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THE IMPORTANCE OF TECHNOLOGY MANAGEMENT FOR ORGANIZATIONS: Analysis and observation of the Perfumery Store and Espaço Bello Empório Cosmetics

THE IMPORTANCE OF TECHNOLOGY MANAGEMENT FOR ORGANIZATIONS:
Analysis and observation of the Perfume and Cosmetics Shop Espaço Bello Empório

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Summary
This article reports the main concepts presented in the discipline of *Technology Management for Global Economy*, identifying the different applicability of the tools under study and the relationship between theory and practice in the development of actions that contribute to organizational growth. It presents relevant indicators for the commercial practices of a perfumery and cosmetics store, with special attention to investments that can be made in the technology area, providing a new strategic vision on market trends for Espaço Bello Empório. These technologies were evaluated based on different perspectives of use, contributing to conceptual analysis and the projection of future businesses promoted on the internet through e-commerce. It allows a reflection on the formation of value of the company analyzed and the contribution of the study to the process of transforming business environments that intend to use new technologies. The research methodology used was bibliographic, with a qualitative approach and observation of the organization.

Key words: Store. Sales. Technology. E-commerce.

Abstract
The present article report about the main concepts presented in Technology Management for Global Economy discipline, identifying the different applications of tools in study and the relationship between the theory and practice in elaboration of actions that contribute to the organization development. Introduce relevant indications to commerce practices of the perfumery and cosmetics shop, with special attention to investments that can be performed in technology area, providing a new strategic vision about market trends to the Espaço Bello Empório Sho p. These technologies were evaluated about the different perspectives of use, contributing in conceptual review, in design future business promoted in web through Ecommerce. Allows a reflection about organization ś values development and contribution of study to transformation process of business environment that intends to use the new technologies. The methodology used was the bibliography, with qualitative approach and observation of the organization.
Keywords: Shop. Sales. Technology. E-commerce.

1. Introduction

The global transformations generated by the advent of technology provide us with many reflections on the future of organizations and the changes necessary to make them

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increasingly strategic and competitive in the market. Different practices are observed in the organizational environment when analyzing the influencing factors and commercial relationships built with customers, suppliers and partners.

Given the international scenario presented and the challenges faced by companies, it is necessary to use technological tools that contribute to facilitating the actions developed, making these organizations increasingly competitive and prepared to face competition and the globalized market.

The preparation of the article in paper form contributes to the analysis of the concepts presented by the Technology Management for Global Economy discipline, seeking to identify the different ways of using technologies and the observation and analysis work carried out in a perfumery and cosmetics store.

The work was written based on research and bibliographic studies that report on the theoretical concepts presented in the ongoing discipline, analyzing data and information that contribute to the development of strategic actions for the organization analyzed. A survey of information was carried out about this organization, with special attention to the different processes involving the sales area and the services provided by the Espaço Bello Empório store.

The research activity provided an analysis of future actions that can be implemented by the store's entrepreneurs, contributing to new reflections on current management and future investments in the area of business intelligence. They indicate strategic actions in the area of innovation, information technology and development of new projects for the sales area.

2 Theoretical foundation

2.1 Analysis and observation of technology management in a perfumery and cosmetics store

2.1.1 The beautiful empório space

The area of perfumery, aesthetics and health care has been growing in recent years in Brazil and deserves attention to the challenges and business opportunities generated by this highly contested area. We can see large investments made and revenue returns that surprise even the most optimistic. Concern about appearance is no longer an exclusive concern for women, with great participation from the public

men, who seek this type of service offered by thousands of establishments dedicated to the sale of products and various beauty treatments.

Contrary to crises already announced by the pandemic and other factors that limit the sales area of different segments, attention to appearance care motivates men of different ages and allows a more detailed analysis of the perspectives for the new demands that the market can offer . Likewise, care for female beauty continues to dominate the market and makes companies in the sector dedicate themselves to new developments to attract customers and increase their revenue. Among the most diverse experiences identified and proven in the segment's market are companies that decided to unify different activities in the segment in the same space, thus providing comprehensive care for aesthetic health.

