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SUSTAINABILITY AS A COMPETITIVENESS FACTOR IN MICRO AND SMALL COMPANIES: A COMPETITIVE PROJECT USING SUSTAINABLE TOOLS.

Claudia Borges Bastos¹

Eliarllen Patrick Alves Cruz²

Ivanildo da Silva Feitosa³

Robson Antonio Tavares Costa⁴

SUMMARY

Competitiveness among business organizations is becoming more and more fierce, obtaining an advantage over others is what many seek, but without a strategic planning elaborated in such a way as to generate profit and add value to the brand, this cannot be achieved. Overcoming the competition using methodologies and resources that are now available and accessible to any and all companies, is a challenge that many of these still do not know and end up being part of a statistic where many companies close their doors in less than two years. Today the concern with the planet and sustainability is in focus, and companies knowing how to use this methodology, can start to become more competitive using sustainable methodologies, knowing how to use resources and raw materials in a better way where that company can make a profit and thus overcome the competition. Using sustainable methodologies is an element that makes every company superior to the sum of the units of the competing businesses, because this way it can gain market and at the same time retain and enchant customers.

Key words: Competitiveness, Sustainability, Sustainable Methodologies, Organizations.

¹Faculty of Macapá - cborges@gmail.com

²Faculty of Macapá - eliarllen.patrick@gmail.com

³Faculty of Macapá - ifeitosa@gmail.com

⁴Federal University of Amapá - ratcosta@gmail.com

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1. INTRODUCTION

According to the greatest scholars of the subjects that involve management, competitive strategies and sustainability, the competitiveness between the companies goes far beyond the simple satisfaction of the customer, to obtain success in the fulfillment of its mission in the market the companies begin to adopt sustainable practices obeying laws, norms, procedures and application of methodologies added to management tools, making the environmental impact less polluting. For organizations, the applicability of these methodologies increases profitability and improves their productivity by reducing waste and maximizing profit, generating a competitive advantage.

Sustainability is the ability to not compromise the natural and economic resources that exist today for future generations using these resources in the best possible way, which is the way found by companies to adopt sustainable methodologies to add value to the image, making their target audience maintain a greater customer-company relationship, becoming a target with a focus on customer loyalty, meeting environmental, economic and social standards.

Making companies more competitive using increasingly sustainable methodologies is a step that must be taken gradually so that society does not feel such a fervent impact and has it as negative, so that these companies can benefit from it in the medium term feeling really the market gain with the use of such methodologies. Creating proposals that make socioenvironmental improvements as a way to enrich society by making the product more attractive, while the economic market grows rampant, generating negative impacts for the environment and for society as a whole, being necessary to reconsider the use of these natural resources for the production of products on which society imposes its consumption, reducing consumption depends on changes in the habits of society in general, the company within this context works in parallel with this theme but is also concerned with the economic sustainability of its business in the market. Extract competitive advantages from this situation using methods and technologies for the sake of sustainability, obtaining significant results in the economic and financial aspects of their production.

In an increasingly evolved society with access to information, the improvement of social and environmental conditions favors competition between companies, leaving aside the traditional thought of additional costs, adding value to the organization, these concerns with the social and environmental dimensions offer subsidy for competitiveness and with that the company starts to obtain more advantageous results composing the sustainable advantage, in

the course of the work we will see the different forms of sustainable business, how to ally with this tool so evidenced today and how to generate benefits for the company so that this turn into profit maximization. This article proposes to discuss the connotations of the proposals for sustainable practices based on an axis that allows it to be incorporated into the company,

2 COMPETITIVENESS AND SUSTAINABILITY

The concept of competitiveness discussed today follows, for the most part, the definition proposed by Michael Porter, an important icon of the fundamental principles of competitiveness. According to Porter (1993), competitiveness is the skill or talent resulting from acquired knowledge capable of creating and sustaining a performance superior to that developed by the competition. For Porter (1993), the most appropriate concept for competitiveness is productivity. The rise in market share depends on the ability of companies to achieve high levels of productivity and increase it over time. Reflections made by Harris and Ogbonna (2001), point out that performance can be derived from the generation or valuable innovations of the market, building barriers to imitation or learning and changing faster than the competition, not only as a result of market power, but is derived from the mix of the company's resources. Competitiveness, according to Porter's interpretation (1993), is seen and understood from different perspectives, driven by variables such as exchange and interest rates, deficits and government policies, natural resources, and, above all, differences in practices administrative.

