Disguised Opportunities

Oportunidades Disfarçadas
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Author: Carlos Domingos
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The book "Disguised Opportunities" (2013), written by Carlos Domingos, is a guide to success in difficult times and to learn from the world's largest companies to find the opportunity to earn millions and build empires like Apple, Dell, TAM, Coca Cola, Nike, Casas Bahia, Fortune, among others.
This book talks about big companies that started in times of crisis and so many other companies that knew how to overcome their great challenges.
In this book, you will be inspired by rich, interesting and surprising stories, as well as changing your view of the crisis. The crisis may not mean the end of everything, but the beginning of something even bigger. A light at the end of the tunnel, a fuel to go beyond.

Score

9

8 Aplicability
9 Inspiration
9 Innovation
9 Impact on results
10 Structure

Main ideias of the book

- Recession moments are ideal for launching a new business and presenting us with opportunities that are disguised in crises, competition, customer complaints, lack of resources, among others.
- No matter how big the crisis, there will always be room for imaginative people who can overcome difficulties and find a way to make money.
- The benefit of the crisis is that it makes us think differently and make decisions never thought before. We must always be open to innovations.
- Generally, in established markets, when competing, offering a differential is very important.
- It's possible to grow in many ways, one of which is to join your competitor.
- When resources run out, creativity is needed.

For whom is this book suitable?

This book is especially suitable for entrepreneurs and business students. It is also suitable for all people who want to grow, succeed in their business and in life; who want to find the opportunities present in everyday problems.
Finally, it is suitable for intelligent and well-informed people, who enjoy good reading and are always attentive to the news of the market.

Overview of the book

Posthumous Preface

In his preface, Carlos Domingos chooses to start his work with the speech of a person who throughout his life presents a collection of failures, but that only helped him to become an illustrious and famous person in the future.
The author uses some of his words, written in life, and this person is none other than Abraham Lincoln, an example of a famous personality who has struggled a lot and suffered many political and personal defeats in his life, but none of this has prevented him from becoming the 16th president of the United States.
In this book, the author divides the various types of opportunities by their characteristics and presents them in 14 chapters with unmissable stories and much curiosity from the corporate world.

Difficult beginnings form mature men

Disguised Opportunities in Crisis

It isn't easy to go through a moment of crisis, seek support and not find, but in this book, you will see that there is a solution to crisis yes! In this first chapter, Carlos Domingos presents some success stories and the exciting and motivating strategies of companies that have managed to channel the crisis and turn it into wealth. According to the author, "difficult beginnings form mature men."
Would you be able to see an opportunity in the crisis? This is a good opportunity to reflect on the idea of crisis and see that all is not lost, that it is possible to grow at a time when there seems to be a little solution.
According to Carlos Domingos "for a company to survive it takes creativity and persistence." Being able to accelerate and invest while other people think of giving up.

Opportunities Disguised in Fierce Competition

When you are alone in a particular industry you can control the other factors that influence your business. But when you have competition, you need to be prepared to deal with it and stay in business.
What would you do if you had fierce competition? You have to be prepared for these situations and be able to adapt and try to reinvent and innovate, trying to launch something different.
In this chapter, the author presents the story of some companies that struggled with competition and found a way to survive in a hotly contested market.
See examples of the companies Union, Toyota, KLM Airlines, among others. According to the author, “a lot of price war and promotion seems desperate”.

Commemorative Dates: Good or Bad?

This part of the book looks at the capitalist view of commemorative dates, which in some ways help keep the trade warm and get people to consume and keep the machine running.

Some people believe that commemorative dates only serve to make people consume more and encourage materialism. The truth is that the capitalist system needs this consumption to survive.
Only then will the industry keep their jobs, their salaries, the people growing and making their dreams come true. Not to mention the challenge of companies in conserving and maintaining the environment and safe social practices.

The giants of Detroit at a crossroads

When giant companies fail, only government intervention can save many jobs and help people pay their bills and maintain the needs of their families.
This was what happened to the three major US automakers GM, Ford and Chrysler, together racking up billions of losses in 2007, narrowly filing for bankruptcy in 2008.

