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Operational Management, Process Structuring, and Expansion of SMEs: An Analysis of Administrative Efficiency and Asset Growth in the Logistics and Management Sector Fleets

Operational Management, Process Structuring, and SME Expansion: An Analysis of Administrative Efficiency and Asset Growth in the Logistics and Fleet Management Sector

Renan Quina Novaes
holds a Bachelor's degree in Business Administration from the Federal University of Juiz de Fora (UFJF), with over 14 years of executive experience in strategic management, structuring administrative processes, fleet control, and corporate governance in small and medium-sized enterprises.

Summary

This article analyzes the mechanisms of operational management, standardization of administrative processes, and budgetary viability applied to the structuring and sustainable expansion of Small and Medium Enterprises (SMEs). Based on business administration literature and the theoretical and practical knowledge of the sector, the study investigates how rigorous cash flow control, the implementation of Standard Operating Procedures (SOPs), and the monitoring of Key Performance Indicators (KPIs) mitigate the early mortality rate of companies in capital-intensive sectors. The article addresses the management of fixed costs, depreciation, budgetary governance, and the scalability of traditional business models from the perspective of applied management science.

Keywords: Operational management. SMEs. Administrative efficiency. Fleet control. Asset expansion.

Abstract

This article analyzes operational management mechanisms, administrative process standardization, and budget feasibility applied to the structuring and sustainable expansion of Small and Medium Enterprises (SMEs). Grounded in business administration literature and sector-wide theoretical and practical data, the study investigates how rigorous cash flow control, the implementation of Standard Operating Procedures (SOPs), and Key Performance Indicator (KPI) monitoring mitigates the early mortality rate of companies in capital-intensive sectors. The paper addresses fixed cost management, depreciation, budgetary governance, and the scalability of traditional business models through the lens of applied management science.
Keywords: Operational management. SMEs. Administrative efficiency. Fleet control. Asset expansion.

Introduction

The financial sustainability and expansion capacity of small and medium-sized enterprises (SMEs)
These are central themes in the study of modern management science. As Drucker points out
(1999), organizational efficiency is not the result of chance or simple business intuition, but of
rigor in the application of administrative methods, in the strict control of available resources and in
Continuous optimization of operational processes. In the context of emerging markets and sectors.
Capital-intensive factors, such as truck leasing and logistics, and the absence of a management structure.
Consolidated activity is one of the main causes of the early closure of activities.
Businesses. Economic volatility requires managers to develop a preventative approach.

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where every decision is based on concrete financial data and careful evaluation.
operational risks.
The operational complexity involved in managing mobile assets demands a lot from the administrator.
a deep understanding of fixed and variable cost analysis, fleet depreciation, and maintenance.
Preventive and operational cash flow. The transition from an embryonic business model to
A larger-scale operation demands the implementation of standardized control methodologies.
administrative, capable of absorbing the increased demand without compromising liquidity or
Business profitability. A lack of governance during periods of rapid growth is cited by...
Several management theorists consider it a structural bottleneck that compromises financial health.
of emerging companies, often resulting in uncontrolled debt and loss of
competitive capacity.
This article aims to discuss best practices in managerial management and planning.
Financial principles applied to the growth of SMEs, using research as a theoretical foundation.
consolidated in the field of administrative sciences. Through the systematic analysis of the factors of
Risk in transportation and fleet management companies: this study seeks to demonstrate that process control...
Internal governance and management are the determining variables for corporate longevity. The research
It analyzes the administrative tools that allow for the sustainability of asset growth without...
Compromise of the business's operational liquidity.

Methodology

The methodological approach adopted in this study is based on a systematic literature review.
integrated with the analysis of sectoral data and case studies from the academic literature, a structure
recognized by Yin (2015) for investigating contemporary administrative phenomena in their
real-world contexts. Data collection is based on market research and analytical reports.
operational performance and academic documentation on administrative management in sectors such as
Truck rental, fleet management, and logistics. The triangulation of this information with the...
Consolidated guidelines from general management theory ensure the analytical rigor necessary for...
drawing conclusions applicable to the productive ecosystem.
The analysis includes key operational performance indicators (KPIs), utilization rates of
assets, contribution margins per business unit, and administrative efficiency ratios. Such
Variables were correlated with theoretical frameworks in administration, addressing authors.
renowned in strategic planning, quality management, and management accounting, such as
Kaplan and Norton (1996) and Gitman (2012). The study rigorously examines the evolution of routines.

