

Marketing plan for the company in the area of information management

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ABSTRACT

The market for service provision in the area of standardization of academic work is still little known, with few companies and people specialized in the area. However, in recent years, with more patients entering higher education and the lack of time to dedicate to this activity, the search for this type of service has increased. In this scenario, it is essential to draw marketing strategies to make the company known and be an option for hiring customers. The study was developed at the company MC Normalizações, a provider of formatting services and in the thermalization of academic work according to ABNT standards. A marketing plan was developed to expand its market share, thus being able to retain new customers. To get to know the customers in the public

position, a questionnaire was carried out to identify the main needs and the financial disposition to finance this type of service. It was possible to diagnose that the company does not have a consolidated marketing department but practices some marketing actions with customers. This marketing plan will serve as a basis for the new actions proposed here to help the company achieve its mission and vision. Given the results presented, it can be concluded that the focus of marketing actions should be focused on dissemination via the Internet because it is where customers most seek this service, and based on quality, which will help in the dissemination before college colleagues and friends.

Keywords: Marketing plan, Academic papers, ABNT, Information management – marketing.

1 INTRODUCTION

With the expansion of markets and increased competition, organizations tend to need to improve and seek alternatives to attract new customers and retain existing ones, because the increasing offer of products and services has made customers have a higher level of demand and this has caused many companies to improve the quality of their products and invest more in marketing to attract new customers.

To meet the demands of the market and remain competitive against the competition, organizations need to work based on strategies that enable a vision of the future and assist in the establishment of goals and objectives capable of achieving current and future expectations of customers.

The clientele survey is a good tool to know the market, the needs of customers, and the points that can be explored to reach a certain audience. In this sense, the objective of this work is to develop a marketing plan for MC Normalizações to attract new customers and retain existing ones through market research to assist in the development of new marketing strategies.

MC – Normalizações, created on August 12, 2007, is a company driven by the desire to offer a standardized quality service in the standardization of academic works and the consulting area. It excels in the quality of what it does because its clients are the great promoters of this work.

The methodology used to achieve the objective was qualitative-quantitative research, intending to give a broader dimension to know the labor market in which MC Normalizações is inserted. Due to the need to know some aspects related to Marketing, the study is also classified as exploratory and descriptive. The data collection instrument was a questionnaire, applied to potential clients through the *Google Docs tool*.

The development of the marketing plan proposed here is intended to assist the organization to follow the new trends of the market in which it is inserted, as well as increase its market share and consequently its sales, retaining new customers. Being prepared for market changes and the advancement of new technologies is critical to its growth and permanence in the market.

The next section has presented the development of the work with marketing concepts and the whole marketing compound that involves a company. Such a discussion serves to give a greater theoretical basis regarding the central discussion; which is to develop new marketing strategies for MC Normalizations.

2 MARKETING AND THE MARKETING COMPOUND (4 Ps)

The exchange relations established by humanity have existed since antiquity and overtime systems of measures were emerging so that the commodities sold could have their commercial value. With the evolution of society and due to the growth of commerce in recent decades, such phenomena have become evident and have come to have a new systematization and denomination that has been gaining space day by day.

This systematization is related to marketing which has been gaining importance as a strategic tool for organizations. This theoretical framework starts from this point, to address the concepts of marketing, as well as the theory related to the main object of this work which is to develop a marketing plan.

To better understand what marketing is, Kotler (2000, p. 27) elucidates that it is "a social and managerial process by which individuals and groups obtain what they need and desire through the creation, offer, and exchange of value products with others."

Czinkota et al. (2003, p. 23) adds:

The concept of marketing comes from the organization to the customer, based on the philosophy that production and sales efforts should be based on understanding and serving the needs of customers. The concept warns that all organizational elements operate in a competitive market, which is becoming increasingly competitive.

In this sense, it is up to companies to find out what the customer wants and adapt their products to their needs, so that the marketing compound is focused on these needs to generate greater benefits for both parties. Small businesses need to keep up with the fierce change in today's market through innovations. Research shows that small businesses do not exceed two years of existence for lack of keeping up with new market trends and the new needs of their customers.

For Dias (2007), the performance of marketing in the organization helps companies to remain in the market, because it helps in the involvement of decision-making, the management of resources, the coordination of processes, evaluating the areas of responsibility of the company, that is, the analysis, planning, implementation, and control of strategies.

