

6 REFERÊNCIAS BIBLIOGRÁFICAS

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7 ANEXOS

7.1 Análise dos Valores Faltantes das Variáveis

7.1.1 Diferença de Médias dos Grupos - Valores Presentes e Faltantes

Separate Variance t Tests ^a.

		Market share Financ.	Faturamento 03	Faturamento 04
Corporação	# Missing	32	14	23
	Mean(Missing)	0.125	0.286	0.087
	Mean(Present)	0.107	0.081	0.123
	P(2-tail)	0.806	0.135	0.622
Tamanho Rede	# Missing	32	14	23
	Mean(Missing)	1.599	1.519	1.737
	Mean(Present)	1.590	1.607	1.542
	P(2-tail)	0.969	0.774	0.431
Tempo Franquia	# Missing	32	14	23
	Mean(Missing)	1.992	2.134	1.949
	Mean(Present)	1.784	1.808	1.829
	P(2-tail)	0.233	0.066	0.561
Publicidade	# Missing	32	14	23
	Mean(Missing)	1.934	2.129	1.961
	Mean(Present)	1.850	1.834	1.852
	P(2-tail)	0.791	0.489	0.771
Taxa Franquia	# Missing	31	13	23
	Mean(Missing)	25,597	25,731	25,554
	Mean(Present)	31,926	30,363	31,150
	P(2-tail)	0.092	0.227	0.125
Efeito s/ Padrão	# Missing	32	14	23
	Mean(Missing)	1.281	1.143	1.348
	Mean(Present)	1.321	1.338	1.292
	P(2-tail)	0.804	0.388	0.761
Royalties	# Missing	32	14	23
	Mean(Missing)	3.953	4.171	3.843
	Mean(Present)	4.334	4.200	4.320
	P(2-tail)	0.426	0.962	0.389
Dispersão UF	# Missing	32	14	23
	Mean(Missing)	1.029	1.346	0.969
	Mean(Present)	1.520	1.340	1.473
	P(2-tail)	0.036	0.985	0.049
Internacional	# Missing	32	14	23
	Mean(Missing)	0.094	0.214	0.087
	Mean(Present)	0.161	0.122	0.154
	P(2-tail)	0.356	0.451	0.378
Investimento Unid.	# Missing	32	14	23
	Mean(Missing)	190593.750	201428.571	176586.957
	Mean(Present)	174980.357	176728.378	182098.462
	P(2-tail)	0.747	0.727	0.909

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Separate Variance t Tests ^a.

		Marketshare Financ.	Faturamento 03	Faturamento 04
Funcionarios Unid.	# Missing	32	14	23
	Mean(Missing)	11	11	11
	Mean(Present)	12	11	11
	P(2-tail)	0.705	0.977	0.942
Venda Unid.	# Missing	32	14	23
	Mean(Missing)	47,884	47,198	48,534
	Mean(Present)	53,938	52,595	52,869
	P(2-tail)	0.395	0.542	0.549
Area Unid.	# Missing	32	14	23
	Mean(Missing)	75.594	87.857	66.913
	Mean(Present)	77.321	74.581	80.154
	P(2-tail)	0.924	0.613	0.446
Mix Franquia	# Missing	32	14	23
	Mean(Missing)	0.713	0.837	0.667
	Mean(Present)	0.758	0.724	0.768
	P(2-tail)	0.421	0.087	0.108
Market share Financ.	# Missing	0	0	0
	Mean(Missing)	.	.	.
	Mean(Present)	2	2	2
	P(2-tail)	.	.	.
Market share Unid.	# Missing	32	14	23
	Mean(Missing)	0.847	1.239	0.823
	Mean(Present)	1.303	1.117	1.247
	P(2-tail)	0.209	0.796	0.244
Cresc. Total Rede	# Missing	32	14	23
	Mean(Missing)	2.392	3.121	2.353
	Mean(Present)	3.886	3.385	3.693
	P(2-tail)	0.056	0.789	0.100
Faturamento 03	# Missing	18	0	18
	Mean(Missing)	15.022	.	15.022
	Mean(Present)	55.154	45.392	55.154
	P(2-tail)	0.164	.	0.164
Faturamento 04	# Missing	9	9	0
	Mean(Missing)	26.389	26.389	.
	Mean(Present)	70.545	70.545	64.431
	P(2-tail)	0.192	0.192	.

For each quantitative variable, pairs of groups are formed by indicator variables (present, missing).

a Indicator variables with less than 5% missing are not displayed.

7.1.2 Correlação das Variáveis Dicomizadas

		Corporação	Tamanho Rede	Tempo Franquia	Publicidade	Taxa Franquia	Efeito s/ Padrao	Royalties	Dispersão UF	Internacional
Corporação	Pearson Correlation	.	.	.	.	.	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	.
Tamanho Rede	Pearson Correlation	.	.	.	.	.	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	.
Tempo Franquia	Pearson Correlation	.	.	.	.	.	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	.
Publicidade	Pearson Correlation	.	.	.	.	.	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	.
Taxa Franquia	Pearson Correlation	.	.	.	.	.	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	.
Efeito s/ Padrão	Pearson Correlation	.	.	.	.	.	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	.
Royalties	Pearson Correlation	.	.	.	.	.	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	.
Dispersão UF	Pearson Correlation	.	.	.	.	.	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	.
Internacional	Pearson Correlation	.	.	.	.	.	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	.
Investimento Unid.	Pearson Correlation	.	.	.	.	.	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	.
Funcionarios Unid.	Pearson Correlation	.	.	.	.	.	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	.
Venda Unid.	Pearson Correlation	.	.	.	.	.	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	.
Area Unid.	Pearson Correlation	.	.	.	.	.	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	.
Mix Franquia	Pearson Correlation	.	.	.	.	.	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	.
Marketshare Financ.	Pearson Correlation	.	.	.	.	0.142	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	0.187	.	.	.	.
Marketshare Unid.	Pearson Correlation	.	.	.	.	.	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	.
Cresc. Total Rede	Pearson Correlation	.	.	.	.	.	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	.
Faturamento 03	Pearson Correlation	.	.	.	.	0.246	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	0.021	.	.	.	.
Faturamento 04	Pearson Correlation	.	.	.	.	-0.064	.	.	.	.
	Sig. (2-tailed)	.	.	.	.	0.555	.	.	.	.

continuação...