Sustainability was introduced in the early 1980s by Lester Brown, founder of the Worldwatch Institute, who defined a sustainable community as one that is able to satisfy its own needs without reducing the opportunities of future generations. Diniz da Silva (2009) explains that the interest in sustainability originated during the 1980s, from the awareness of countries in finding ways to promote growth without destroying the environment, or sacrificing the well-being of future generations. Since then, the term has become a scenario for social and environmental causes, especially in business, where the idea that generating profit for shareholders, while protecting the environment and improving the quality of life of companies, prevails. people you interact with.

Diniz da Silva, (2010) considers that in economic terms, sustainability provides that organizations must be economically viable, given their role in society and that it must be fulfilled taking into account the aspect of profitability, giving return on investment made by private capital. From a social point of view, the organization should provide good working

conditions and in environmental terms, the company should be guided by the eco-efficiency of its production processes, offering conditions for the development of an organizational environmental culture, adopting an attitude of environmental responsibility and seeking the non-contamination of any kind of natural environment. It would also be important to seek to participate in all activities proposed by local and regional government authorities with regard to the environment. The growing interest in sustainability has had an impact on companies' strategies. Demonstrations are increasingly being demanded that the company has a sustainable focus. This charge is made both by society and by its corporate clients, governments, among others (SGASRBI, 2008).

The relationship between sustainability and business competitiveness, can be seen from the moment that it is faced with the individual competitive advantages of companies, when they carry out business activities in the same industry, but adopt different strategies and behaviors. It means that, in some way, these organizations have suffered some impact both from the inside out and from the outside in.

The current market scenario exposes several techniques that can be used by these companies, making that material used in production, previously used in an erroneous way, can be used with sustainable methodologies making the company more competitive from from the moment that this new method brings a satisfactory economic result, this company may be more advantageous in its offer to the market.

Nowadays many scholars are looking for a way for companies to support themselves, bringing benefits to themselves and to their surroundings, sustainability is much discussed today, if it is really possible to put it into practice and there are still many organizations that do not care With these causes, however, we must observe that when it is not a question of sustainability, hardly any company can remain in the market, propose new sustainable business solutions, develop a more efficient and less expensive working method for the environment as a whole, use the best possible way all the proposed resources generating a greater return to the company and society.

It is evident, however, that perfect sustainability cannot be achieved, given that the damage done to the environment, as well as the loss of natural capital, is already considerable. But the concept of sustainability can serve to stop a more accelerated destruction of natural resources. (BINSWANGER, 2002)

Society is increasingly demanding, so companies are forced to change or modify their way of working with the external public, that is to say that adopting sustainable methodologies can bring favorable results to this, since sustainable practices have positive image before society increasingly concerned with conscious management of natural resources.

3. SUSTAINABLE METHODOLOGIES AS A COMPETITIVE ADVANTAGE

Knowing how to make sustainability a constant in the organization is a challenge, but many use tools now explicit to be applied and developed for most companies, thus obtaining a satisfactory result for their business. The implementation of a sustainable program within an organization brings benefits not only to it more to the whole society around, for companies the ability to compete in the market using sustainable strategies that generate profit is a conscious way to meet additional costs, making them as returnable investments, in this sense considered by the external public as a company concerned with the planet, which is favorable for the useful life of these companies, not forgetting that the main objective of a private organization is profit and that without this return it becomes impossible to implement sustainable methodologies. Meeting the needs of the present generation without compromising the ability of future generations to meet their own needs, is an issue that must be addressed since always, as one must not forget that the resources used in an erroneous way can harm everyone.

