

Percepção dos
Empresários sobre o

CAR

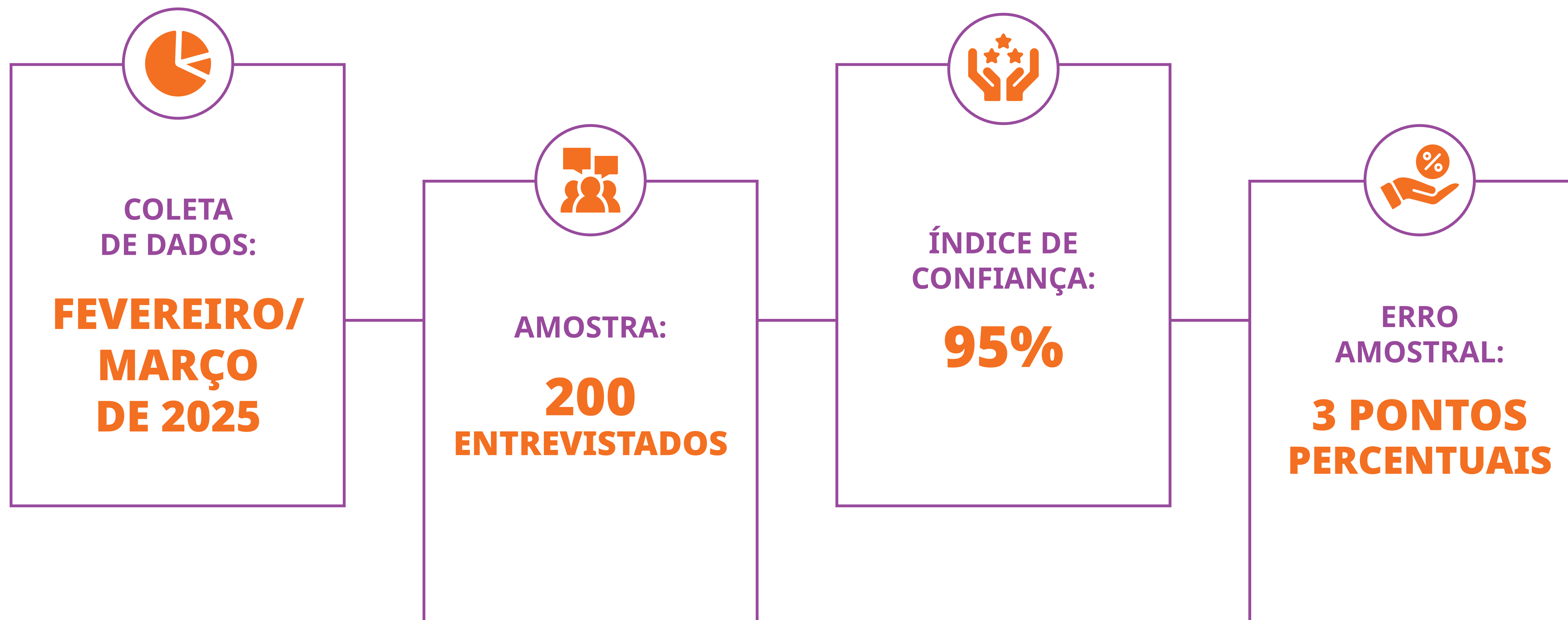
NA

**Parnamirim
2025**

VAL

Março

ABRANGÊNCIA



PERCEPÇÃO GERAL

INFLUÊNCIA DA FESTA NOS NEGÓCIOS



74%

Positiva



21%

