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9 – ANEXOS

9.1 Estatísticas Descritivas da Base de Dados Original

Descriptive Statistics

	N	Mean	Std.	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
PRECOMED	50	10,1579	3,4295	11,762	,845	,337	,532	,662
FOCO	50	,56434	,19073	3,638E-02	,573	,337	-,345	,662
TAMANHO	50	18,83704	,84744	,718	-,091	,337	-,622	,662
Receituário	50	,01647	,01590	2,527E-04	1,357	,337	1,076	,662
NVPROD1	50	,01601	,02389	5,709E-04	3,312	,337	13,382	,662
NVPROD5	50	,15325	,17097	2,923E-02	2,860	,337	11,079	,662
OTC	50	,11722	,25484	6,495E-02	2,726	,337	6,585	,662
ETICO	50	,88216	,25490	6,497E-02	-2,710	,337	6,532	,662
ParticGen	50	,03634	,11153	1,244E-02	3,624	,337	13,725	,662
SHAREGEN	50	,01962	,06435	4,141E-03	3,647	,337	12,556	,662
VENDUNI	50	2.3E+07	1.9E+07	3.7E+14	1,539	,337	2,507	,662
Faturamento	50	2.1E+08	1.8E+08	3.1E+16	1,401	,337	1,540	,662
SHAREUNI	50	1,7982	1,5184	2,306	1,538	,337	2,505	,662
SHAREVAL	50	1,8429	1,5218	2,316	1,399	,337	1,519	,662
SharePond	50	1,4042	1,2502	1,563	1,345	,337	1,271	,662
CrescPond	50	,02517	,16755	2,807E-02	1,943	,337	4,925	,662
CRESCVAL	50	,04523	,16042	2,574E-02	2,326	,337	8,371	,662
Valid N (listwise)	50							

9.2 Análise de Normalidade das Variáveis Analisadas

9.2.1 Tabela com Estatísticas

Tests of Normality

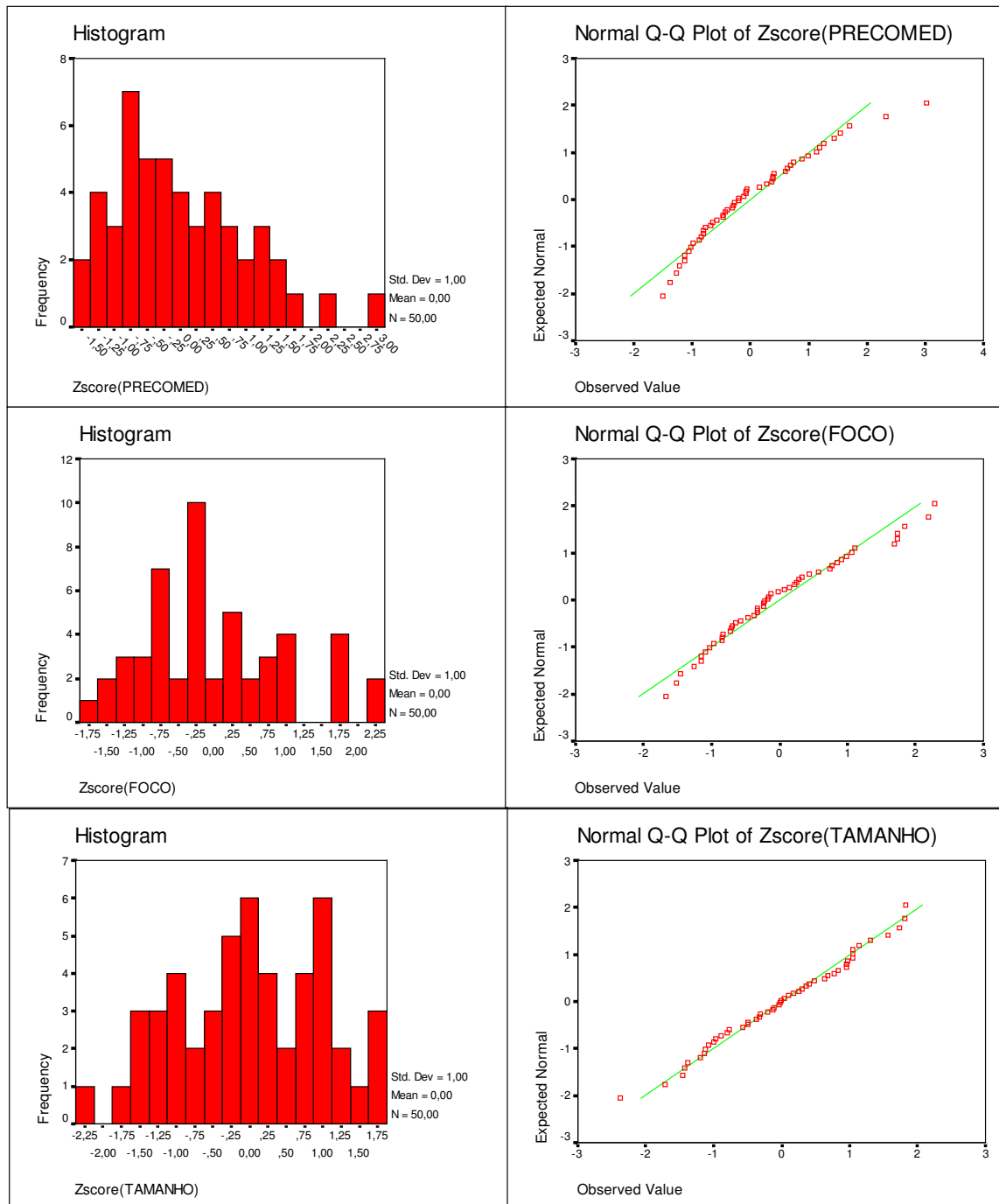
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Zscore(PRECOMED)	,127	50	,043	,944	50	,038
Zscore(FOCO)	,114	50	,099	,949	50	,061
Zscore(TAMANHO)	,071	50	,200*	,975	50	,528
Zscore: Receituário	,170	50	,001	,832	50	,010**
Zscore(NVPROD1)	,251	50	,000	,642	50	,010**
Zscore(NVPROD5)	,197	50	,000	,730	50	,010**
Zscore(OTC)	,324	50	,000	,515	50	,010**
Zscore(ETICO)	,321	50	,000	,519	50	,010**
Zscore: ParticGen	,441	50	,000	,389	50	,010**
Zscore(SHAREGEN)	,445	50	,000	,351	50	,010**
Zscore(VENDUNI)	,158	50	,003	,850	50	,010**
Zscore: Faturamento	,167	50	,001	,835	50	,010**
Zscore(SHAREUNI)	,158	50	,003	,850	50	,010**
Zscore(SHAREVAL)	,163	50	,002	,835	50	,010**
Zscore: SharePond	,194	50	,000	,837	50	,010**
Zscore: CrescPond	,223	50	,000	,826	50	,010**
Zscore(CRESCVAL)	,172	50	,001	,816	50	,010**

