

COUNTRY RESOURCES AND COMPETITIVE ADVANTAGE IN THE INTERNATIONAL MARKET: A STUDY IN THE BRAZILIAN WINE INDUSTRY

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Abstract

Purpose: The aim of this paper is to analyze how the country resources can contribute to build a competitive advantage in the internationalization of SMEs from emerging economies in the wine industry. We argue that peculiar use of resources for internationalization in emerging countries and foreign markets are an opportunity for wine business, more specifically Brazilian wineries.

Methodology: This qualitative and exploratory research is based on primary and secondary data. The study was conducted from November 2016 to February 2017.

Findings: Specific resources of the country are determinants for Brazilian wineries to build a competitive advantage abroad, as the image of the country and of the government in foreign markets; embassy support to get new consumers; sectorial projects to support the wineries financially and operationally; and personal characteristics associated to Brazilian people which are reflected in the product, the label and the brand.

Practical implications: Brazilian wineries must explore specific resources of the country, as the reputation associated to Carnival, happiness and freshness in the product and the label to add value to its brands and to be recognized as a wine producer of the “Exotic World” of wine.

Key words: Specific resources of the country, emerging economies, resource based view.