

Strategic innovation management in the furniture industry

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Abstract: This paper discusses the innovation issues involved in the product development process. Our main purpose is to characterize general innovation strategies and the strategies adopted by the Brazilian furniture industry. This study was conducted in metropolitan Curitiba. To this end, a bibliographical survey was made, placing the Brazilian furniture industry into context and clarifying the strategies of companies located in the aforementioned region. The information obtained through a questionnaire was complemented with interviews conducted with furniture designers. This survey provided data, which was then compiled, analyzed and interpreted in order to establish a picture of the dynamics of innovation in metropolitan Curitiba furniture sector. Based on a bibliographical review and on current practices in the furniture industry, parameters are established and proposals made for five strategies these companies can adopt to develop innovative, competitive and value-added products. To complete the study, several initiatives of three furniture companies operating in metropolitan Curitiba are described. Several strategies are then proposed, which are tailored to fit these initiatives, illustrating the correlation between the aspects observed and innovative products.

Keywords: furniture industry, innovation, competitiveness

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