

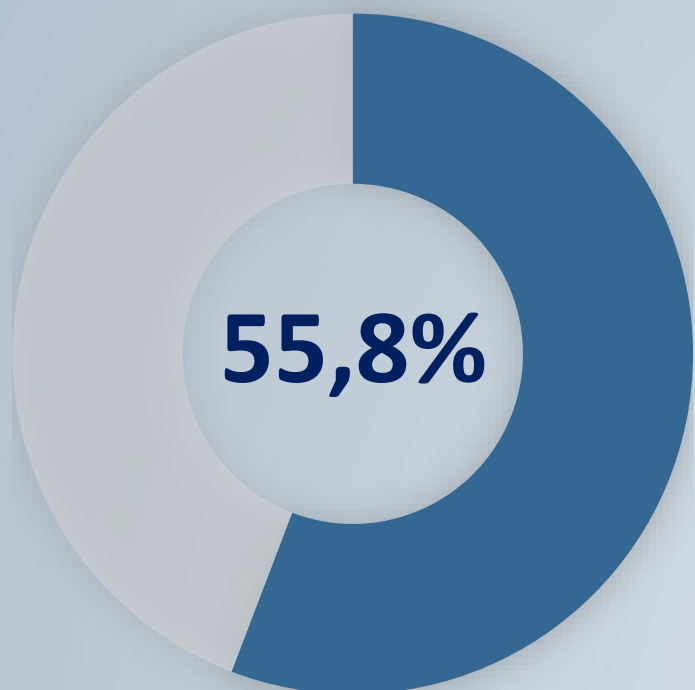


**PESQUISA
IMPACTOS COVID-
19 NO COMÉRCIO
LOCAL**

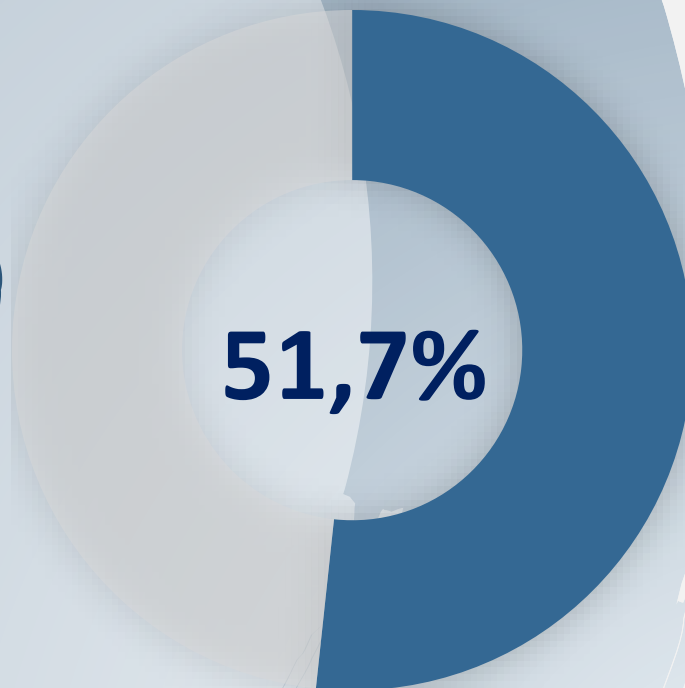
**REALIZADA ENTRE OS DIAS 15 E 22/06
COM 120 ASSOCIADOS DE
RONDONÓPOLIS**

PERFIL DOS ENTREVISTADOS

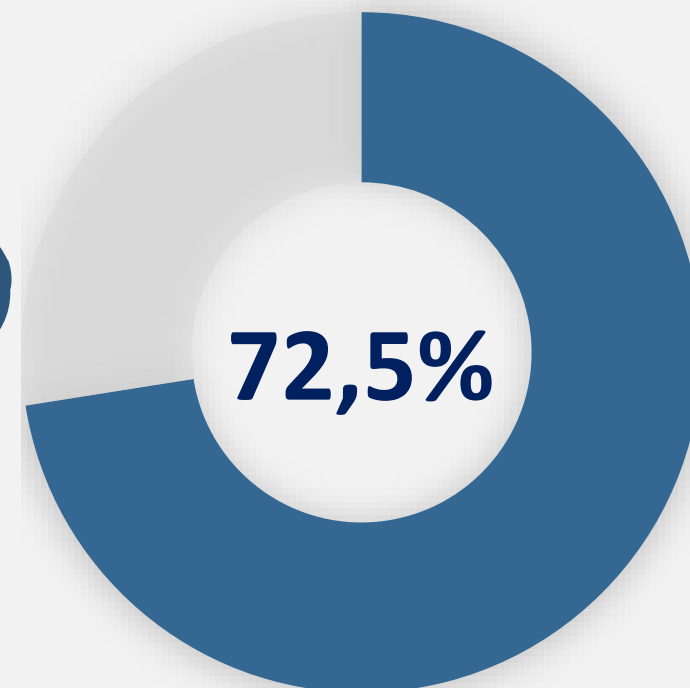
MASCULINO



TEM NÍVEL SUPERIOR



ATUA NO COMÉRCIO