> Today, the cosmetics industry is extremely important within the economy of most of the most developed countries, including Brazil, contributing to the generation of jobs and the reduction of regional inequalities, through the sustainable exploitation of several species of our biome, especially in the Amazon. Society has been demanding the adoption of clean, economical and environmentally correct production technologies which, in turn, require a huge and enthusiastic effort from students, teachers, researchers and engineers, at the University and Industry, in the search for differentiated, natural ingredients and competitive and innovative formulation processes (GALEMBECK; CSORDAS, p. 03).

Espaço Bello Empório has been representing this segment in the city of Lapa, State of Paraná, offering perfumery, cosmetic products and a complete beauty salon space. It is an opportunity for your customers to fully enjoy a personalized service. The organization plays an important role in the local commercial scene, serving an increasingly demanding public that is attentive to market trends, with a contribution genuinely based on fair prices and the added value of its brand.

2.1.2 The search for competitive advantages

The idea of creating and presenting a new proposal in the segment arose from insights generated in conversations between its entrepreneurs, who always declared their intention to offer a differentiated service, with a focus on comprehensive service. The projection and execution discussions had the support of representative entities and institutions that support entrepreneurial initiatives, such as the Commercial Association and SEBRAE/PR. From the moment the idea was realized and the project began to be developed, every care was taken to ensure that the legitimacy of the proposal was maintained. O

Strategic Planning was prepared based on guidelines that promote good business practices in the perfumery and cosmetics area, establishing a commitment to the client and the community involved in the management of the enterprise.

With the analysis of the organization, it was possible to raise important questions related to the competitive potential and its effective participation in the area of perfumery, cosmetics and beauty salon services. According to the concepts presented in the course, Turban*et. al*. (2013), competitive advantage is temporary and must be constantly evaluated to avoid compromising the organization's strategy, requiring great care with the use of tools that promote the company's best positioning compared to competitors. Likewise, the relationship with your customers and partners must also be strengthened with the most varied actions to promote and sell your products and services. Academic studies evaluate concepts and theories, which establish relationships with the different stages in the evolution of organizations and their challenges in the market. According to Vasconcelos and Cyrino (2000, p. 21):

> Two fundamental themes structure the recent evolution of thinking about business strategy: competitive advantage and organizational change is strategic. Although distant in their origins, having followed parallel trajectories for several years, these two topics tend to converge progressively due to the rapid economic and social changes that characterize the world economy at the turn of the 21st century.

Analyzing the organization's SWOT as presented by Turban*et. al*. (2013), it is possible to verify the work of strengthening its image in the market, as well as its permanence and collaboration in the development of the local economy. The products offered are from recognized brands, with a variety of products and competitive prices, consolidating the company in the commercial space where it operates.

In the search for continuous improvement in its services, the store offers national and imported products, serving its customers in a broad and diverse way, also providing guidance and consultancy in the area of aesthetics. Its employees carry out specific courses and training in the area of care, aesthetics and beauty treatments, in the search for new techniques and methods recently launched on the market with the aim of establishing parameters of excellence in the services provided to the local community. Another determining factor to be considered when analyzing your internal strengths comes from the interpersonal relationships built in the organizational environment, with a team always attentive to news and engaged with new market trends.

The team is always attentive to movements that inspire and influence decision-making regarding new products and services that may become available on the market.

and factors critical to the store's business objectives. Participation in events that promote knowledge about the area of activity and its opportunities also contribute to boosting your commercial activities and effectively promoting the company's image to potential customers. The search for new technologies also deserves attention. The areas of health and well-being are undergoing constant transformations when considering the different production processes and ways of using their products. As a consequence, different techniques also deserve attention due to the need for prior knowledge about the methods used in manipulating and applying the formulas.