From the point of view of the placement of the aforementioned authors, it is understood that any company needs to do marketing because it provides value to the customer aiming at results, thus satisfying their needs and desires. Of paramount importance is the use of these mechanisms present in marketing, because it helps to provide and concert the method of value and informs the high value, so the company can exceed its expectations.

2.1 MARKETING COMPOUND

For the direction of a good marketing strategy and for it to interact with the organization as a whole, it is necessary to know the entire compound, to then achieve the necessary commitment for its success.

The marketing mix (composed of marketing) is a set of various tools aimed at customer satisfaction through which it is intended to develop the product, establish the price, choose the most appropriate distribution channels and communication techniques, to present a product that satisfies the needs of customers and are used by marketers, to obtain the desired responses from their target markets (KOTLER, 2000).

For an organization to exist, it is necessary that the product exists, whether tangible or not. The product is the central axis and together with it the organization presents itself and plans the strategies of the other tools of the compound, which must be directly linked to the product, that is, adjust to it. The product can be defined as a set of attributes both physical, psychological, or of utility as well as symbolic attributes that, on the whole, bring some satisfaction or benefits to its consumer (KEEGAN; GREEN, 2006).

According to Kotler and Armstrong (2023, p. 515) product "is anything that can be offered to a market for attention, acquisition, use or consumption, and that can satisfy a desire or need." In the case of companies providing services the product offered is the service and differs due to its characteristics: perishability, intangibility, inseparability, and variability.

In a broad sense, products and services have the same purpose, that is, they satisfy a desire or need of consumers, generating satisfaction and value. In the case of services is strongly demarcated, of course, the intangible component. Thus, services are experiences that generate value, and their tangible components may be greater or smaller (ASSIS, 2001).

Another element of the marketing compound is the price, which is understood to be directly related to the estimate of the value of the consumer after the purchase, considering the benefits that the product has provided him. It is necessary to take into account the prices of competitors and other external and internal factors to find the best price for the products or services offered.

For Churchill Jr. and Peter (2012, p. 314) "Price is the amount of money, goods or services that must be given to acquiring the ownership or use of a product". The price also has the function of informing the market about the desired value positioning by the company for its product or brand. If well worked a product adds more value and with this can be marketed for a higher price and obtain a higher profit

To ensure customer satisfaction, it is necessary to get the cost-benefit or price/quality ratio right. The customer wants to be satisfied with what was served to him and find fair the total that was charged. When paying the bill, you should feel that it was worth the choice and received more value than you could get from competitors. With this, he returned to consuming the contracted product or service (MARICATO, 2005).

For a product to have good sales it is also necessary that the consumer can view this merchandise, that is, that the product is accessible and available to the target audience. Being that the environment and the location in which this product is offered are preponderant factors for the choice of the consumer.

For Kotler (2000, p. 37), "the square is formed by the environment of operation, distribution channels, and target customers that the organization intends to serve". In consonance, Westwood (2007) describes that the "square" and "promotion" are about reaching your potential customers in the first place, and the "product" and "price" allow you to satisfy their needs.

With good marketing, it is possible to reach customers from various locations without depending only on the point of sale where it is located. Especially in the provision of services, the internet has broken boundaries and companies are managing to reach further and further, offering their services and gaining new customers.

The last element is promotion, which, for Kotler and Armstrong (2023, p. 315), "promotion can be understood as marketing communication, composed of four main tools that are advertising, personal selling, sales promotion, and public relations."

For Churchill Jr. and Peter (2012, p. 166), the promotion strategy can influence consumers at all stages of the buying process, where "their messages can remind consumers that they have a problem, that the product can solve the problem, and that it delivers greater value than competing products."

3 MARQUETINK PLAN FOR MC NORMALIZATIONS

The marketing plan presented contemplates the formalization of the action, that is, it is a manual of implementation, evaluation, and control of indicators for the company, which must be thoroughly linked to the strategic objectives of the same.

3.1 MARKET ANALYSIS

Market analysis should be one of the first attitudes of entrepreneurs to open or expand a new business, as it provides essential data to assist the investor in decision-making. In this scenario, the number of enrollments in higher education grew by 43.7% in ten years, according to data from the 2019 Higher

Education Census. Of this total, 75.8% of enrollments in undergraduate courses are in private higher education institutions, equivalent to 6,523,678 students, and 24.2% in the public network, 2,080,146 students (CAETANO, 20 20).