Indiferente

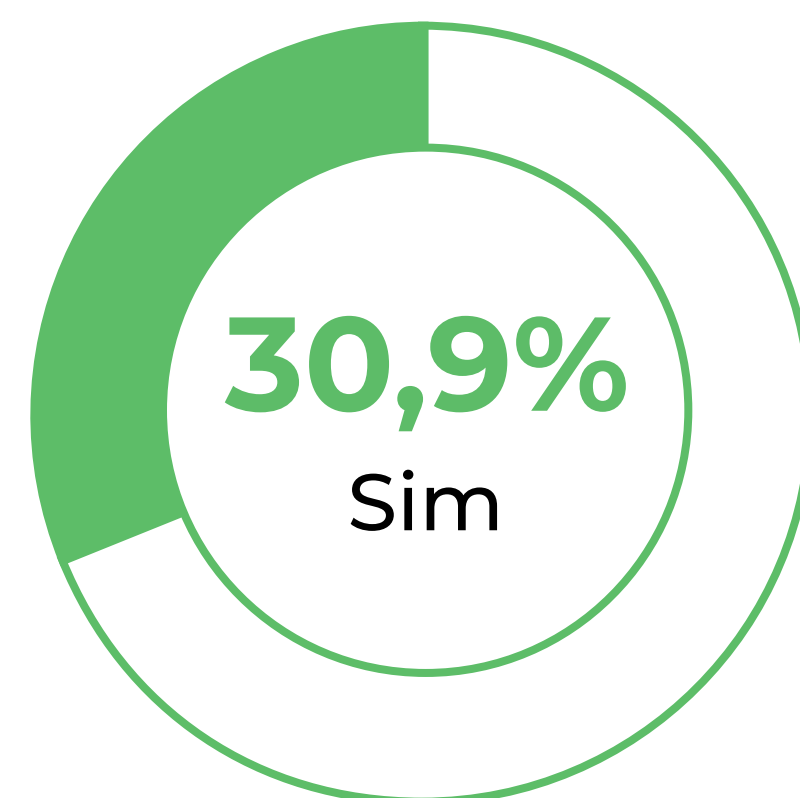


5%

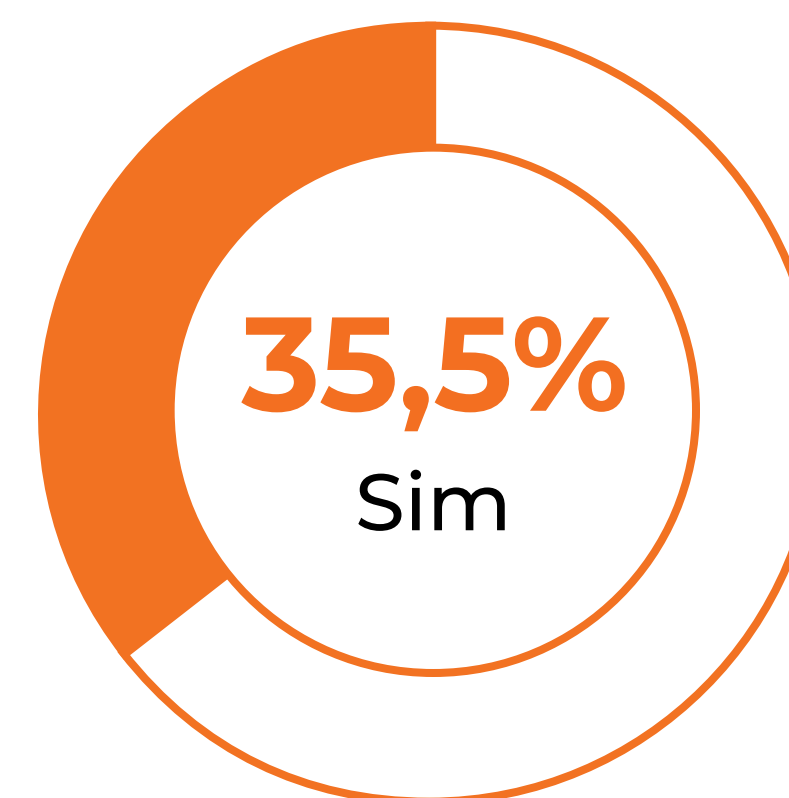
Negativa

PLANEJAMENTO

NECESSIDADE DE CONTRATAÇÃO DE FUNCIONÁRIOS

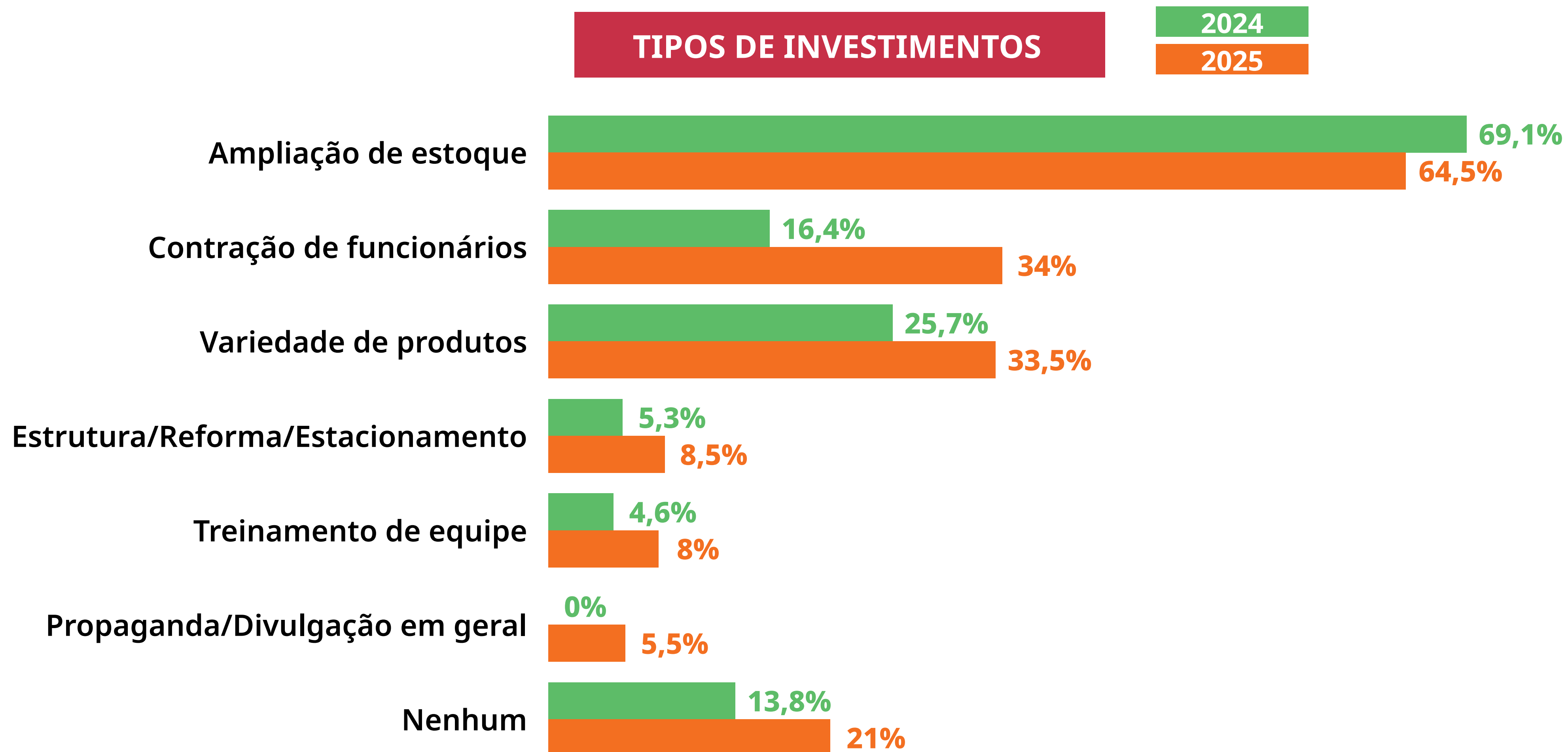