Fundamental questions about the applicability of useful tools that serve to identify and evaluate consumer satisfaction with a specific cosmetic or perfume are of paramount importance for business continuity. The need for research that identifies different forms of work and services generated through new technologies prevails. Given all the changes and transformations generated by the use of these technologies, the need for investments in restructuring and updating these means, which are fundamental to the growth of Espaço Bello Empório's business, is evident. Investment in management information systems becomes notable when analyzing the global scenario and its trends for the perfumery, cosmetics and beauty treatments market. The search for new customers must consider the different technological tools that facilitate communication and consequently business relationships, as indicated by Marcial (2015, p. 103):

> This trend is also observed in the growth and popularization of social networks, such as Facebook, around the world. In 2014, this virtual relationship network completed ten years, reaching the mark of more than 1.19 billion users worldwide. It is worth highlighting here that, regardless of the vehicle being used, there is a high probability that social networks, such as Facebook, Linkedin, Twitter, What'sApp and others that may appear, will be part of the daily lives of people who are connected to the internet.

Considering the external threats and changes driven by the current health crisis, evaluation measures are proposed to identify potential competitors that may compete for the same geographic space and the search for new innovative solutions that efficiently serve their customers, as well as the launch of new products not yet sold by local competitors and that can be offered as a differentiating factor by the organization. Michael Porter's five forces model according to Turban*et. al*. (2013), "contributes to evaluating the level of knowledge of Espaço Bello Empório customers in relation to the products offered and the real possibilities for growth in the perfumery and cosmetics market, making space analysis and management practiced by its customers viable.

entrepreneurs.” A good relationship is identified with suppliers capable of offering quality products at affordable prices, directly influencing the level of customer satisfaction and the company's revenue. When considering the commercial space in which the store operates and the limits imposed by physical sales, its creators must rethink the business proposal and its relationship with its customers and suppliers.

New possibilities arise with the advent of technology and its application in the commercial activity proposed by Espaço Bello Empório. E-business contributes to increasing the supply in multiple consumer spaces and promoting these products and services in a structured way. However, there are limitations in the supply of these products when considering the investments already made to modernize the sales process via the internet. By relating the concepts of the three strategies with the organizational space, it is possible to identify a significant number of competitors within the geographic area where the store is located and the influences arising from their aggressive marketing work that interfere in the search for sales leadership.

As a competitive differentiator, the store offers qualification services in make-up and beauty salons, unifying the practice of its services as a way of strengthening its brand and gaining customer loyalty. Its strategies for the area include offering free courses in the area of makeup and organizing events to promote products and services in the area of beauty and aesthetics. As opportunities to improve and strengthen your practices, the search for products arising from sustainable cultivation and production can be considered. The institutional campaign broadcast in the local market promotes self-esteem care and its relationship with the personal satisfaction of its consumers. These actions contribute to demonstrating concern for the relationships established between the Store and its customers. Likewise, it seeks to carry out actions that overcome paradigms such as investment in new technologies and planned study of new market prospects.

The concern with updating your team and investing in the technological structure is notably noticeable when analyzing the different forms of communication and interaction practiced by your management. Awareness of the need for “new” contributes to the continuous search for new tools that make a difference for the organization. To achieve this, it is necessary to understand the different processes that involve commercial practice in the cosmetics area and the different technologies that can be attributed to the continuous improvement of the business. Without them, it is impossible to continue the objectives proposed by their creators:

> It is imperative, therefore, to conclude that strategies adopted, without combination with the factors exposed, are virtually doomed to failure, mainly because the revolution generated by IT is just beginning and, what is modern today, will be obsolete in a few years or even months, expiring the entire organizational structure and causing all investments made in IT to fall apart. (MARQUES; NETO, 2002, p. 07).

There is a need for market research to evaluate its current scope, understanding the challenges that the company faces in its management, requiring tools and strategies for its positioning in the practice of promoting care for aesthetics and personal beauty. The lack of proven evidence of the limits of its scope and the value of competition for making decisions when purchasing its products is a determining factor in the process of developing new strategies.