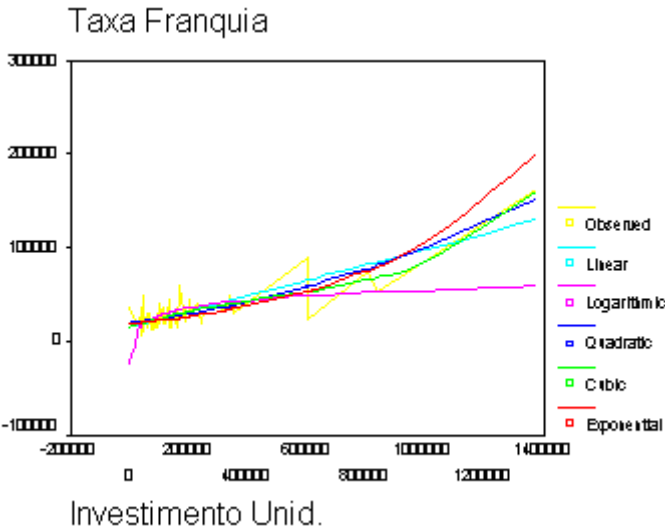
		Investimento Unid.	Funcionários Unid.	Venda Unid.	Área Unid.	Mix Franquia	Marketshare Financ.	Marketshare Unid.	Cresc. Total Rede	Faturamento 03
Corporação	Pearson Correlation									
	Sig. (2-tailed)									
Tamanho Rede	Pearson Correlation									
	Sig. (2-tailed)									
Tempo Franquia	Pearson Correlation									
	Sig. (2-tailed)									
Publicidade	Pearson Correlation									
	Sig. (2-tailed)									
Taxa Franquia	Pearson Correlation									
	Sig. (2-tailed)									
Efeito s/ Padrão	Pearson Correlation									
	Sig. (2-tailed)									
Royalties	Pearson Correlation									
	Sig. (2-tailed)									
Dispersão UF	Pearson Correlation									
	Sig. (2-tailed)									
Internacional	Pearson Correlation									
	Sig. (2-tailed)									
Investimento Unid.	Pearson Correlation	.								
	Sig. (2-tailed)	.								
Funcionários Unid.	Pearson Correlation	.	.							
	Sig. (2-tailed)	.	.							
Venda Unid.	Pearson Correlation	.	.	.						
	Sig. (2-tailed)	.	.	.						
Área Unid.	Pearson Correlation	.	.	.	.					
	Sig. (2-tailed)	.	.	.	.					
Mix Franquia	Pearson Correlation	.	.	.	.	.				
	Sig. (2-tailed)	.	.	.	.	.				
Marketshare Financ.	Pearson Correlation	.	.	.	.	.	.			
	Sig. (2-tailed)	.	.	.	.	.	.			
Marketshare Unid.	Pearson Correlation	.	.	.	.	.	.	.		
	Sig. (2-tailed)	.	.	.	.	.	.	.		
Cresc. Total Rede	Pearson Correlation	.	.	.	.	.	.	.	.	
	Sig. (2-tailed)	.	.	.	.	.	.	.	.	
Faturamento 03	Pearson Correlation	.	.	.	.	.	0.575	.	.	.
	Sig. (2-tailed)	.	.	.	.	.	0.000	.	.	.
Faturamento 04	Pearson Correlation	.	.	.	.	.	0.787	.	.	0.095
	Sig. (2-tailed)	.	.	.	.	.	0.000	.	.	0.380

7.2 Tratamento de Valores Faltantes das Variáveis

7.2.1 Estimação de Valores para Variável Taxa Franquia

Independente: Investimento Unid.

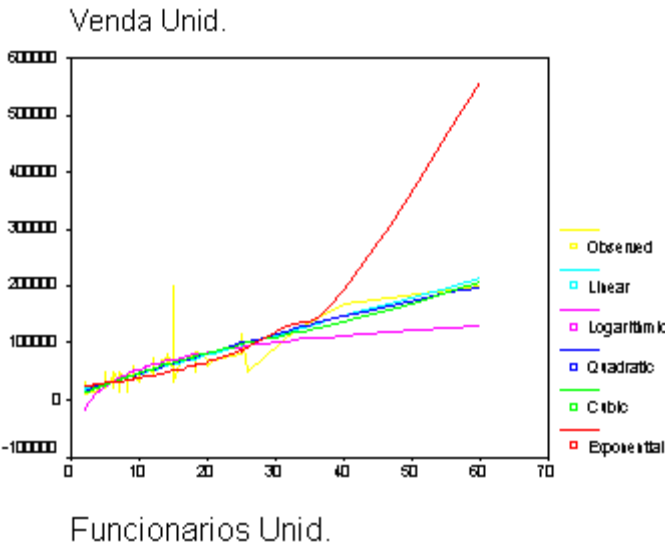
Dependente	Método	Rsq	d.f.	F	Sig.	b0	b1	b2	b3
Taxa Franquia	LIN	.661	85	165.60	.000	15424.1	.0832		
Taxa Franquia	LOG	.287	85	34.30	.000	-107034	11724.1		
Taxa Franquia	QUA	.694	84	95.06	.000	20212.8	.0387		4.2E-08
Taxa Franquia	CUB	.716	83	69.65	.000	15114.7	.1080	-1.E-07	9.5E-14
Taxa Franquia	EXP	.409	85	58.79	.000	19067.3	1.7E-06		



7.2.2 Estimação de Valores para Variável Venda Unid.

Independente: Funcionarios Unid.

