

PROCESS OF INTERNATIONALIZATION OF SERVICES

A Study of the Restaurant Chain of Northeastern Brazil

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The restaurants have an important role in tourist destinations. The development of appropriate business strategies can support the delivery of appropriate services to consumers and expansion. This paper is a theoretical and empirical research in order to analyze the process of internationalization of the Bonaparte Group. In the theoretical framework identifies the main concepts related to the internationalization of enterprises, the service features and how they impact the process of international expansion. The methodology used was qualitative case study as the unit of analysis was the brand of the Brazilian group Bossa Grill Bonaparte. The results show that the main reason was to expand the search for new markets and for this, we developed a totally different product that the company was already operating in Brazil. The choice by the United States was due to maturity and size of the market for food away from home, beyond the political and economic stability that allows for greater planning firms. It is also evident that the social networks of executives were instrumental in the early development and internationalization of the supply chain, seeking partners in Brazil and the United States for the design of society. As input mode, the company chose the franchise system. It is noticed that despite their idiosyncrasies the process of internationalization of the Group does not differ from Bonaparte conducted by manufacturing companies.

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