With the entry of more people in universities the demand for the service of formatting and standardization also increases, however, professionals specialized in librarianship, who can provide this type of work, do not grow in the same proportion.

The positioning of MC Normalizações is done by differentiation since the company intends to stand out among its competitors. The highlight is mainly in the delivery time and reliability in information security, adding value to the services provided.

It is essential to seek the best strategic position in the environment in which the company is inserted because it will lead to all marketing planning. The positioning is related to the perception that the customers have of their production and, therefore, the challenge is in how to position the product so that the customer observes it as the solution to problems, the fulfillment of needs, and the achievement of their objectives.

For actions to be taken to leverage new customers and retain existing ones, it is necessary to know the market, the needs of customers, and the best way to meet their expectations. In this sense, research was carried out to know these premises, to enable proposals for action.

The research with potential clients was developed with 102 people of varying degrees of instruction, but mostly at the undergraduate and graduate levels. The choice of those surveyed is randomly in the four main municipalities that make up the greater Florianópolis (Florianópolis, São José, Palhoça, and Biguaçu).

The survey showed that 61% of respondents are female. The data also represent the Brazilian reality that most academics are female, especially among young people.

The age profile of most respondents (50.49%) is between 31 and 50 years, followed by the range of 21 to 30 (42.41%). With this data, it is possible to better know the maturity of the client and to focus on actions aimed at this audience. Zuini (2011) emphasizes that to attract the consumption of young audiences it is necessary to accept diversity and recognize the plurality of today's young people, who can have several focuses without this having a paralyzing effect, but rather transformative. Saraiva (2012, p. 1) complements stating that "to conquer the young is fundamental in a company that remains years in the market because after he grows, will take his children and family to attend that establishment as well".

Of the total respondents, 83.8% are aware of the ABNT standards that standardize the format and standardization of academic papers, but, on the other hand, 67.66% of them say they do not have time to perform this activity. This last data shows that a company that provides this type of service, will have a market. Because, if people recognize that they do not have technical knowledge, at some point they will seek specialized professionals who offer necessary support in the provision of this service. Las Casas (2011) recommends that the application of marketing requires that products be sold to those who need them. In this case, we have a great need for consumption that represents a very favorable potential in the creation of MC Normalizações.

Most people would be willing to pay a professional who normalizes their term paper. With 70% of people willing to pay for this work, the company only needs to give the payment conditions and a fair price, which will have many jobs to capture. With the 30%, you can make awareness campaigns that arouse your interest and that make the work financially viable. Graph 1 shows that the majority of respondents would be willing to pay the minimum that was stipulated in the survey.

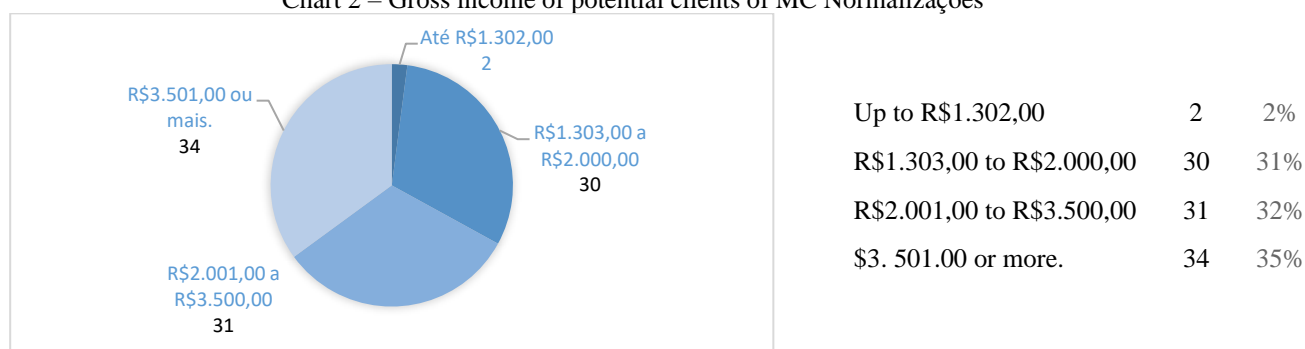
Chart 1 – Availability of amount to pay for formatting and standardization according to ABNT standards by potential customers of MC Normalizações



Source: Primary data (2023).