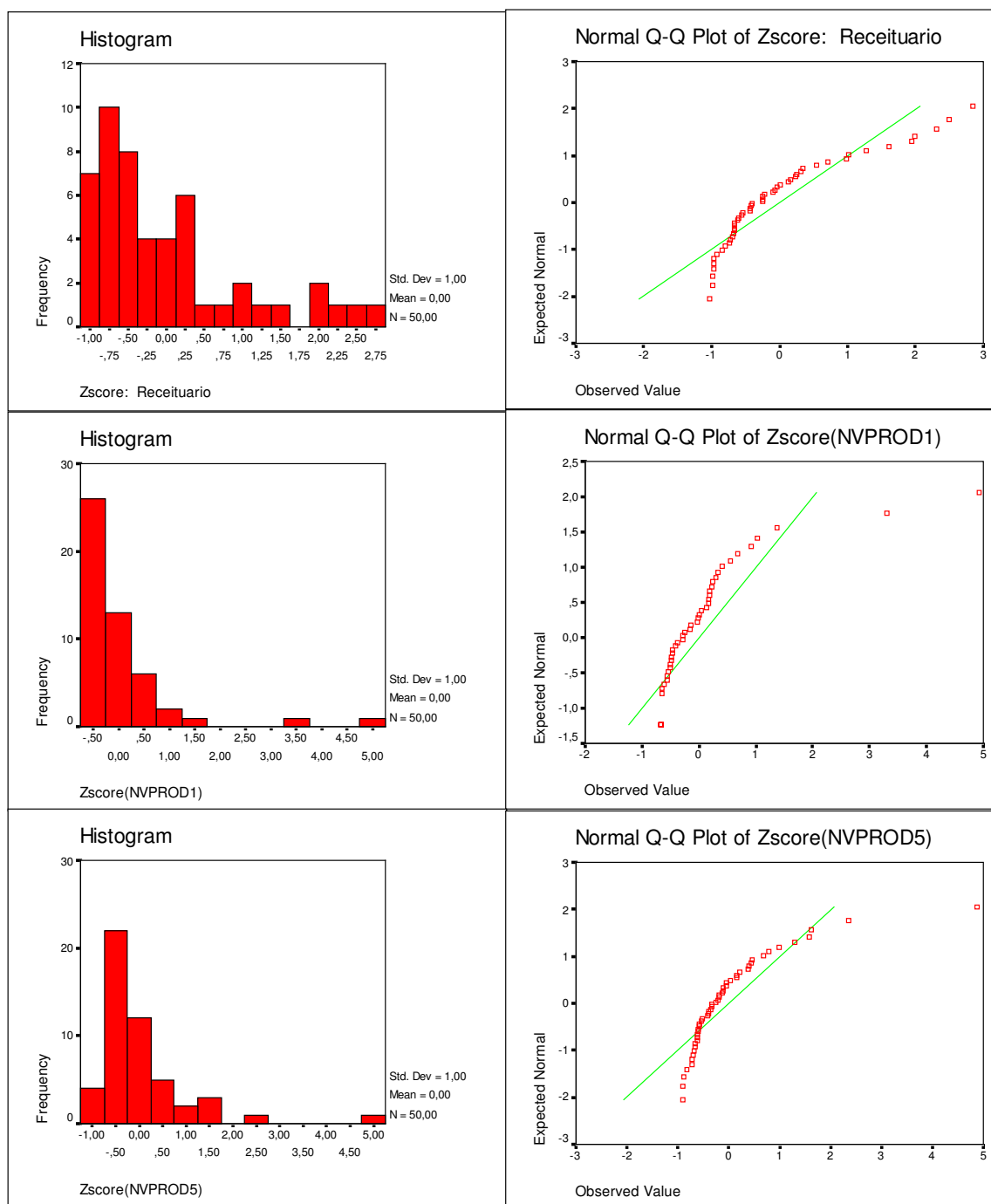
*. This is a lower bound of the true significance.

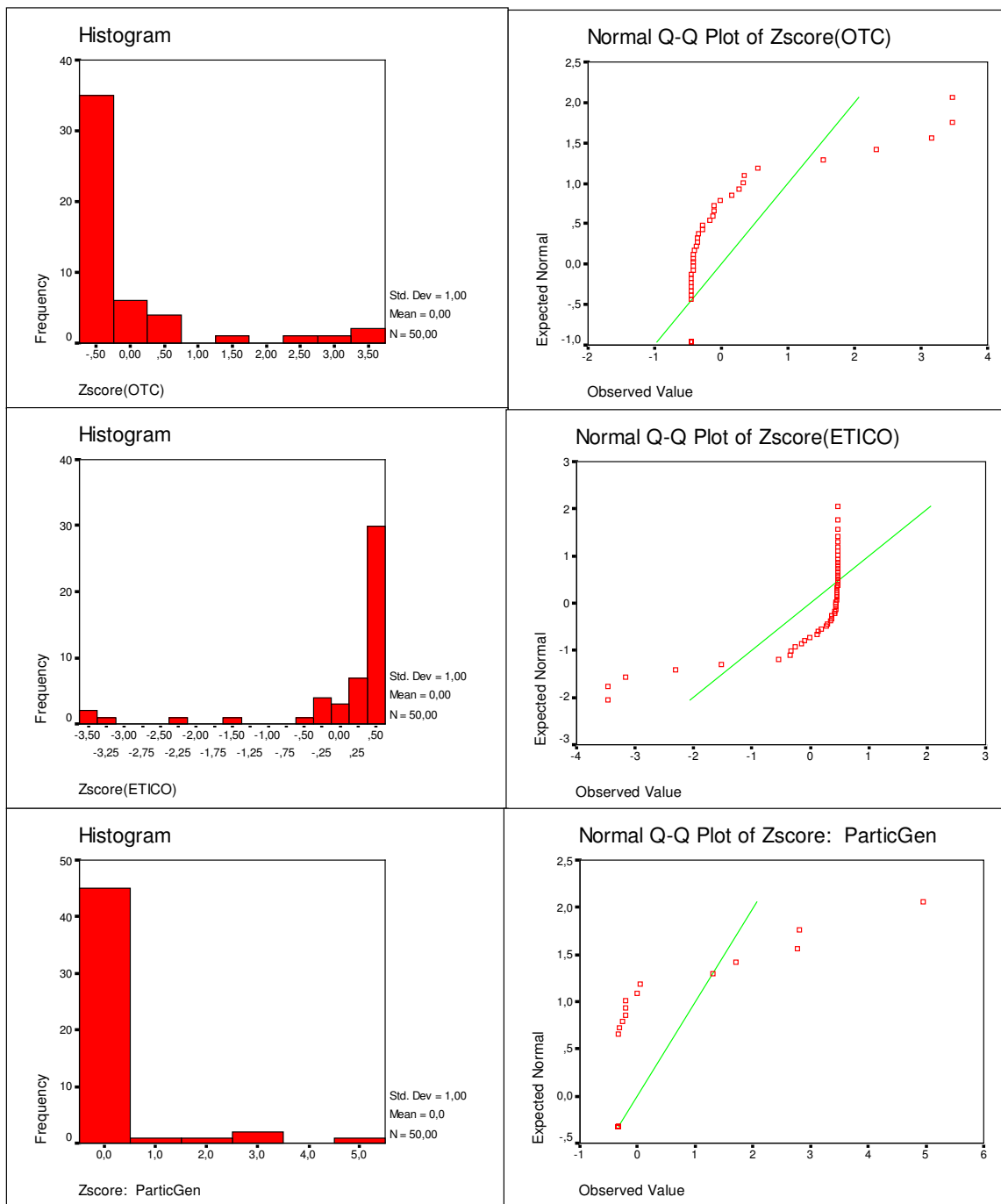
**. This is an upper bound of the true significance.