Brazil is already experiencing a cycle of sustainability. The virtuous cycle begins with the consumer demanding from the retail environmentally sustainable products, which in turn demand from manufacturers products with no environmental impact, and the industry demands clean raw materials from its suppliers. (Revista Brasileira de Administração, Year 2008, nº 67)

The proposal to use sustainable methodologies must happen in a general and permanent way, the construction of this scenario means not only a new way of working, but also a new way of building all the processes that contribute to the evolution of man, since these methods will support as mentioned above, the next generations. Methodologies such as:

- Cleaner Production (P + L); it consists of quality and efficiency in the production process, reducing waste.

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- Five Less that are More (5 - that are +); it is the reduction of energy, water and raw material consumption, reducing pollution and waste, consequently increasing productivity, competitiveness, profit, quality and customer satisfaction.

- Rapid Participatory Diagnosis (DRP); it deals with the study of the company's commitment to a result of an improvement proposal with the participation of everyone in the company.

- EcoEfficiency (2 E); it is the improvement of your system, working in parallel with the environmental management system, generating benefits for the whole, through ecological production.

Some analyzes try to show how the conscious use of resources can surprise a lot at the end of the production process, managing to be more competitive so that that residue in the production process would be lost generating losses to the companies, it becomes an advantage before the competitors who still do not use this management tool, and the lack of this concern with their own process within an organization is still a barrier to be overcome by the person responsible for generating gains for this and future generations, the human being.

Thus, the demands for support to SMEs in relation to environmental management concern:

- Technical support for companies regarding consultancy for previous environmental assessments, aiming at characterizing the environmental situation of the organization;

- Support for the development and implementation of an environmental management system, through guidance and search for other sources of funds;

- Indication of institutions and professionals specialized in environmental management;

- Support to companies for certification of integrated quality, environment, health and safety systems;

- Dissemination of procedures to improve quality of life and health;

- Guidance for the dissemination of less polluting technologies;

- awareness of entrepreneurs in the face of the effects that their activities can cause to the environment;

- knowledge of the legal requirements for the environment, occupational health and safety and social responsibility;

- identification of threats and business opportunities for companies;

- providing updated information about environmental management;
- dissemination of the environmental variable throughout the Sebrae System;
- awareness of the business segment to the need to improve its environmental performance;
- establishing cooperation with institutions interested in supporting the improvement of the environmental performance of MSEs;
- dissemination of conservation and environmental conservation concepts;
- training of human resources in environmental management for both Sebrae System technicians and partner institutions and MEPs.

3.1 - The Implementation of an Environmental Management System (EMS) in Organizations

The adoption of practices and procedures that guarantee the continuous improvement of environmental performance is of fundamental importance, because in addition to becoming more productive, the company also becomes more competitive in the sense of generating greater profit and increasing its advantage in relation to competition.

The environmental policy is a principle of action that guides the entire process of implementing the Environmental Management System in the company, it must develop an environmental policy that is adequate enough to bring it competitive advantages and at the same time so that can be fulfilled. The implementation of an Environmental Management System by companies is optional, but once worked and certified by international organizations, it starts to faithfully follow this system. How to become environmentally responsible at the lowest cost and remain competitive? This is a challenge that small, medium and large companies have to face today, the EMS is the tool for any company to plan a process of continuous improvement of its environmental performance,

- Commitment and definition of the environment policy;
- EMS planning
- Implementation of the EMS
- Measurements and Evaluations
- Review and Improvement

The EMS is more than a prevention strategy, it represents a competitive advantage and a market differential, the improvements it introduces in the process reduce costs in a rational way, optimizing work and avoiding all types of waste and generating new business,

success of the SGA depends on the commitment to overcome the challenge and to continuously improve the production processes of a company. The top management cannot let this practice be minimized in the company, since its entire staff will reflect on its production, and may even generate conflicts where the principle of this system's initiative begins in the top management. Using sustainable strategies that generate profit is a pleasant way to meet additional costs, making them a returnable investment.

