
Factors Influencing the Economic Behavior of the Food, Beverages and Tobacco Industry: A Case Study for Portuguese Enterprises

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ABSTRACT

In today's world, it is increasingly important to conduct economic and financial analyzes of enterprises in all sectors to determine strengths, identify weaknesses and adopt strategies that allow them to be at the highest competitive level. In particular, the food sector plays an essential role in the economy of any country, representing a significant contribution of gross domestic product, total employment and personal disposable income of consumers. In this work, we adopted a non-parametric approach that combines multidirectional efficiency analysis with other mathematical techniques such as cluster analysis, principal components and CN value, to examine the factors that influence the behavior of Portuguese enterprises engaged in the manufacture of food, beverages and tobacco products. The results show, not only a characterization of the financial structure of the sector, and a diagnosis through indexes that identify the strategic positioning of the enterprises in terms of efficiency scores; but also an analysis of the variables that must be approached differently, to obtain better results, in terms of economic performance. In fact, although there is an increase in credit with the acquisition of long-term debts, there is no evidence that this implies the ability of enterprises to grow faster, which affects profitability.

KEYWORDS Multidirectional efficiency analysis; clustering analysis; NC-value; Food industry

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