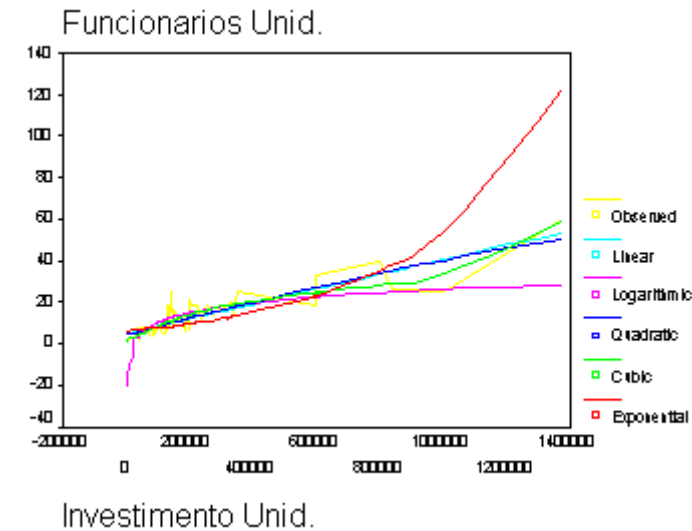
Dependente	Método	Rsq	d.f.	F	Sig.	b0	b1	b2	b3
Venda Unid.	LIN	.690	84	187.05	.000	12968.4	3361.25		
Venda Unid.	LOG	.606	84	129.43	.000	-43500	42721.3		
Venda Unid.	QUA	.694	83	94.25	.000	8781.34	3961.19	-13.042	
Venda Unid.	CUB	.697	82	62.81	.000	3325.76	5184.80	-75.760	.7560
Venda Unid.	EXP	.594	84	122.70	.000	23365.4	.0528		



7.2.3 Estimação de Valores para Variável Funcionarios Unid.

Independente: Investimento Unid.

Dependente	Método	Rsq	d.f.	F	Sig.	b0	b1	b2	b3
Funcionarios Unid.	LIN	.756	85	263.93	.000	5.012	3.5E-05		
Funcionarios Unid.	LOG	.555	85	106.17	.000	-69.64	6.9347		
Funcionarios Unid.	QUA	.759	84	132.34	.000	4.398	4.1E-05	-5.E-12	
Funcionarios Unid.	CUB	.806	83	114.86	.000	1.263	8.2E-05	-1.E-10	5.5E-17
Funcionarios Unid.	EXP	.517	85	91.16	.000	6.223	2.2E-06		

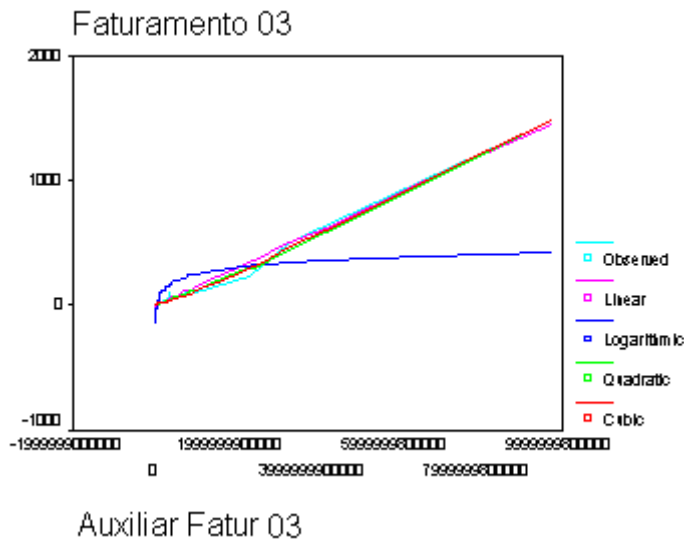


7.2.4 Estimação de Valores para Variável Faturamento 03

Independente: Auxiliar Fatur. 03

Dependente	Método	Rsq	d.f.	F	Sig.	b0	b1	b2	b3
Faturamento 03	LIN	.991	72	7707.71	.000	-3.489	1.5E-10		
Faturamento 03	LOG	.362	72	40.89	.000	-1959	79.9439		
Faturamento 03	QUA	.994	71	5876.59	.000	.882	1.2E-10	3.3E-24	
Faturamento 03	CUB	.995	70	4404.31	.000	4.370	8.5E-11	2.1E-23	-1.E-36

(*) Variável auxiliar definida como base no número de unidades totais da rede em 2003, multiplicado pela venda/unid/mês, multiplicado por 12.