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financials, analyzing the effectiveness of internal cost control mechanisms and the direct impact.
from systematic monitoring of the net profitability of fixed assets.
Additionally, the methodology includes the evaluation of decision-making processes in various scenarios.
responsible financial leverage. The impact of transitioning from informal routines to responsible financial leverage is examined.
The adoption of integrated management systems (ERP) and strict budgetary control, validating how the
Structuring internal processes prevents the loss of operating margin during expansion cycles.
accelerated. The methodological evaluation extends to the verification of operational cash flows and of
methods of capital provisioning for the periodic renewal of assets, offering a basis
Solid analytical framework for the discussion on financial governance in SMEs.

Chapter 1: Fundamentals of Operational Management and the Impact of Administrative Standardization in SMEs

Structuring a small or medium-sized enterprise requires overcoming naive empiricism through...
from the methodical adoption of consolidated administrative management processes. As Drucker points out.
(1999), the productivity of an organization depends on the leadership's ability to design
Simple, repeatable, and easily auditable systems. In the contemporary corporate environment, the
Informality in workflows is the main generator of operational waste, rework, and...
Working capital losses. When processes depend exclusively on the individual memory of...
Without employees or the continued physical presence of the founder, the company loses its ability to scale.
your operations in a safe and sustainable way.
The implementation of Standard Operating Procedures (SOPs) acts as the backbone of
Administrative governance in companies in the structuring or growth phase. Standardization
detailed description of each stage of service delivery, from prospecting for the client, through the
Formalizing the contract, measuring the services provided, all the way to invoicing and billing, eliminates
It eliminates operational ambiguities and drastically reduces the incidence of administrative errors. According to
According to Slack, Chambers, and Johnston (2010), process mapping allows for the identification of bottlenecks.
invisible factors that drain the organization's resources, providing the necessary foundation for continuous...
Optimizing the overall efficiency of the production system.
Studies on governance in emerging companies demonstrate that rigorous documentation is a factor.
for asset protection and brand enhancement. In sectors such as truck rental, where
Since contracts involve high values and complex civil liabilities, standardization of procedures is essential.
Administrative processes ensure the transparency necessary for audits and negotiations with large groups.
Economic. Creating clear approval flowcharts and decision-making levels prevents deviations.

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budgetary and establishes an organizational culture focused on discipline and accountability.
daily accounts.

Furthermore, process standardization plays a key role in consolidating the
Organizational climate and team training. When employees have access to
Clear operational manuals and well-defined administrative guidelines, the integration time of
The number of new hires has been significantly reduced, while staff turnover rates have also decreased.
They decrease due to the clarity of professional expectations. As Chiavenato (2014) argues,
Efficient people management in SMEs is intrinsically linked to the clarity of routines.
work and justice in the distribution of administrative responsibilities within the organizational chart
functional.

It can be concluded that structured operational management should not be viewed as a bureaucratic cost.
but as a strategic investment that generates an indispensable competitive advantage.
Administrative standardization creates the predictability necessary for managers to focus on...
Business expansion and the identification of new market opportunities are achieved with the knowledge that
daily operations are protected by solid and efficient internal controls. This is the discipline...
a procedural process that establishes the essential foundations for transforming small routines.
operational in large-scale and far-reaching projects.