2024



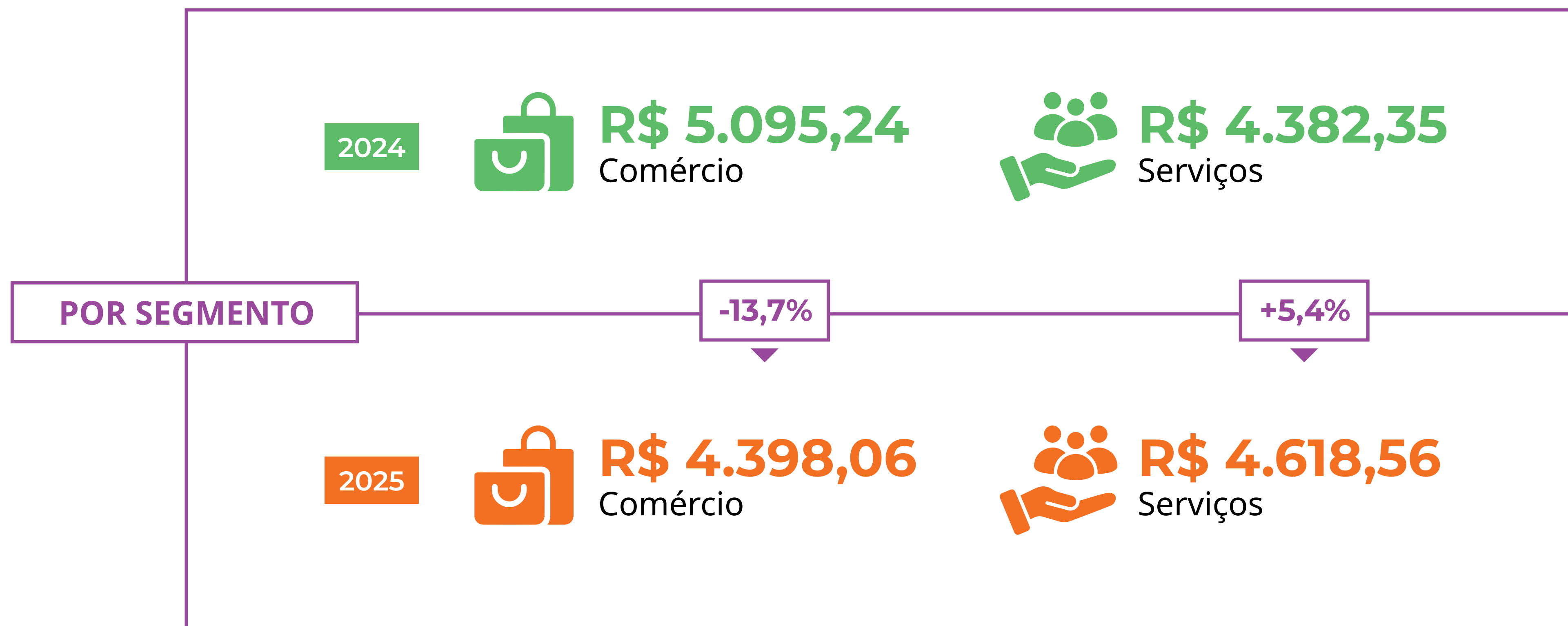
2025

INVESTIMENTOS



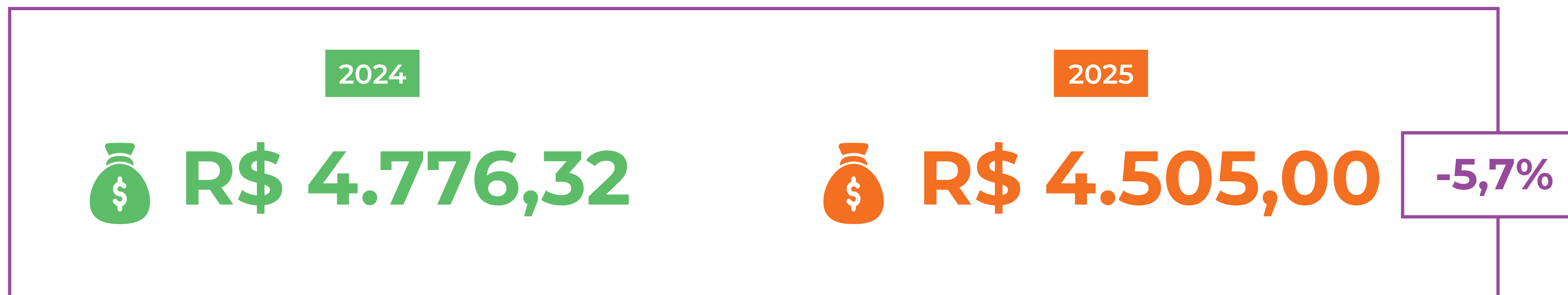
INVESTIMENTOS

INVESTIMENTO MÉDIO



INVESTIMENTOS

INVESTIMENTO MÉDIO GERAL



FUNCIONAMENTO