Environmental certification and its importance.

The certification of the Environmental Management System is the instrument that the company uses to demonstrate to its stakeholders its positive relationship with the environment. For this reason, it is essential that the normative instruments guiding the structuring of SGA's and the accreditation of certifying bodies have international acceptance and credibility. Accreditation, also called "accreditation" of certifying bodies, is carried out according to strict and well-founded criteria, having as main requirements, organizational structure, work methodology and qualification of the technical staff adequate to the objectives and responsibilities inherent to the certification activity. The verification of the ISO 14001 requirements is done by an independent entity.

3.2 - Reducing Costs to Increase Profit through Sustainability

According to one of the laws of physics, the Law of Thermodynamics, which says that in a transformation we can never take advantage of everything that was in the initial state, we always lose a part, so in addition to the product we want to obtain, we will also have undesirable residues. In addition, most of the things we produce have a short shelf life and are then dispensed and usually returned to the environment, but as they are artificial products, nature does not know how to take advantage of them or even does not take advantage of them.

Reduce the consumption of materials such as water, energy, and raw material, consequently reducing the amount of waste and pollution, while at the same time increasing productivity, competitiveness and profit as well as greater consumer satisfaction and higher environmental quality. Optimize the production system, increasing the utilization, reducing the consumption of resources, consequently reducing waste, allowing a more competitive and more profitable final product value, the customer is satisfied with the lowest price and because the ecological awareness grows every day and postures aimed at environmental quality become popular. Before the entrepreneur used the formula of cost price plus profit, being equal to the sale price, nowadays this value is defined by high competition in the

market, forcing entrepreneurs to adjust their cost price in order to maintain their profit, so production must be; Economically viable, Ecologically sustainable and Socially fair.

4. SUSTAINABLE PLANNING FOR COMPETITION.

Companies today are looking for a way to captivate the customer and at the same time add a reference so that their customer has the feeling of doing the right thing, many companies even use the sustainability system as marketing, which happens a lot, but the bodies inspection authorities are aware of this growing situation, even so many companies really concerned, manage to be sustainable and more competitive in the sense of improving their production and reducing their cost while being more competitive.

The greater the production of waste, the greater the waste of raw materials, the greater the potential for pollution and probably less competition power, in the case of the productive sector. The leftovers produced by a company may be the raw material for another industrial process. You can develop a specific sector in the generating unit itself, or sell it to third parties. The need for regulation within the company that allows the handling of materials in nature, in a way that will protect the environment has been the subject of guidelines in many companies, the acceptance of this new competition model and production system for some comes generating costs, but for many it can be considered an investment that will return profit in the medium term. The predominant view by certain entrepreneurs is in the way of making the existence of ecology versus economy, on the one hand we see the social and environmental benefits of currents of this new model, but on the other hand we see the costs for this investment ,

Properly designed environmental standards are capable of triggering innovations that reduce a product's total costs or increase its value. These innovations allow companies to use a range of inputs more productively - covering raw materials, energy and labor - thus offsetting the costs of improving environmental impact and resolving the impasse. Ultimately, the increase in resource productivity favors, rather than compromises, the competitiveness of companies. (PORTER, 1999, p. 372)

Developing a plan that is sustainable and that brings results in the form of profit is much more than just the decision to implement a system within the company, whether due to the impact on external or internal environments, this planning put into practice must be in

constant updating and molded according to the segment of each company, not forgetting the commitment once assumed by a company to minimize the impacts bringing it an advantage in relation to competitors.