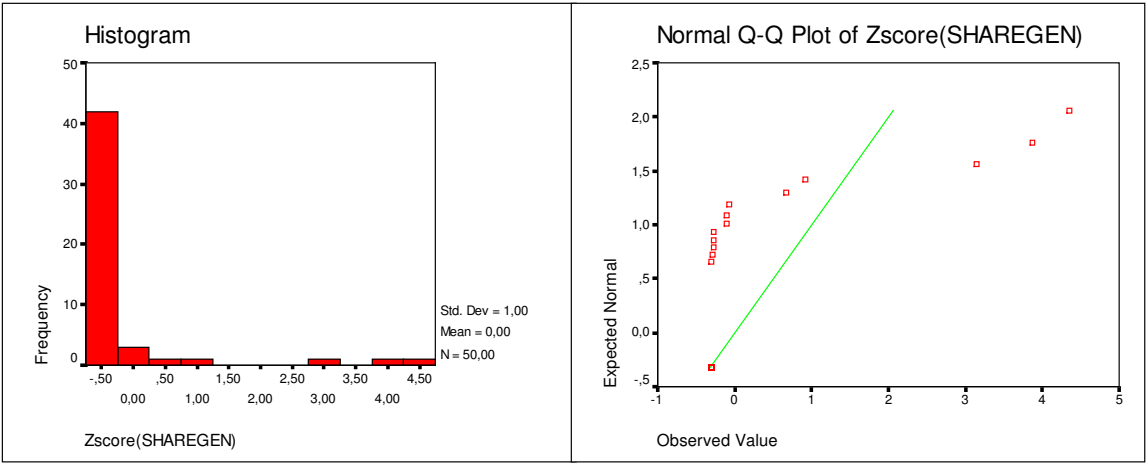
a. Lilliefors Significance Correction

9.2.2 Histogramas e Gráficos – Variáveis Estratégicas

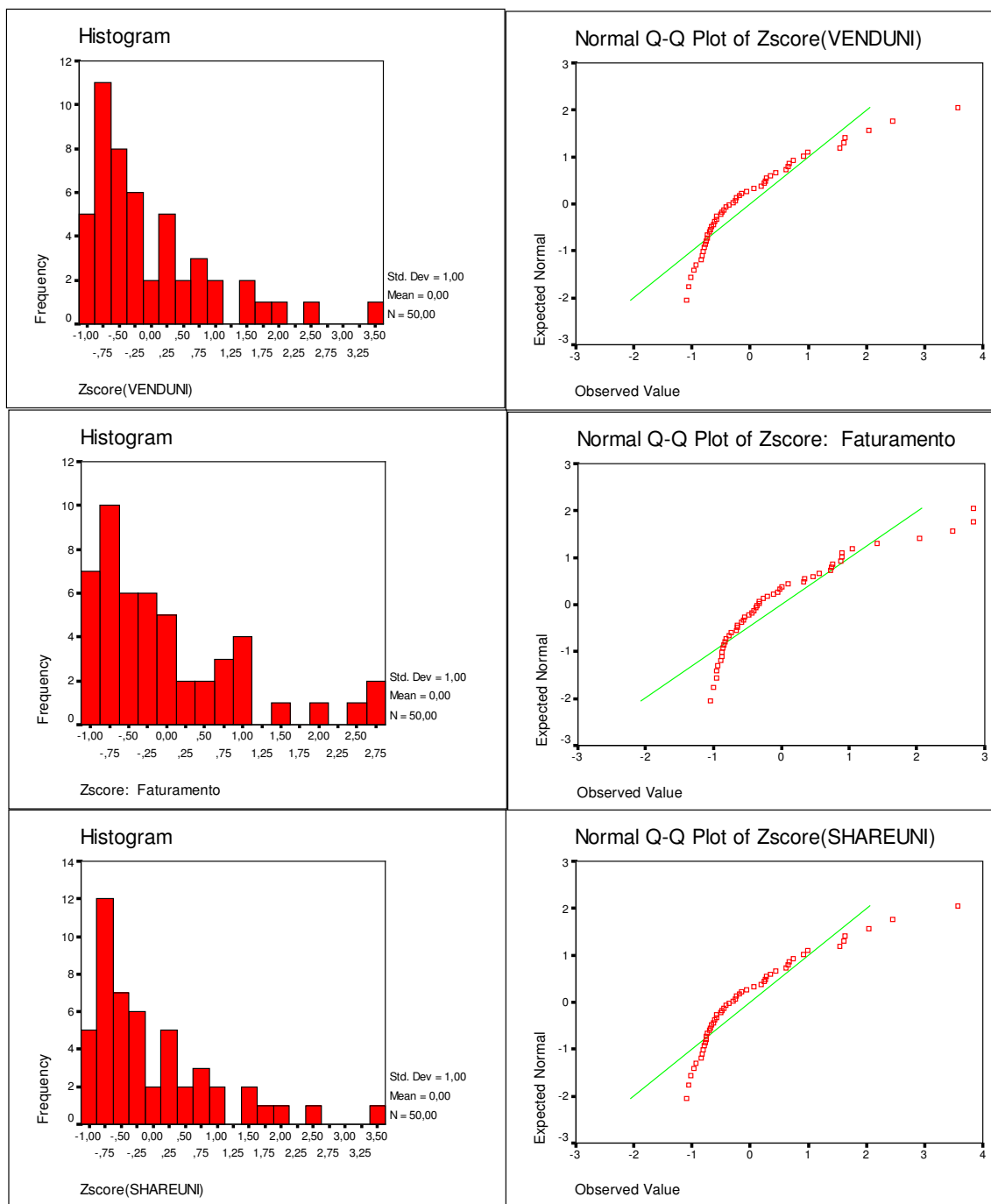


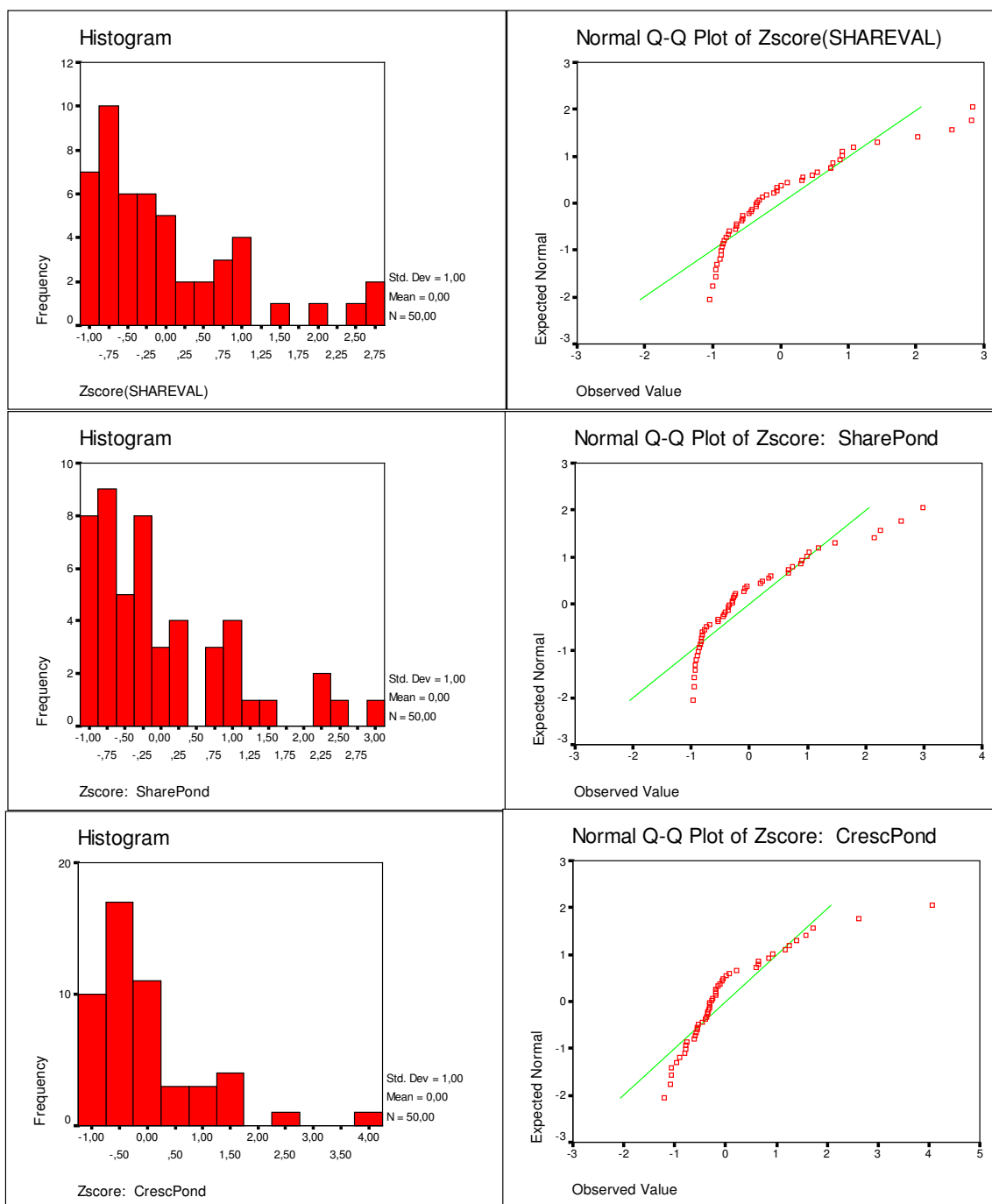


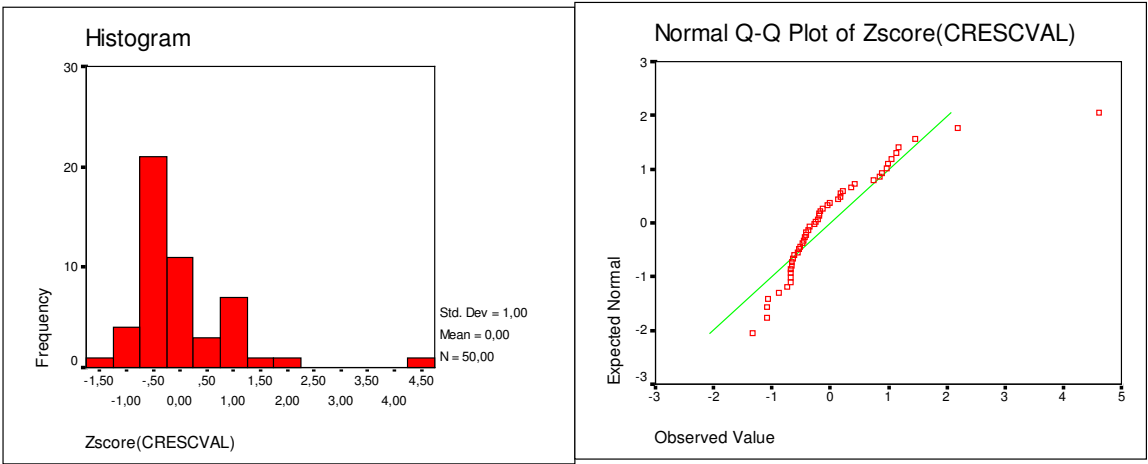




9.2.3 Histogramas e Gráficos – Variáveis de Desempenho







9.3 Análise de Correlações

9.3.1 Variáveis Estratégicas

Correlations

		Zscore(PR ECOMED)	Zscore(F OCO)	Zscore(T AMANHO)	Zscore: Receituário	Zscore(N VPROD1)	Zscore(N VPROD5)	Zscore(OTC)	Zscore(E TICO)	Zscore: ParticGen	Zscore(SH AREGEN)
Zscore(PRECOMED)	Pearson Correlation	1,000	,170	-,095	-,110	,371**	,425**	-,334*	,337*	,275	,058
	Sig. (2-tailed)	,	,238	,512	,448	,008	,002	,018	,017	,053	,691
	Sum of Squares and Cross-products	49,000	8,332	-4,653	-5,377	18,167	20,836	-16,358	16,523	13,467	2,821
	Covariance	1,000	,170	-,095	-,110	,371	,425	-,334	,337	,275	5,757E-02
	N	50	50	50	50	50	50	50	50	50	50
Zscore(FOCO)	Pearson Correlation	,170	1,000	-,275	-,361*	,211	,079	,030	-,027	,152	-,038
	Sig. (2-tailed)	,238	,	,054	,010	,142	,586	,838	,853	,293	,796
	Sum of Squares and Cross-products	8,332	49,000	-13,459	-17,679	10,317	3,862	1,450	-1,314	7,437	-1,842
	Covariance	,170	1,000	-,275	-,361	,211	7,881E-02	2,958E-02	-,027	,152	-3,758E-02
	N	50	50	50	50	50	50	50	50	50	50
Zscore(TAMANHO)	Pearson Correlation	-,095	-,275	1,000	,801**	-,253	-,378**	-,094	,096	-,221	,033
	Sig. (2-tailed)	,512	,054	,	,000	,076	,007	,517	,507	,122	,821
	Sum of Squares and Cross-products	-4,653	-13,459	49,000	39,227	-12,405	-18,530	-4,601	4,702	-10,843	1,605
	Covariance	-9,495E-02	-,275	1,000	,801	-,253	-,378	-9,391E-02	9,596E-02	-,221	3,275E-02
	N	50	50	50	50	50	50	50	50	50	50
Zscore: Receituário	Pearson Correlation	-,110	-,361*	,801**	1,000	-,199	-,242	-,269	,270	-,181	-,099
	Sig. (2-tailed)	,448	,010	,000	,	,166	,091	,058	,058	,209	,494
	Sum of Squares and Cross-products	-5,377	-17,679	39,227	49,000	-9,756	-11,846	-13,202	13,240	-8,852	-4,856
	Covariance	-,110	-,361	,801	1,000	-,199	-,242	-,269	,270	-,181	-9,909E-02
	N	50	50	50	50	50	50	50	50	50	50
Zscore(NVPROD1)	Pearson Correlation	,371**	,211	-,253	-,199	1,000	,163	-,095	,094	,117	,003
	Sig. (2-tailed)	,008	,142	,076	,166	,	,257	,513	,515	,418	,982
	Sum of Squares and Cross-products	18,167	10,317	-12,405	-9,756	49,000	8,010	-4,644	4,613	5,736	,164