One must also consider the lack of specialized work to evaluate new trends for the segment and indicators for the success or failure of its commercial practices. The effective practice of Service Marketing and after-sales already carried out by the company must still be observed as factors of change, thus highlighting the lack of assessment of the value added to the brand and the company as a whole. Even with the weaknesses identified due to the current economic and political situation that organizations are facing, it is possible to define different strategies to evaluate the degree of efficiency of services provided to the community and make them fundamental, whether in the sales sector or promoting their brand in the perfumery, cosmetics and personal aesthetics market.

Following market trends and the implications arising from the so-called technological revolution, it is logical to observe the concern of its managers in defining new strategies for the business, with special attention to the necessary investment in GIS. Therefore, it is up to its creators to outline specific objectives that seek to integrate the different formats for their sales management. The different processes that contribute to the execution of actions and the search for better results must also be considered.

2.1.3 the value relationship and the need for innovation

Espaço Bello Empório is new in the perfumery and cosmetics market, with a significant contribution to the local market, allowing a positive evaluation when analyzing the different mechanisms that constitute the commercial activity, with special attention to the constant concern in presenting to its customers, innovations in services provided and product technology. In line with the concerns demonstrated, it is

It is essential that its creators have commitment and responsibility in the face of the identified challenges and the need for investments in the area of research and innovation for new products and services. Innovation brings transformative changes to the environment in question:

> Innovating is a very efficient way of transmitting exceptional value to consumers in a given market. A company that has a tradition of innovating, that invests in this process and that is able to communicate this effort to its consumers, will certainly be able to charge a higher price for its products and, even so, will hold a large share of the market. (COUNTER, p. 34).

Data is collected and analyzed in the different sectors that make up the structure of Espaço Bello Empório, but this happens in a stratified manner, without predictive analysis, that is, with the absence of parameters that promote the extraction of information from the respective data.

In this context, Business Intelligence can contribute to the structuring and contextualization of all activities and relationships established in the environment, thus reinforcing the need to implement an intervention plan that provides significant changes in the company's sales process. Based on the analyzed structure, business units and information accumulation are visible without effective communication between the parties, making it difficult to check data and respectively information for the correct use of each segment, as information silos are evident.

Therefore, it becomes necessary to define new strategies that will collect, organize and structure in a structured way all processes involving human capital in the company's organizational chart. As part of improving this organizational structure, it is proposed to analyze and evaluate data and information already stored that contribute to the implementation of an information system that can be generated from this database. As this structure is small and works with a small number of employees, a project to implement an integrated GIS will effectively contribute to the success of records and availability of this information. The operations and logistics, financial, human resources, commercial and marketing sectors can be structured organically, contributing to a systemic vision, transforming existing practices, necessary for the organization to function properly. When analyzing the concepts presented by the different references consulted, it is concluded that it is of fundamental importance for the maintenance and survival of the organization, to integrate actions involving competitive intelligence and a system that evaluates contributions to the organization. It is essential to analyze in detail all the data transformed into information and comparisons that demonstrate the growth of

company through the exchange of professional experiences of the team and its managers in the commercial activity where they operate.

The knowledge of those involved determines the quality of the operational activities performed and strengthens teamwork. No less important are the promotion and dissemination of products and services. Investments in technology and information management contribute to the definition of new strategies in the areas of sales, services, advertising and marketing. These reinforce the need for constant updating of data and information, especially in the processes of collecting and storing databases useful for organizational planning. According to Vidigal *et. al* (2018), "Information management and the construction of knowledge in organizations have transformed the business world and created advantages for entrepreneurs who use it, as the diversity of aspects of the external environment, which need to be monitored, requires important efforts from leaders , planners and decision makers".