PERFIL DOS ENTREVISTADOS

ATUA NO SETOR
VESTUÁRIO

14,3%

QTDE MÉDIA DE
FUNCIONÁRIOS

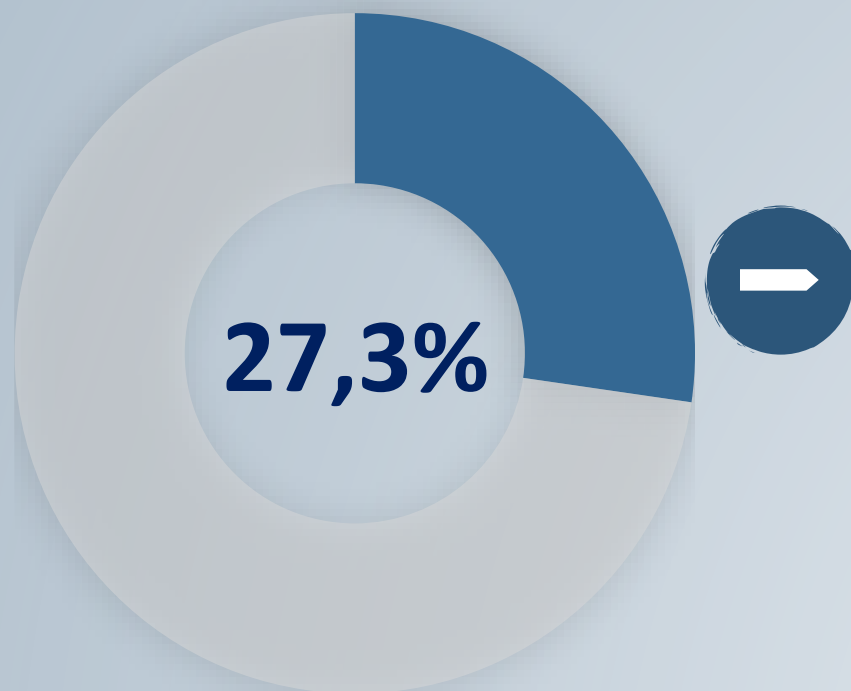
13

IDADE MÉDIA EM
ANOS

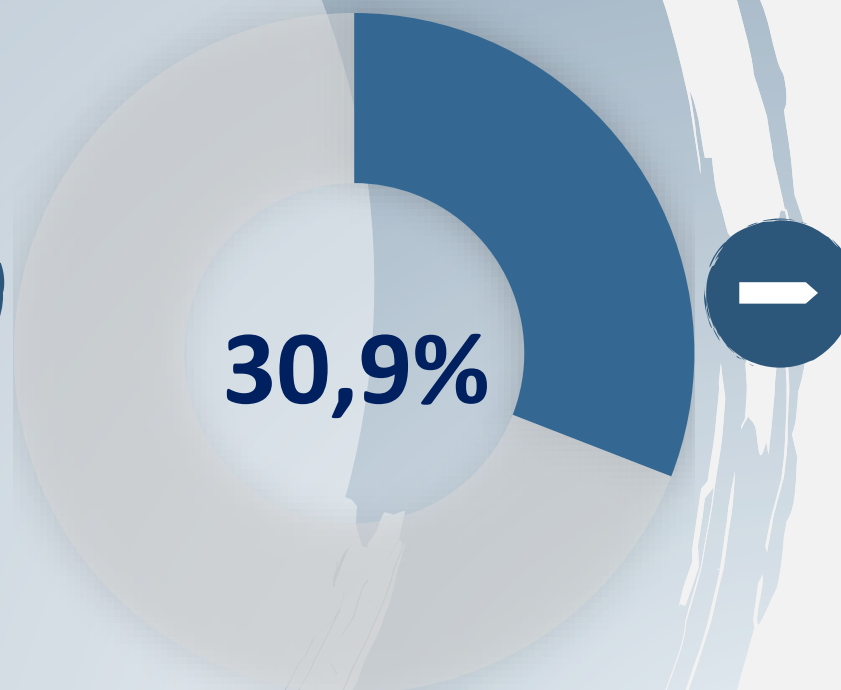
42

PERFIL DOS ENTREVISTADOS – FATURAMENTO/MÊS

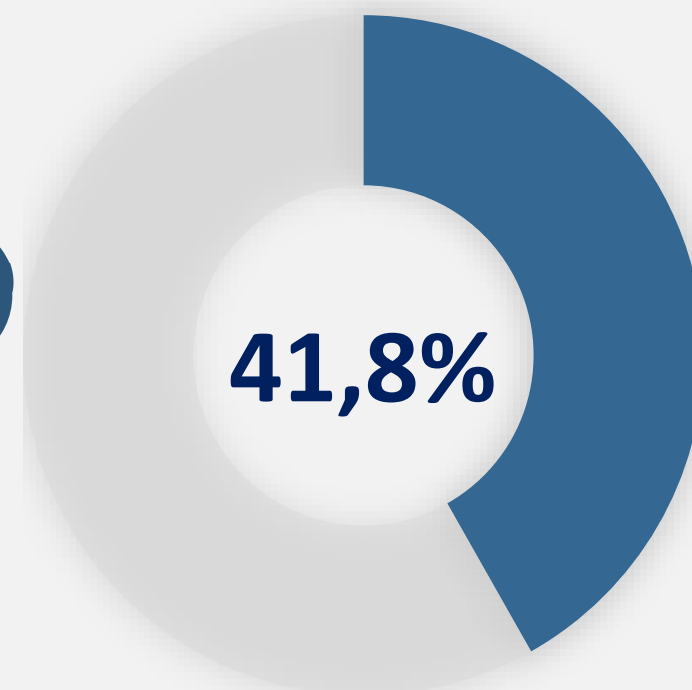
Até R\$50.000



De R\$50.001,00 a R\$100.000

