

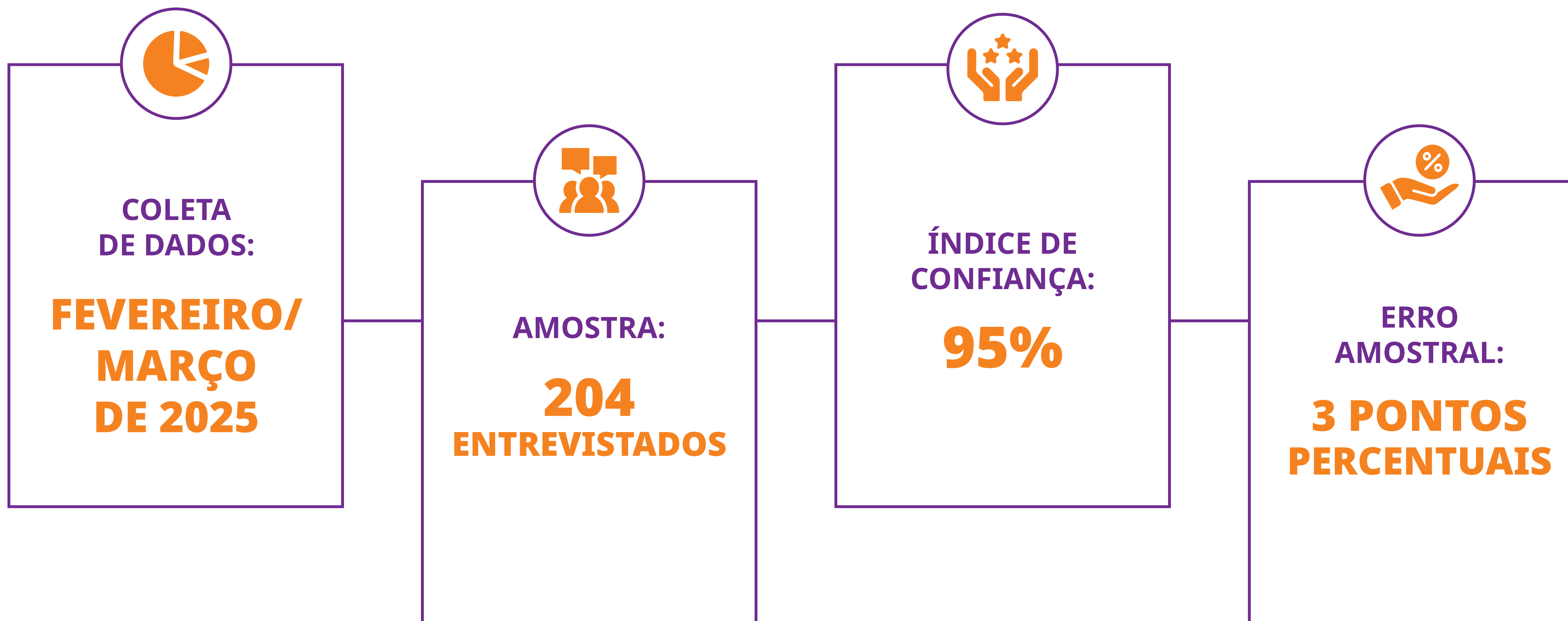
★ Percepção dos  
Empresários  
sobre o

# CAR NA VAL

Natal  
2025

Março

# ABRANGÊNCIA



# PERCEPÇÃO GERAL

## INFLUÊNCIA DA FESTA NOS NEGÓCIOS



**71,1%**

Positiva