Many are also unaware of the complexity of the work and that there are specialized professionals who develop this service. However, with this research, it is possible to develop works for this audience that is willing to pay as little as possible or also develop advertising actions to reach an audience that is willing to invest more in the quality of their work. In this sense, Las Casas (2011) advises that it is necessary to be very careful not to sell products and services to those who cannot afford to pay, in this way, it is necessary to know as much as possible about the profile of the customers, to be able to stipulate the value of the service that will be offered. With such care, one can avoid the annoyance of charges on the part of the seller and dissatisfaction for not being able to fulfill the commitment on the part of the customer.

Chart 2 – Gross income of potential clients of MC Normalizações



Source: Primary data (2023).

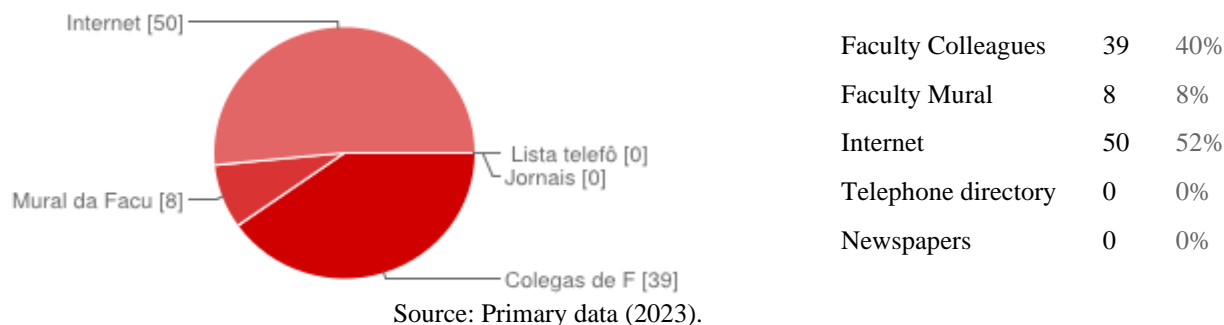
The result showed a balance between the income of the people surveyed, with 33% earning up to R\$2,000; 32% from R\$2,001 to R\$3,500 reais, and the remainder above R\$3,501 reais. It is considered a good purchasing potential, and they would be fully able to pay for a good quality service. With this result it is possible to realize that although people are willing to pay as little as possible, they have a reasonably

high income, with this, it is possible to have actions showing the importance of this type of service, as well as its complexity and the requirement to have qualified professionals involved in the provision of this type of service, so possibly people would be willing to pay a larger amount to have their work recognized for excellence.

The results express that 91% of respondents do not know any company that works with ABNT standards. This demonstrates great potential for the creation of MC Normalizações, as it can reach an audience that until now does not know companies providing this type of service. This response justifies the creation of this marketing plan, with the proposal of concrete actions that can give greater visibility to the studied company, to make it known in the field of provision of services related to ABNT. Santana (2001), clarifies that one of the ways to make the company known is by consolidating its brand because it is a great asset of the company, whose personality gains strength over time, by the performance, philosophy, and business policy.

The author Sueli do Amaral (2011, p. 85) emphasizes that to make a company known in the area of information science it is essential to work on information marketing "to evidence the benefits of the conceptual appropriation of marketing in this area of knowledge and to give visibility to the role played by information units and professionals as social agents capable of contributing to the development of society."

Graph 3 – Place where potential clients of MC Normalizações would look for a company of standardization of academic works