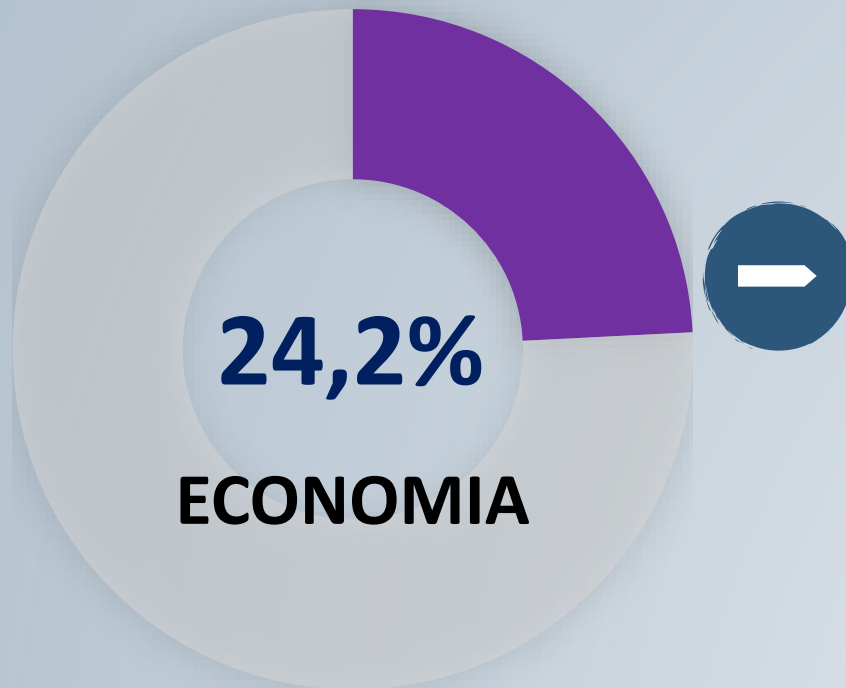


Acima de R\$100.000,00

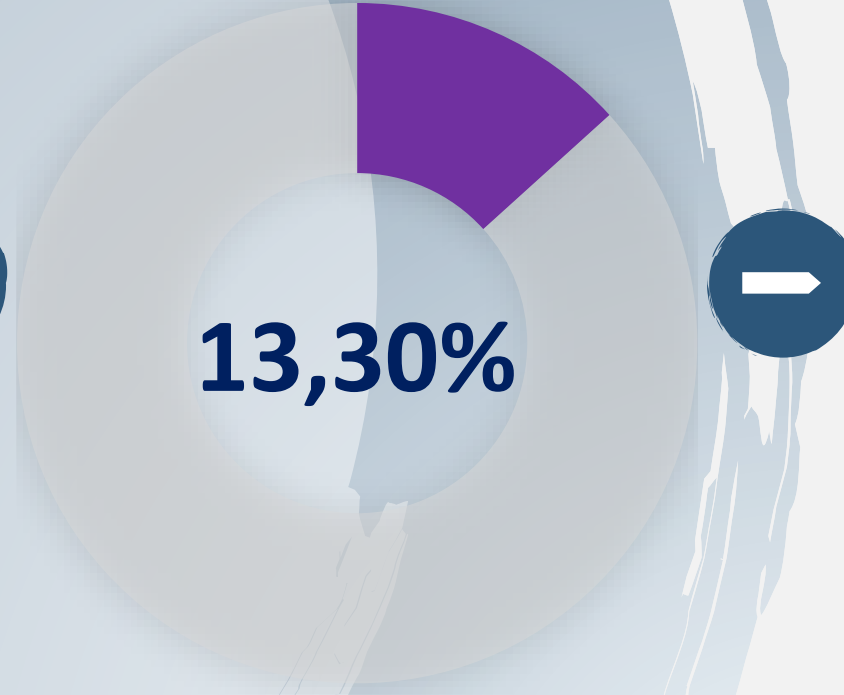


RESULTADO DAS ENTREVISTAS – ENTREVISTADO E A COVID-19

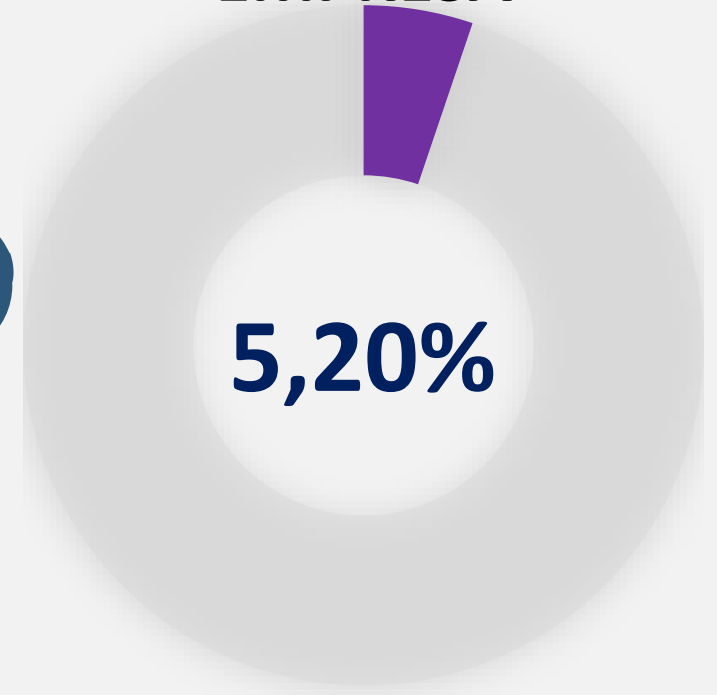
MAIOR
PREOCUPAÇÃO



TEVE SUSPEITA DE
INFECÇÃO

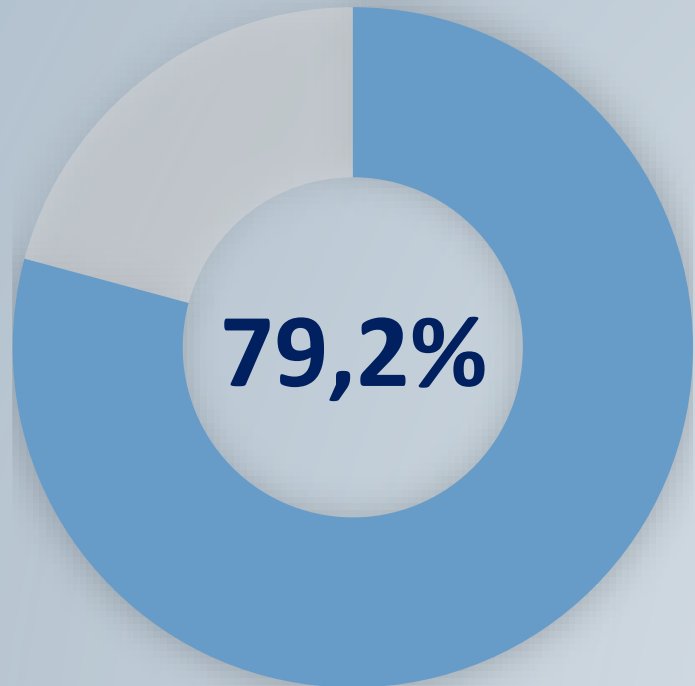


SUSPEITA DE
INFECÇÃO NA
EMPRESA

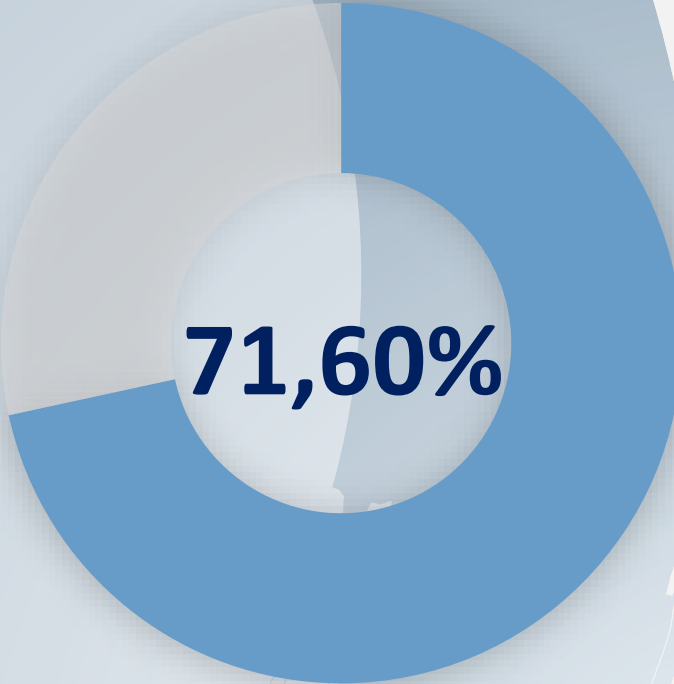


