the manager / administrator / director of organizations to have adequate knowledge to deal with numerous situations. Selling more and with the best strategy is the pursuit of all organizations. The study in question aims to analyze your sales strategies and identify within your strategies, what are your competitive advantages, using information technology. The study was carried out from a bibliographic research, with analysis of a case study, in a qualitative approach, describing its process and its importance, as well as bringing suggestions for improvement for the company. The availability of technology allows companies of almost all sizes, sizes, stage of development, area of operation, in short, all, to have access to the most diversified types of technology, and this information regarding these technologies is much easier and accessible than in other times. E-commerce has won consumer confidence and results in an increase in the number of operations carried out by the large chain, mainly with the emergence of the pandemic. Using the right technology, companies have discovered the possibility of creating an e-commerce system that best meets customer expectations. Only possible, through information technology.

Keywords:Information Technology. Strategies. E-Business.

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1 INTRODUCTION

In today's world, it is of fundamental importance that business leaders think, test and understand that technology is increasingly a human asset. With this new scenario, it becomes necessary to understand that the past is no longer a guide to the future.

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The relevance of the topic is due to the fact that, with the advancement of Information Technology, the results of current organizations are boosted, promoting the restructuring of their models and the consequent increase in productivity and agility, with which companies are able to deliver products and services. Easy and fast access to information has radically changed the dynamics of the company, generating new business opportunities as well as new challenges (MACEDO, PAULA, MELO, 2014).

Within the study, organizations must face the challenges of a competitive market, the directors of organizations are committed to communicating and executing business strategies that ensure that all participants in a company are moving in the same direction, completing their objectives and goals. Thus, understanding business processes, workflow, customer expectations and the competitive environment provides managers with the necessary ingredients to design and evaluate alternative business processes in order to maintain competitive advantages when internal or external circumstances change.

According to Daniels (as cited in Macedo, Paula, Melo, 2014), companies must be aware that information is as important an imposition as human resources, since it is on information that the success or failure of decisions made by those responsible for them and all of their employees depend. Information is an essential element in organizations, which makes it possible to establish the necessary conditions to achieve their objectives and increase their competitiveness. Thus, the company in question will be reported for the proposed work, with the objectives of analyzing their sales strategies and identifying, within these strategies, what their competitive advantages are, using information technology.

Given this topic suggested by the institution, the company was chosen based on the story and the interaction that the student has with it. And it is believed that great contributions to academic and professional development will be made by the work.

To prepare this article, a bibliographical research was carried out, with analysis of a case study, in a qualitative approach, with the objective of describing its process and its importance, as well as bringing suggestions for improvement for the company in question.

This work will address in the first topic, the description of the chosen company, since its creation, as well as, its mission, vision, values, following with the second topic, reporting its strategies, in the third topic, marketing and its analysis. *SWOT*, It then addresses information technology and electronic commerce, ending with final considerations.

2 THE COMPANY

Master Filtros e Lubrificantes is a company in the automotive sector that sells lubricants, filters, additives and similar products. It was created less than 02 (two) years ago with the aim of fulfilling a desire of its owner, which was to work in his own business, in the same field as in the other previous organizations. A small market survey was carried out to find out the acceptance and what "slice" it could gain in the city, given that the competition in the segment, within the same, was not that great.

The initial investment was everything the owner had, plus a little more financed by the bank, calculated risks based on future sales that would be made. After more than 6 months of planning, Master Filtros e Lubrificantes was inaugurated on March 9, 2019. With a simple breakfast for friends and relatives and those who stopped by out of curiosity. That's how it started to work. A good marketing strategy was developed in advance to make the place known, such as social media and local media, so that anyone who needed the products and services would know where to look.

With the mission: to sell quality products and services safely and conveniently, generating satisfaction by meeting the needs of our customers; vision: to be a recognized company in the sale of lubricants and related products, being a reference in cost-benefit in the supply of automotive products in the region; values: Ethics, Responsibility, Reliability, Dedication and professionalism and Social and Environmental Responsibility. In the beginning, the owner reports that he had a lot of difficulty, especially in registering with suppliers, since the business is in the automotive segment (lubricants and their

derivatives and accessories), the values are generally high and for those who are starting out, these registrations were difficult, even with money in hand, there were difficulties.

2.1 ORGANIZATIONS AND THEIR STRATEGIES

The concept of an organization's strategy is related to the art of adequately using technological, physical, financial and human resources, with a view to minimizing business problems and maximizing the use of opportunities identified in the company's environment (OLIVEIRA, 2001).