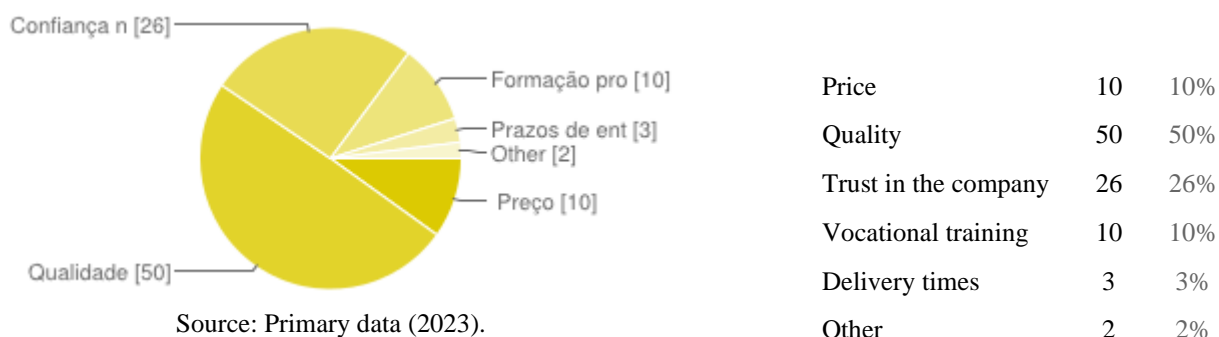


In graph 3, it is noticed that, in the search for a company providing ABNT services, 50% of the respondents would do it through the internet and 40% would seek a referral from college colleagues. This question was directed to the company to identify where it should focus its marketing actions and direct its investment. It can be seen that, although the indication of colleagues is fundamental, it is necessary to develop good work of dissemination on the internet, so that the company is known and can generate more indications from fellow students.

With the advancement of the internet, consumers began to purchase their products in their own homes, as Dias (2016, p. 1) explains, claiming that "the internet has significantly changed the way people acquire a product or service because the rule is no longer how to find their customers, but how to be found by them in a non-invasive and credible way." As MC normalizações does not need the physical presence

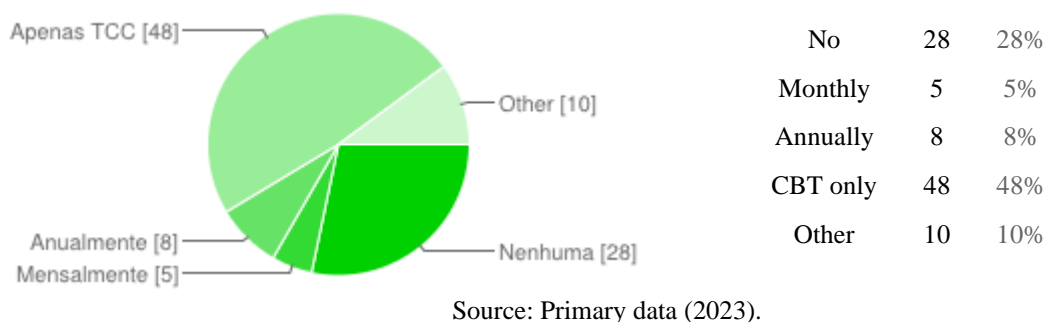
of the client to perform the service, the internet becomes the main asset of dissemination to attract customers, as it makes it possible to serve customers from all over Brazil and abroad.

Chart 4 – What is most important for the potential clients of MC Normalizações in the search for a company that would do the formatting of academic papers



Graph 4 shows that quality is the most important part of the search for ABNT's services, followed by trust in the company. This result establishes the competencies that the company must develop in the course of its work to seek more customers and ensure their satisfaction. The quality in the provision of a service must start with good qualifications of the professionals because quality management is a crucial factor for the success of any enterprise. Longenecker *et al.* (2015) assess that quality should be used as a competitive tool and that the company's effort should start with a focus on the customer who buys the organization's products or services. Without this, the search for quality degenerates easily.

Chart 5 – Frequency with which potential customers of MC Normalizações use or intend to use formatting and standardization services



Graph 5 shows that most people intend to use the services only in their CBT. However, with the increase in people entering colleges, the number of potential clients tends to grow as well. In consonance, even if this client does not need the services again, he can indicate the company to his colleagues, as seen in graph 3, where 40% seek referrals from colleagues. For this, it is essential to quality service and service so that this customer can bring many others.

Given this research, it is possible to understand the potential customers that the company works with and thus outline marketing strategies to enhance MC Normalizações, making it known in the labor market, attracting new customers, and obtaining greater profitability.

Table 1 presents which are the direct competitors that MC Normalizações has, highlighting the threats they represent and also the opportunities that must be explored. The data presented were searched on Google and also obtained from direct contact with competitors.

