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MODELASE BY FAJATE – DIRECT SALE OF COMPRESSION BELT

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Abstract: This project works on the direct sales market with a focus on the company Modelase by Fajate, a form of marketing promoted by companies such as Jequití, Natura and Avon, which sell and manufacture products directly from the industry to the consumer. This articulation, which explains the combined and concomitant existence of different technological stages within the same set of productive processes, makes it indisputable that the criteria of “modern” and “backward” are faces of the same mode of capitalist social reproduction. If in the past the direct selling business model was approached by a few companies, today it is approached by large and small ones. In this sense, it is extremely important to understand the transformations between large companies, which are part of the upper circuit of the economy, with the lower circuit, in their search for expanded reproduction of capital through primitive accumulation, present in many forms of contemporary work. To adopt the Fajate project to this world of renewing and expanding, in the period of globalization.

Keywords: Catalog. Business model. Direct selling. Thematic Area: Business

INTRODUCTION

The present project aims to clarify the concepts of a business model within the textile industry, showing emerging levels of the possibility of new dependent and independent information within direct selling. The main criterion for the purposes of the research was the literature review, the entire basis of this research seeks to show options and improvements already developed in order to change the scenario that is presented to us within the company Modelase by Fajate.

To think about and approach the direct selling business model and its implications in contemporary society, we revisit Milton Santos' theoretical conception, the Theory

of Economic Circuits, formulated in the 1970s, which analyzes the urban economy of underdeveloped countries. The theme of the circuits of the urban economy is of particular importance at a time when the consequences of the neoliberal project of the 1990s in urban production relations become visible, with the increase in the population's vulnerability, the precariousness of work and the production of new forms of impoverishment. For Maria Laura Silveira (2004a), poverty has been, in some way, an obstacle to the full expansion of the economy, and, at the same time, it has allowed the development and implementation for some companies that invest in their product distribution network in the lower circuit. It is a correlation of forces, in which large industry enters with capital and the lower circuit with precarious work (SANTOS, 2008, p.131-2).

OBJECTIVES

The objective of this project is the concepts of a business model within the textile industry showing emerging levels of the possibility of new dependent and independent information within direct selling. The possibility of creating interactive apps to improve the relationship between seller and customer, thus being able to serve a wider range within the network.

METHODOLOGY

The methodology used in this work is based on theoretical and contextual development for the implementation of this business model. Among the conclusions observed, we must highlight that direct sales within the company has become an essential category for the present study. In addition to pointing out the difficulty of finding a unitary perspective, capable of accounting for the environmental, social and cultural complexity of phenomena related to the company's system.

RESULTS

The Fajate project began in Colombia in 2001, as a family business. The following year, being chosen by experts as a reference, in 2006 the brand began to be sold in the United States, becoming recognized by customers and forming the new and succinct slogan that has remained to this day: "Fajate, your second skin."

In 2009, the brand received ISO 9001 2008 certification, thus continuing with franchises in Ecuador.

Over the years, the brand grew and opened new areas within the sports and swimwear sector. With social networks, visualization has increased, generating many profits and opportunities for new partnerships, currently operating in more than 30 countries. With INVIMA and OEA (Authorized Economic Operators) certification.

For Silveira (2007a), in the ideology of globalization, the new is synonymous with modern, thus authorizing us to speak of a geography of modernity. Direct selling is today considered modern based on the interest of large foreign companies that are present in Brazil, in which large industry appropriates the mobility of flexible workers for the accumulation of capital based on technological and financial components and carried out through a discursive practice. Modern. According to the directors of direct selling companies: "In a country marked by social exclusion, direct selling creates job opportunities and additional income for a large group of people, in all regions of our immense Brazil" (ALMEIDA, 2007, page: 75).

In this regard, Silveira (2007a) had already analyzed that the recovery of old forms of commerce, and here we include the case of direct selling, is remodeled and perfumed into something attractive and brings with it the aura of modernity, in the current period and which it is taken up by companies through the

discourse of social inclusion. The discursive practices of direct selling leaders promote a correlation between the sector's growth and the job market.

"Through the official discourse, such companies are presented as saviors of places and are highlighted as creditors of recognition for their contributions to employment and modernity" (SANTOS, 2001, p.68).

One of the factors that contribute to this stability of direct selling is that it develops through personal relationships that, even in times of crisis, always exist. Direct selling can be considered a more sophisticated form of subordination of labor to capital, in which large capital is used to reduce its costs. Castel (1995)

In this sense, it will be necessary to qualify the worker in direct sales beyond being a mere input to the production process, as well as his insertion as a social subject and as a participant in the logic of capital reproduction.

Direct selling is a case of informal work, considering that there is no employment relationship, in which catalogs, carts and other means are used to make sales. The relationship occurs through a commercial contract for the purchase and sale of products, which is established between the industry and the independent reseller. This relationship, in according to Tavares (2004), this is unproductive work.

However, the labor scenario has been updating like everything else in the world, with the advancement of technology we can offer online work tools that would be a differentiator for both the company and the business model used and mentioned in this article. Direct selling stands out for the contact between seller and customer, we thought about expanding this space with online interactions via app, and product selection via the internet for both the seller and the customer. Creation of avatars to gain access to the virtual fitting

room in the store's interactive space, thus adding joint activities and satisfaction for both sides.

CONCLUSION

I can conclude that in order to develop this business model within the company as a result of modernization, we seek to understand, through the study of direct sales, that the territory has increasingly taken on a corporate space, in which we need to have an increasingly closer relationship organic by the horizontal relationships of social networks established by independent resellers. Once the company is established, we can build

bases for its operations and market expansion for production and consumption, generating a chain between sellers, thus creating more contacts and increasingly increasing our field of activity. Being an activity that provides a business and income opportunity. In addition to the physical contact that we prioritize, we are also creating this new virtual range with the creation of apps and avatars for the online relationship between seller and customer.

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