According to the same author, organizational strategies are to establish which paths, courses, and action programs must be followed to achieve the objectives or results established by the organization. The basic concept of strategy is related to the company's connection to its environment. And if so, the company seeks to define and operationalize strategies that maximize the results of the established interaction.

According to Mintzberg (apud BRINKHUES, CUNHA, 2009), strategy is defined in five different ways, depending on the approach taken by scholars: as a plan, formally explaining the strategy formulation process; as a trick, that is, an action to provoke desired changes in the direction of competition; a pattern of existence of the actions of organizations, which may or may not be planned; a position occupied by the organization in an environment in relation to other organizations, according to definitions presented by other authors; and as a perspective, conceived in the minds of strategists or assimilated collectively by the organization.

Therefore, the strategies used by the company chosen for analysis consist of having a clean and airy place, where the customer can see the entire service being performed, since the company sells lubricants, filters, additives, etc. and performs the replacement at no additional cost. It is worth remembering that the places for this type of service are usually "unsuitable" for waiting for the service to be completed, all of this based on the local market, which is a small city with a little over 20 thousand inhabitants. The company sought to establish a minimum level of comfort for customers, accompanied by good service and a price that is different from the local market, which is one of the main attractions for the organization's clientele.

2.2 MARKETING AND SWOT ANALYSIS

“*Marketing* is an administrative and social process by which individuals and groups obtain what they need and want, through the creation, offering and exchange of products and value with others” (KOTLER, ARMSTRONG, 2003).

The activity of *marketing* is something of utmost importance for any organization and has undergone a great evolution since its inception, going from being just an operational support for the sales department to a strategic position within the company. All this evolution of the market happened due to the levels of direct and indirect competition, the emergence of different consumer segments, followed by the increase in demand and criteria for choice and consumption, all of which made the activity of *marketing* more essential for companies to face market challenges, helping to direct decisions, establishing their strategic position (RODRIGUES, 2014).

“The main objective of the *marketing* is to make institutions more competitive in their markets and, consequently, strengthen their positioning as a reference organization among consumers” (BURDZINSKI, BORGES, 2015).

Marketing is a set of controllable variables that influence how customers respond to the market and consists of what the organization can do to influence the demand for its product, aiming to achieve the desired level of sales among its target market. Some authors call it the marketing mix, others call it the marketing compound, which is the 4Ps: product, price, place and promotion.

The strategy of *marketing* used by the company analyzed, was from the old and well-known word of mouth, where friends and relatives contributed, as well as a whole plan to reach the maximum number of possible customers, using all social, printed and local media, such as radio and sound truck, as well as signage to get to the location, since the P of square, was not favorable, as the location was not the best. The 4Ps of the company analyzed, are within the possibilities of serving the clientele well, because the product, is of quality and there is variety, with differentiated and accessible prices for all types of customers, and as for promotion, in the beginning, as previously reported, the work was more intense to make itself known in the market.

According to Martins (as cited in Silva *et. al*, 2011) the analysis *SWOT* is a tool used to perform scenario analysis (or environmental analysis), it is one of the most common practices in organizations focused on strategic thinking and marketing, it is something relatively laborious to produce. But with constant practice, it can bring to the

professional and the company, a better business vision, since the scenarios in which the company operates are constantly changing.

According to the same author, an essential tool for a company, as it is through it that the organization can have a clear and objective vision of what its strengths and weaknesses are in the microenvironment (internal environment) and its opportunities and threats in the macroenvironment (external environment). In this way, with this analysis, professionals can develop strategies to obtain competitive advantage and improve organizational performance.



Source: PEÇANHA, 2019

Bringing the analysis *SWOT* For the company under analysis, its positive points are products considered essential for those who have some type of motor vehicle, differentiated prices from the competition, good service and a pleasant location. Therefore, its points for improvement are: being able to reach all audiences, offering products from cars of some brands, which, due to their very high price, have not yet been possible. As well as having opportunities, much of the competition is in a neighborhood further away from the city, about 09 (nine) km away, and those that are closer, the location is not very suitable for customers to wait. The possibility of new entrants stands out as a threat. Based on Porter's five forces, the analysis of the company under study shows that these competitive forces in the environment in which an organization operates have a strong impact, mainly on the negotiating power of consumers, this ability to affect the price paid for an item, since this consumer goes a long way with their "bargaining" power.

2.3 NEW INFORMATION TECHNOLOGIES

“One of the striking characteristics of the Information Technology process is the great flow of information, resulting from the apparent reduction of territorial limits and global technological and scientific advances” (MELO, apud MACEDO, PAULA, MELO, 2014).