	Covariance	,371	,211	-,253	-,199	1,000	,163	-9,478E-02	9,414E-02	,117	3,354E-03
	N	50	50	50	50	50	50	50	50	50	50
Zscore(NVPROD5)	Pearson Correlation	,425**	,079	-,378**	-,242	,163	1,000	-,241	,243	,838**	,533**
	Sig. (2-tailed)	,002	,586	,007	,091	,257	,	,092	,090	,000	,000
	Sum of Squares and Cross-products	20,836	3,862	-18,530	-11,846	8,010	49,000	-11,800	11,888	41,041	26,117
	Covariance	,425	7,881E-02	-,378	-,242	,163	1,000	-,241	,243	,838	,533
	N	50	50	50	50	50	50	50	50	50	50
Zscore(OTC)	Pearson Correlation	-,334*	,030	-,094	-,269	-,095	-,241	1,000	-,999**	-,138	-,127
	Sig. (2-tailed)	,018	,838	,517	,058	,513	,092	,	,000	,340	,378
	Sum of Squares and Cross-products	-16,358	1,450	-4,601	-13,202	-4,644	-11,800	49,000	-48,972	-6,747	-6,245
	Covariance	-,334	2,958E-02	-,094	-,269	-,095	-,241	1,000	-,999	-,138	-,127
	N	50	50	50	50	50	50	50	50	50	50
Zscore(ETICO)	Pearson Correlation	,337*	-,027	,096	,270	,094	,243	-,999**	1,000	,140	,131
	Sig. (2-tailed)	,017	,853	,507	,058	,515	,090	,000	,	,332	,366
	Sum of Squares and Cross-products	16,523	-1,314	4,702	13,240	4,613	11,888	-48,972	49,000	6,866	6,396
	Covariance	,337	-,027	9,596E-02	,270	9,414E-02	,243	-,999	1,000	,140	,131
	N	50	50	50	50	50	50	50	50	50	50
Zscore: ParticGen	Pearson Correlation	,275	,152	-,221	-,181	,117	,838**	-,138	,140	1,000	,737**
	Sig. (2-tailed)	,053	,293	,122	,209	,418	,000	,340	,332	,	,000
	Sum of Squares and Cross-products	13,467	7,437	-10,843	-8,852	5,736	41,041	-6,747	6,866	49,000	36,090
	Covariance	,275	,152	-,221	-,181	,117	,838	-,138	,140	1,000	,737
	N	50	50	50	50	50	50	50	50	50	50
Zscore(SHAREGEN)	Pearson Correlation	,058	-,038	,033	-,099	,003	,533**	-,127	,131	,737**	1,000
	Sig. (2-tailed)	,691	,796	,821	,494	,982	,000	,378	,366	,000	,
	Sum of Squares and Cross-products	2,821	-1,842	1,605	-4,856	,164	26,117	-6,245	6,396	36,090	49,000
	Covariance	5,757E-02	-,038	3,275E-02	-9,909E-02	3,354E-03	,533	-,127	,131	,737	1,000
	N	50	50	50	50	50	50	50	50	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

9.3.2 Variáveis de Desempenho

Correlations

		Zscore(V ENDUNI)	Zscore: Faturamento	Zscore(SH AREUNI)	Zscore(SH AREVAL)	Zscore: SharePond	Zscore: CrescPond	Zscore(CR ESCVAl)
Zscore(VENDUNI)	Pearson Correlation	1,000	,936**	1,000**	,936**	,902**	-,295*	-,355*
	Sig. (2-tailed)	,	,000	,000	,000	,000	,038	,011