2.1.4 New structures for the business

Following the demands of its target audience and the inclusion of internet sales practices, Espaço Bello Empório seeks to effectively serve its customers, with an online structure that has a Facebook page and direct contact through groups of *Whatsapp.* Commercial relationships are established by promoting products and services, seeking to meet the desires of already loyal customers, who trust in the solutions offered by the store.

In the category of small business with limited operations for its face-to-face activities, Bello Empório focuses on the practice of relationship marketing and the so-called "word of mouth" for its sales management. Its owners seek to strengthen their brand through partnerships with other organizations, with the aim of building a relationship of cordiality and respect with their potential customers. The company does not yet have an official website to present its commercial proposal. Its products and services are promoted through technological tools for direct interaction with customers and partners. The lack of a digital platform makes commercial practices difficult and prevents your products from being well positioned on the market, as a very large number of potential future customers use the internet as a search engine to satisfy their purchasing needs. For Claro (2013, p. 14):

> Electronic commerce, or e-commerce, or virtual commerce (or online commerce), is a type of commercial transaction carried out especially through electronic equipment, such as a computer. But, currently, other equipment connected to the internet is also used for this, such as smartphones, tablets and other media.

In 2020, the company went through major challenges during the quarantine period as it saw its revenues fall and customers stopped visiting the store, highlighting the need to invest in new communication channels and respectively expand its business online. Given this reality, already much discussed by management and employees, it became clear that significant changes must take place and different tools can be used to position the company's image through e-commerce.

According to the e-business models presented in the course, Turban*et. al*. (2013), it is recommended that "the company adopts different measures to expand its business, considering B2B as a practice for recognizing new suppliers and employees, integrating its logistics actions with the technological innovations available for this type of commercial transaction". Equally important and indispensable is the B2C model, which will incorporate into its sales model the practical and dynamic process of offering your products through a virtual store, through Click-and-Mortar, while also offering your products through the store physical. Understanding the different e-business models that can be implemented and carrying out research on the tools to be used are bets of the management team, which intends to invest in so-called search tools as a way of attracting customers and promoting its brand over the internet.

The observation work made it possible to analyze the structure of roles and responsibilities, the responsibilities assigned to each team member and the importance of all employees in reflecting on the activities carried out. Its creators seek to dynamically integrate the team into discussions, reflecting on new ideas that help manage and improve the business. There is still no official structure that represents a collective intelligence system, but collaboration occurs explicitly when actions to improve the quality of services provided and products offered are observed.

Many questions deserve attention when analyzing the organization's level of technological dependence. This is in the process of updating the commercial system, as well as structured planning for an effective Advertising and Marketing plan. There are many possibilities for offering tools and applications that can be

introduced into the technological development plan, making work more agile and dynamic for both the team and its customers and partners. Some studies have already been started to verify the applicability of software that manages the store database.

2.1.5 a look at new opportunities

Looking to the future is a great opportunity to boost business and restructure the essential means for survival in the market. There are several issues that involve the continuity of commercial activities, to which Espaço Bello Empório seeks to respond in a practical and helpful way to the environment in which it operates. It is necessary to visualize and interpret new demands to respond more assertively. To this end, it constantly seeks to hold meetings to discuss new trends in products and services that may soon be available on the market.

Fundamental issues such as research and testing new products for rejuvenation indicate the need to plan new actions, prospecting in the study, analysis and implementation of different ways of presenting these products to customers. We can observe the growth of the world population and consequently the opportunities to leverage business digitally, in accordance with the store's projects and the awareness of the challenges that are linked to the implementation of new projects through digital means.

> Advances associated with the growth in the use of information and communication technologies (ICT), which are expected to be maintained over the next twenty years, have been one of the main determinants of economic and financial globalization. These advances expand and strengthen commercial, financial and research links, spreading prosperity and fragility, generating regulatory and leadership challenges (MARCIAL, 2004, p. 53).

