



MARKETING IN MICRO AND SMALL COMPANIES: HOW RELATIONSHIP MARKETING CAN BECOME A CUSTOMER DIFFERENTIATION AND LOYALTY TOOL

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summary

Relationship marketing is considered a driving tool for customer satisfaction and consequent loyalty. It is based on premises that today, customers want more than just buying good products and competitive prices. Because customers aspire to receive highly personalized treatment as a result of a friendly relationship with their supplier. Thus, the objective of the present work is to analyze the importance of relationship marketing for small businesses, identifying the main marketing strategies that can be used. The research is characterized as bibliographic, with books, articles, periodicals, magazines and Internet sites being searched. In order to keep loyal customers, it is essential that small companies have a strategic focus, gain trust from their customers and make investments in employees, in order to keep them prepared in identifying and serving the most varied types of customer profiles looking for the company. .

Key words: Marketing of relationship. Customer loyalty. Differentiation.

1. INTRODUCTION

Today's world with the advent of globalization presents a reality of great changes, with scientific and technological advances, launching significant possibilities and instruments, as well as challenges for all sectors and social institutions. It is in view of this reality that we propose to present this article on the subject in question, in order to highlight its relevance and present its meaning and understanding from the definitions reached to date.

Small companies are commercial institutions present in the world economic scenario. In particular, we will deal here with the reality of companies in the Brazilian economic scenario, whose companies have different treatment for their creation, adequacy and development established by the Federal Constitution of Brazil and regulated by Complementary Law, as we will present below.

Marketing can be an important ally for companies in this new economic scenario, with regard to its creation, structuring and development, collaborating significantly with its

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purpose of production and provision of services. Marketing has also evolved over time, due to the changes and demands of the economic scenario, and, as such, offers important tools for these commercial institutions to grow and develop. We propose to present, above all, relationship marketing, with the objective of attesting that it is a differentiation and customer loyalty tool.

This approach aims to emphasize the treatment of small businesses; presenting the concept of marketing and its importance for companies; and, finally, to show what relationship marketing means and its functionalities in the relationship between marketing and companies.

In times of great developments, as well as of great challenges and intense competitiveness in the face of the current economic scenario, it seems to us to be essential to deal with the proposed theme. This article basically obeys the study carried out through bibliographic research, listing books, articles, magazines and updated websites that address the subject on screen.

2 MICRO AND SMALL COMPANIES: LEGISLATION AND IMPORTANCE

Micro and Small Enterprises, roughly speaking, can be said to be commercial institutions present throughout the world economic scenario. These are named after their economic and structural size, which can be either a company producing a product or products, or a company providing services to the consumer market. These are, at the same time, in the commercial chain, suppliers and consumers of products and services.

We can also point out that the success or failure of a micro or small company will depend on the necessary partnerships and investments that the latter makes or fails to make. For this, there are many partners in the Brazilian economic market that guide and help in the creation, structuring and development of these companies, such as the Brazilian Micro and Small Business Support Service - SEBRAE Nacional, which is a private, non-profit entity, which promotes the competitiveness and sustainable development of small business ventures. As there are also private partners that help selling their services to companies, as is the case with marketing agencies.

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It is also emphasized that Micro and Small companies, as economic bodies created to serve as a support and profitable means for their creators and / or maintainers and offer products and services to their clientele, tend to become, due to good management, maintenance, commitment, seriousness, fidelity and ethics regarding the products or services it offers to the consumer market, in the future, a large company. This is the case of many national and multinational companies that, due to their history of economic life, have changed from a reality of a small business idealized and created to a large national and world economic business.

In order to seek, above all, to guarantee legal, economic and tax security, to favor the creation of small businesses, to establish commitments in the face of the economic market, to guarantee competition and the development of companies, determining rights and duties for businessmen and customers, the Brazilian government devoted attention especially in its Constitution, in the Federal Constitution, and in the creation of a Complementary Law to discipline and deal with the subject.

Thus, the Federal Constitution (1988), in article 179, says that the entities of the federation

... will grant micro and small businesses, as defined in law, differentiated legal treatment, aiming to encourage them by simplifying their administrative, tax, social security and credit obligations, or by eliminating or reducing these by law .

The constituents thus stressed the importance, at the time, of these commercial institutions not only for the development and growth of their entrepreneurs, but also, fundamentally, for the fact that they favor job growth and the economic and commercial development of the country.