	Sum of Squares and Cross-products	49,000	45,861	49,000	45,866	44,183	-14,451	-17,407
	Covariance	1,000	,936	1,000	,936	,902	-,295	-,355
	N	50	50	50	50	50	50	50
Zscore: Faturamento	Pearson Correlation	,936**	1,000	,936**	1,000**	,982**	-,294*	-,358*
	Sig. (2-tailed)	,000	,	,000	,000	,000	,038	,011
	Sum of Squares and Cross-products	45,861	49,000	45,859	48,997	48,129	-14,402	-17,551
	Covariance	,936	1,000	,936	1,000	,982	-,294	-,358
	N	50	50	50	50	50	50	50
Zscore(SHAREUNI)	Pearson Correlation	1,000**	,936**	1,000	,936**	,902**	-,295*	-,355*
	Sig. (2-tailed)	,000	,000	,	,000	,000	,038	,011
	Sum of Squares and Cross-products	49,000	45,859	49,000	45,864	44,180	-14,445	-17,403
	Covariance	1,000	,936	1,000	,936	,902	-,295	-,355
	N	50	50	50	50	50	50	50
Zscore(SHAREVAL)	Pearson Correlation	,936**	1,000**	,936**	1,000	,982**	-,301*	-,365**
	Sig. (2-tailed)	,000	,000	,000	,	,000	,034	,009
	Sum of Squares and Cross-products	45,866	48,997	45,864	49,000	48,121	-14,739	-17,872
	Covariance	,936	1,000	,936	1,000	,982	-,301	-,365
	N	50	50	50	50	50	50	50
Zscore: SharePond	Pearson Correlation	,902**	,982**	,902**	,982**	1,000	-,264	-,338*
	Sig. (2-tailed)	,000	,000	,000	,000	,	,064	,016
	Sum of Squares and Cross-products	44,183	48,129	44,180	48,121	49,000	-12,925	-16,549
	Covariance	,902	,982	,902	,982	1,000	-,264	-,338
	N	50	50	50	50	50	50	50
Zscore: CrescPond	Pearson Correlation	-,295*	-,294*	-,295*	-,301*	-,264	1,000	,960**
	Sig. (2-tailed)	,038	,038	,038	,034	,064	,	,000
	Sum of Squares and Cross-products	-14,451	-14,402	-14,445	-14,739	-12,925	49,000	47,055
	Covariance	-,295	-,294	-,295	-,301	-,264	1,000	,960
	N	50	50	50	50	50	50	50
Zscore(CRESCVAL)	Pearson Correlation	-,355*	-,358*	-,355*	-,365**	-,338*	,960**	1,000
	Sig. (2-tailed)	,011	,011	,011	,009	,016	,000	,
	Sum of Squares and Cross-products	-17,407	-17,551	-17,403	-17,872	-16,549	47,055	49,000
	Covariance	-,355	-,358	-,355	-,365	-,338	,960	1,000
	N	50	50	50	50	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

9.4 Análise de Fatores

9.4.1 Redução a Auto-Valores Maiores que 1

Communalities

	Initial	Extraction
Zscore(PRECOMED)	1,000	,510
Zscore(FOCO)	1,000	,362
Zscore(TAMANHO)	1,000	,713
Zscore: Receituário	1,000	,782
Zscore(NVPROD1)	1,000	,406
Zscore(NVPROD5)	1,000	,831
Zscore(OTC)	1,000	,897
Zscore(ETICO)	1,000	,899
Zscore: ParticGen	1,000	,907
Zscore(SHAREGEN)	1,000	,781