For Fleury and Fleury (2003), this approach prioritizes analysis of markets, competition, understanding the relative position of each company in its industry or productive segment as key elements in the strategy formulation process. The main focus of analysis are products, consumers and competitors, and the company's strategy must be the result of identifying trends and opportunities. According to Barney's (2001) line of thought, resources and potentialities may be more evident through competition and differences between companies, which may help to explain why the self-performance of certain enterprises is more consistent than others. Thus, the use of indicators that provide the necessary information to design competition strategies for articulation with the preservation of the environment and the improvement of the external environment, providing support and structure for the promotion of sustainability as being a strategy to leverage the brand image . The search for corporate sustainability for success in the fight for competitiveness reflects when the consumer feels that the company seeks appropriate improvements to the reality experienced today, and the success for this goes beyond just using marketing to promote the brand.

5. COMPANIES FOCUSED ON THE CONSCIOUS CLIENT.

Companies with a focus on the customer cannot just look for a way to charm them just by the cordiality, good service, lower price, promotions and etc., today's customer is more demanding and more concerned with the planet.

So how to win the customer through other methodologies? Making customers feel they do their part in preserving the environment is also a way to win them over, investing in competition through sustainability is the way found by many companies to delight their customers, many today, or almost all, have some kind system focused on the issue of corporate sustainability, in order to become more competitive in price while giving the customer the satisfaction of being contributing to environmental causes. Today the promotions of companies, even their marketing and advertising is focused on this issue, the subject of sustainability is in evidence and companies must follow the pace in which the consumer is involved, in the vehicles of communication the environmental degradation and the current situation of the planet are frequently being exposed, such propagated information comes to encourage us to adopt certain sustainable attitudes, even for our own benefit, within societies each one must pay attention to their responsibilities and companies also begin to

adopt this behavior. Being a sustainable company does not just correspond to you, it works as a two-way street for these companies of such importance, while at the same time that the company contributes to society and the environment, it also returns the benefits of this brand. A manager who adheres to the sustainable system within his organization will be based on three important factors: the environmental, the social and the economic. within societies, everyone must pay attention to their responsibilities and companies also begin to adopt this behavior. Being a sustainable company does not just correspond to you, it works as a two-way street for these companies of such importance, while at the same time that the company contributes to society and the environment, it also returns the benefits of this brand. A manager who adheres to the sustainable system within his organization will be based on three important factors: the environmental, the social and the economic. within societies, everyone must pay attention to their responsibilities and companies also begin to adopt this behavior. Being a sustainable company does not just correspond to you, it works as a two-way street for these companies of such importance, and at the same time that the company contributes to society and the environment, it also returns the benefits of this brand. A manager who adheres to the sustainable system within his organization will be based on three important factors: the environmental, the social and the economic.

Environmental: every company uses natural resources directly or indirectly. From the moment that an organization adopts a sustainable posture, it starts to use these resources in a more rational way. Some attitudes, however small they may seem, can help to reduce various environmental impacts.

Social: a company has great social influence and from the moment it commits to offering products, providing services and adopting differentiated attitudes, it makes clear what its posture is within society. In the same vein, sustainable business management plays a very important role. The company serves as an example to its employees and its stockholders in general, who are motivated to change their actions and to be more environmentally conscious.

Economic: from an economic point of view, being a sustainable company can also be very profitable. Starting with natural resources, if you use them in the best way, you can spend less, or if you reuse some materials, you can also avoid waste. Not to mention that today the government already offers several sustainable tax incentives to sustainable companies, such as credit facilities and exemption from certain taxes.

Companies focused on customer satisfaction, increasingly concerned with what is sustainable, often use this tool to propagate their brand with it. Today in the media it is

frequent to see some kind of sustainable program linked to that company, whether in the conscious use of natural resources, or packaging recycling, the reuse of previously disposable items, or even the conscious consumption of energy and water, reflecting for organizations in the form of profit, since this awareness will reduce production costs and increase their competition in the market.