RESULTADO DAS ENTREVISTAS – IMPACTO EMOCIONAL

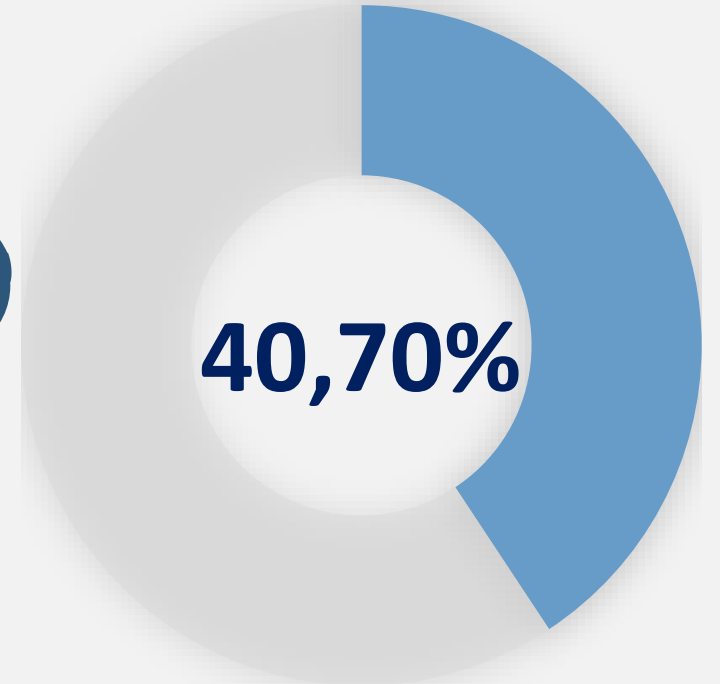
**DISCORDAM DO
FECHAMENTO DO
COMÉRCIO**



**TEM MEDO
FALÊNCIA**

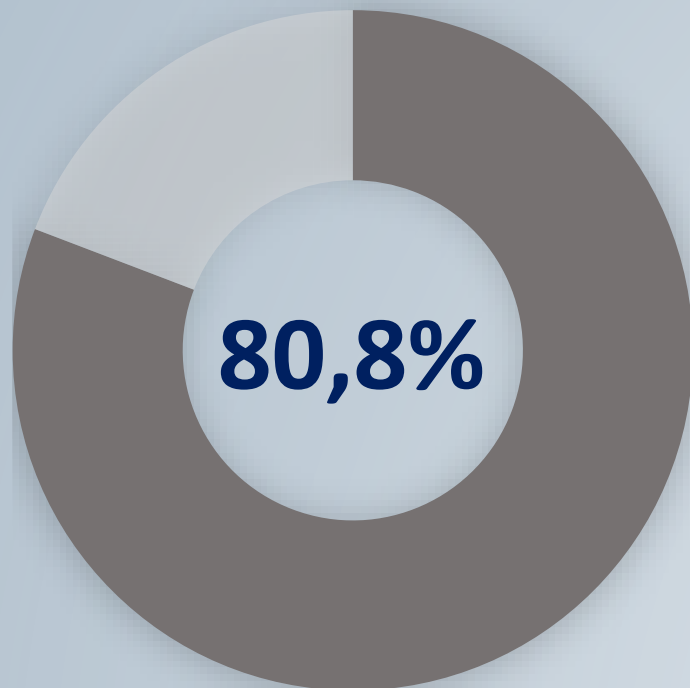


**PREOCUPA-SE COM
FLUXO DE CAIXA**

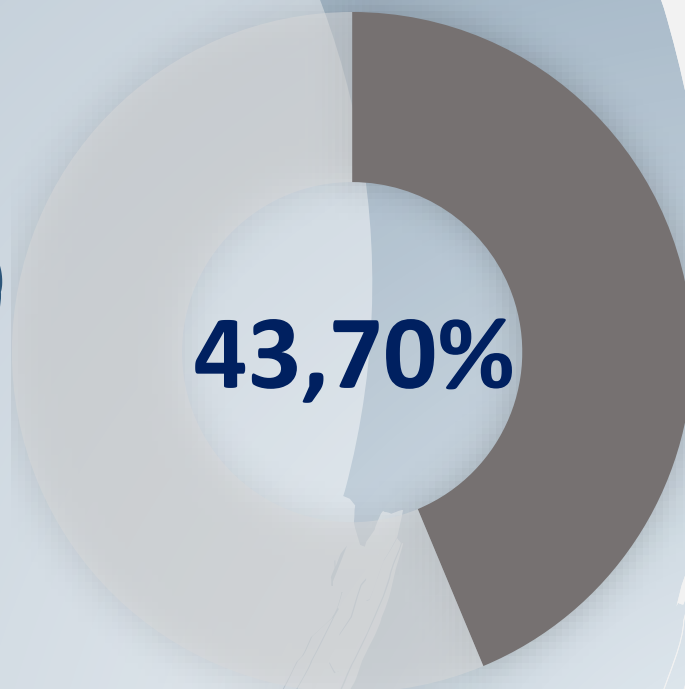


RESULTADO DAS ENTREVISTAS – IMPACTO FINANCEIRO

