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## Anexo - Roteiro de entrevista

Data: \_\_\_\_/\_\_\_\_/\_\_\_\_

Entrevistador: \_\_\_\_\_

Empresa: \_\_\_\_\_

Endereço: \_\_\_\_\_

Telefone: \_\_\_\_\_ Fax: \_\_\_\_\_

e-mail: \_\_\_\_\_

Respondente: \_\_\_\_\_

Cargo: \_\_\_\_\_

1. Conte-nos sobre a história da sua empresa / do seu negócio e do seu processo de internacionalização.

Tell us about the history of your company / your business and its process of internationalization

2. Qual o Ramo de atividade e tipo de produto / serviço?

What is the branch of activity and type of product / service?

3. Qual o perfil dos seus clientes-alvo (ex: pessoas vs. empresas) e onde eles estariam localizados?

What is the profile of your target customers (eg people and companies) and where would they be located?

4. Qual o ano de fundação/constituição da empresa?

What year of foundation / incorporation of the company?

5. Qual o ano em que o projeto do negócio foi concebido?

What is the year that the business project was conceived?

6. Qual o número de funcionários no exterior ou no país de “origem” trabalhando nas operações internacionais? Quantos funcionários trabalham no país de “origem”?

How many employees abroad or at the country of "origin" but working in international operations? And how many employees working in the country of "origin"?

7. Quais as receitas no exterior vs. no país de “origem”? E as derivadas de produção no exterior vs. derivadas de exportação a partir do país de “origem”?

What revenues abroad vs. in the country of "origin"? And revenues from offshore production vs. export from the country of "origin"?

8. Qual o primeiro país em que sua empresa atuou (não necessariamente com venda) no exterior? Quando começou neste país?

What is the first country in which your company has acted (not necessarily sales) abroad? When started in this country?

9. Qual a sequência de países para onde a empresa se internacionalizou? Em que ano?

The sequence of countries where the company went international? What year?

10. Quais as motivações que o levaram a atuar no exterior? Quais as motivações para escolher aquele país como o primeiro? Igualmente, para a sequência de expansão adotada (oportunismo / intenção deliberada ou planejada)?

What are the motivations that led him to work abroad? What are the motivations for choosing this country as the first? Also, for the sequence of expansion adopted (opportunism / deliberate intention or planned)?

11. Você já conhecia esses países? Qual era a sua percepção (grau de similaridade em relação ao seu país de origem) sobre tais países?

You knew these countries? What was your perception (degree of similarity to their country of origin) to these countries?

12. Quais as atividades (ex: produção, vendas, marketing, P&D, compras, recrutamento de pessoas, manutenção/assistência e outros serviços pós-venda etc.) que sua empresa realiza em cada país? Por que nestes países?

What activities (eg production, sales, marketing, R & D, purchasing, recruiting people, maintenance / support and other after-sales service etc..) Which your company in each country? Why these countries?

13. Qual a estratégia inicial para atingir esses clientes (posicionamento, políticas de marketing)?

What is the initial strategy to reach those customers (positioning, marketing policies)?

14. No início da internacionalização, sua empresa possuía ou desenvolveu alguma parceria com outras (no país de "origem" ou no exterior)?

At the beginning of the internationalization, or his company had developed an alliance with any other (in the country of "origin" or abroad)?

15. Em cada país, qual a sua forma de atuação (ex: via exportação vs. com produção local (propriedade 100% própria vs. compartilhada; greenfield vs. aquisição)?

In each country, what form of action (eg via export vs. With local production (owned 100% vs. own. Shared; greenfield vs. Acquisitions)?

16. Quais os países de nascimento e de moradia dos sócios-fundadores, dos gerentes e dos distribuidores da empresa?

Which countries of birth and home of the founding members, managers and distributors of the company?

17. Conte-nos sobre a sua própria história (pessoal, profissional e acadêmica).

Tell us about your own history (personal, professional and academic).

18. Em que você (e cada um dos outros sócios-fundadores) se formou?

What you (and each of the other founding members) formed?

19. Onde (em quais países) você estudou?

Where (in which countries) did you study?

20. Onde você já morou?

Where did you leave?

21. Onde (países, empresas) você trabalhou?

Where (countries, companies) did you work?

22. Quais cargos você já ocupou?

What positions have you held?

23. Quais línguas estrangeiras você domina e por que estas línguas e não outras?

What you have mastered foreign languages and these languages and not others?

24. Quantas viagens ao exterior (por razões pessoais ou profissionais) você fez?

How many trips abroad (for personal or professional reasons) did you do?

25. Possuía relacionamentos no exterior (pessoais ou profissionais), quando iniciou a empresa?

Do you had relationships abroad (personal or professional), when the company started?

26. Quais os fatores que você julga foram essenciais para o sucesso do seu negócio nos mercados internacionais: Condições / Circunstâncias do ambiente externo (Ex: internet, globalização, etc); Estratégia de negócio (Ex: direcionada para mercados de nicho); Características pessoais do empreendedor (Ex: orientação internacional, tolerante ao risco), relacionamentos ou parcerias?

What factors you think were essential to the success of your business in international markets: Terms / Conditions of the external environment (eg Internet, globalization, etc.) Business strategy (eg targeted for niche markets), the entrepreneur's personal characteristics (eg internationally oriented, risk-tolerant), relationships or partnerships?

27. Quais fatores teriam dificultado a sua expansão para o exterior? Como você superou tais dificuldades?

What factors have hindered its expansion abroad? How did you overcome these difficulties?