According to a source on the SEBRAE Nacional website, these financial and commercial institutions are responsible today for 27% of the country's GDP (Gross Domestic Product). They generate 52% of formal jobs. They contribute to the generation and distribution of income. They boost consumption and local production. Thus, part of the economic history of the place where they operate on the local and national scene.

Check below the schematic table by region where it can be seen that around 85% of MSEs are found in the ten states with the largest number of companies. However, between 2000 and 2004, there was a movement of regional devolution.

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REGION	Expansion rate of MSEs (2000/2004)	Relative share 2000 ⇒2004 (Brazil = 100%)
North	29.1%	3.2% ⇒3.3%
Midwest	27.2%	6.9% ⇒7.2%
Northeast	24.9%	14.3% ⇒14.6%
South	21.6%	24.1% ⇒24.0%
Southeast	20.5%	51.6% ⇒50.9%

Source: Observatory of MSEs – SEBRAE-SP

For this reason, on December 14, 2006, Complementary Law no. 123 that instituted the National Statute of Micro and Small Business. Let's see what the law says:

Art. 1 This Complementary Law establishes general rules regarding the differentiated and favored treatment to be given to micro and small companies within the scope of the Powers of the Union, the States, the Federal District and the Municipalities, especially with regard to:

Art. 3 For the purposes of this Complementary Law, micro or small companies are considered to be the business society, the simple company, the individual limited liability company and the entrepreneur referred to in art. 966 of Law No. 10,406, of January 10, 2002 (Civil Code), duly registered with the Mercantile Companies Registry or the Civil Registry of Legal Entities, as the case may be, provided that:

I - in the case of the micro-enterprise, increase, in each calendar year, gross revenue equal to or less than R \$ 360,000.00 (three hundred and sixty thousand reais); and

II - in the case of the small business, earn, in each calendar year, gross revenue greater than R \$ 360,000.00 (three hundred and sixty thousand reais) and equal to or less than R \$ 3,600,000.00 (three million and six hundred thousand reais).

That said, the importance of small companies is understood by their economic and social role for the economic environment, for the social environment and for the country. And to guarantee the rights, responsibilities and duties of these same companies, the Brazilian government has dedicated legal provisions directly dedicated to disciplining the activity of these small businesses.

3 MARKETING CONSIDERATIONS

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Today's world, with the advent of globalization, presents a reality of great changes, with scientific and technological advances, launching significant possibilities and instruments, as well as challenges for all sectors and social institutions. In view of this reality, the economic market develops and operates, and, in this, small, large companies and multinationals present themselves. And, in the midst of historical economic development, marketing was also born and developed.

Marketing has its roots in the history of mankind, in the very genesis of commerce, if we want to understand its origin and development. As an object of study, marketing is a new field compared to other branches of knowledge. The market started to be studied with the advent of the Industrial Revolution that caused transformation in the economic and commercial environment. At this stage, marketing is still inseparable from the economy. This reality of concern purely with logistics and productivity, remained unchanged until the end of World War II, when due to the intense growth of competition, began to theorize about how to attract and deal with its consumers.

According to the website of the Marketing Council, the spread of marketing started by Peter Drucker, in 1954, in his book entitled "The Practice of Management", which was not a detailed study about marketing, but meant a first written record about this. powerful tool to be considered by market-focused administrators. A major change in the marketing landscape came in 1960 by Theodore Levitt, when writing an article on "Myopia of Marketing", it reveals a series of errors in perceptions, points to the importance of customer satisfaction, thus transforming the business world forever. .

Since then, the marketing world has started to heat up with the production of scientific articles, research and relevant statistical data. With Philip Kotler, in 1967, writing about "Marketing Management", where he started to gather, review, test and consolidate the bases of what would form the marketing canon today. Thus, it is understood how marketing started to develop not in an informal or fragmented way, but in a consolidated and theoretically constructed and applied way.

For Kotler (2010), marketing has evolved over the years. According to this theorist, marketing has evolved through three phases, what the author calls marketing 1.0, 2.0 and 3.0. Emphasizing that many professionals continue to practice marketing 1.0; others practicing 2.0 marketing; and others, already enter the field of marketing 3.0. And Kotler assures us that the greatest opportunities will open up to professionals who practice 3.0 marketing.