**17,2%**

Indiferente

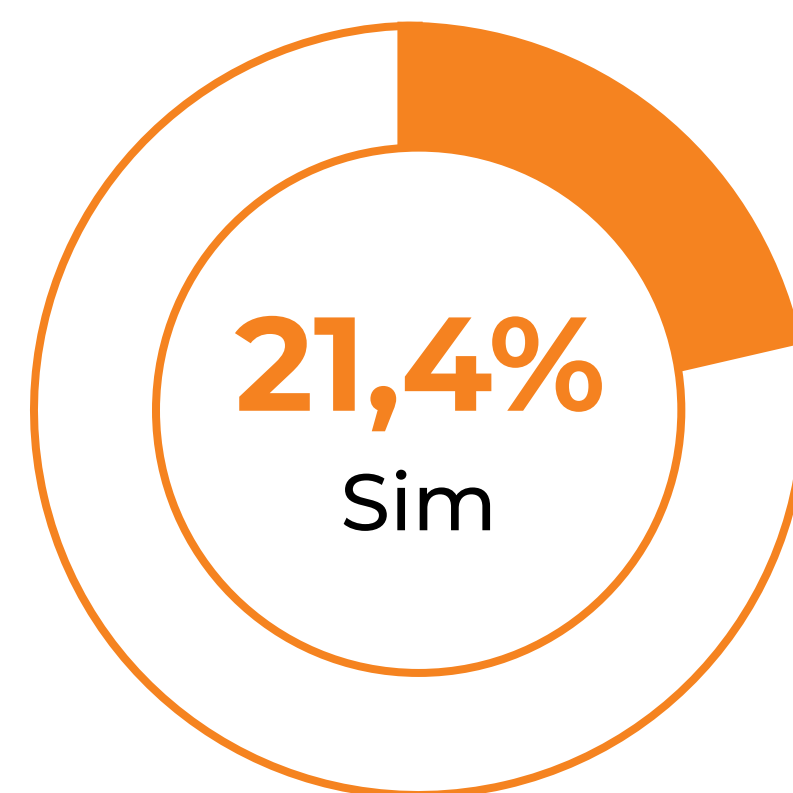


**11,8%**

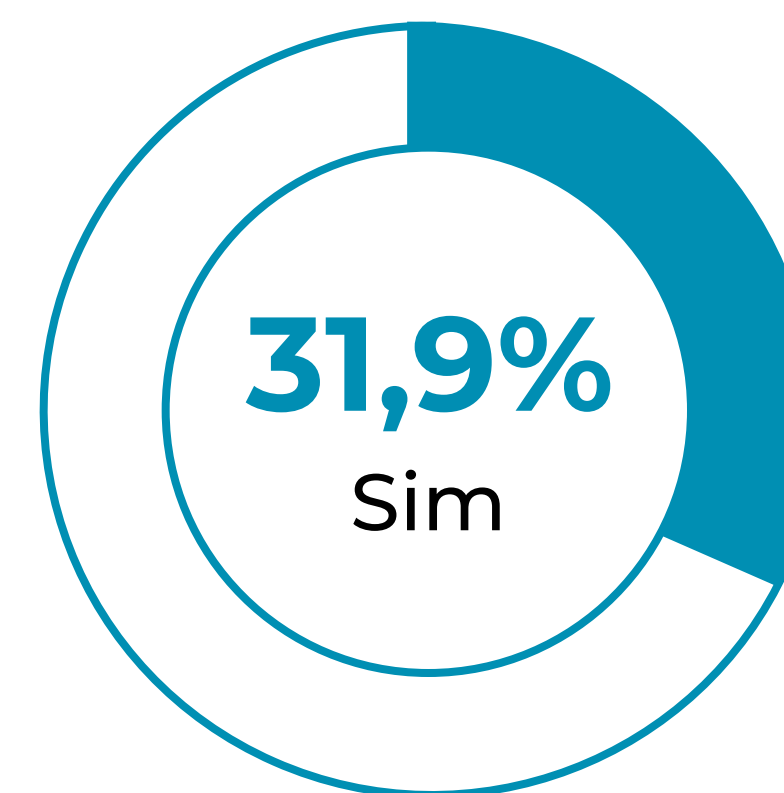
Negativa

# PLANEJAMENTO

## NECESSIDADE DE CONTRATAÇÃO DE FUNCIONÁRIOS

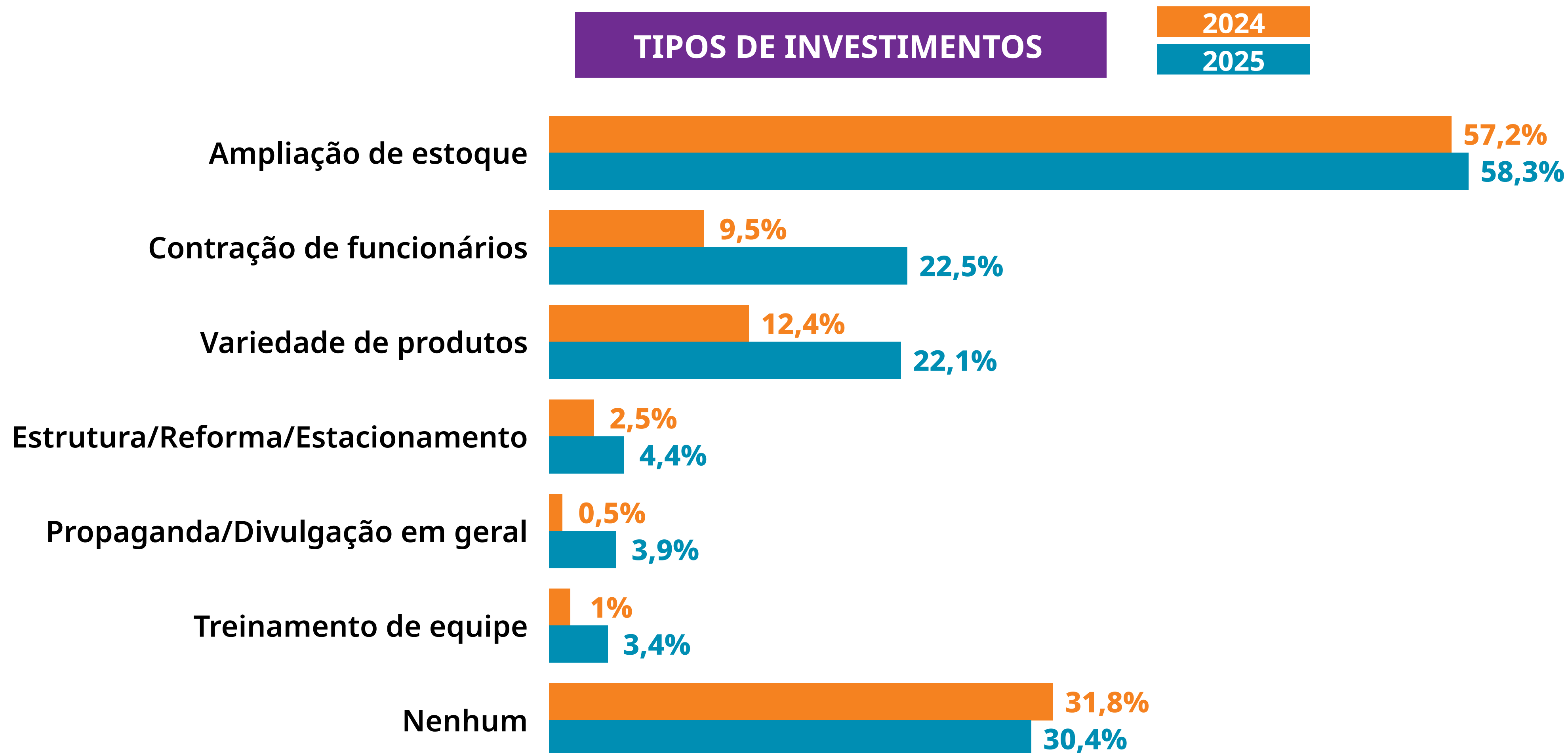