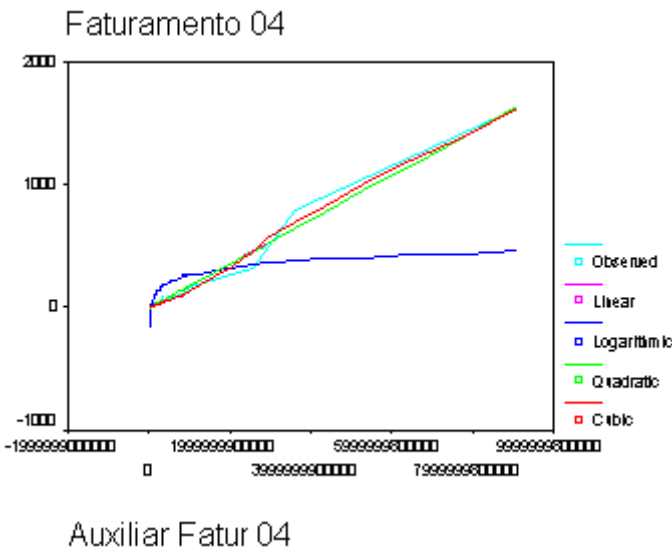


7.2.5 Estimação de Valores para Variável Faturamento 04

Independente: Auxiliar Fatur. 04 (*)

Dependente	Método	Rsq	d.f.	F	Sig.	b0	b1	b2	b3
Faturamento 04	LIN	.986	81	5702.22	.000	-4.1726	1.8E-10		
Faturamento 04	LOG	.367	81	47.03	.000	-2194.2	89.0493		
Faturamento 04	QUA	.986	80	2816.93	.000	-3.9653	1.8E-10	1.6E-25	
Faturamento 04	CUB	.991	79	2762.30	.000	6.0262	8.9E-11	4.2E-23	-4.E-36

(*) Variável auxiliar definida como base no número de unidades totais da rede em 2004, multiplicado pela venda/unid/mês, multiplicado por 12.

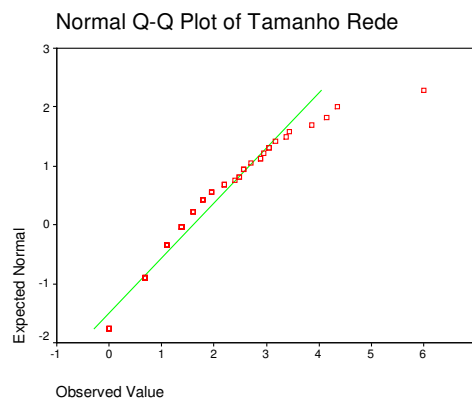
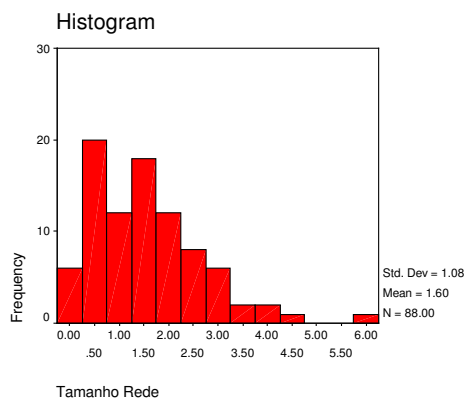
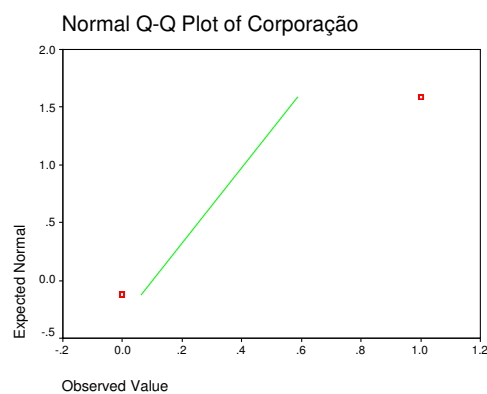
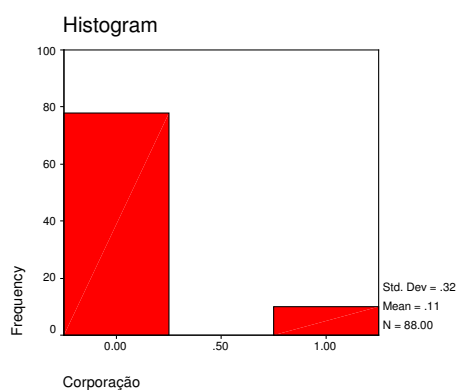