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,076	30,761	30,761	3,076	30,761	30,761	2,439	24,392	24,392
2	2,409	24,087	54,848	2,409	24,087	54,848	2,354	23,539	47,931
3	1,603	16,028	70,876	1,603	16,028	70,876	2,294	22,945	70,876
4	,918	9,175	80,051						
5	,795	7,951	88,003						
6	,621	6,207	94,210						
7	,388	3,880	98,090						
8	,101	1,011	99,101						
9	8,931E-02	,893	99,995						
10	5,466E-04	5,466E-03	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component		
	1	2	3
Zscore(PRECOMED)	,578	,160	-,387
Zscore(FOCO)	,281	-,370	-,383
Zscore(TAMANHO)	-,450	,653	,290
Zscore: Receituário	-,375	,777	,195
Zscore(NVPROD1)	,379	-,146	-,491
Zscore(NVPROD5)	,871	-,038	,266
Zscore(OTC)	-,444	-,769	,329
Zscore(ETICO)	,446	,770	-,327
Zscore: ParticGen	,820	-,054	,482
Zscore(SHAREGEN)	,592	7,488E-02	,652

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix

	Component		
	1	2	3
Zscore(PRECOMED)	,176	,576	,383
Zscore(FOCO)	-.029	4,713E-02	,599
Zscore(TAMANHO)	-,169	,130	-,817
Zscore: Receituário	-,178	,303	-,812
Zscore(NVPROD1)	-.033	,311	,556
Zscore(NVPROD5)	,832	,243	,282
Zscore(OTC)	-.094	-,934	,125
Zscore(ETICO)	9,694E-02	,935	-,126
Zscore: ParticGen	,936	,100	,147
Zscore(SHAREGEN)	,872	6,245E-03	-,144

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Component Score Coefficient Matrix

	Component		
	1	2	3
Zscore(PRECOMED)	-,019	,255	,180
Zscore(FOCO)	-,084	,047	,283
Zscore(TAMANHO)	,000	,043	-,355
Zscore: Receituário	-,022	,121	-,344
Zscore(NVPROD1)	-,107	,164	,273
Zscore(NVPROD5)	,323	,037	,049
Zscore(OTC)	,036	-,403	,032
Zscore(ETICO)	-,035	,403	-,032
Zscore: ParticGen	,399	-,042	-,031
Zscore(SHAREGEN)	,411	-,089	-,162

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Score Covariance Matrix

Component	1	2	3
1	1,000	,000	,000
2	,000	1,000	,000
3	,000	,000	1,000

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

9.4.2 Redução a Cinco Fatores

Communalities

	Initial	Extraction
Zscore(PRECOMED)	1,000	,692
Zscore(FOCO)	1,000	,994
Zscore(TAMANHO)	1,000	,944
Zscore: Receitauario	1,000	,873
Zscore(NVPROD1)	1,000	,753
Zscore(NVPROD5)	1,000	,847
Zscore(OTC)	1,000	,988
Zscore(ETICO)	1,000	,989
Zscore: ParticGen	1,000	,926
Zscore(SHAREGEN)	1,000	,796

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,076	30,761	30,761	3,076	30,761	30,761	2,395	23,953	23,953
2	2,409	24,087	54,848	2,409	24,087	54,848	2,094	20,942	44,894
3	1,603	16,028	70,876	1,603	16,028	70,876	1,879	18,791	63,686
4	,918	9,175	80,051	,918	9,175	80,051	1,427	14,270	77,956
5	,795	7,951	88,003	,795	7,951	88,003	1,005	10,047	88,003
6	,621	6,207	94,210						
7	,388	3,880	98,090						
8	,101	1,011	99,101						
9	8,931E-02	,893	99,995						
10	5,466E-04	5,466E-03	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component				
	1	2	3	4	5
Zscore(PRECOMED)	,578	,160	-,387	,412	-,111
Zscore(FOCO)	,281	-,370	-,383	5,164E-02	,793
Zscore(TAMANHO)	-,450	,653	,290	,414	,245
Zscore: Receitauario	-,375	,777	,195	,289	8,403E-02
Zscore(NVPROD1)	,379	-,146	-,491	,548	-,215
Zscore(NVPROD5)	,871	-,038	,266	-,004	-,128
Zscore(OTC)	-,444	-,769	,329	,301	-,028
Zscore(ETICO)	,446	,770	-,327	-,298	3,202E-02
Zscore: ParticGen	,820	-,054	,482	9,031E-02	,101
Zscore(SHAREGEN)	,592	7,488E-02	,652	5,081E-02	,112

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
Zscore(PRECOMED)	,198	,293	-.026	,748	8,397E-02
Zscore(FOCO)	2,215E-02	-.011	-,199	,130	,968
Zscore(TAMANHO)	-.080	1,267E-02	,960	-,111	-.058
Zscore: Receitauario	-,110	,216	,876	-.079	-,202
Zscore(NVPROD1)	-.017	-.028	-,143	,852	6,920E-02
Zscore(NVPROD5)	,808	,202	-,298	,247	-.054
Zscore(OTC)	-.090	-,979	-.100	-,106	1,204E-02
Zscore(ETICO)	9,295E-02	,979	,102	,107	-.009
Zscore: ParticGen	,941	5,554E-02	-,114	,122	9,448E-02
Zscore(SHAREGEN)	,884	1,591E-02	8,259E-02	-.088	-.012

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Component Score Coefficient Matrix

	Component				
	1	2	3	4	5
Zscore(PRECOMED)	,007	,005	,105	,555	-,019
Zscore(FOCO)	-,003	,022	,112	-,076	1,033
Zscore(TAMANHO)	,079	-,119	,608	,082	,170
Zscore: Receitauario	,029	,002	,487	,080	-,014
Zscore(NVPROD1)	-,083	-,157	,068	,706	-,091
Zscore(NVPROD5)	,305	,031	-,112	,071	-,149
Zscore(OTC)	,054	-,508	,065	,089	-,019
Zscore(ETICO)	-,052	,507	-,062	-,088	,023
Zscore: ParticGen	,415	-,067	,064	-,010	,080
Zscore(SHAREGEN)	,429	-,077	,137	-,128	,036

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

Component Score Covariance Matrix

Component	1	2	3	4	5
1	1,000	,000	,000	,000	,000
2	,000	1,000	,000	,000	,000
3	,000	,000	1,000	,000	,000
4	,000	,000	,000	1,000	,000
5	,000	,000	,000	,000	1,000

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

9.4.3 Freqüência de Fatores Reduzidos

Statistics							
	N		Mean	Std. Deviation	Percentiles		
	Valid	Missing			25	50	75
REGR factor score 1 for analysis 1	50	0	4.44E-17	1,0000000	-,3894208	-,2577194	-,1450811
REGR factor score 2 for analysis 1	50	0	-8.9E-17	1,0000000	-,0623825	,3423762	,5590531
REGR factor score 3 for analysis 1	50	0	1.95E-16	1,0000000	-,7549901	-,0251399	,5769174
REGR factor score 4 for analysis 1	50	0	1.07E-16	1,0000000	-,6379915	-,2040694	,2504295
REGR factor score 5 for analysis 1	50	0	-3.6E-17	1,0000000	-,7713544	-,1112871	,6711408

9.5 Análise de *Cluster K-Means*

Initial Cluster Centers

	Cluster				
	1	2	3	4	5
REGR factor score 1 for analysis 1	-,14508	-,38942	-,14508	-,38942	-,25772
REGR factor score 2 for analysis 1	-,06238	-,06238	,55905	,55905	,34238
REGR factor score 3 for analysis 1	,57692	,57692	-,75499	-,75499	-,02514
REGR factor score 4 for analysis 1	-,63799	,25043	-,63799	,25043	-,20407
REGR factor score 5 for analysis 1	-,77135	-,77135	,67114	,67114	-,11129

Input from FILE Subcommand

Iteration History^a

Iteration	Change in Cluster Centers				
	1	2	3	4	5
1	,823	,827	,317	,932	,481
2	,455	,425	,619	,326	,450
3	,396	,489	,438	,283	,162
4	,809	,754	,151	1,509	,000
5	,000	9,344E-02	,000	,000	9,082E-02
6	,000	,000	,000	,000	,000

a. Convergence achieved due to no or small distance change. The maximum distance by which any center has changed is ,000. The current iteration is 6. The minimum distance between initial centers is ,921.