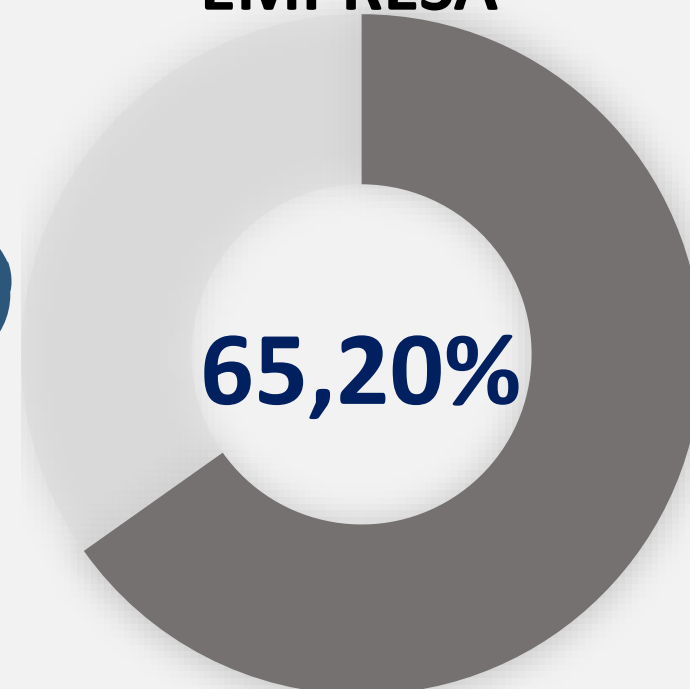
AUMENTOU
CONTROLE DE
GESTÃO



PRETENDE CAPTAR
EMPRÉSTIMOS



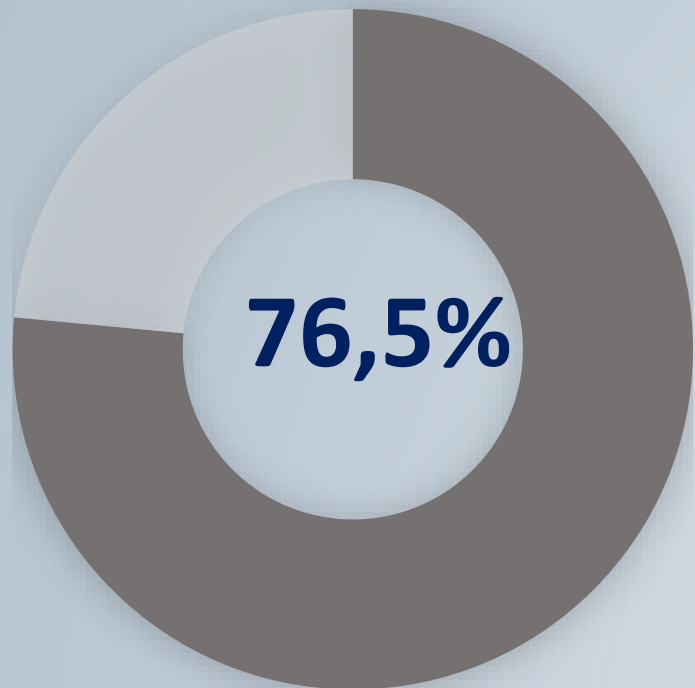
MÉDIA
OPERACIONAL DA
EMPRESA*



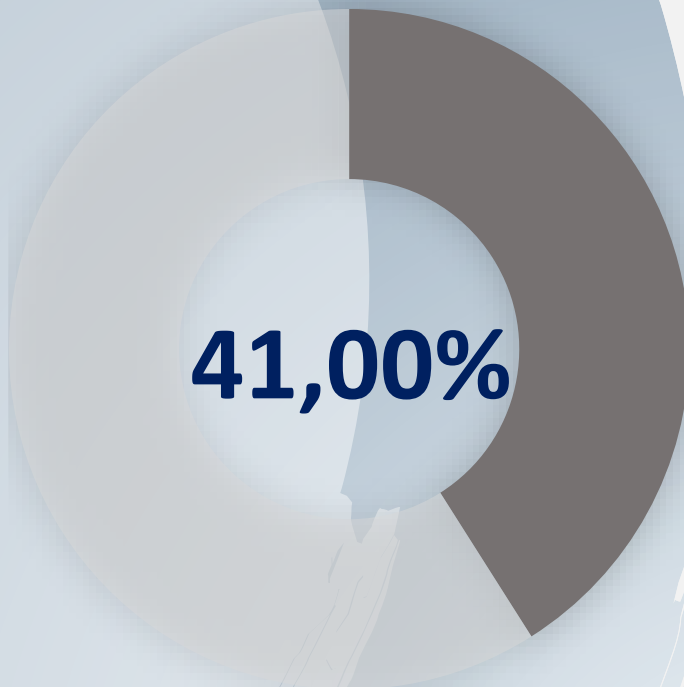
* Referente a redução das atividades da empresa, sua carga horária, restrição de comercialização de produtos, etc.