A determining factor for the permanence of the business is the increasingly incisive commercial practice in generating institutional value, with special attention to natural products with a certification seal within environmental policies, considered important and essential for customers concerned about environmental friendliness. .

Other questions are identified in the scientific community and lead to reflection on the research, testing and effectiveness of aesthetic and dermatological treatments carried out with the various products available on the market. Given the offer of countless products, it is necessary to ethically and professionally evaluate the safety of the aesthetic and dermatological methods offered in the beauty treatment space. Given this scenario, the growth of the global population in the coming years is an indication of great

opportunities for Espaço Bello Empório, because according to the expansion logic, this organization can focus on E-Business activities nationally and internationally. In a global society with increasing life expectancy, the number of elderly people is growing, indicating a trend towards increased sales of cosmetic products with the promise of rejuvenation. Following advances in geriatric medicine, the perfumery and aesthetics market will dynamically integrate itself into this type of audience, with the management and management of new technologies as an indispensable means of promoting these actions.

In this context, we can observe a growing demand for personnel specialized in the different technologies used for development and support with a focus on sales of small and medium-sized enterprises. Little by little, electronic commerce practices are becoming an indispensable tool for any organization that wants to survive in the global market. For Marcial (2004, p. 53):

> Technological convergence associated with connectivity and interactivity are forces that influence each other. These technological forces create an environment that increasingly enables high-speed, ubiquitous access to diverse products and services. As an example, the advances and growth in the use of telemedicine and distance education stand out.

Just like the growth and advancement of technology, the response time to customers and employees will make a difference in the internationalization process. It is necessary to adapt to new concepts and practices aided by information management, an opportunity and challenge for the commercial sector of Espaço Bello Empório.

Planning actions that enable the development of a digital platform that professionally represents the organization, strengthening its image in the local market and in the future in the global cosmetics and perfumery sales market, are essential.

Consequently, staff training to constantly analyze market trends and their changes, as well as targeting new audiences that can integrate your customer network. One of the most important factors provided by the discipline and which helps to illustrate different possibilities of applicability for the perfumery and cosmetics store is to monitor market trends for the area in question. Study and evaluate which products are launched on the market and their proven results. Seek to establish a relationship between the industry that produces these products, the technologies used in the formulas and the demand of future customers. Understand how commercial relations are established in the global economy and then

be part of the integrated commercial practice, looking at E-business as one of the new possibilities for the company's future. The indication of new technologies must be evaluated with certain rigor by their managers, opting for tools that improve and boost business, without significant risks in implementing technologies that are exhausted over time. Innovating with technology becomes a fundamental strategic element for business survival.

Final considerations

This article's main objective was to carry out observation work and analyze the commercial management and technological structure of the cosmetics store and beauty salon Espaço Bello Empório. Initially, general observations were made about its commercial activities, as well as the different strategies adopted by the management team to boost the business.

In contact with its creators, it was possible to understand the different processes that involve the store's activities and the extent of services also provided in the beauty salon. It made it possible to analyze the professional relationships built with the different transforming agents that involve the enterprise, also identifying the contribution of its employees in creating value and promoting its brand in the local market.

The analysis made it possible to verify the technological means already used in commercial activities involving the store and the beauty salon, as well as the deficiencies related to the means necessary for the implementation and modernization supported by new technologies. When relating their methods and techniques, it was possible to observe an obsolete organizational structure in relation to the technological means already on the market and their use in the area of electronic commerce. Through the research, it was possible to raise fundamental questions about the opportunities to generate new business based on different technologies that promote products and services, generating revenue over the internet. By identifying structural vulnerabilities, entrepreneurs will be able to reorganize their organizational space and promote reflections on the new opportunities that could be created with the implementation of strategies linked to e-business.

The observation work made it possible to relate the content studied in the discipline with the real world of the organization that represents the small and medium-sized business sector in Brazil. In this way, it was possible to understand the importance of the area of intelligence

business and the adoption of new technologies for the continuous improvement of decision-making processes involving organizations.

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