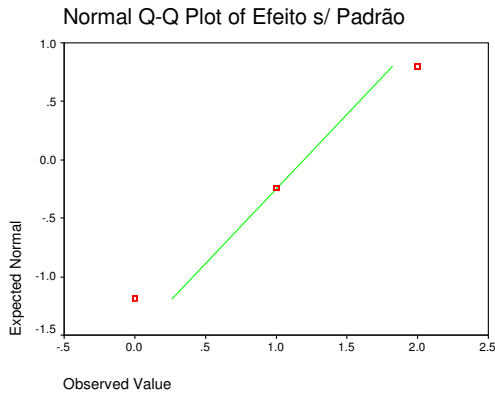
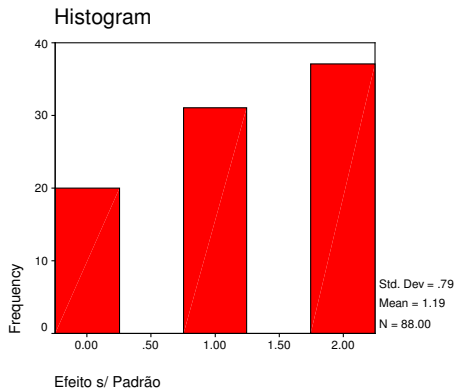
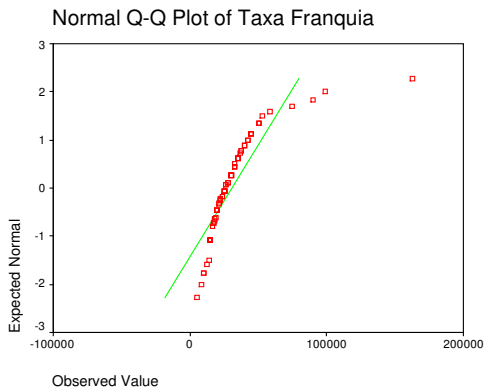
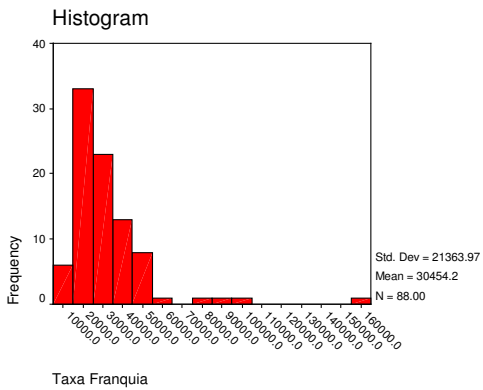
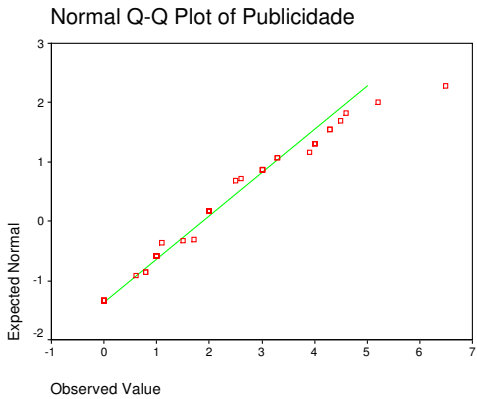
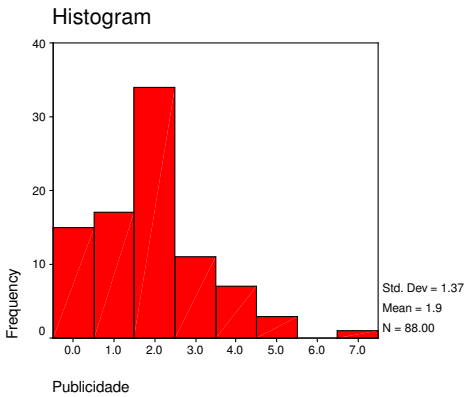
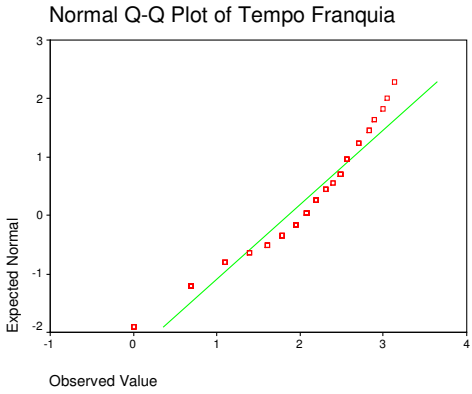
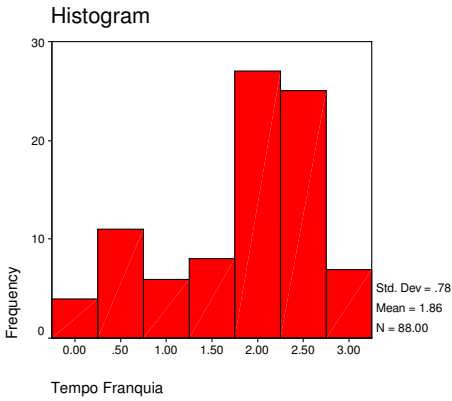
7.3 Análise de Normalidade das Variáveis