MÉDIA DE DIAS DE ABERTURA

2024

 **3,9** Dias

2025

 **3,9** Dias

MÉDIA DE CLIENTES POR DIA

2024

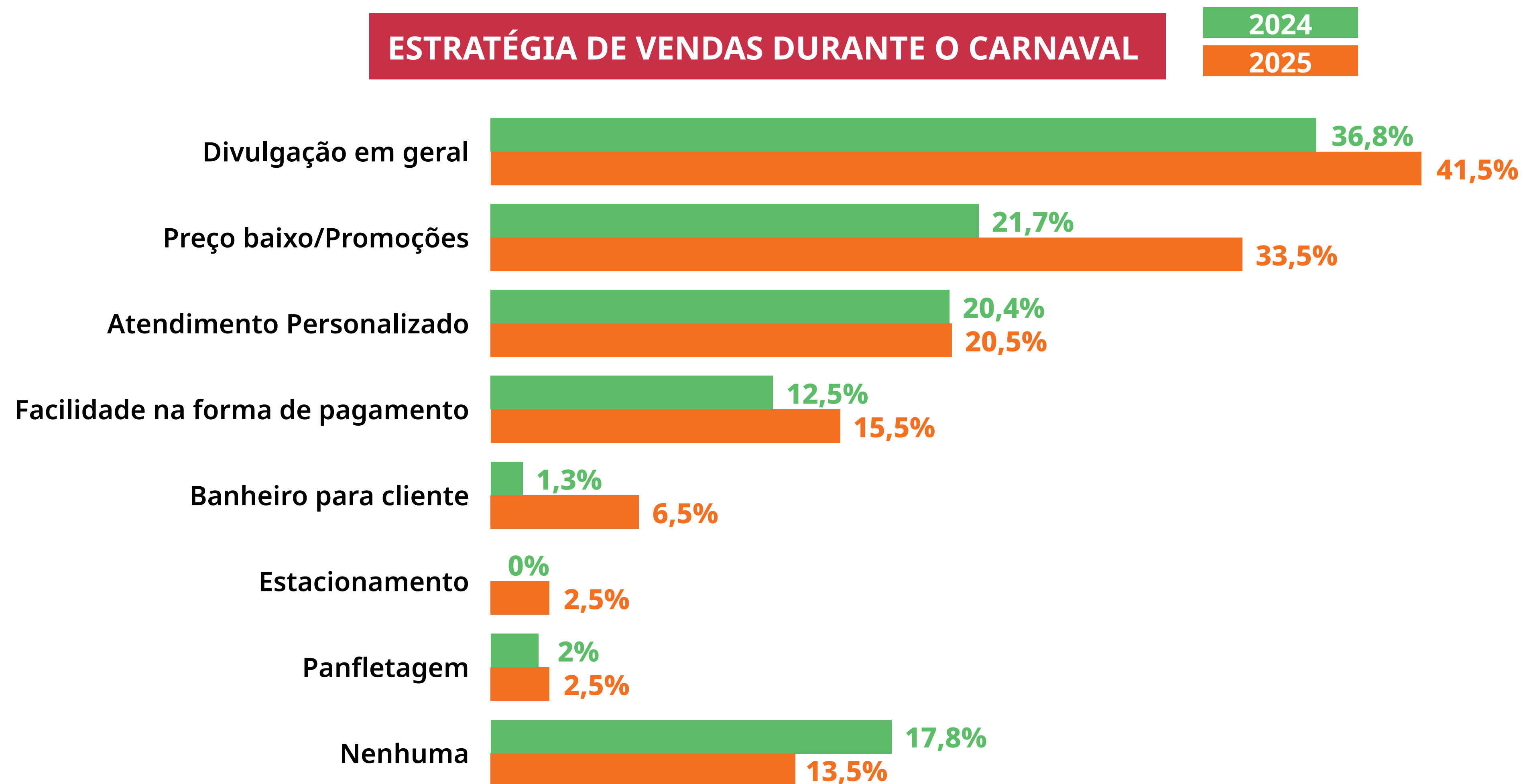
 **178** Clientes

2025

 **193** Clientes

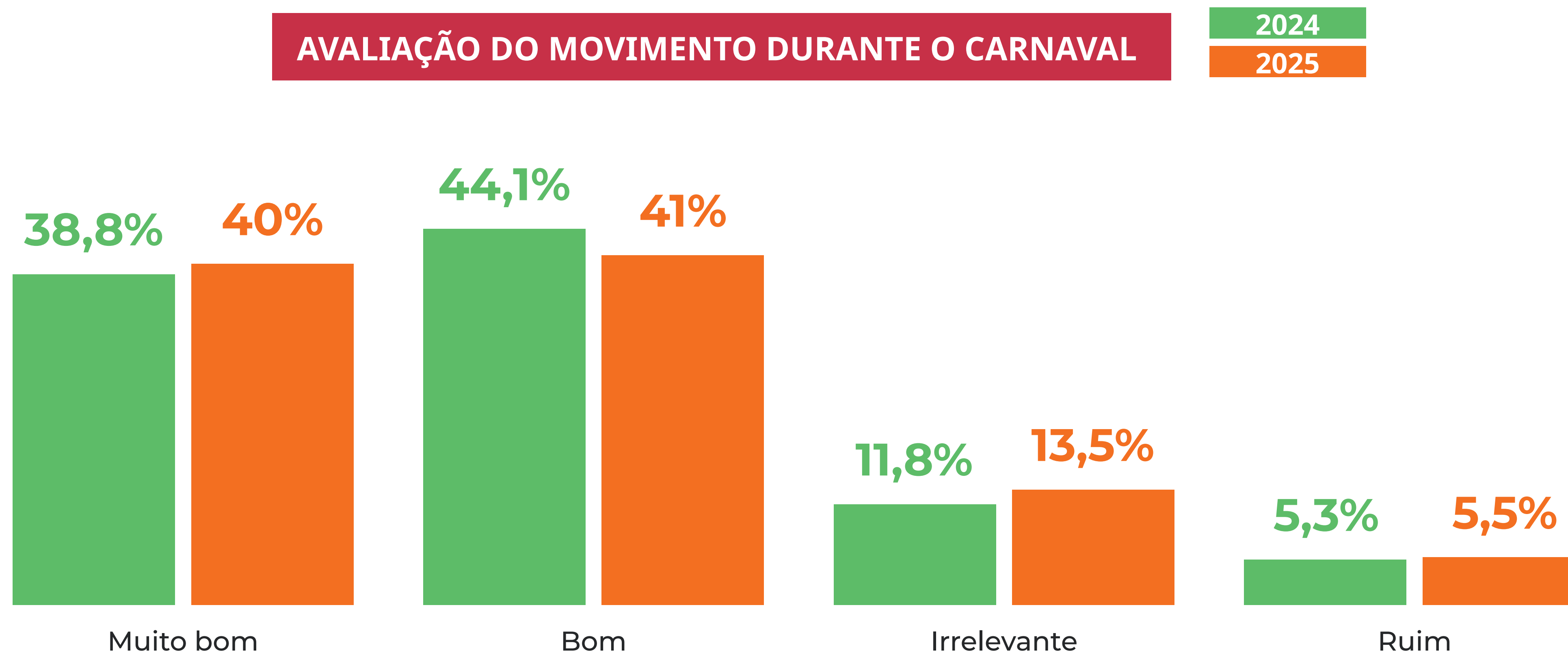