RESULTADO DAS ENTREVISTAS – IMPACTO FINANCEIRO

INFORMAM QUEDA
NAS VENDAS



REDUÇÃO MÉDIA
NAS VENDAS



RESULTADO DAS ENTREVISTAS – IMPACTO FINANCEIRO

INFORMAM
AUMENTO NAS
VENDAS

7,5%

AUMENTO MÉDIO
NAS VENDAS

22,50%

RESULTADO DAS ENTREVISTAS – IMPACTO FINANCEIRO

INFORMAM
AUMENTO NAS
DESPESAS

26,1%



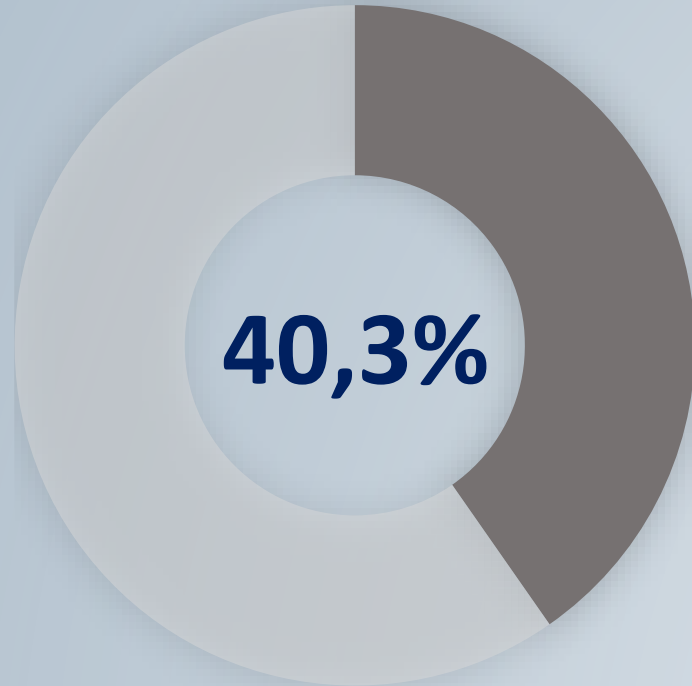
AUMENTO MÉDIO
DAS DESPESAS

27,00%

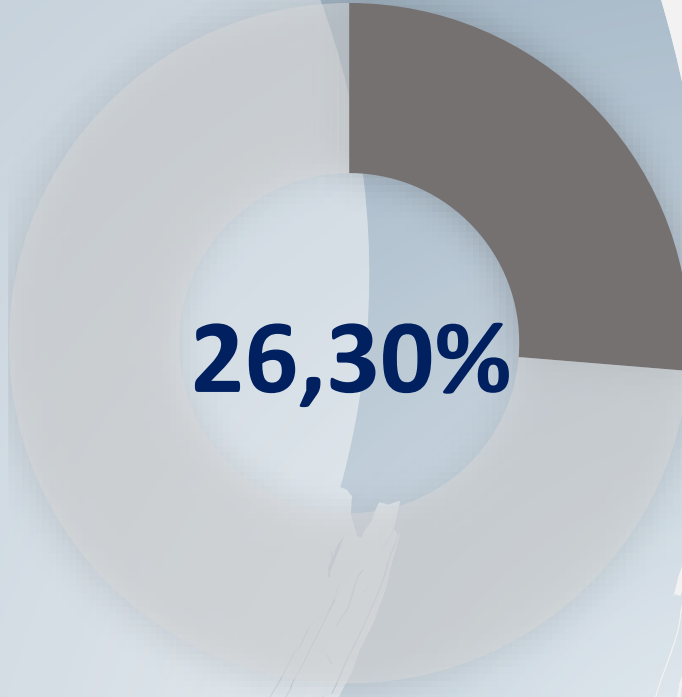


RESULTADO DAS ENTREVISTAS – IMPACTO FINANCEIRO

INFORMAM
REDUÇÃO DAS
DESPESAS