Table 1 – Analysis of competitors

Name	Opportunity	Menace
Idiomat! vo	Opportunity to make partnerships.	Offer the same job at a lower price.
Efficient Normalization	Opportunity to make partnerships; It offers the service of grammar review, but it is not done by a specialized professional in the area.	It has a formalized structure that makes it possible to pick up larger jobs. It also corrects the Portuguese, which makes it possible to charge less for both services.
ABNT Efficient Standardization	It has only a fixed price per page, which makes a better negotiation impossible.	He has a master's degree in the area and a lot of experience.
Juliana Normalization	Opportunity to make partnerships.	Have a greater relationship with teachers, which allows you greater indications.
TCC Correction and Normalization of Academic Works	He has little time in the market and little experience.	It has exclusive dedication.
Everaldo Formatting and standardization of academic papers	It has little time in the market and little time for dedication; It offers a grammar review service, but it is not done by a specialized professional in the area; Opportunity to make partnerships.	Because it is linked to a large teaching company group, the clients of the group may prefer its services for ease of contact.
Normalization	Possibility of exchanging information.	Because it is located in another state, customers of the same may prefer its services for greater ease of contact.
Standardization of Academic Works	Possibility of exchanging information.	Because it is located in another state, customers of the same may prefer its services for greater ease of contact.

Source: author (2023).

With an efficient analysis of competitors, it is possible to glimpse gaps that exist in the provision of services of other companies and direct the product to this niche market, or even build partnerships that are viable for both. Given the above in table 1, most competitors can become broad partners, with the exchange of market information and also outsourced help in peak periods. Through the threat framework, it is possible to better study the structure of other companies and envision an even better one, which effectively meets customer expectations for MC Normalizações.

Finally, table 2 describes the suppliers that MC Normalizações needs to maintain, as well as the strategic differential that they offer.

Table 2 – Supplier analysis

Name	Product Service	Policy/relationship
Celesc	Light	Not
Net	Internet	Not
Samantha	Translation	It doesn't.
Nivaldo (disambiguation)	Translation	It offers a lower price than the market and a shorter term.
L	Spelling Correction	It offers a lower price than the market and a shorter term.
Matheus (disambiguation)	Spelling Correction	It offers a lower price than the market and a shorter term.
Eder (disambiguation)	Spelling Correction	It offers a lower price than the market and a shorter term.

Source: author (2023).

Having good suppliers is essential for the success of the business because they are the ones who support the inputs necessary to complete the services provided by the company. As can be seen in table 2, the vast majority of suppliers are individuals, which facilitates proximity to be able to negotiate the price and delivery times of inputs.

Knowing which competitors and their suppliers are is something that must be constantly reevaluated to be able to position themselves in the market and be prepared for any changes that may occur.

3.2 MARKETING STRATEGY

By gathering information from potential customers, competitors, and suppliers it is possible to identify their main needs and the best points that can be explored to boost consumer interest. This contributes to the development of marketing strategies for the company to differentiate itself in the market. Initially, it is necessary to clearly define what will be the product offered, the price that will be charged, the distribution channels previously established, and the form of promotion. With these preambles, the proposals that must be implemented so that the company can succeed and achieve its objectives are elaborated.

The company MC - Normalizações operates in the service sector, offering personalized service in the formatting and standardization of academic papers, providing services of preparation of slides for data shows, PDF recording and typing of Theses, Dissertations, Monographs, Internship Reports, Projects, and Academic Works. It operates physically in the greater Florianópolis, however, because it is a service that can be provided at a distance, nothing prevents the service of customers from the most diverse locations.

The product offered is aimed at the population of all social classes, considering that, regardless of purchasing power, it must follow a standard of ABNT norms to prepare academic papers.

The price for the translation and proofreading services will be fixed as it is a third-party service. The value of the grammar correction will be \$ 5 reais per page and the value of the translation will be \$ 0.50 cents per translated word. The value for formatting and normalization will not be fixed, as it depends on a more robust analysis of how the formatting of the work is and the number of pages. The price will be based on the quality of the services provided and also on the qualified service, always developed by

professional experts in the field, whether they are librarians, translators, and people with training in letters. Payments will be made in cash or within 30 days. The payment terms will be cash, check, or bank deposit.

The company has its facilities in the municipality of Florianópolis, at Rua Prefeito Gasparino Dudra, n. 432, room 01, in the Jardim Atlântico neighborhood. The neighborhood is close to the center, considering that the city is in constant development, the location contributes to the viability of commerce, being also close to the BR282 and the industrial centers of the region. Although the company has a fixed point, the main service is done online, via email or WhatsApp due to the varied location of customers.