Companies involved in the field of business competitiveness, as a way of overcoming competition, bet on the quality of service. They have a constant concern about the way the company is viewed by the external public. (BEKIN, 2005, p. 63)

Most of the time, the eyes of the business community are focused exclusively on external assistance, and at the present time this practice starts to become retrograde and this causes investors to remain blinded, focusing only on service and this ends up prevent them from seeing one of the causes of a determining factor, the current scenario.

6. GOVERNMENT POLICY FOR SUSTAINABILITY.

The State in the process of sustainable development is extremely important, as it constitutes a set of factors for companies and organizations located in that area to be followed according to the rules that it establishes.

Ensuring the quality of the environment and the quality of life of access to natural resources are set objectives so that the effect of sustainability on government policy can be felt, the commitment to sustainability must discourage what causes threats to health, pollution and the waste of materials such as water and energy is what the state must prioritize in order to be called a sustainable state. Government policies aimed at quality of life and consumption habits that aim at conscious management, are worked in such a way that the entire environment is involved, from private companies to the state itself and society in general.

The government's policy for sustainability must contain measures to stimulate those sectors that effectively add value, contributing less to depletion and degradation. (CAVALCANTI, 2002, p. 35)

Such policies must be able to redirect the course of economic events, as natural and economic capital must be aligned in order for one to be supportive of the other. The

objectives of a conscious society with the management of the environment and its resources must remain in the line of thought in which future generations can satisfy their needs in a durable and ecologically responsible way, so that human capital does not deteriorate.

7. ENTREPRENEURSHIP FOCUSED ON SUSTAINABILITY

Entrepreneurship is nothing but the involvement of one or more people in processes that lead to the transformation of an idea into an opportunity. The implementation of these opportune ideas leads to the creation of a business, which can become a model of success, depending, of course, on the focus of this entrepreneur in your company. Entrepreneur is that individual who does not fit into a monotonous and repetitive environment, but one who seeks information to explore opportunities, this same individual improves his knowledge and innovates in what already exists or even creates new business opportunities.

The entrepreneur is the one who destroys the existing economic order by introducing new products and services, by creating new forms of organization or by exploring new resources and materials. (SCHUMPETER, 1949)

For other authors, the entrepreneur is defined in several ways, one as being responsible for changes and innovations within an existing business, another as being a perfect identifier of opportunities being a curious individual and attentive to market information, the entrepreneur also creates new businesses and does them in a way that is not often seen, so much so that these are considered by the market as one that creates a balance and positions itself clearly and positively in an unfavorable environment, that is, turbulent and chaotic. This definition, by whatever means, always finds indisputable aspects of the entrepreneur's characteristics, such as the initiative to create, the perseverance and passion for what he does, using the best possible way of the available resources,

The entrepreneurial process involves all the functions, activities and actions associated with the creation of new companies. First, entrepreneurship involves the process of creating something new, of value. Second, it requires devotion, time commitment and the effort required to grow the company. And third, that calculated risks are taken and critical decisions are taken, boldness and courage are required despite failures and errors. (DORNELAS, 2008, p. 23)

In entrepreneurship, the placement of an idea whether or not it is new in the market does not refer to its success, because what really makes it happen is the individual's commitment to the business and development of a differential idea in the market, being competitive and gaining advantages over its competitors. There was a myth that the entrepreneur was born, not being possible the “creation” of an entrepreneurial figure, but this paradigm was broken, showing that the entrepreneur can be trained or even arises from the need to undertake to collect value, being this call of entrepreneur out of necessity.

The market trend in the late twentieth century to the present day has been shown by the media as a concern for the planet, that is, entrepreneurs are looking for solutions and strategies aimed at sustainability, gaining space in the market using this methodology, as society it is present with the issue and they end up having this concern even so that their business is also economically sustainable, making many sustainable business ideas and undertaking with sustainability the target of many success stories.

Developing a business with socio-economic and environmental sustainability are guidelines nowadays disseminated as actions for the development of micro and small companies, mainly in the Amazon region where resources are closer to entrepreneurs and where society sees the real condition of the company up close and ecologically correct.

