



## BRAZIL

### SOCIETY

|                           |                     |
|---------------------------|---------------------|
| <b>OFFICIAL LANGUAGE:</b> | PORTOGUESE          |
| <b>RELIGION:</b>          | CATHOLIC            |
| <b>AVERAGE AGE:</b>       | 30.5                |
| <b>CAPITAL CITY:</b>      | BRASILIA            |
| <b>POPULATION:</b>        | 203,164.000         |
| <b>GOVERNMENT:</b>        | FEDERAL<br>REPUBLIC |
| <b>INTERNET USERS:</b>    | 99,357,737          |

### ECONOMIC DATA

|                                  |       |
|----------------------------------|-------|
| <b>GDP:</b>                      | 2,394 |
| <b>PERCAP GDP (\$):</b>          | 12.1% |
| <b>INFLATION RATE (%):</b>       | 5.5%  |
| <b>YEAR GROWTH<br/>RATE (%):</b> | 0.9%  |

### FRANCHISING DATA

|                                     |                   |
|-------------------------------------|-------------------|
| <b>FRANCHISORS:</b>                 | 2,426             |
| <b>FRANCHISEES:</b>                 | 104,543           |
| <b>LOCAL<br/>FRANCHISORS (%):</b>   | 90%               |
| <b>FOREIGN<br/>FRANCHISORS (%):</b> | 10%               |
| <b>ESTABLISHMENTS:</b>              | 93,098            |
| <b>1° INDUSTRY:</b>                 | BUSINESS/SERVICES |
| <b>2° INDUSTRY:</b>                 | FOOD & BEVERAGES  |
| <b>TURNOVER (\$):</b>               | 35 BILLIONS       |
| <b>% PIL:</b>                       | 2.30%             |
| <b>GROWTH RATE (%):</b>             | 8%                |

### TRADING DATA

|                                      |       |
|--------------------------------------|-------|
| <b>N. OF REQUIRED<br/>DOCUMENTS:</b> | 7     |
| <b>EXPORT TIME<br/>(DAYS):</b>       | 13    |
| <b>EXPORT COST (\$):</b>             | 2,215 |

### LEGISLATION

|  |   |
|--|---|
| <b>FRANCHISE SPECIFIC<br/>LEGISLATION:</b> | THE FRANCHISE IN BRAZIL (CD<br>FRANQUIA EMPRESARIAL) -<br>FOVERNED BY THE LAW<br>15.12.1994, N. 8,955 |
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