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This has happened since the industrial era, when marketing, called 1.0, was about selling the factory's products to those interested in buying them. Then came the 2.0 marketing, with the information age, in which consumers were already much more informed to compare the offers of products on the market, hence the marketers seek to reach the hearts and minds of consumers, thus, you got to the consumer-oriented era. Today, according to the author, the emergence of marketing 3.0 is witnessed, or the era focused on values, where marketers treat people, not as mere consumers, but as full human beings, with mind, heart and spirit .

With the advent of marketing 3.0, consumers are increasingly looking for solutions to satisfy their desire to transform the globalized world into a better world. Therefore, the search for companies that address their deepest needs for social, economic and environmental justice. That is why today we understand marketing not with a reduced view of advertising or sales, but as an organizational function and as a set of processes for creation and administration to benefit organizations and their interested public.

According to the entry presented by Diniz (2010, p. 389-390), broadly speaking, the word marketing comes from an English term, implying several meanings, which translating into Portuguese can be understood as: advertising technique and marketing; as a practice of acts directed to the flow of products and services to the consumer; as a marketing operation related to a product, ranging from the planning of its production to the moment of its acquisition by the consuming public; and also as a commercial policy adopted by a company to sell its products, more efficiently and quickly, employing sales strategies, meeting the trends of the consumer market.

For Figueira, Chermont and Gonzales (2009, p. 9),

Although marketing theories have existed since the 1940s, starting in the last 20 years, with the changes in scenarios resulting from advances in technology and globalization, their importance has been increasing in organizations.

There are many enterprises that invest and invest in marketing as an important and effective tool for the development of the most diverse commercial businesses in the economic scenario.

With globalization, as a movement that integrates markets, constantly transforming them, with fierce competition, in which products are launched every day and new companies appearing, with increasingly demanding consumers, looking for products that offer differentials and add values, the role and the presence of marketing is in helping companies to present their products with a focus on satisfying customers.

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Thus, marketing and its tools are there to be applied to goods, services, events, experiences, people, places, properties, organizations and ideas. And to make the partnership between marketing and the most diverse enterprises solid, the effectiveness of the marketing will be much more when, besides everything, it obtains the loyalty of the consumers.

As mentioned, marketing offers several tools to assist the growth and development of commercial and financial institutions. It is based on these diverse resources that marketing offers, that we seek in the following title to develop and deepen the relationship marketing, elucidating it as a differentiation and customer loyalty tool, seeking to understand and attest it as a fundamental and necessary instrument for the growth of the country's economic market, for companies and for customers, consumers, thus forming a healthy relationship, economically speaking, of interdependence, with satisfaction for both parties.

4 RELATIONSHIP MARKETING: CUSTOMER DIFFERENTIATION AND LOYALTY

Marketing itself, in its entirety, means a very wide theme to be explored and to be explored today. Marketing in commercial and economic language, means a fundamental and effective partner for the creation, development and growth of businesses from the most varied branches present in society. Marketing has become a topic widely discussed and worked on at universities around the world, as it has also served as the theme of many academic works for the conclusion of undergraduate, graduate, master's, doctoral and other academic activities.

Today, marketing offers many support tools for commercial institutions, and this can be seen in the use of these same resources by micro and small companies. Above all, in current times when competition is strong, it is necessary that these companies seek these mechanisms not only for their survival but also to maintain market leadership.

Speaking of the relationship of marketing and commercial business, of possible and necessary investments, it is worth mentioning that it does not need to be a multinational to invest and plan actions in marketing. Since marketing is a reality within the reach of small and medium-sized companies. One can invest in the tools that marketing offers, as in the case of relationship marketing, without necessarily spending a lot of financial resources. It spends less on investment in relationship marketing, customer loyalty, than on its recovery, regaining it.

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The first tool we can present is marketing itself as an investment resource for companies that hire it in order to achieve their respective results and objectives. Other marketing tools that we can list are: the marketing of the mission with consumers, the marketing of values, the marketing of vision, strategic business management, sales strategy, customer service, relationship with the market and with consumers. These are some marketing tools that we list to get an idea of the dimension of marketing, there are many others. We are interested in presenting now what relationship marketing means as a differentiation and customer loyalty tool.

Relationship marketing represents a new attitude in the interaction between a company or entity and its customers. It is not possible to define when the relationship marketing was born, but it is possible to affirm that everything starts in communication and in the relationship with the consumer. Efforts and writings in this direction began to appear in the 80s and 90s.

The main idea of relationship marketing is to keep in touch with customers, offering them help, content, information and answering questions. Knowing the consumer's profile, their desires, their goals, their satisfaction, therefore, are some characteristics that relationship marketing seeks to guide, work with and offer to companies as central points to be invested and worked on.