2024



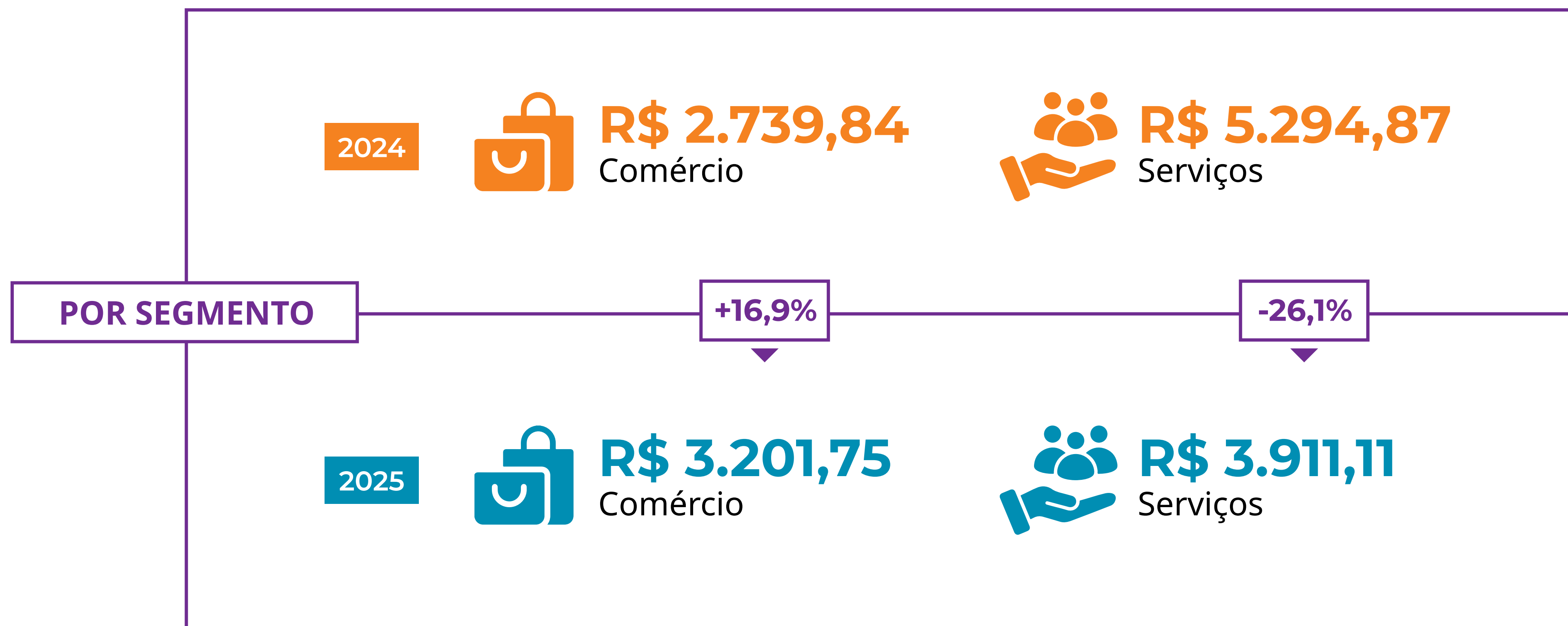
2025

# INVESTIMENTOS



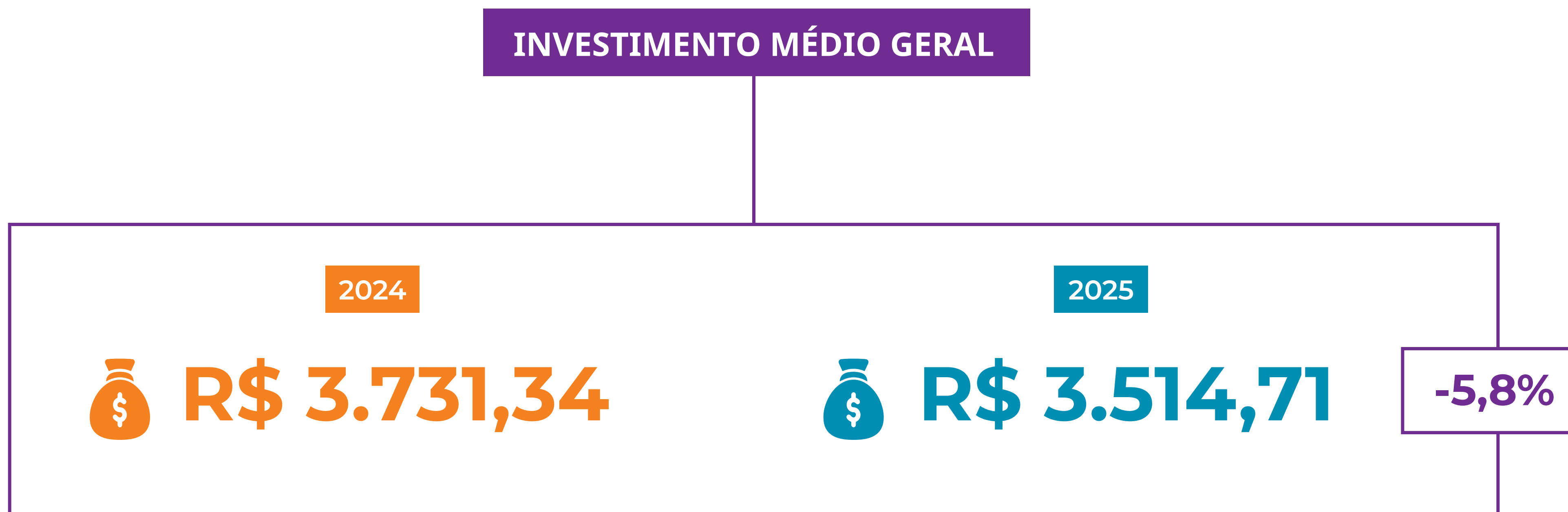
# INVESTIMENTOS

## INVESTIMENTO MÉDIO



# INVESTIMENTOS

## INVESTIMENTO MÉDIO GERAL