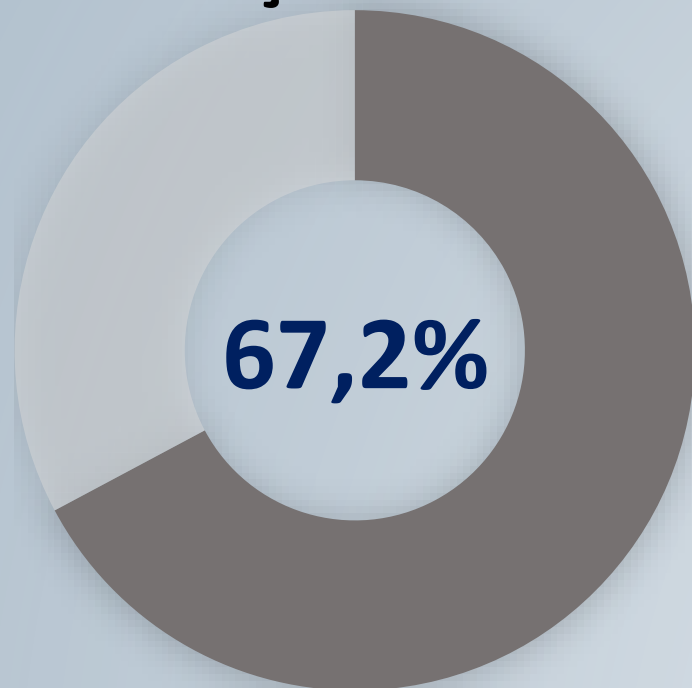


REDUÇÃO MÉDIA
DAS DESPESAS

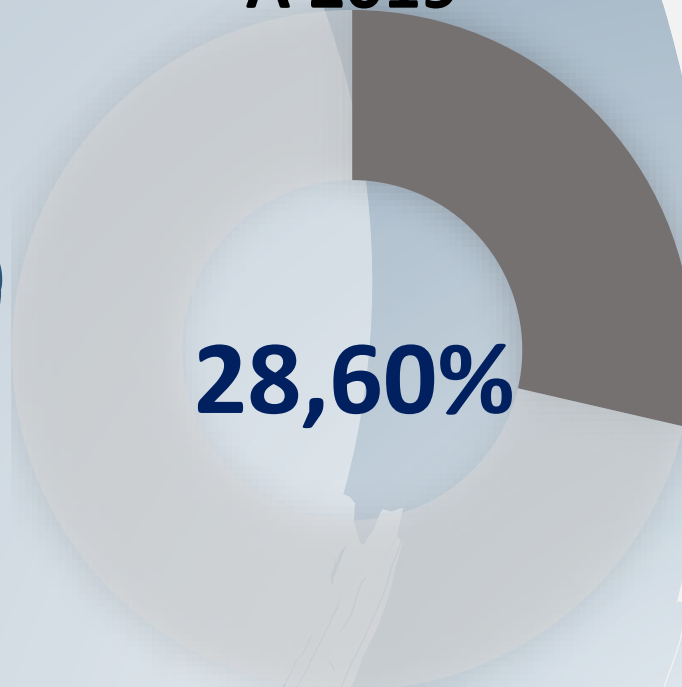


RESULTADO DAS ENTREVISTAS – IMPACTO FINANCEIRO

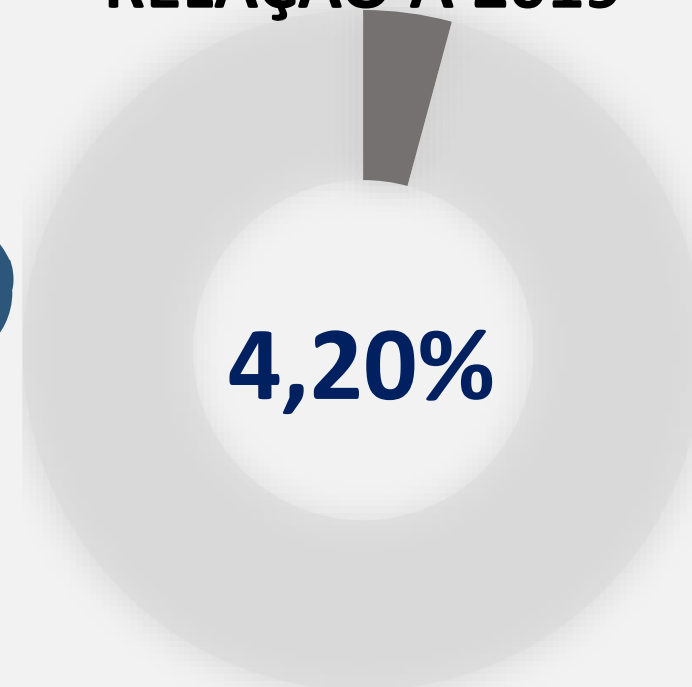
FLUXO DE CAIXA
ABAIXO EM
RELAÇÃO A 2019



FLUXO DE CAIXA
IGUAL EM RELAÇÃO
A 2019

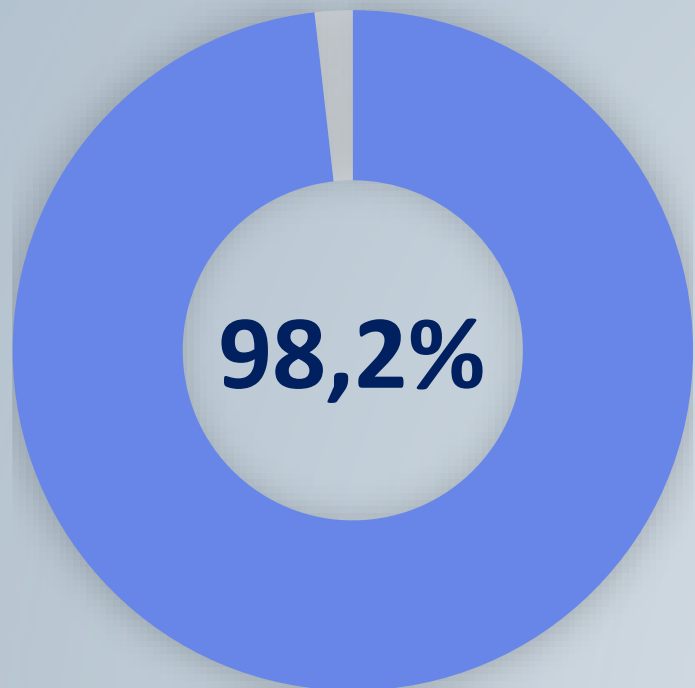


FLUXO DE CAIXA
ACIMA EM
RELAÇÃO A 2019

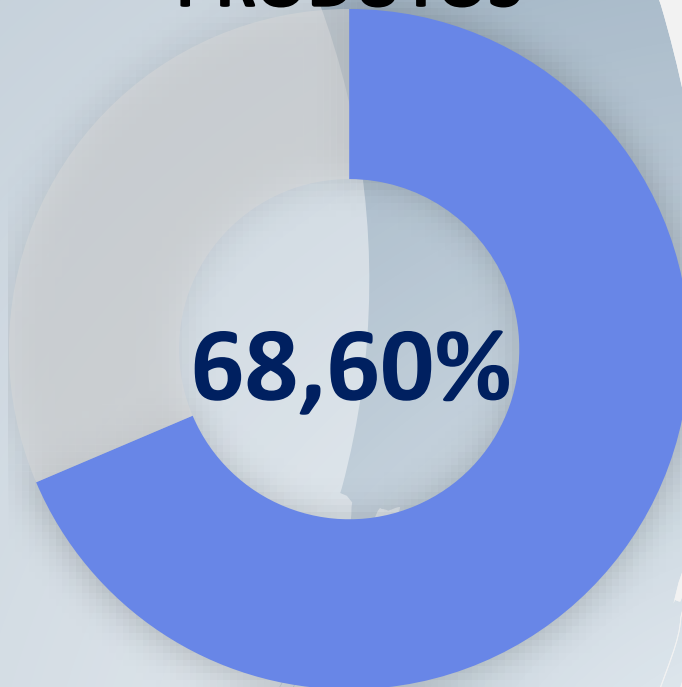


RESULTADO DAS ENTREVISTAS – IMPACTO GESTÃO

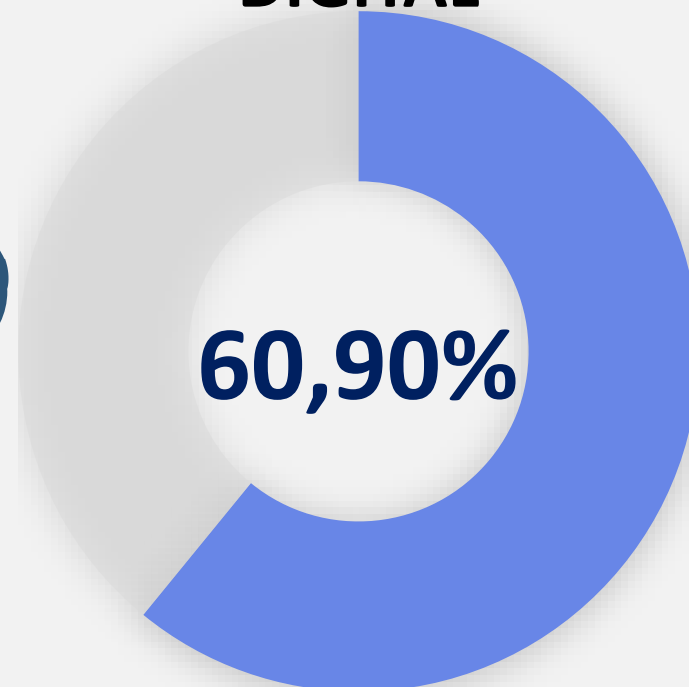
**ADAPTOU
ATENDIMENTO ÀS
NORMAS VIGENTES**