Final Cluster Centers

	Cluster				
	1	2	3	4	5
REGR factor score 1 for analysis 1	1,24258	-,22125	-,43677	,34661	-,27221
REGR factor score 2 for analysis 1	-1,51200	,18117	,55043	-,14324	,32063
REGR factor score 3 for analysis 1	-,00251	1,28064	-,29507	-,39680	-,80602
REGR factor score 4 for analysis 1	-,31385	-,11398	-,39270	2,51553	-,14283
REGR factor score 5 for analysis 1	,03663	-,44459	1,38800	,73879	-,75657

Distances between Final Cluster Centers

Cluster	1	2	3	4	5
1		2,632	2,999	3,366	2,638
2	2,632		2,470	3,399	2,115
3	2,999	2,470		3,160	2,237
4	3,366	3,399	3,160		3,173
5	2,638	2,115	2,237	3,173	

ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
REGR factor score 1 for analysis 1	4,122	4	,722	45	5,705	,001
REGR factor score 2 for analysis 1	5,842	4	,570	45	10,258	,000
REGR factor score 3 for analysis 1	8,142	4	,365	45	22,293	,000
REGR factor score 4 for analysis 1	7,029	4	,464	45	15,147	,000
REGR factor score 5 for analysis 1	8,154	4	,364	45	22,393	,000

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Number of Cases in each Cluster

Cluster	1	8,000
	2	13,000
	3	10,000
	4	4,000
	5	15,000
Valid		50,000
Missing		,000

9.6 Wilcoxon Rank Test

Ranks

		N	Mean Rank	Sum of Ranks
FIM - INI	Negative Ranks	10 ^a	12,10	121,00
	Positive Ranks	15 ^b	13,60	204,00
	Ties	0 ^c		
	Total	25		

a. FIM < INI

b. FIM > INI

c. INI = FIM

Test Statistics^b

	FIM - INI
Z	-1,117 ^a
Asymp. Sig. (2-tailed)	,264

a. Based on negative ranks.

b. Wilcoxon Signed Ranks Test

9.7 Análise Multivariada

9.7.1 Cluster vs. Fatores

Multivariate Tests^c

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	,362	4,656 ^a	5,000	41,000	,002
	Wilks' Lambda	,638	4,656 ^a	5,000	41,000	,002
	Hotelling's Trace	,568	4,656 ^a	5,000	41,000	,002
	Roy's Largest Root	,568	4,656 ^a	5,000	41,000	,002
CLUSTER2	Pillai's Trace	2,717	18,645	20,000	176,000	,000
	Wilks' Lambda	,007	23,497	20,000	136,931	,000
	Hotelling's Trace	11,195	22,110	20,000	158,000	,000
	Roy's Largest Root	5,202	45,774 ^b	5,000	44,000	,000

a. Exact statistic

b. The statistic is an upper bound on F that yields a lower bound on the significance level.

c. Design: Intercept+CLUSTER2

9.7.2 Cluster vs. Desempenho

Multivariate Tests^c

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	,051	,300 ^a	7,000	39,000	,949
	Wilks' Lambda	,949	,300 ^a	7,000	39,000	,949
	Hotelling's Trace	,054	,300 ^a	7,000	39,000	,949
	Roy's Largest Root	,054	,300 ^a	7,000	39,000	,949
CLUSTER2	Pillai's Trace	1,369	3,124	28,000	168,000	,000
	Wilks' Lambda	,108	4,325	28,000	142,039	,000
	Hotelling's Trace	4,401	5,894	28,000	150,000	,000
	Roy's Largest Root	3,519	21,113 ^b	7,000	42,000	,000

a. Exact statistic

b. The statistic is an upper bound on F that yields a lower bound on the significance level.

c. Design: Intercept+CLUSTER2

9.8 MANOVA

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Zscore(VENDUNI)	1	8	-,1639596	,4366469	,1543780	-,5290055	,2010863	-,61738	,67678
	2	13	1,3214819	,9635553	,2672421	,7392113	1,9037525	,05910	3,56618
	3	10	-,4037865	,4595588	,1453253	-,7325351	-,0750379	-,97408	,43485
	4	4	-,8134859	,1977704	,0988852	-1,1281828	-,4987890	-1,08979	-,62443
	5	15	-,5717186	,4147692	,1070929	-,8014101	-,3420271	-1,05607	,28241
	Total	50	6.39E-16	1,0000000	,1414214	-,2841969	,2841969	-1,08979	3,56618
Zscore: Faturamento	1	8	-,2790735	,3768975	,1332534	-,5941677	3,602066E-02	-,81147	,35022
	2	13	1,3888294	,8591800	,2382936	,8696322	1,9080267	,45894	2,83606
	3	10	-,3660004	,5200070	,1644407	-,7379910	5,990274E-03	-,90004	,56124
	4	4	-,6556399	,3176649	,1588324	-1,1611157	-,1501642	-1,04103	-,32517
	5	15	-,6359754	,3366749	,0869291	-,8224198	-,4495310	-1,00014	,10243
	Total	50	-1.8E-16	1,0000000	,1414214	-,2841969	,2841969	-1,04103	2,83606
Zscore(SHAREUNI)	1	8	-,1632548	,4365667	,1543496	-,5282338	,2017241	-,61788	,67788
	2	13	1,3213938	,9634319	,2672079	,7391977	1,9035898	,06046	3,56577
	3	10	-,4038439	,4592049	,1452133	-,7323393	-,0753486	-,97352	,43420
	4	4	-,8142243	,1976593	,0988297	-1,1287444	-,4997042	-1,09042	-,62612
	5	15	-,5717829	,4151909	,1072018	-,8017080	-,3418579	-1,05584	,28273
	Total	50	,0000000	1,0000000	,1414214	-,2841969	,2841969	-1,09042	3,56577
Zscore(SHAREVAL)	1	8	-,2889860	,3647154	,1289464	-,5938957	1,592366E-02	-,80688	,31844
	2	13	1,3929631	,8548907	,2371040	,8763579	1,9095684	,45972	2,83686
	3	10	-,3644730	,5165667	,1633527	-,7340025	5,056596E-03	-,89559	,54679
	4	4	-,6499927	,3272155	,1636077	-1,1706655	-,1293198	-1,04837	-,31240
	5	15	-,6367955	,3362017	,0868069	-,8229778	-,4506132	-1,00073	,09666
	Total	50	-7.1E-17	1,0000000	,1414214	-,2841969	,2841969	-1,04837	2,83686
Zscore: SharePond	1	8	-,3526663	,4492263	,1588255	-,7282289	2,289634E-02	-,91690	,35918
	2	13	1,3495283	,8821012	,2446509	,8164799	1,8825767	,22193	2,97939
	3	10	-,2431424	,6277361	,1985076	-,6921977	,2059130	-,95475	,87560
	4	4	-,5727487	,4129675	,2064837	-1,2298721	8,437473E-02	-,93998	-,09577
	5	15	-,6666746	,2606218	,0672923	-,8110022	-,5223471	-,96236	-,23685
	Total	50	,0000000	1,0000000	,1414214	-,2841969	,2841969	-,96236	2,97939
Zscore: CrescPond	1	8	,4986712	1,0809151	,3821612	-,4049964	1,4023388	-,57709	2,60929
	2	13	-,5161343	,3029269	,0840168	-,6991912	-,3330774	-1,06532	-,11636
	3	10	-,3219108	,2590564	,0819208	-,5072286	-,1365931	-,79372	,07678
	4	4	,2727017	2,5286196	1,2643098	-3,7508963	4,2962998	-1,21490	4,05614
	5	15	,3232452	,9095086	,2348341	-,1804239	,8269142	-1,07793	1,71580
	Total	50	3.55E-17	1,0000000	,1414214	-,2841969	,2841969	-1,21490	4,05614
Zscore(CRESCVAL)	1	8	,3845389	,9888885	,3496249	-,4421926	1,2112704	-,73580	2,18768
	2	13	-,6007428	,2587868	,0717746	-,7571261	-,4443595	-1,09516	-,19586
	3	10	-,3332872	,3280057	,1037245	-,5679283	-,0986461	-,68952	,18141
	4	4	,5056148	2,7862328	1,3931164	-3,9279033	4,9391328	-1,33403	4,61955
	5	15	,4029172	,6892232	,1779567	2,123813E-02	,7845963	-,88608	1,46099
	Total	50	7.11E-17	1,0000000	,1414214	-,2841969	,2841969	-1,33403	4,61955