In the state of Amapá, which is the most preserved state in the country, many successful cases focused on sustainable entrepreneurship are being motivated by means of partnerships to add these products to the market.

From 1999, a group of women, seeking to reinforce the family budget, saw in a project by Congresswoman Janete Capiberibe, a business opportunity. They went after partnerships and had the support of the State Government and Sebrae, guided by a sustainable project, these women received training and technical-business guidance. Within this context, the production of wooden artifacts emerged in the state of Amapá as an alternative for local development. (SEBRAE-AP, Success Stories, 2003)

The idea of undertaking with sustainability can be a competitive factor for companies, as it generates a positive image and even favors customers. Therefore, adhering to

this methodology cannot be considered just for marketing, one must assume this commitment and put it into practice for social well-being and the sustenance of the planet.

Companies outside the standards established by today's most demanding, conscientious and enlightened customer, will be the target of a veto on the part of a mass of consumers, those predatory companies that cause the degradation of natural resources will first have to take measures that can fit with sustainable methodologies and standards to align with the market or, secondly, lost due to the high competitiveness that other companies will have through the conscious use of these methods, the purchase action by the consumer has become strongly influenced by this respect for the environment environment.

New ideas only arise when the person's mind is open for this to happen, that is, when he is prepared for new experiences. Thus, any source of information can be a starting point for new ideas and identification of market opportunities. Information is the basis of new ideas, being well informed is the duty of any entrepreneur. (DORNELAS, 2008, p. 41)

The new ideas, placed in the structuring of the company are the proof that today companies felt this need to incorporate the concern and respect for the environment in their business environment, today these companies feature in their work agendas exclusive and focused actions and this issue , most entrepreneurs incorporate modernization and competitive business strategies, this search for competitiveness through sustainability assimilates a leadership discourse and successful entrepreneurs today have foundations for such propagation. Sustainability has taken a concept of strength for companies for their position in the market, since the media makes the consumer more aware, which before, for people less familiar with the subject seemed at least strange, how can a company be sustainable if it withdraws resources from the environment? However, there can be no business that can be sustained without preserving the environment, so companies have started to use methodologies in which production is more efficient and less degrading to resources, bringing benefits to these companies that will make them one step ahead in today's highly competitive market.

With Porter (1980), the focus of competitiveness analysis moves from organizations to their environment, especially the so-called competitiveness rings, namely:

strategy, structure and rivalry of companies; demand conditions; factor conditions; related and support industries. For Barney (1991), the concepts of competitiveness start from the idea of homogeneity of resources held, in the long run, by firms. The competitive differentials achieved would be diluted among other organizations, in the long run, through different processes such as competitive learning, transfer of technical-managerial bodies, systematization and diffusion of knowledge in the media and through inter-managerial contact. Finding the balance between sustainability and competitiveness is a determining factor for the company's success,

The true entrepreneur is the one who seeks the tendency to make it a competitive advantage, undertaking responsibly and adding value to the company is almost a task of vital importance for these ventures to remain in the market, but not only to use for marketing purposes but make a commitment to the so-called “green wave”.

8. CONCLUSION

The constant search for improvement in competitive strategies is something that companies invest to have an advantage in the market.

The influence of sustainability in improving the competitiveness of an installed enterprise reinforces how necessary it is to use this method of work and strategy in these enterprises, the advances in the market in the production and removal of raw materials from the environment are important in order to contribute to humanity, however, for some companies there is a sustainability paradigm which still needs to be studied by these enterprises that have this methodology of not contributing to the social and economic environment, they still forget that the benefits will be even greater for the company itself, evidence demonstrate that companies become more competitive from the implementation of this system, even though initially they will represent costs, but with the incorporation of allies, innovation is transformed into lasting and even exclusive advantages in some cases.

Raising questions that make it possible for companies to discuss the most pressing issue is a purpose of the media and of many organizations that are familiar with the topic, it is expected that, as the model presented is tested and placed in the routine of the company that does not yet have this system, check the consistency and applicability in it, being able to use more than one sustainability assessment instrument and understanding the dynamics of competitiveness.