Information can help an organization in its current operations and also to estimate the performance of future operations. New perspectives and opportunities appear when relevant and quality data can be transformed and finally converted into business intelligence (BALTZAN, 2017).

Information and Communication Technology (ICT) is considered one of the most important topics of the digital age. New services, companies and startups emerge, changing the way established companies manage the market. ICTs bring a disruptive point of view to business models and daily tasks (DELOITTE, 2018).

Information Technology has a strong impact on the modernization of companies, including computers, which provide all technological training. Meanwhile, software is becoming increasingly important and necessary, since each computer will require an operating system and a considerable amount of “programs” capable of handling all of an organization’s data (MACEDO, PAULA, MELO, 2014). According to the same author, the availability of technology allows companies of almost all sizes, stages of development, areas of activity, in short, all to have access to the most diverse types of technology, and information regarding these technologies is much easier and more accessible than in other times.

Every day more and more data is generated by organizations. In order for this data to be transformed into useful information for decision-making, it requires increasingly faster systems that are capable of transforming it into relevant information for the company. This is how BI (Business Intelligence) emerged, becoming a solution for the enormous amount of existing information that needed to be transformed into knowledge so that decision-making could be as assertive as possible.

For the company under analysis, Information Technology is of utmost importance, as it is for all organizations. At the beginning it was a little complicated, reports the person in charge, due to the fact that it is a small city and there are few options for companies that provide information system services, even if they manage to set up a system that is capable of

meet the company's day-to-day needs, it contains flaws and support and maintenance are not always available when needed.

2.5 ELECTRONIC COMMERCE

Transactions are events that occur as part of a business transaction, such as sales, purchases, deposits, withdrawals, refunds, and payments. The data generated whenever a business sells something on credit to a customer, whether it is a retail store or an online shopping website, is *ecommerce* in the *web* (O' BRIEN, AS CITED IN MELO, 2011).

E-commerce has captured consumer confidence and resulted in an increase in the number of transactions carried out by the large chain, especially with the emergence of the pandemic. Using the right technology, companies have discovered the possibility of creating a system of *e-commerce* that meets the customer's expectations in the best possible way.

Thus came about the *E-Business*, being a plan detailing how the company creates, delivers and generates revenue on the internet, process *online* this, which encompasses the development, marketing, sale, delivery, service and payment of products and services negotiated with customers in the interconnected global market, with the support of a worldwide network of business partners (O'BRIEN, AS CITED IN MELO, 2011).

There are several e-commerce models, as well as their categories and benefits, which will be discussed below. As for the categories, they can be: sold from business to business (B2B), business to consumer (B2C), consumer to business (C2B) and consumer to consumer (C2C). As for their advantages, according to (O'Brien, as cited in Melo, 2011): a) Integration in connected systems such as ERP and SCM facilitate the exchange of information; b) agility in real-time information about your business, facilitates decision-making; c) transparency in the steps involved is available to the management level.

The company analyzed in this work does not yet have a website for sales, especially because, as it is a Micro Enterprise and its products, as parts of them generate services, sales are not yet necessary. *online*. But, according to the owner, he does not rule out, through his business growth, that it is created and thus obtains demands for the *E-Business*. Therefore, the Internet within the organization is used mainly for the development of the company's marketing strategies, as well as to facilitate local system operations, such as sales and orders. Current global market trends do not yet generate positive or negative impacts within the company, as reported

Previously, the city is small, its products and services are considered “essential”, the current demand is good, and since opening, its revenue has doubled, even with the pandemic crisis, which harmed many organizations.

FINAL CONSIDERATIONS

In light of this study, it can be seen that Information Technology has a great influence on the strategic and organizational development of any organization. Therefore, Information Technology helps companies develop positively, improving communication between employees, partners and suppliers. With it, we can obtain greater security in data transfers and storage.

And transforming this data into useful information is of great value for decision-making. Since the information age, Information Technology has come to play a role in adding value, as an element of operational support, and has ceased to be a simple administrative support.

With the study in question and the analysis of the company studied, it is concluded that organizations that seek to obtain advantages in such a demanding market that seeks to achieve its results in the best way, to achieve these expectations, companies must invest heavily in Information Technology and in the training of their employees, as updates in the global market are quite dynamic, only then will institutions achieve the expectations of companies and their competitive advantages.

Thus, the company analyzed shows that it needs to adapt to the global market, using Information Technology even more to its advantage, so that it can have a more effective participation in the market and thus be able to grow and think more globally instead of thinking locally. How to adhere to a more modern information system, even if it means looking in other locations, since there is no distance to provide this type of service.

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