**ALTEROU
PORTIFÓLIO DE
PRODUTOS**

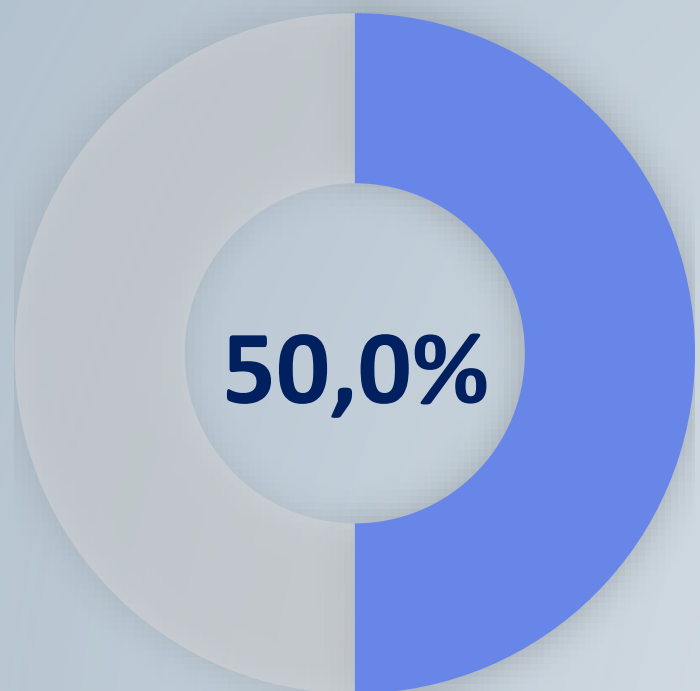


**PRETENDE ATUAR
COM COMÉRCIO
DIGITAL**

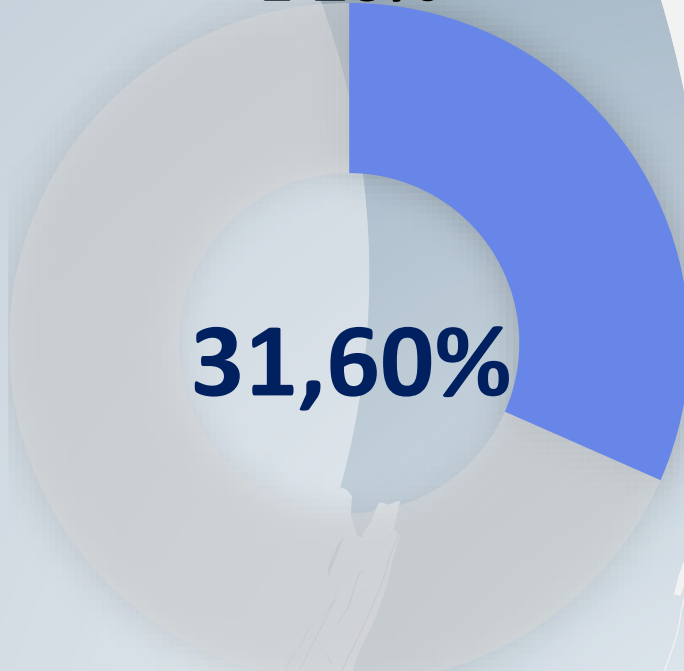


RESULTADO DAS ENTREVISTAS – IMPACTO GESTAO

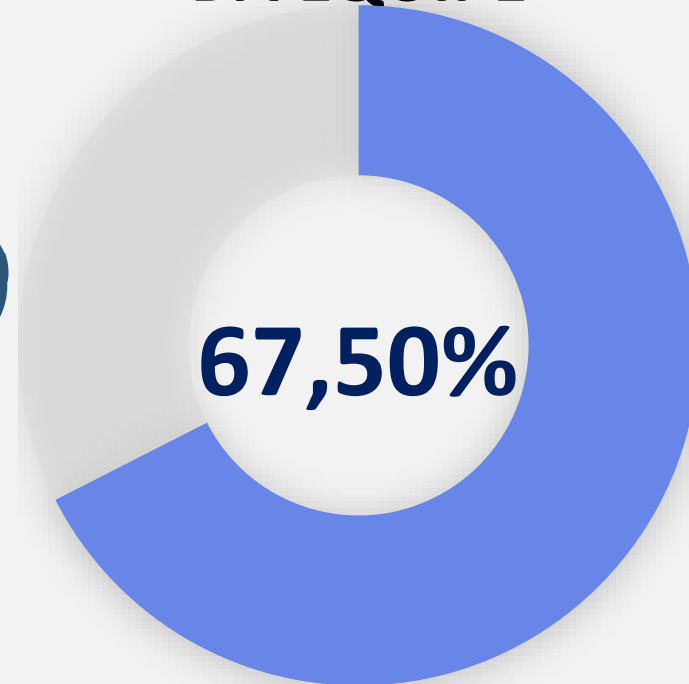
CONSIDERA
DEMITIR



CONSIDERAM
DEMITIR ENTRE 10%
E 20%

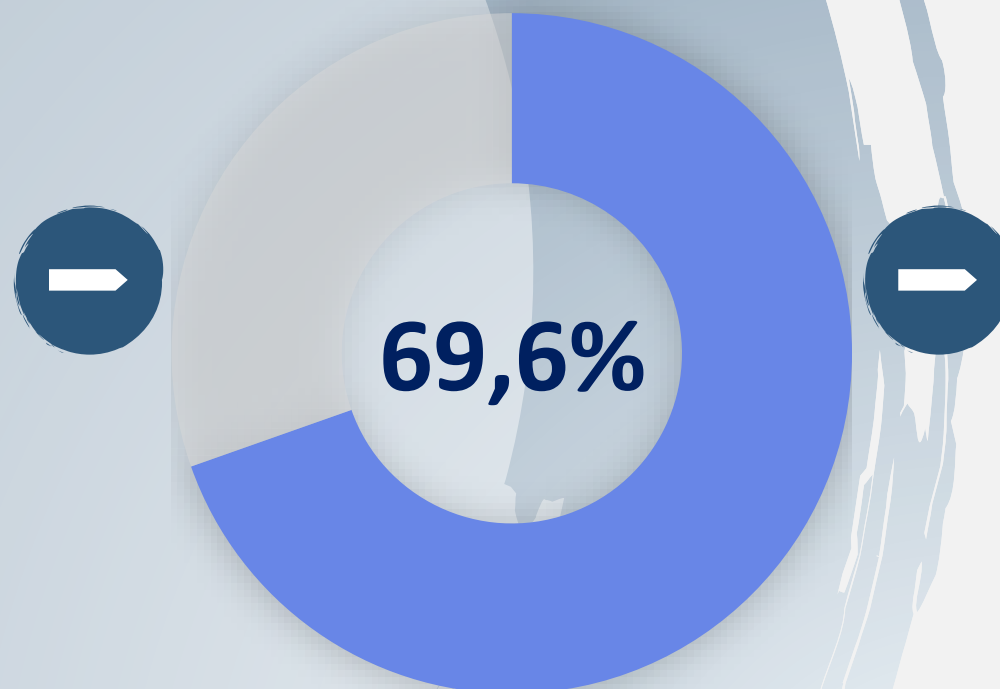


INCENTIVOU
CURSOS ON-LINE
DA EQUIPE



RESULTADO DAS ENTREVISTAS – IMPACTO GESTAO

NÃO CONSEGUEM
ADOTAR HOME
OFFICE



MUITO OBRIGADO A TODOS

CDL RONDONÓPOLIS

AGOSTO/2020