FUNCIONAMENTO

ESTRATÉGIA DE VENDAS DURANTE O CARNAVAL



FUNCIONAMENTO

AVALIAÇÃO DO MOVIMENTO DURANTE O CARNAVAL

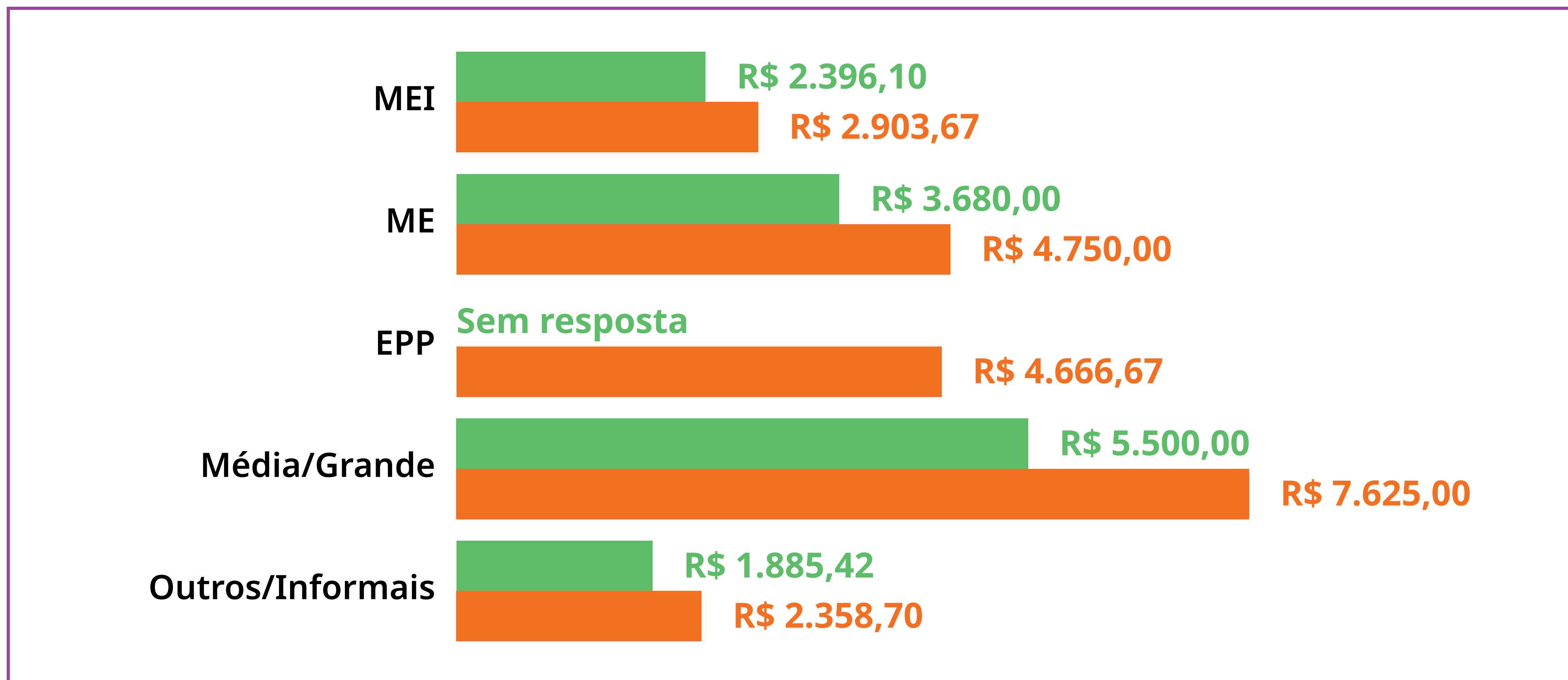


FATURAMENTO