Today, in the face of the challenges of the market, above all, due to the fierce competition, he wonders about how some companies manage to survive without technical marketing planning. Bearing in mind that due to lack of investment and technical administrative, structural, legal and marketing planning, the short life span of many companies is accompanied by the market, which sooner or later are unable to survive and remain active.

According to Mickenna (1991, apud EDUARDO, 2013),

Relationship marketing means building and sustaining the infrastructure of customer relationships. It is the integration of customers with the company, from design, development of industrial and sales processes.

However, it is observed that in the reality of Brazilian companies the application of relationship marketing techniques is still not very effective, especially when talking about small businesses.

For Kotler (2012, p. 142)

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Customer relationship management (CRM) deals with the careful management of detailed information about each customer and all “points of contact” with them, in order to maximize their loyalty.

The above author's observations help us to understand that relationship marketing has as its main focus the need to have an in-depth knowledge about customers, in an attempt to offer them the best possible products and services and thereby establish a situation of loyalty between company and customer.

According to Nunes and Farias (2001, p. 719), “Compatible quality and price, in the age of Globalization, are still competitive differentials, but they have become mandatory and even common in the face of so many options on the market”. However, in addition, customers today value a very important differential that is the question of service. The satisfaction of customers with the quality of service leads to another reality in this relationship of the company and its clientele, namely, the solidification of loyalty. Good communication and quality service and customer loyalty, this is the differential that guarantees business success, its permanence and market leadership.

For Gordon (apud NUNES and FARIAS, 2001, p. 722), "relationship marketing is the continuous process of identifying and creating new values with individual customers and sharing their benefits over a lifetime of partnerships". This means, according to the author, that one must win the customer into the company, making it possible for him to define his own interests in products and services.

However, such communication, creation and maintenance of solid relationships means making an effort that requires investment, overcoming challenges and barriers, all in order to gain customer loyalty. This is not an easy task, but in the face of intense competition, with several options present, it becomes a *sinequa non*-way to reach the construction of this process of customer loyalty by small companies.

According to Berry, Parvatiyar and Sheth (apud D'ANGELO, SCHNEIDER and LARÁN, 2006), “Relationship marketing is an integrated effort by companies to identify, build, maintain and improve individual relationships with customers, in a process of exchanging benefits focused on the long term ”. For these authors, it is not simply a matter of developing promotional actions or customer retention efforts, but, as stated, working on elements that lead to consolidating and maintaining relationships aimed at business effectiveness and customer satisfaction.

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It is understood that it is about applying efforts oriented towards a relationship to be consolidated for the long term. Seeking to build emotional bonds with customers, seeking to reach their deepest desires. This implies an attempt to gain a deeper understanding of consumers to the point of developing trust and commitment between the parties, that is, companies and customers. Building true relationships, anchored in the principles of relationship marketing, can undoubtedly offer several advantages to companies.

D'Angelo, Schneider and Larán (2006) point out some dimensions or categories to assess an organization's engagement in relationship marketing. Pointing out the cultural data, the strategy and the operation. The organizational culture in relationship marketing is the effort to emphasize values, beliefs, to satisfy the needs and desires of consumers. The organizational strategy is one that carefully examines the characteristics of the market and customers. The business strategy based on the concepts of relationship marketing means working on the processes that make the relationship actions viable, the operationalization infrastructure, the analysis tools on the clientele and the customer satisfaction indexes.

In this way, it is possible to assess an organization's adherence to relationship marketing by looking at how it is committed to its cultural, strategic and operational principles. The more business organizations seek to invest in these points, the more they seek a clear and updated view of their customers, the more they will be able to face the competition and remain firm in the market.

Chagas (2009, p. 227), reinforces the idea of relationship marketing by saying that "Providing excellent service has become essential for the survival of companies of any size. In a competitive market and with increasingly similar products, the quality of service is the main differential in the maintenance process of customers ". Such service must involve all company employees, in order to solve possible problems and seeking to satisfy the needs and desires presented. Customers are the organization's *raison d'être*. Hence companies must have an extreme interest in getting to know their customers deeply.

Good relationships and customer service thus become a powerful competitive advantage in combating competition. Despite this observation, Chagas (2009, p. 229) observes that "The awareness that the customer is the main focus of an organization has shown important advances, but, despite the recent developments observed, most Brazilian companies are still lagging behind in this area".