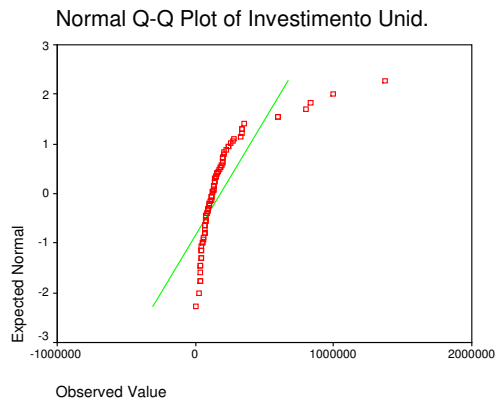
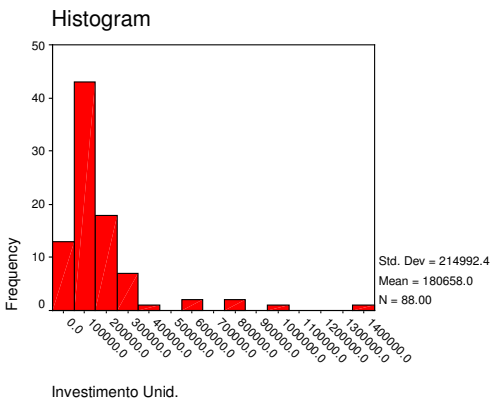
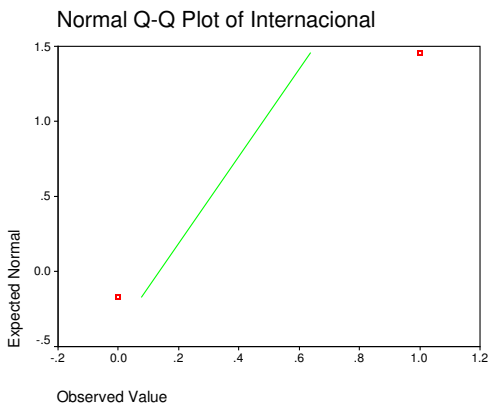
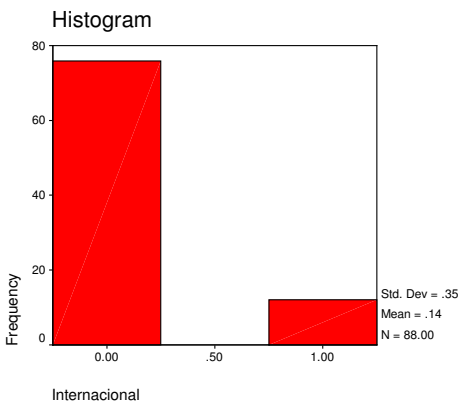
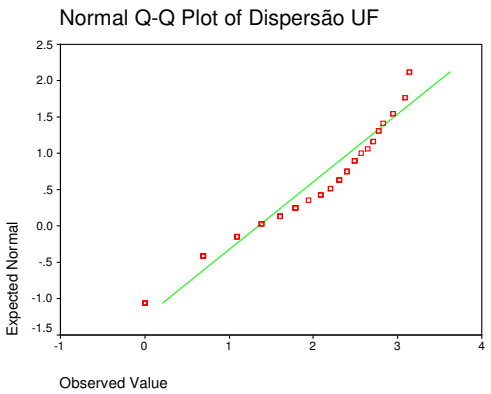
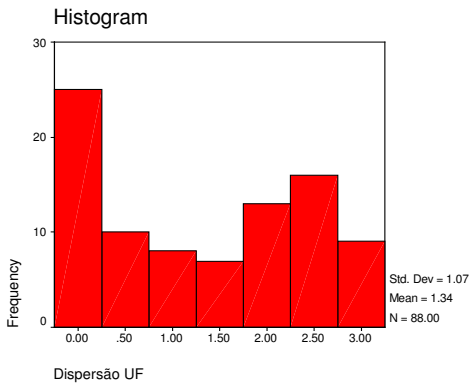
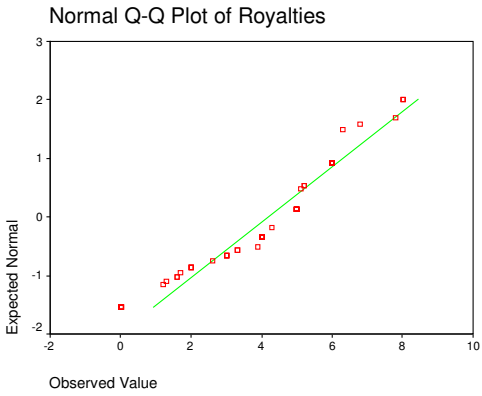
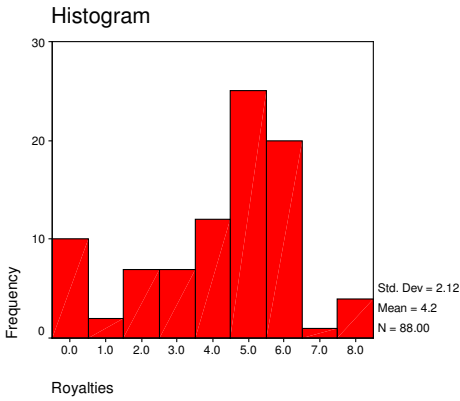
7.3.1 Estatísticas das Variáveis