Advertising will be done through a business card, e-mail, and dissemination on websites, folders and posters in Colleges and Universities.

3.2.1 Proposals for strategic marketing actions for CM Normalizations

After performing an analysis of some points of the company and its potential customers, it is possible to indicate some actions to implement the proposed marketing plan.

a) Action 1: Update and improvement of the company's website

The company's website (www.mcnormalizacoes.com.br) has been live since 2008 and has a logo, history, services provided, and contact, as seen in figure 1 below. However, it is not used as a mechanism for continuous disclosure, serving only to search for contact and identification of the services that the company provides, not being constantly updated.



Figure 1 - Company Website

Source: own authorship (2023).

The site should be updated every month, or as soon as a new need arises; it must also contain the forms of payment and the hours of operation of the company. For the website to serve as a business card of the company, it must be more complete and have a modern designer, encompassing information that many customers demand and seek as the mission, vision, and values of the company. Thus, in the next action, it

is recommended to create these mechanisms so that the client has a broader knowledge of the company he is hiring.

b) Action 2: Create the mission, vision, and values of the company.

Mission: To promote digital solutions for academic work through personalized consulting and with specialized professionals who meet the expectations of our clients.

Vision: To be remembered as a differentiated company of quality for digital solutions and standardization of academic works in the greater Florianópolis.

Values:

- Flexibility and appreciation of the human being;
- Responsibility, ethics, and trust;
- Innovation and pursuit of excellence;
- Social and environmental responsibility.

c) Action 3: Create a database.

Create a database with customer information that includes birthday, email, and telephone contact, so it is possible to make advertising campaigns by direct mail in email and WhatsApp and also sends congratulations on commemorative dates, as well as offer promotions, discounts, a differentiated form of payment. These procedures help to publicize the company and also to retain customers.

d) Action 4: Publicize the company via posters and folders.

Every two months a person from the company's staff must go to the universities and put up posters with information about the company's services and contact. In this same opportunity, you can distribute folders to academics. This type of media reaches the target audience and also with very small financial expenses, which enables its execution from the perspective of return.

e) Action 5: Disclose the company via the website

According to the clientele survey, 52% of people would seek information from companies that provide ABNT services on the internet, given this data, it is essential to disclose the company on free sites such as OLX and Vivads. In addition, it is recommended to advertise on the paid site Guia Floripa, because it is a site of great demand in the region.

f) Action 6: Develop promotions

Create promotions in periods of low demand to attract new customers. You can give 20% discounts on services provided between March to June, September, and October. You can also offer the same discount to those who are already a customer or refer a friend, encouraging the disclosure of the company to friends.

g) Action 7: Create a database of outsourced workers

Create a database with fixed partners and possible companies and people able to do outsourced translation services, Portuguese and ABNT itself, if the company does not pretend to meet the demand. Thus, in case of an emergency, the company could easily contact its partners.

h) Action 8: Improvement in the quality of care and the service provided

The service improvement is linked to the identification of customer satisfaction and desires because a customer dissatisfied with the service can resort to the competition. So that this fact does not occur, the company needs to offer training to the team to motivate them to seek improvements in the company, monitoring the level of customer satisfaction. This training should extend to its partners so that the quality is maintained even in the outsourcing of some services.

4 FINAL CONSIDERATIONS

Customer loyalty has acquired increasing relevance within organizations because in addition to the customer returning to consume the products and services, it also attracts new customers from its relationship network, making a continuous growth to the company. The actions described here in the marketing plan, although not yet in operation, intending to reach a considerable number of new customers, because even with the application of some simple ideas, they will already enable greater visibility of the company, which directly reaches the potential public.

Faced with this volatile labor market and with great possibilities, it is necessary that the has ease of adapting to market trends, while, always following its Mission. That is, to follow the mission, is even to take steps that are conscious and launched.

After conducting the research with the clientele and completing the marketing plan, one realizes, even more, its importance and its benefits for any company. Through marketing and market study, the entrepreneur can draw profiles of favorable action plans with the moment of the business, interconnecting relationship marketing with web marketing to add value to the products and services offered, making them better known to the target audience.

The diagnosis made through the research was fundamental so that the company could outline the strategic marketing actions and thus aim for greater growth, safely and responsibly, knowing where it wants to get and how it should do it.

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