On cultivating customer relationships, Kotler (2012, p. 142) emphasizes that "Companies have used information about customers to perform precision marketing designed

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to build solid long-term relationships. The information is easy to differentiate, customize, personalize and send via networks at incredible speed ". This means seeking to know customers in depth, to be clear about their needs, to provide them with the necessary material and personal satisfaction. The investment of companies in this sense is to guarantee this objective, that is, to cultivate this differential, based on information, to consolidate a loyalty relationship with their customers.

For Teixeira (2012) "Relationship marketing and customer loyalty are strategies adopted by companies in the development of successful market partnerships". For this, it is necessary to evolve in relation to customer service and customer retention, since competitiveness is increasingly intense. It is important to clarify, as previously mentioned, that it is not a question of simple customer retention, but to establish the relationship bonds for the consolidation of their loyalty with the company. This guarantees companies a greater adequacy in offering products and services to their consumers.

According to Madruga (2006, apud TEIXEIRA, 2012) the

Relationship marketing is definitely to attract, enhance and intensify the relationship with end customers, suppliers, intermediate customers, partners and governmental and non-governmental entities, through a long-term vision.

Attracting the customer means offering him differentials that he can trust and providing secure and lasting credit in the face of his consumption needs in relation to products and services. Enhancing and intensifying the relationship with customers implies deepening their knowledge, paying attention to their needs, seeking to guarantee their satisfaction.

According to these definitions, relationship marketing today means a current form of the marketing system, being part of the sales process, going through the pre-sale, sale and post-sale phases. Thus, based on knowledge about the habits and customs of customers, companies are able to foresee any action, surprising and making themselves present in their daily lives.

As Silva and Kaercher (2010) emphasize that

The biggest concern of companies today, is focused on the good relationship with their customers, since they have the purpose of adding a competitive advantage to their competitors and highlighting them in the market. The main objective is to maintain the client through the trust, credibility and the feeling of security transmitted by

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the organization, building long-lasting relationships that contribute to the growth of performance in sustainable results.

Thus, one can perceive, in the face of the statements of the aforementioned authors, two investment situations. The first is focused on good relationships with customers. The second is to work on trust, credibility and a sense of security passed on by the organization, making it become and becoming lasting relationships, thus generating growth and performance for companies.

The search for survival in the face of the competitive market generates opportunities for companies, on the other hand, to create alternatives that can guarantee returns, focusing on the use of these marketing tools in order to add value. For this, it is necessary to measure customer satisfaction and, from there, identify values that can be added to products and services. Such satisfaction, according to Silva and Kaercher (2010) occurs as one realizes the relationship between what a customer received or perceived and what he expected to see (perception x expectation).

For Bretzke (1999, apud BRAMBILLA, PEREIRA and PEREIRA, 2010),

In order to provide an understanding of the challenges of relationship marketing, he drew a comparison between the 90s and trends for the first decade of the 21st century. The table below shows the relationship between the last 20 years of evolution of related practices. It is a source for reflection on the current reality, considering that the proposed predictive period is being reached.

1990s	FIRST DECADE OF THE 21st CENTURY
It was the customer's.	It was about commitment to the customer in real time.
Focus on improving dialogue with the customer.	Focus on the concept of caring and caring for the relationship.
Growing diversity of products and services.	Development of customized products.
Growing global competition.	Growing business globalization.
Segmentation of markets, technologies and solutions.	Customer segmentation.

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Organizational and structural changes in companies, looking for new ways to manage business.	Marketing reengineering, new sales organization, consolidation of the structures created. Companies will increasingly use the concept of partnerships.
Distribution channels in constant motion, although close to the consumer are predominant, channels often neglect the dialogue with customers	Mega-mergers and mega-alliances change and optimize distribution channels. Growing e-commerce.
Traditional media fail to communicate messages clearly. Greater use of direct marketing, and advertising seek to find new creative and media solutions to achieve the aspects and obtain the desired response.	Growing effort of integrated communication. New sales force.
The business environment and the future competitive scenario are unpredictable.	The business environment and the future scenario of competitiveness will be even more unpredictable.
Market forecasts and research do not provide a clear direction for actions.	Greater use of data-based marketing for strategy formulation.
Changing demographics and lifestyles, with consumers no longer aligned as large target groups, simple and predictable.	Emergence of new groups of consumers eager for entertainment, cultural and spiritual products.
The demands of personal time. Consumers are recognizing the value of time, changing consumption habits, values and needs.	The demands of personal time create a new retail, with expanded service concepts.
The decline in brand loyalty. Promotions and discounts and the lack of differentiation in the eyes of customers are leading to buying through offers.	Valuing brand experience as a factor in building loyalty.