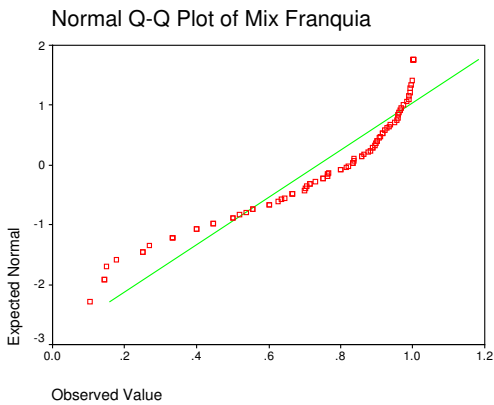
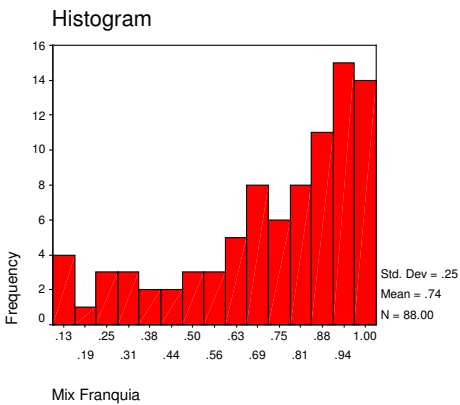
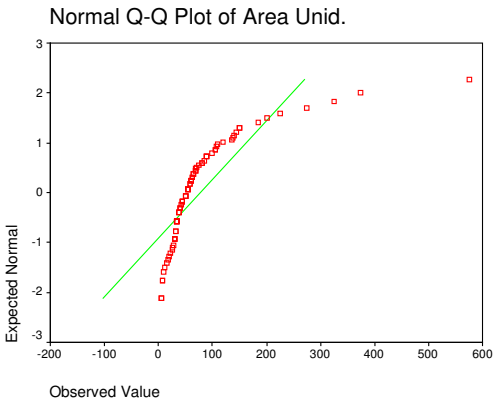
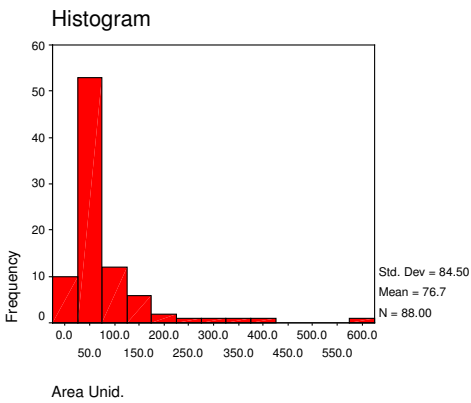
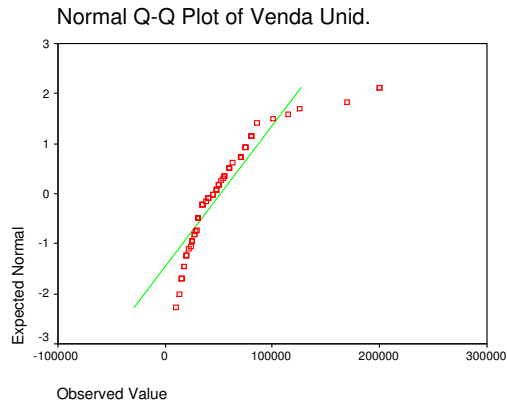
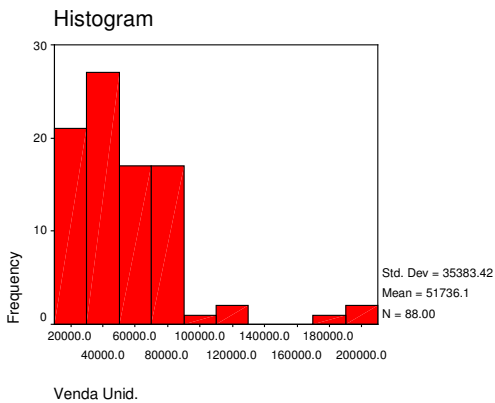
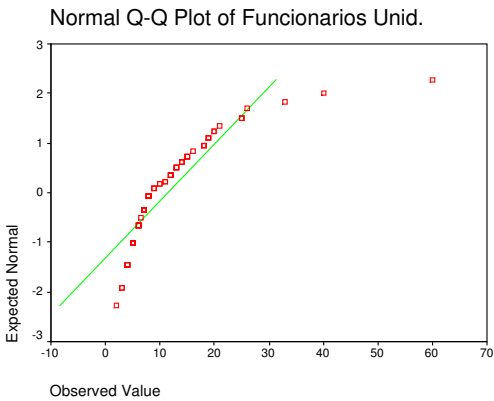
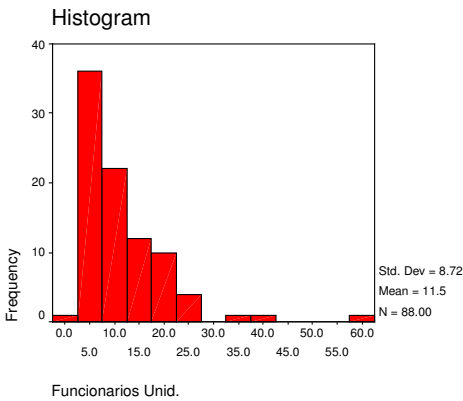
Descriptive Statistics							
	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Corporação	88	.102	.305	2.671	.257	5.253	.508
Tamanho Rede	88	1.598	1.078	1.219	.257	2.432	.508
Tempo Franquia	88	1.860	.782	-.725	.257	-.281	.508
Publicidade	88	1.881%	1.366%	.693	.257	.657	.508
Taxa Franquia	88	30,454.2	21,364.0	3.458	.257	17.340	.508
Efeito s/ Padrão	88	1.19	.786	-.358	.257	-1.289	.508
Royalties	88	4.19545%	2.115292%	-.659	.257	-.299	.508
Dispersão UF	88	1.341	1.074	.050	.257	-1.430	.508
Internacional	88	.136	.345	2.156	.257	2.710	.508
Investimento Unid.	88	180,658.0	214,992.4	3.398	.257	13.570	.508
Funcionarios Unid.	88	11.46	8.717	2.722	.257	11.139	.508
Venda Unid.	88	51,736.1	35,383.4	2.226	.257	6.674	.508
Area Unid.	88	76.74	84.503	3.443	.257	15.285	.508
Mix Franquia	88	.736	.252	-.993	.257	-.037	.508
Marketshare Financ.	88	1.136	4.101	7.054	.257	54.046	.508
Marketshare Unid.	88	1.136	1.828	3.422	.257	13.505	.508
Cresc. Total Rede	88	3.613	4.279	1.892	.257	3.781	.508
Valid N (listwise)	88						