# FUNCIONAMENTO

## MÉDIA DE DIAS DE ABERTURA

2024



**3,8** Dias

2025



**3,9** Dias

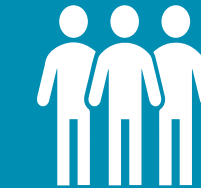
## MÉDIA DE CLIENTES POR DIA

2024



**160** Clientes

2025

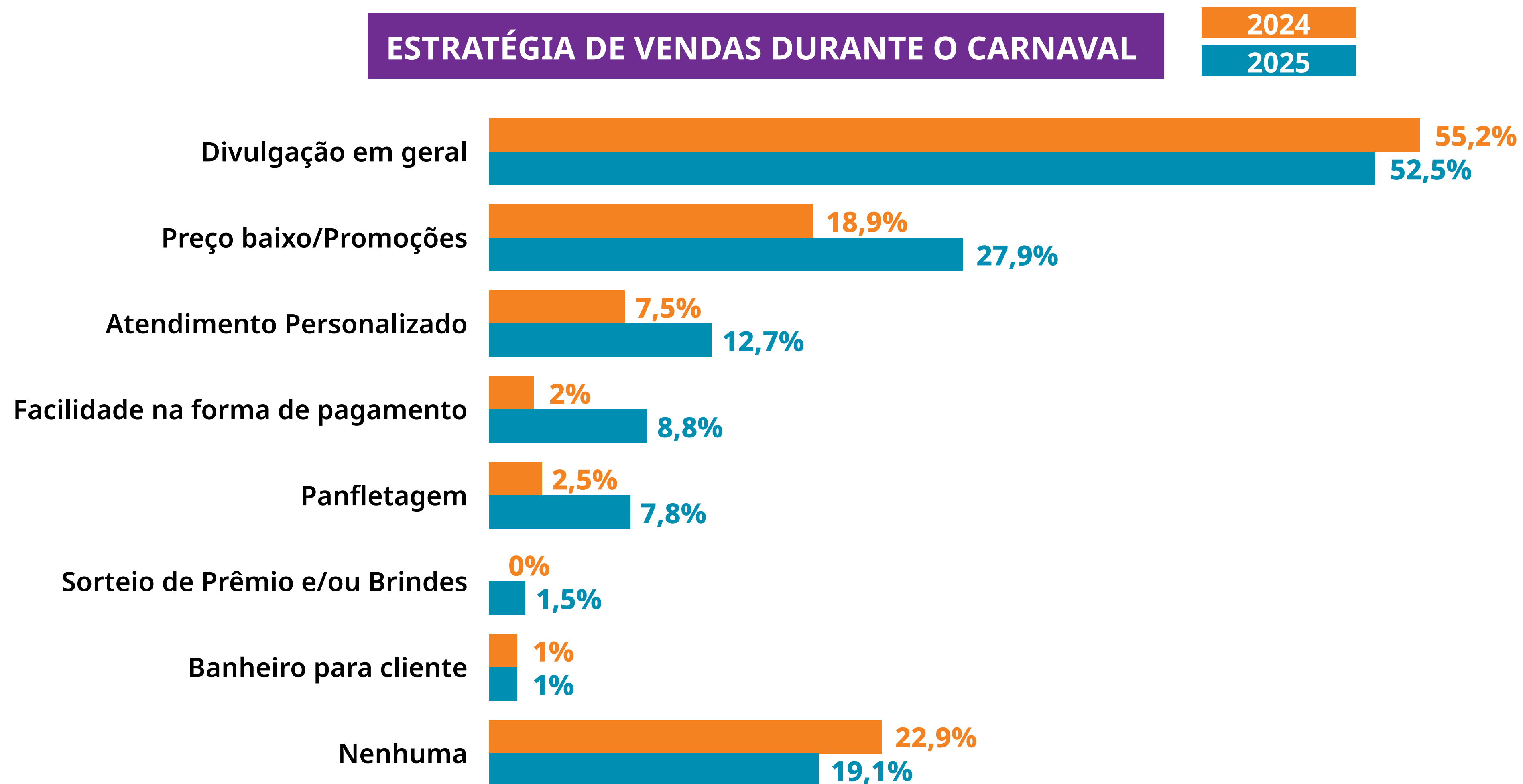