FATURAMENTO MÉDIO POR PORTE

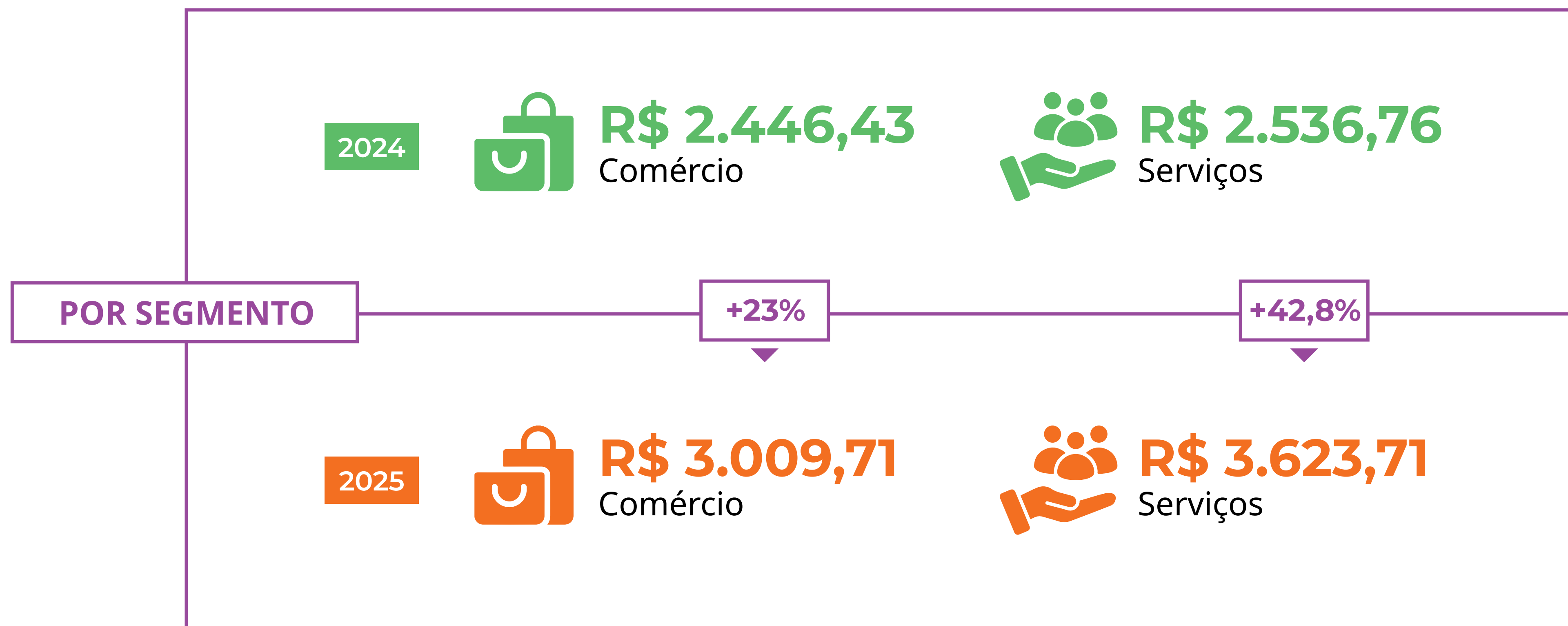
2024

2025



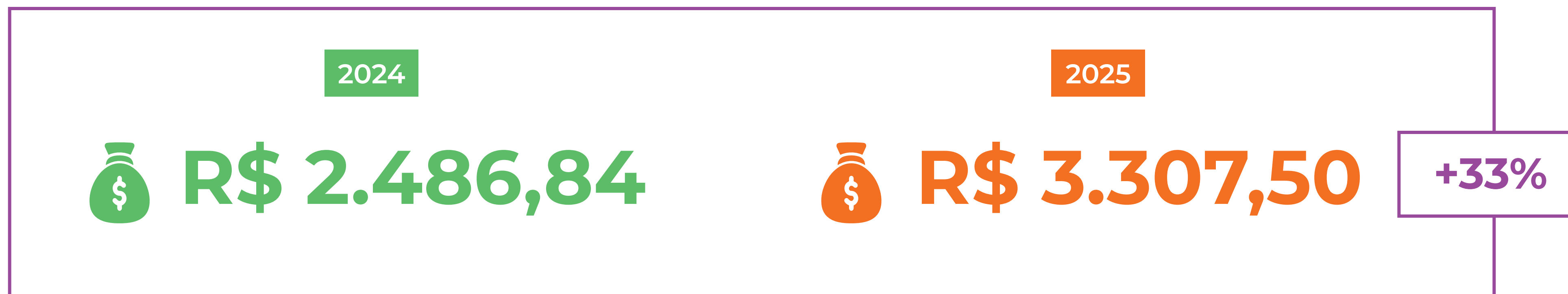
FATURAMENTO

FATURAMENTO MÉDIO

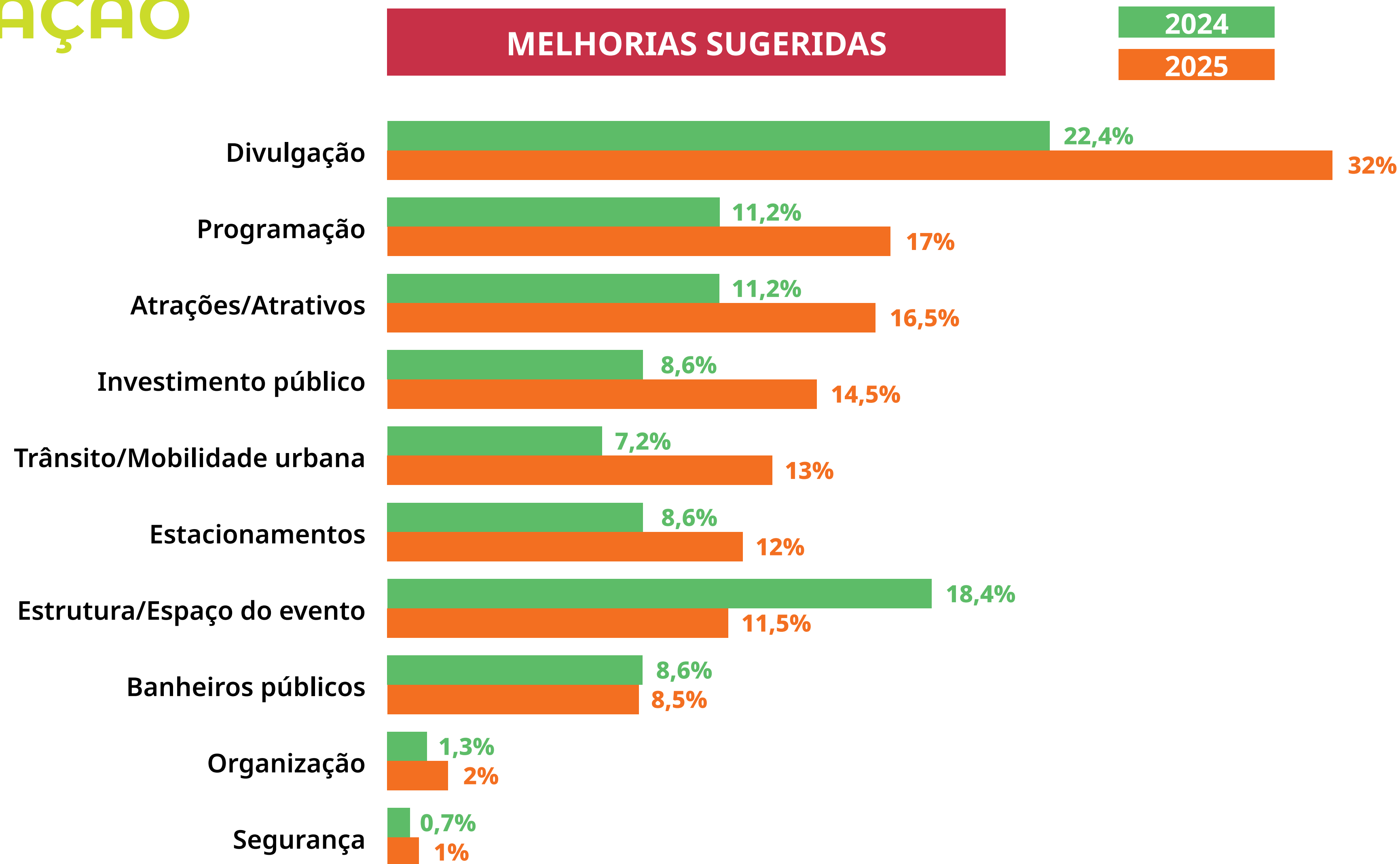


FATURAMENTO