Chapter 2: High-Value Asset Management and Wealth Building Strategies
Corporate

Managing businesses that are intensive in mobile capital, such as truck rental and management of
Transport fleets require a refined analytical approach regarding the life cycle of assets.
Fixed assets. According to Gitman (2012), the reckless acquisition of fleet vehicles without due consideration.
The projection of your Total Cost of Ownership (TCO) is one of the causes
primary failures in logistics companies. The manager needs to measure not only
the acquisition value of the asset, but also the accumulated costs of preventive maintenance and depreciation.
Accelerated financing, insurance, operating licenses, and the opportunity cost of invested capital throughout the entire process.
the usage period.
Empirical analyses of the logistics and road transport sector offer valuable models regarding the
Strategic management of intensive assets. In the initial phase of ventures in this sector, this is required.
immediate creation of a budgetary control structure that links the revenues generated by each
active in creating a debt amortization fund and a maintenance reserve. The discipline in
Not diverting cash flow from primary assets to non-operating expenses allows for accelerating the

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Paying off initial loans and creating the necessary financial backing to obtain new ones.
lines of credit and gradual fleet expansion.
As corporate fleets expand, asset management requires the implementation of
Advanced metrics for mechanical and financial control. The asset utilization rate (asset
Utilization rate becomes the key indicator for monitoring vehicle idleness and ensuring...
Profitability of existing contracts. Maintaining a rigorous plan for preventative reviews.
It prevents serious mechanical failures from compromising the operational availability of vehicles.
significantly reducing the costs of emergency repairs in locations far from headquarters.
corporate.
The asset allocation strategy in projects with a large geographic reach demands a complex logistics approach.
Impeccable administrative support. Fleet operations operating in different regions of the territory.
national requirements include remote control of fuel supplies, component wear, environmental permits and
operational costs, otherwise the gross profit margins of the contract will be pulverized.
Continuous monitoring of operational costs per kilometer driven and per period of use.
It allows the administration to renegotiate unbalanced contracts and redirect vehicles to contracts.
and routes with a higher operational contribution margin.
Therefore, the building of a large corporate asset base in the transportation and logistics sector.
This stems from the ongoing balance between responsible financial leverage and value preservation.
Residual assets. The ability to transform modest investments into significant fleets.
This demonstrates that the governance of fixed assets, combined with strategies for the systematic reinvestment of...
Operating profits constitute the safest path to strengthening the balance sheet and
for the sustainable growth of the organization in the long term.

Chapter 3: Budgetary Governance, Cash Flow, and Mitigation of Insolvency Risks in SMEs

Cash flow management is the key element that regulates the survival of any business.
commercial, acting as the circulatory system that maintains the liquidity and operability of
business. As Assaf Neto (2014) warns, the profit shown in the income statement (DRE)
It is not synonymous with cash on hand; the lack of synchronization between the average collection period of
Sales, average payment terms to suppliers, and fixed costs are the technical causes of insolvency.
of seemingly profitable companies. For the SME manager, daily and projected control of cash flow is crucial.
Cash flow is the most important defensive tool against economic shocks and imbalances.
liquidity.

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Implementing strict budgetary controls involves preparing financial projections.
in conservative, moderate, and optimistic scenarios, allowing for the anticipation of potential deficits of
A cash flow with sufficient margin for corrective measures. Establishing reserves of
Emergency plans, sized based on the organization's fixed costs, ensure that the company can...
to honor its payroll and operational commitments even in the face of unforeseen delays.
in the measurement of services by customers. This financial discipline prevents the use of resources.
Desperate, he resorts to short-term bank loans with exorbitant interest rates, which drain his earnings.
business finances.
The literature on corporate finance in service and supply companies reinforces the imperative
The need for bank reconciliations and daily audits of accounts payable and accounts receivable processes.
to receive. A lack of rigor in monitoring delinquency can quickly compromise the
The financial health of the business. Establishing automated collection rules, verification
Prior review of the credit history of new clients and the retention of adequate contractual guarantees.
They significantly reduce loss rates from doubtful debtors, preserving capital.
Company turnover.
Another fundamental pillar of budgetary governance is the strict separation between personal finances.
of the partners and the corporate cash flow, a guideline often neglected in the world of small businesses.
Companies. The inappropriate practice of making disproportionate withdrawals or paying personal expenses with...
The company's resources prevent the accurate measurement of operating results and decapitalize it.
organization. The establishment of a fixed and market-competitive pro-labore for the
administrators, coupled with the distribution of dividends linked exclusively to net profit.
Audited at the end of the fiscal year, it is a watershed moment between amateurism and business maturity.
In short, mitigating insolvency risks requires a proactive and analytical approach from...
Financial management. The constant monitoring of indicators such as current liquidity,
EBITDA margin and debt-to-equity ratio provide the early warnings needed for course corrections. It is this stance
of analytical caution and budgetary rigor that ensures...
the company has the stability required to weather periods of market downturn and the ability to
to raise funds at the opportune moment to finance its expansion phases.