**176** Clientes



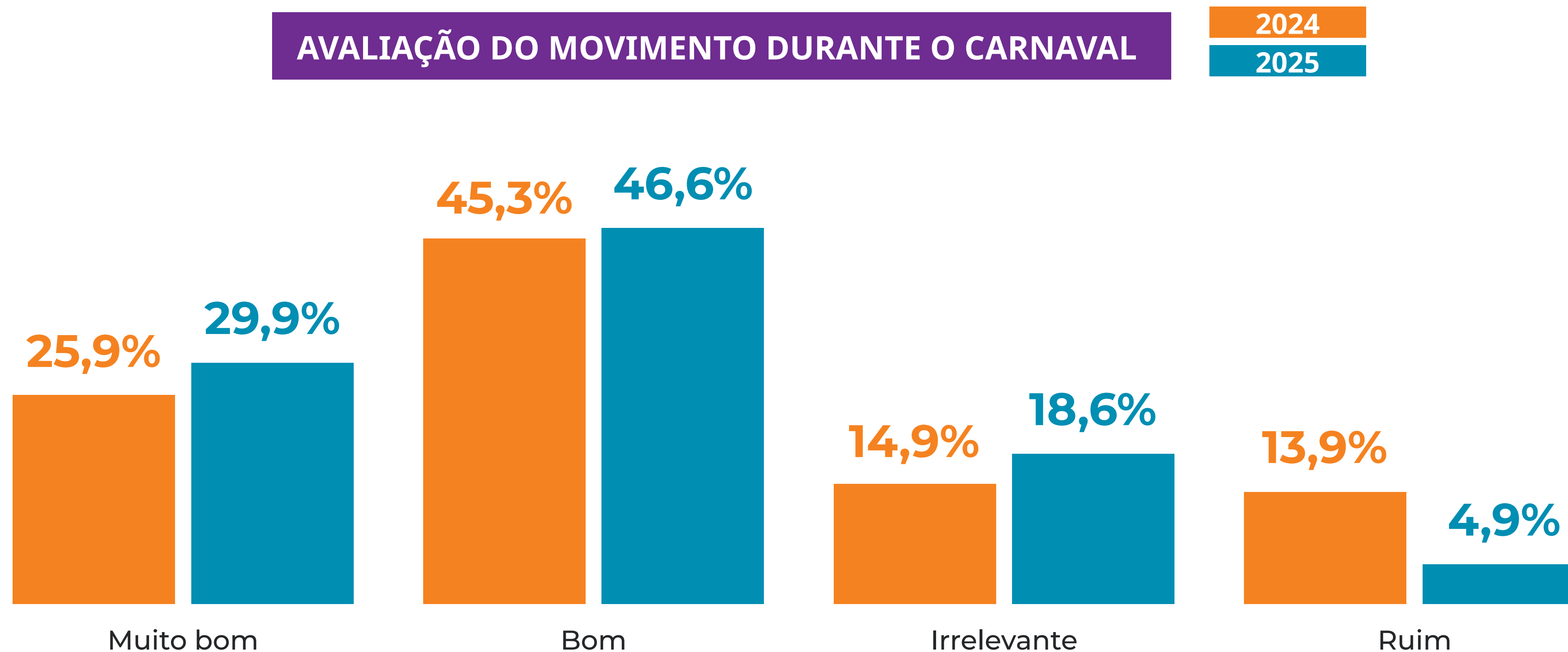
# FUNCIONAMENTO

## ESTRATÉGIA DE VENDAS DURANTE O CARNAVAL



# FUNCIONAMENTO

## AVALIAÇÃO DO MOVIMENTO DURANTE O CARNAVAL

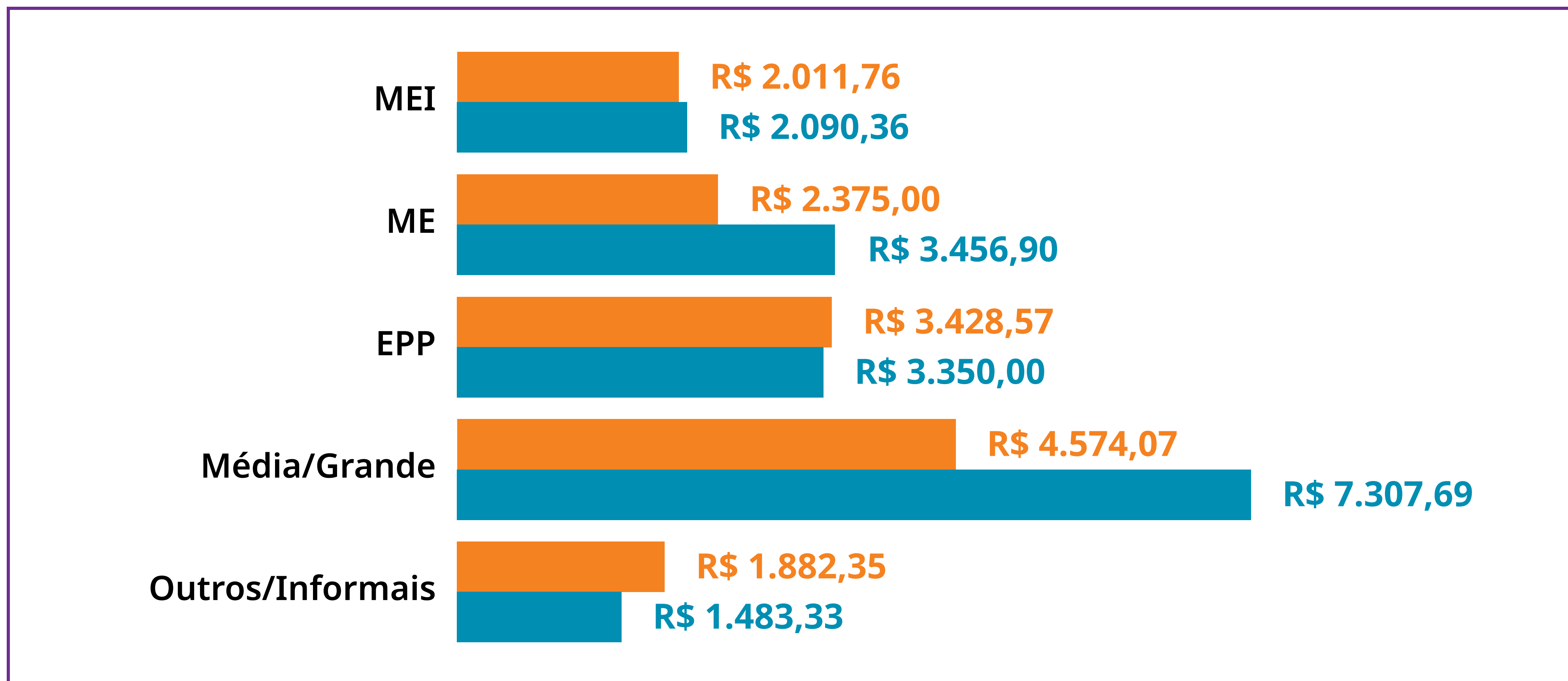