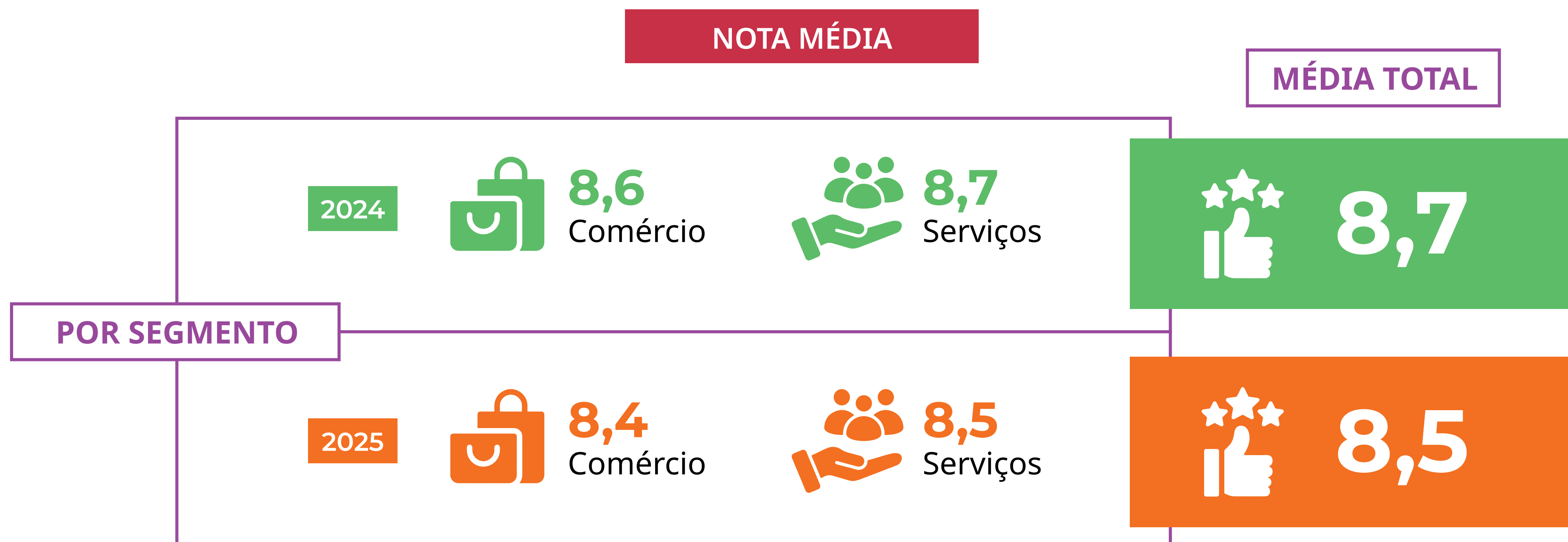
FATURAMENTO MÉDIO GERAL



AValiação



AValiação



PERFIL DAS EMPRESAS

POR SEGMENTO



51,5%
Comércio



48,5%
Serviços

POR PORTE

MEI



54,5%

ME



17%

EPP



1,5%