The customer is increasingly demanding and aware of what he consumes, that is, he is consuming better and with greater concern for the environment, due to this factor, the

entrepreneur seeks better ways to bring this potential customer to his company and even loyalty to her, the media blew up articles and articles on the subject, daily we are bombarded with such information that leads to the behavior of the customer when choosing a brand or company to make their purchases, examples like going to buy in a store because it uses a sustainable methodology where waste is used for the environment, or even buy bread at a bakery that used production better, not harming the environment around them, and also buying a broom made from PET bottles because the company that manufactures them is removing from the environment what would be discarded by attacking the same, the customer is aware that that purchase is contributing to the environment while meeting their needs, which is what the customer wants, meeting their needs without harming the environment, so companies are looking for sustainable methodologies in order to satisfy that customer and become more competitive in the market and can offer something good for the lowest price and with positive results for both. the customer is aware that that purchase is contributing to the environment while meeting their needs, which is what the customer wants, meeting their needs without harming the environment, so companies seek sustainable methodologies in order to satisfy that customer and become more competitive in the market, being able to offer something good at the lowest price and with positive results for both. the customer is aware that that purchase is contributing to the environment while meeting their needs, which is what the customer wants, meeting their needs without harming the environment, so companies seek sustainable methodologies in order to satisfy that customer and become more competitive in the market, being able to offer something good at the lowest price and with positive results for both.

At first, sustainability and competitiveness may appear to be on completely opposite sides, but these two tools are interconnected and can be of great use, which may seem costly, in reality it is an investment which will bring even greater than expected results. , however, detailed planning is necessary to carry out such an implementation since this method is not marketing planning, one cannot confuse the planning for placement in the company's daily life and the planning aimed only at advertising and promoting the brand using this , it must be something constant and that is part of the daily life of the company, this awareness will be given by the total interest of the company's board, being that it must be attentive to the updates of the market so that its team is always motivated to collaborate.

As we have seen, the state also has a fundamental role to play in this process, since it institutes the companies with the models and standards to be followed since the one

using the resources and raw materials available in that region, a state that must inspect and at the same time support companies with this sustainable responsibility, encourage them to use this method even so that they can support themselves and even be more competitive in the market, creating public policies focused on this issue is only possible if they also have this commitment. A large part of these companies - 61% - expect government advice to implement environmental management procedures and identify clean technologies. Besides that, these companies pointed out as the main inhibiting factor in the practice of environmental management the non-availability of information and technical and financial resources. It should be added that the majority of micro and small entrepreneurs are not informed about the legal requirements applicable to their business or have clean technologies.

In Amapá, one of the best preserved states in the country, it is possible to observe that many entrepreneurs create or improve tools aimed at sustainability, which are more competitive in what is the client's market, something good and of quality and fair price, products coming from the environment and undergoing the process of improvement in production become attractive and increasingly sought after in the market, however many entrepreneurs are still unable to meet this demand due to lack of incentive and even stop being present, as with many ventures that find themselves without alternatives to continue developing this work together with their company, due to the lack of government support, however, there are still some alternatives and incentives for this practice in companies in our state, as was the case with the success of COOPERAMARIA, encouraged by a project by Deputy Janete Capiberibe, where cooperative members manufactured artifacts from wood residues and which gained space in the market conquering even international customers.

We saw that today the entrepreneur is focused on sustainable competition strategies, with competitiveness being the focus of companies that want to obtain an advantage, and today the market is focused on sustainable products and processes, the current entrepreneur seeks opportunities to take advantage of what many are discarded but with their power to innovate and transform things it ends up having positive results and generating profit. Making better use of what we buy, choosing products that are packed in biodegradable packaging or rediscovering old customs, such as the return of returnable beverage bottles, old hooves, or fair bags to carry purchases, are attitudes that make a big difference. difference.

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