Chapter 4: Sectoral Diversification and the Replicability of Management Models in Different Markets

The applicability of management science is clearly demonstrated in the manager's ability to...
To replicate fundamental governance principles across different segments of the economy. How?

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Porter (1986) argues that although competitive forces vary across sectors, the underlying logic
Operational efficiency, resource allocation, and strategic positioning respond to standards.
universal. Sectoral diversification, when conducted by qualified managers, ceases to be
to be a dispersion of forces to become a strategy for diluting risks and maximizing the
organizational learning.

Analyzing the application of management theory in the automotive retail trade, it is observed that...
Inventory turnover rate and asset pricing accuracy are the determining factors of
Net profitability. The implementation of rigorous administrative controls in the process of
Appraisal of used goods, formalization of property transfers, and after-sales service.
It allows you to build brands that are recognized regionally for their reliability and transparency.
demonstrating that governance transforms commodities into competitive advantages.

On the other hand, in ventures in the extractive, supply, and civil construction sectors, the
Literature highlights the critical importance of managing supply cycles and inventories.
operational. According to Kotler and Keller (2012), value chain management in B2B companies requires
Predictability in deliveries and strict adherence to technical specifications. The introduction of
Organized purchasing routines and material flow control in these organizations prevent...
It frees up capital in slow-moving items and optimizes response times.
requests from corporate clients.

The replicability of the management model relies on the creation of a "proprietary management system".
comprised of standardized administrative routines, integrated budget spreadsheets, and reports of
weekly monitoring. This methodological approach allows the administrator to move from the sector of
Truck rental for the retail sale of automobiles or for the provision of services with
complete control over critical operational variables, reducing maturation time and costs.
Implementation of new businesses.

Thus, strategic diversification based on managerial management proves that competence
Administrative management is a highly transferable intellectual asset of great economic value.
ability to apply rigorous financial and operational control principles in different
Industries protect the assets of business groups against crises specific to a single sector.
while expanding opportunities for cash generation and job creation in
various sectors of the economy.

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Chapter 5: Management Information Systems, KPI Monitoring, and Decision Making In Real Time

In the information age, analytical knowledge derived from consolidated data has become the primary tool.
A strategic resource for leading competitive businesses, as argued by Kaplan and Norton.
(1996), "what is not measured is not managed". The use of Management Information Systems (MIS) and
Business Intelligence (BI) tools allow you to transform the chaotic flow of data.
Daily operational data is compiled into highly valuable summary reports for strategic decision-making.
on the part of the administrators.
The implementation of control panels based on key performance indicators (KPIs)
It allows for real-time monitoring of critical business variables. In rental companies.
and logistics, indicators such as Cost per Kilometer Driven (CPK), Contribution Margin per
Vehicle, Average Handling Time (AHT), and Contractual Default Rate offer
A panoramic and detailed view of the financial health of the enterprise. This monitoring
Continuous improvement allows for the identification of operational deviations in their early stages, correcting course before they become too severe.
They can turn into irreversible budget losses.
The transition from isolated manual spreadsheets to Integrated Management Systems (ERP) represents a
A leap in maturity in SME management. The centralization of inventory, billing, and other data.
Purchasing and personnel management in a single, auditable database eliminates duplication of data.
Releases and reduces the likelihood of human error in financial routines. According to Laudon and
Laudon (2014) argues that automating information flows optimizes leadership time, freeing up...
managers are freed from repetitive bureaucratic tasks, allowing them to concentrate their efforts on planning.
strategic and in prospecting for new clients.
Predictive analytics based on historical performance data enhances planning capabilities.
the organization's budget. By analyzing seasonal demand patterns, cost peaks with
Considering maintenance and fluctuations in interest rates, the administrator can determine the ideal levels of
Stock up and schedule vehicle purchases and renewals for times of higher liquidity and
lower opportunity costs. This analytical predictability reduces the uncertainty of the environment.
It boosts business and significantly increases the effectiveness of expansion investments.
It is concluded that monitoring through KPIs and the intensive use of management information systems do not
These are exclusive privileges of large multinational corporations, but mandatory tools for
SMEs aiming for sustainable growth. The democratization of information technologies.
It allows small businesses to structure high-level administrative controls, achieving
Levels of operational efficiency and governance that guarantee a competitive advantage.

