

Logistics Service Providers in Brazil: A comparison between different developed regions

Resumo

This paper evaluates the logistics market in a less developed region of Brazil, allowing for the identification of significant differences in comparison to the characteristics of those logistic service providers who operate in more developed regions. This exploratory study characterizes logistics services providers in the region and identifies a pattern of competition known as “low profile”. This pattern differs greatly from that treated in literature in general, which is the most advanced stage of development of the logistics services industry. The differences between companies in the Northeast region, known as one of the least developed, and those that operate in the most developed part of Brazil, show the differences in the evolution of the Logistics Industry. Such differences should be considered in strategy formulation among those companies who operate or intend to operate in those markets as well as government institutions which promote and regulate sector activities.

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