Média/grande



4%

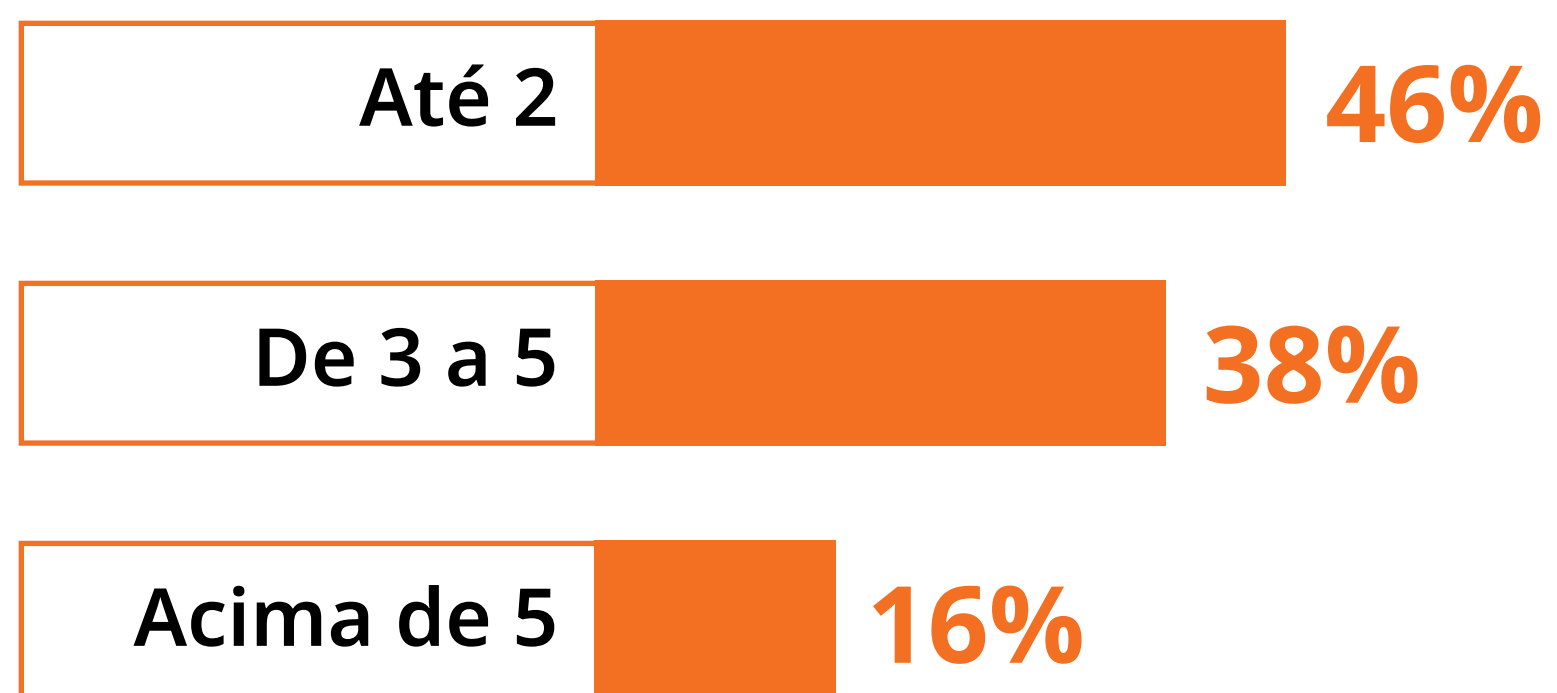
Outros/informais



23%

PERFIL DAS EMPRESAS

NÚMERO DE COLABORADORES



TEMPO DE ATUAÇÃO



PERFIL DAS EMPRESAS

PRINCIPAIS ATIVIDADES DESENVOLVIDAS