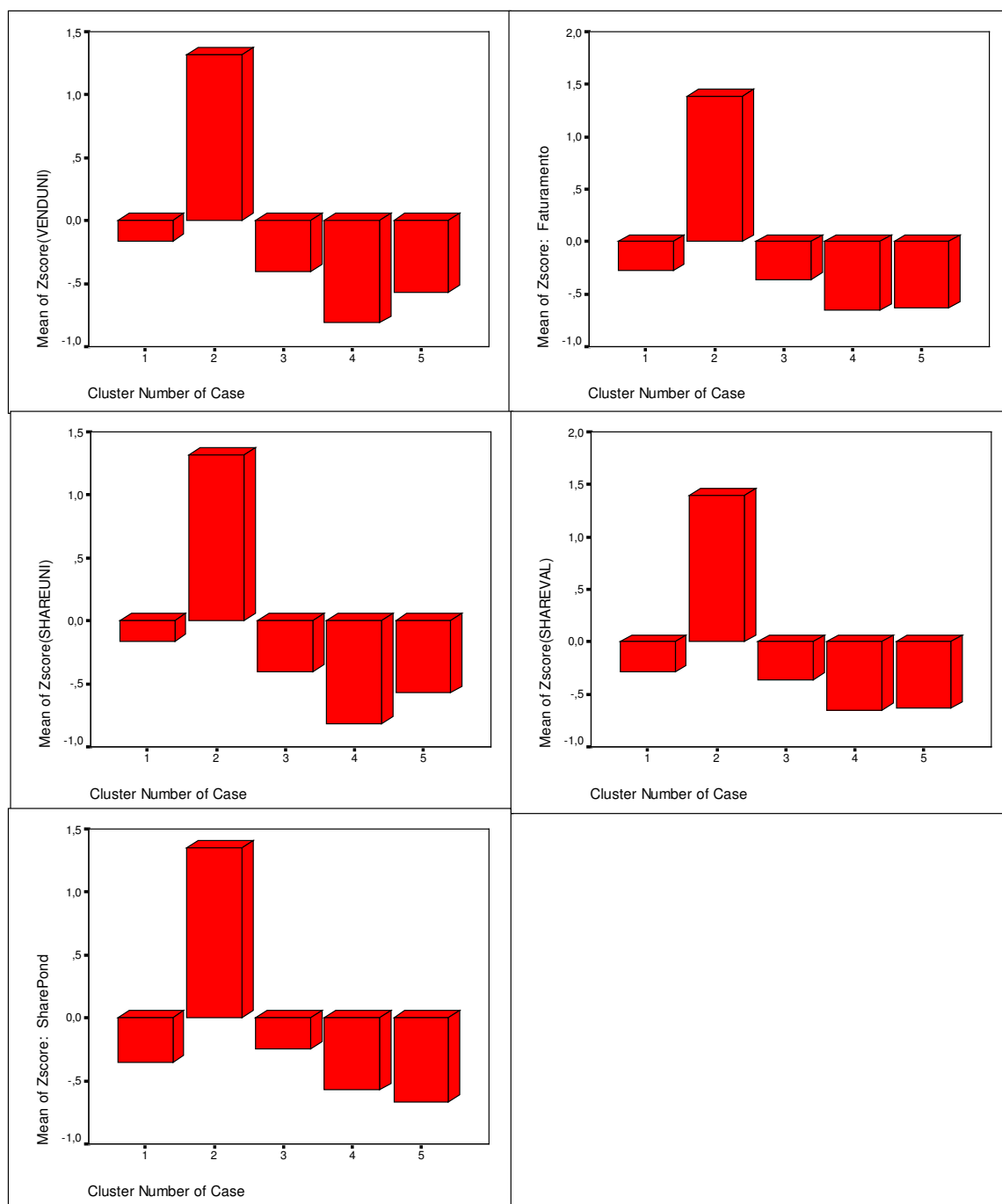
9.9 ANOVA

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Zscore(VENDUNI)	Between Groups	32,098	4	8,024	21,364	,000
	Within Groups	16,902	45	,376		
	Total	49,000	49			
Zscore: Faturamento	Between Groups	34,824	4	8,706	27,636	,000
	Within Groups	14,176	45	,315		
	Total	49,000	49			
Zscore(SHAREUNI)	Between Groups	32,099	4	8,025	21,367	,000
	Within Groups	16,901	45	,376		
	Total	49,000	49			
Zscore(SHAREVAL)	Between Groups	34,994	4	8,748	28,107	,000
	Within Groups	14,006	45	,311		
	Total	49,000	49			
Zscore: SharePond	Between Groups	33,241	4	8,310	23,730	,000
	Within Groups	15,759	45	,350		
	Total	49,000	49			
Zscore: CrescPond	Between Groups	8,354	4	2,088	2,312	,072
	Within Groups	40,646	45	,903		
	Total	49,000	49			
Zscore(CRESCVAL)	Between Groups	10,443	4	2,611	3,047	,026
	Within Groups	38,557	45	,857		
	Total	49,000	49			

9.10 Gráficos Comparativos de Desempenho Observado

9.10.1 Parcela de Mercado



9.10.2 Crescimento de Parcela de Mercado