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Sustainable in the contemporary market.

Final Considerations

A thorough analysis of the literature and models for structuring, expanding, and diversifying SMEs.
provides academic evidence that the longevity and profitability of companies are
conditioned by the professionalization of their operational processes. The evidence from the sector of
Truck rental and transportation companies confirm that overcoming the initial weakness of operating with few resources is possible.
Managing assets and consolidating large-scale operations with a national presence requires rigorous control.
Budgetary and disciplined management of capital assets.
The fragility and high failure rate that characterize the small business ecosystem in
In Brazil and around the world, these problems can be directly combated by replacing empirical practices and...
Informal methods are being replaced by established methodologies from management science. The research demonstrates that
serious problems such as lack of liquidity, uncontrolled cash flow and indebtedness
Disorganized practices do not stem from a lack of market or the intrinsic quality of the products offered.
but rather due to a chronic lack of strategic planning, prior feasibility studies, and controls.
daily administrative tasks.

The body of knowledge accumulated in the practical management of companies in the transportation sectors,
The automotive, mining, and construction materials industries demonstrate that managerial governance...
It is a universal and replicable intellectual asset. The ability to apply the same analytical rigor and the
The same administrative standardization tools are used in businesses with such dynamic operational dynamics.
Several studies validate the premise that managerial competence is the determining factor that differentiates...
ventures destined to fail are those capable of generating consistent and lasting value.
The implementation of Standard Operating Procedures (SOPs), combined with continuous measurement of
Key Performance Indicators (KPIs) and the use of Management Information Systems (MIS).
It establishes a culture of accountability that protects corporate assets and enhances value.
The perceived image of the organization among investors, business partners, and financial institutions.
Modern SME management requires the administrator to act as a rigorous, analytical manager, capable
to maintain financial austerity during times of prosperity in order to have the necessary liquidity to
to navigate periods of market contraction.
Furthermore, the study highlights that sustainable wealth growth must be accompanied by
continuous training of human capital and responsible decentralization of routines
administrative. The manager who learns to delegate through standardized processes frees himself from
daily bureaucratic operation to assume its strategic role as a guide to the expansion of

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business, ensuring that the culture of excellence and rigor with costs remain alive in all
the company's operational units.
Furthermore, the systematization of these management practices in didactic manuals and guidance materials.
Corporate and case studies contribute significantly to the dissemination of knowledge.
administrative role in society. The transfer of this know-how to new entrepreneurs acts as
a preventive mechanism for protecting economic activity, reducing social and economic losses.
financial consequences associated with the premature closure of businesses, such as the destruction of jobs.
work and the loss of tax revenue.
Given the scenario of rapid technological transformation and increasing demands for competitiveness.
Globally, administrative professionalization is ceasing to be a management option and is becoming the
A basic requirement for survival in the corporate market. Small and medium-sized enterprises that adopt
They have strict budgetary controls and invest in optimizing their workflows not only
They survive macroeconomic instabilities, but acquire agility and financial strength.
necessary to lead their segments and expand their operations without limit.
It is concluded that investment in operational governance and process improvement...
Administrative resources represent the investment with the highest statistical return for any productive organization.
The science of administration, when applied with methodological rigor, professional ethics, and a long-term vision.
In the long term, it transforms embryonic ideas into large, asset-producing corporations, generating wealth.
Highly skilled jobs and sustainable socioeconomic development for all.
community.

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