# FATURAMENTO

## FATURAMENTO MÉDIO POR PORTE

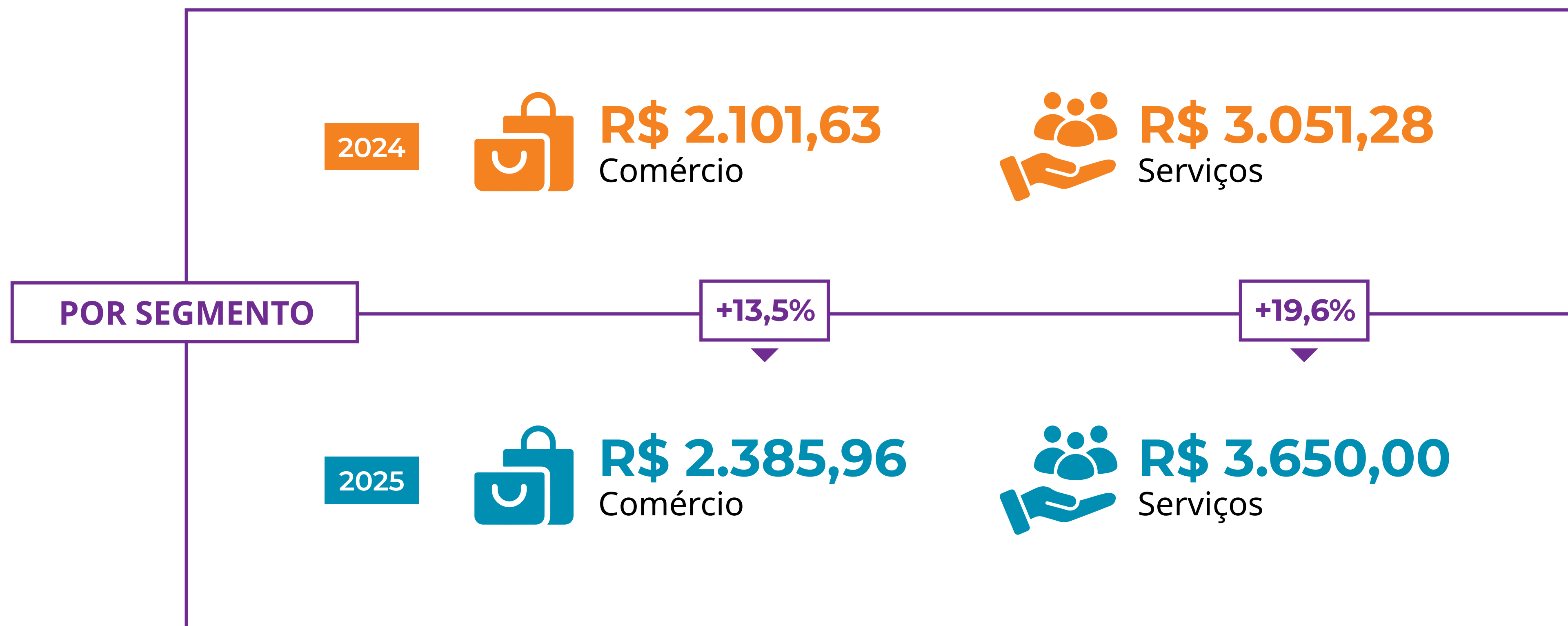
2024

2025



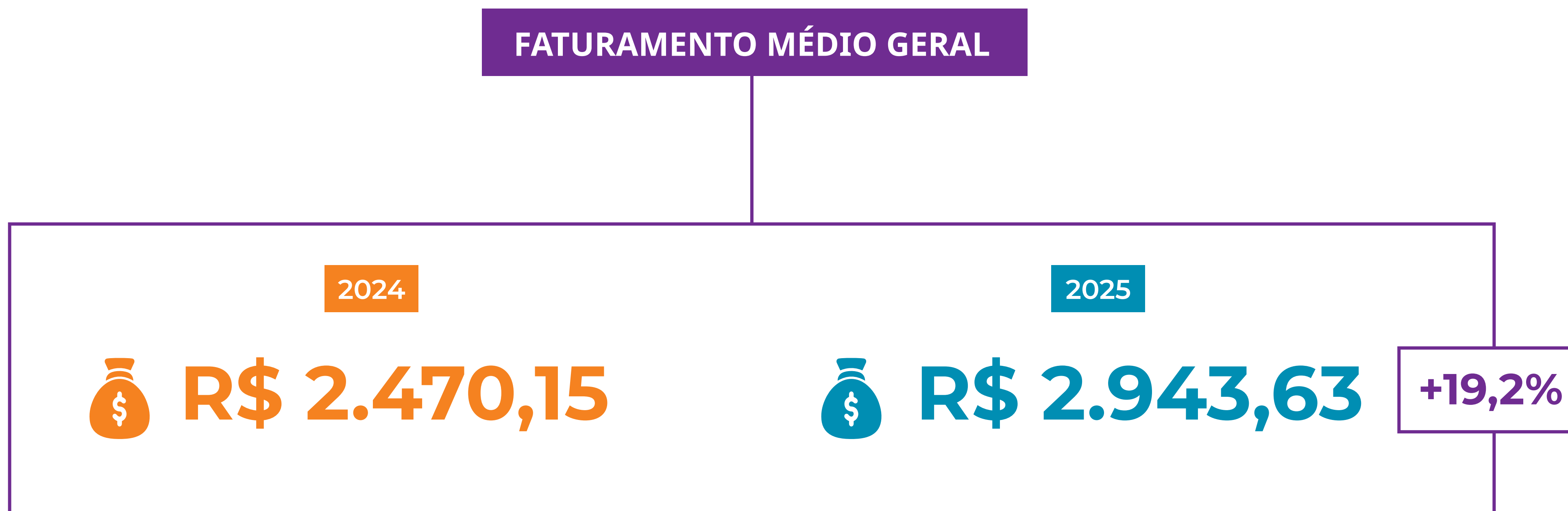
# FATURAMENTO

## FATURAMENTO MÉDIO

