

The management of molasses agroindustries in the Noroeste Missões-RS, Brazil, by the perception of their managers

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Abstract: The study on the management of molasses agribusinesses and other sugarcane derivatives of Noroeste Missões-RS, Brazil, in the perception of their managers, is needed so that information and data can be analyzed and transformed into knowledge. This type of study contributes to the development of the sector, job creation and income increment, which keeps younger generations in the field in the succession of family agribusinesses. In this research work it was noticed that the managers surveyed do not adopt formal management tools such as schedules and worksheets for the division of labor and financial controls, and do informally, without sometimes not realize that adopt some administrative tool. Advantages have been reported in the creation and legalization of agribusinesses process, such as increased employment, product mix and production volumes for marketing, in addition to increased sales, profitability and open up new domestic and foreign markets. These advantages outweigh any disadvantages cited by some managers, as an

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increase in taxes, delay in return on the initial investment and various additional costs. The brown sugar and the molasses are the products manufactured and sold within the sample of the Northwest Region Missions/RS, and the sugar has a representative rate of 51.8% and 41.6% molasses. Within the agricultural industries most representatives of production and marketing to highlight the F, G, with 29% and 25% respectively of the total produced products. Although, it was realized that the organic seal has more significant impact than the flavor gaucho seal forward the opening of new domestic and foreign markets for export, and two of the seven agribusinesses sample have permission to use the labels. Finally, glimpses the horizon a framework for future knowledge in the industry, which may come through new research, for analysis in greater depth, adding to is sample those informally, that is, managers system handicraft production of sugar cane derivatives.

Keywords: Agroindustries. Molasses. Sugar cane.