7.3.2 Histogramas e Gráficos das Variáveis Estratégicas

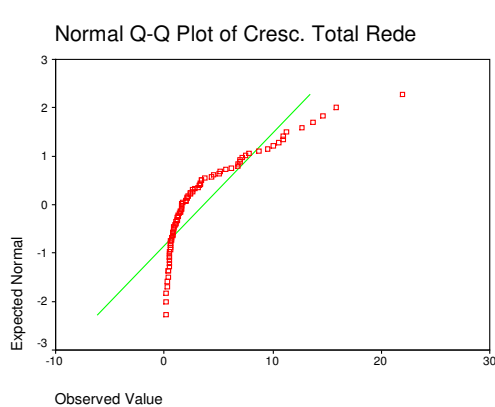
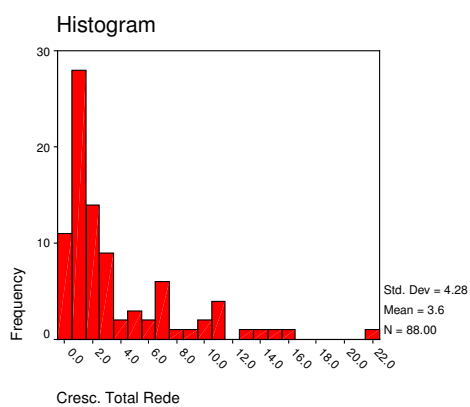
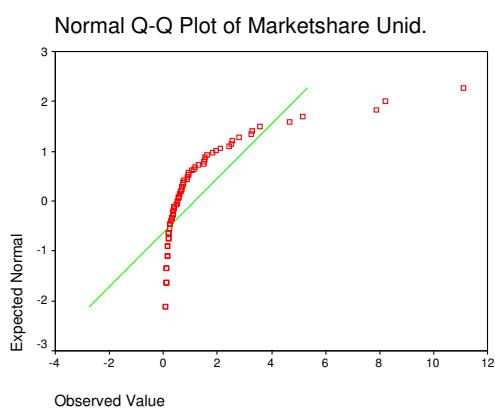
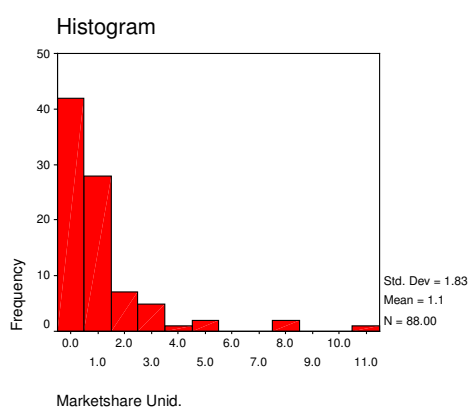
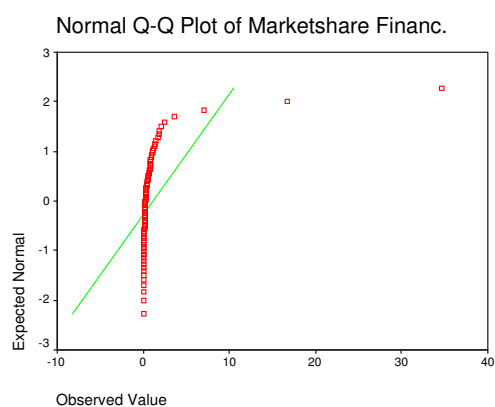
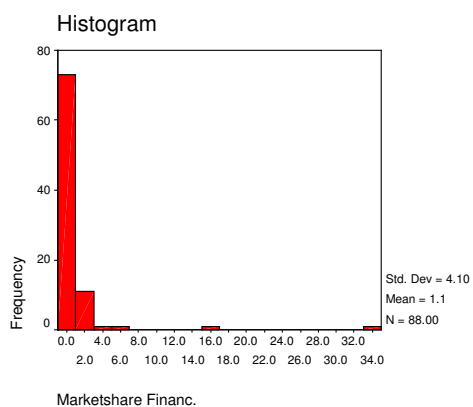








7.3.3 Histogramas e Gráficos das Variáveis de Desempenho



7.4 Análise de Outliers

7.4.1 Observações Candidatas a *Outlier* Multivariado

Observation Number	Mahalanobis (D^2)	p1	p2
57	59.516	0.000	0.000
69	31.930	0.000	0.000
88	23.295	0.003	0.002
22	22.771	0.004	0.000
48	17.142	0.029	0.109
83	15.961	0.043	0.177
33	15.924	0.043	0.089
35	15.518	0.050	0.072
11	14.641	0.067	0.131
62	14.551	0.068	0.078
16	13.815	0.087	0.139
52	13.663	0.091	0.102
28	13.658	0.091	0.056
51	13.549	0.094	0.036
85	13.509	0.096	0.019
77	12.854	0.117	0.048
56	10.908	0.207	0.666
3	10.543	0.229	0.745
47	10.503	0.231	0.675
68	10.271	0.247	0.701
46	9.919	0.271	0.785
29	9.517	0.301	0.876
10	9.288	0.319	0.899
27	9.231	0.323	0.871
74	8.994	0.343	0.900
25	8.899	0.351	0.886
42	8.870	0.353	0.848
9	8.581	0.379	0.902
70	8.540	0.383	0.872
32	8.327	0.402	0.901
6	8.283	0.406	0.874
2	8.210	0.413	0.854
20	8.107	0.423	0.846
37	7.820	0.451	0.909
60	7.742	0.459	0.897
15	7.317	0.503	0.969
79	7.128	0.523	0.979
64	6.989	0.538	0.982
59	6.648	0.575	0.995
53	6.577	0.583	0.994
54	6.502	0.591	0.993
5	6.143	0.631	0.999
73	6.021	0.645	0.999
23	5.631	0.688	1.000
86	5.590	0.693	1.000
58	5.528	0.700	1.000
82	5.521	0.701	1.000
65	5.443	0.709	1.000
49	5.441	0.710	0.999
72	5.436	0.710	0.998
80	5.094	0.748	1.000
75	5.039	0.753	1.000
38	4.917	0.766	1.000
8	4.646	0.795	1.000
34	4.615	0.798	1.000
66	4.595	0.800	1.000
63	4.587	0.801	1.000

continuação...

Observation Number	Mahalanobis (D^2)	p1	p2
4	4.507	0.809	1.000
19	4.430	0.816	1.000
44	4.392	0.820	0.999
71	4.227	0.836	1.000
21	4.112	0.847	1.000
78	4.082	0.850	1.000
41	4.001	0.857	1.000
50	3.705	0.883	1.000
45	3.669	0.886	1.000
61	3.548	0.895	1.000
12	3.462	0.902	1.000
18	3.454	0.903	1.000
13	3.450	0.903	0.999
17	2.942	0.938	1.000
24	2.873	0.942	1.000
26	2.845	0.944	1.000
36	2.745	0.949	1.000
7	2.722	0.951	1.000
43	2.714	0.951	1.000
76	2.689	0.952	0.999
39	2.679	0.953	0.997
84	2.668	0.953	0.992
31	2.641	0.955	0.982
55	2.441	0.964	0.987
67	2.307	0.970	0.984
40	2.260	0.972	0.963
87	2.256	0.972	0.901
14	2.067	0.979	0.884
81	1.779	0.987	0.894
1	1.208	0.997	0.963
30	0.865	0.999	0.913