Chart: Comparative between the last decade of the last century and the current decade. Source: Bretzke (1999, p. 88).

The present chart above helps us to draw a parallel between the changes that occurred from the 90's to the present day. Thus, we perceive the differences with respect to the

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relational treatment with customers, since they increasingly occupy the focus of attention, given that the achievement, the work for customer loyalty is what will bring the differential to the company and guarantee their development and permanence in the labor market. The more companies are attentive to these significant changes presented, the more they will be ready, equipped with all technological and computerized apparatus, to remain as market leaders.

For Kotler (2012, p. 148),

Creating a strong and close connection with customers is the dream of any marketer and often the key to long-term marketing success. Companies that intend to form such connections must take into account some specific considerations. (...) A group of researchers considers that customer relationship activities add financial benefits, social benefits or structural links.

Relationship marketing as a tool for customer differentiation and loyalty means strengthening ties with customers, since the sale, negotiation of products and services depends on the needs, possibilities and satisfactions to be met. This, on the other hand, adds financial, social and structural benefits to companies.

Given what has been exposed so far, we can understand and confirm that relationship marketing is a tool that can make all the difference in the face of the market reality, so marked by the fierce competition. And that customer loyalty means the guarantee or key factor for organizational success. There, marketing is serving as a partner for the world of the most diversified means of business. It will be up to the entrepreneurs, together with their teams and partners to appropriate, invest and develop fundamental and necessary strategies for their business.

5 FINAL CONSIDERATIONS

Given the above, we sought to present marketing applied to micro and small companies and according to several academic works and some authors, highlight the importance of relationship marketing applied to micro and small companies as a tool of great relevance to make a difference in the market and achieve customer loyalty.

Micro and small companies, as seen above, are small businesses that are encouraged, favored and regulated by law so that they can operate and develop in the Brazilian economic market. The presence of these companies in the market is responsible for a significant portion

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of development for the government that collects taxes, the entrepreneur, employee and customers. The analysis sought to present how these commercial organizations can benefit from marketing tools, especially relationship marketing.

With the advent of globalization, which has brought advances and challenges, it requires that such enterprises take advantage of what is most important for the life of these organizations. And in view of that, we saw that marketing is an important ally in the reality of this market scenario.

Marketing has its roots in the very genesis of commerce and has gradually developed. Nowadays, marketing is both a new field and a vast field. Since trade began to be studied with the advent of the Industrial Revolution. At this time, marketing is still inseparable from the economy, which lasted until the end of the Second World War, when due to increased competition, it began to theorize about the meanings and marketing tools to apply in the market.

Since then, with the discussion of the subject by many theorists, marketing began to be widespread. Since then, the marketing world has started to heat up with the production of scientific articles, research and relevant statistical data. Marketing has since evolved over time, shifting its application focus, since, above all, through marketing applied to the product or service, then marketing applied to the consumer, today marketing is presented highlighting not only the consumer, the customer, but also emphasizes value-oriented marketing, treating people like full human beings, with mind, heart and spirit. Remembering that there are, in practice, still present the various marketing models that we list.

Today, marketing offers many support tools for commercial institutions, and this can be seen in the use of these same resources by micro and small companies. Above all, in current times when competition is strong, it is necessary that these companies seek these mechanisms not only for their survival but also to maintain market leadership.

Relationship marketing then represents this new stance in the interaction between a company or entity and its customers. As you have seen, it is not possible to define when marketing relationship was born, but it is possible to say that it all starts with communication and the relationship with the consumer.

According to the definitions presented, relationship marketing today means a current form of the marketing system, being part of the sales process, going through the pre-sale, sale and post-sale phases. Thus, based on the knowledge about the habits and customs of

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customers, companies are able to anticipate any action, surprising and making themselves present in their daily lives.

It is concluded, therefore, that it is understood and confirmed that relationship marketing is a tool that can make all the difference in the face of the market reality, so marked by the fierce competition. And that customer loyalty means the guarantee or key factor for organizational success. There, marketing is serving as a partner for the world of the most diversified means of business. It will be up to the entrepreneurs, together with their teams and partners to appropriate, invest and develop fundamental and necessary strategies for their business.

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