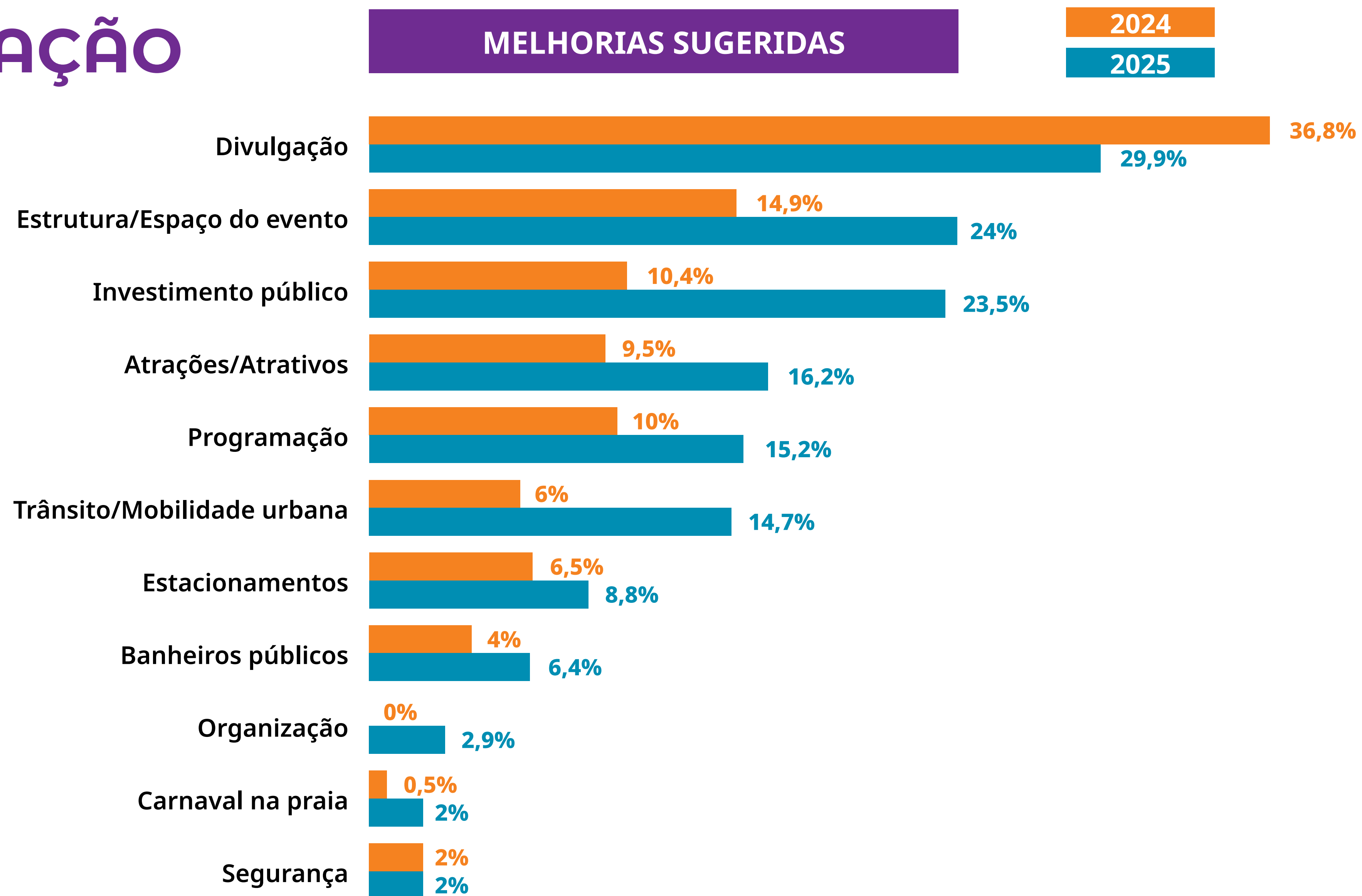


# FATURAMENTO

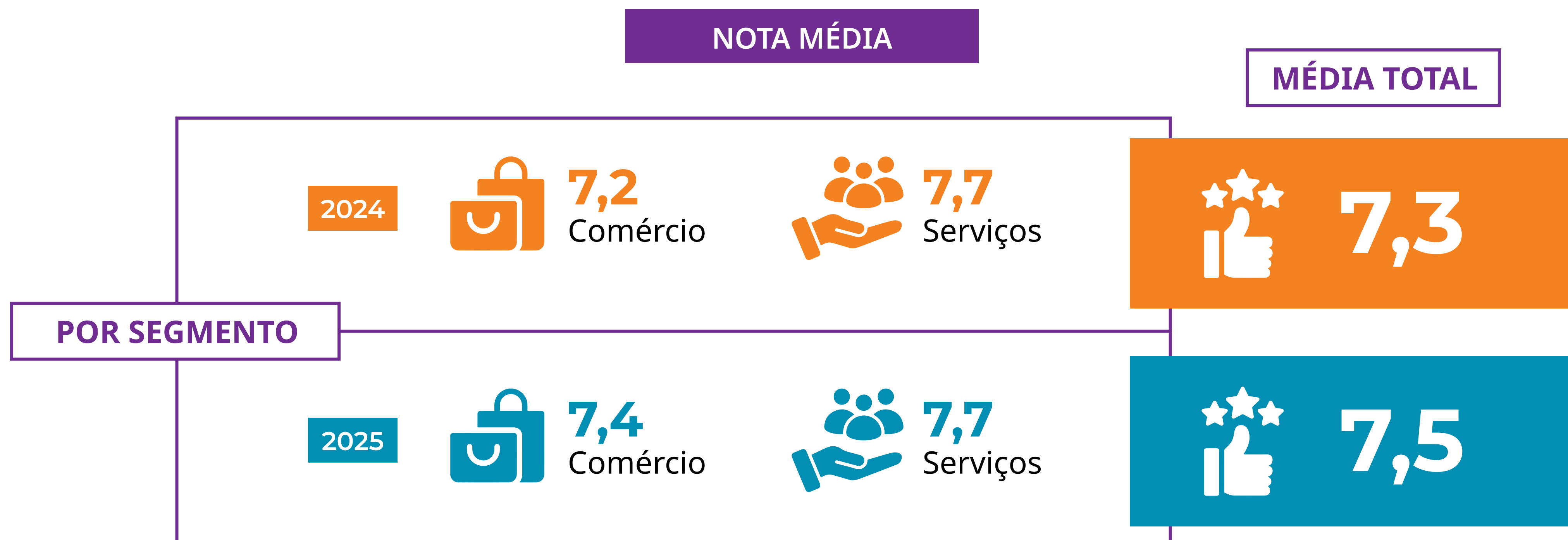
## FATURAMENTO MÉDIO GERAL



# AVALIAÇÃO



# AValiação



# PERFIL DAS EMPRESAS

## POR SEGMENTO

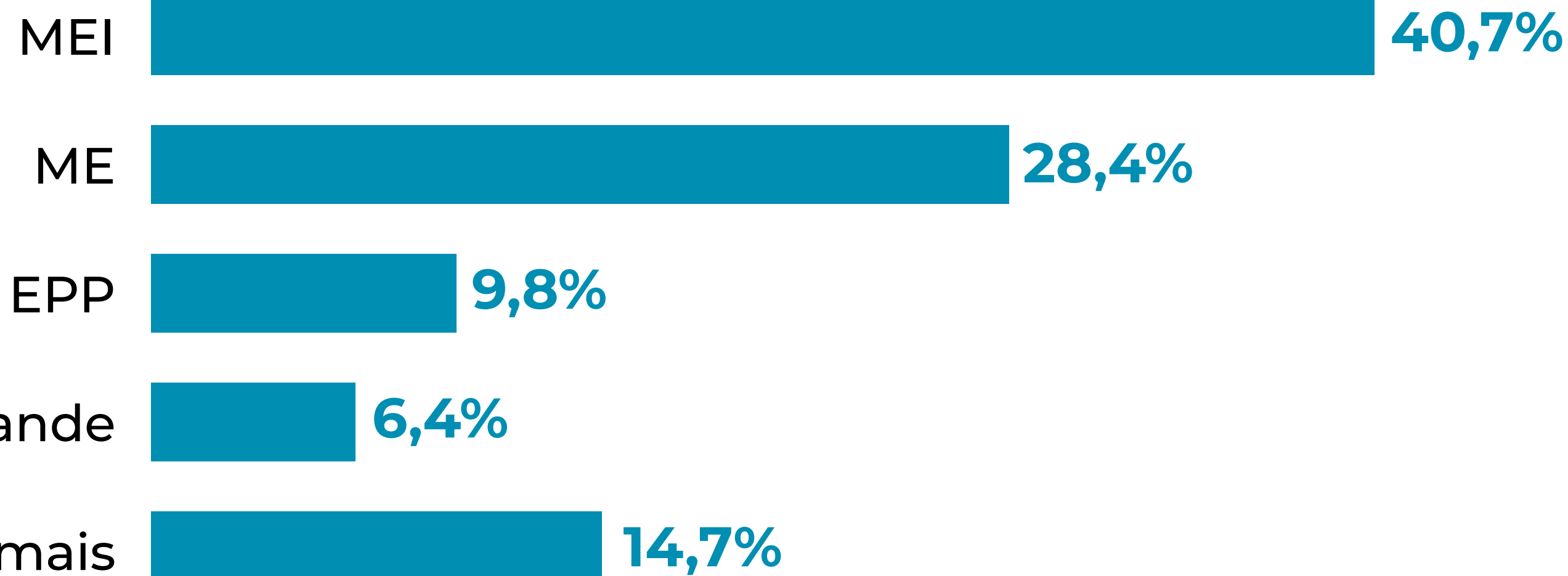


**55,9%**  
Comércio



**44,1%**  
Serviços

## POR PORTE





# PERFIL DAS EMPRESAS

## NÚMERO DE COLABORADORES



## TEMPO DE ATUAÇÃO



# PERFIL DAS EMPRESAS

## PRINCIPAIS ATIVIDADES DESENVOLVIDAS