Joining the competitor is not a cartel?

No, it doesn't constitute cartel the union between companies that want to strengthen themselves, reduce expenses and improve the quality of the services they offer. Have you ever heard that unity is strength?
That's right, in the face of crisis, fierce competition, sometimes the best alternative is to join forces with your competitor. Many companies have already used this strategy. The cartel is when a union threatens free trade and harms the consumer.
However, a merger can benefit society as well as prevent bankruptcy and significant job losses.

Opportunities Disguised in Customer Complaints

Your customers' comments and complaints may be the best thermometer for your business. Your customer complaint and other requests may point you in a new way.
This is what we will find in this chapter that first presents the hardships that Disney, as the world's largest entertainment group, has ingeniously faced to keep its customers happy. Out of ten lost customers, seven were due to the service.
It is no use spending on advertising if your service is not the desired. Suggestions and complaints may indicate a new niche for your business.

Casas Bahia: The Secrets to Attracting Class C

The tastes and challenges of the demanding class C are what we will find in this part. Like Casas Bahia, it has emerged as a sales leader for the C class, even though it is a demanding class that likes low prices but demands quality. Since the Real Plan, the number of stores has increased fivefold, and this has all been experienced and very knowledgeable.
The book outlines some key factors for network success. For Sundays, “The only way companies can keep up with consumers is to constantly monitor these variations. How do you do this? First, being close to the customer.”

Find out what your company's DNA is and respect it

New times, new experiences may require business innovation, but some things should not change.
It is important to keep the line and not to forget the reasons that made the company exist and thus respect this story. If your legacy started as a conservative and later wants to be modern, you risk losing your identity.

Anyone planning to start a new business or venture into another segment should pay extra attention to the consumer's wishes

According to the author “Anyone planning to start a new business or venture into another segment should pay extra attention to the consumer's wishes. Only in this way will it be able to identify failures of the companies operating in the sector and create a really relevant differential.”

Opportunities Disguised in Lack of Resources

Ah! How nice it would be if we always had enough to make our dreams come true, make that much-desired trip or buy that car of the year. Options to spend and invest abound. What was really missing was a way to make money without having to spend a lot to invest.
This is what we will see in this chapter, some alternatives to the lack of resources. For when we have money, we do things our way. Now when resources run out you need to know how to use creativity.

Examples show that in tight, threatening, low-money environments, they are excellent at generating ideas. The important thing is to keep calm.

Opportunities Disguised in Team Problems

It's important to have a good relationship with the team to stay well informed and retain talent. Besides being always open to hear suggestions and have a receptive environment for the group to work at ease.
If two heads are better than one, imagine ten heads thinking about meeting the same challenge, the solution may come from where you least expect it.
According to the author “If one day you cannot master your emotions and are overwhelmed by feelings such as anger, jealousy, envy, rage or hatred, do not keep it all within yourself: channel it to work. Does it work? With a lot of people, it does.”

Awards: solution or problem?

According to Domingos, “In a favorable environment, professionals contribute for free, simply because the human being likes to participate, to suggest, to be heard by others, to prove their worth. The moment the company decides to pay, the magic breaks: they will only create driven by money.”

Opportunities Disguised in Mistakes

As much as we try to prevent something from going wrong, an error can happen, but something negative can also lead us to a whole new benefit. Since the mistake is hard to avoid, if it does, the company can and should take advantage of it. And the most important thing is to learn from our mistakes, we often learn much more from our mistakes. Mistakes are part of life and it is necessary to be open to accept the new.

Opportunities Disguised in Personal Problems

Who has no problems? Regardless of the bank account, we will always be dissatisfied with something, or always with an issue to resolve. Problems, in some cases, strengthen us and prepare us for something bigger. In this chapter, we see the importance of experts in solving the issues, the problems in each area.
Very often the person outside the problem can better see the solution. We can all have great ideas.

What other authors say about it?

The book “The Blue Ocean Strategy" brings a new concept in strategy to achieve market prominence. This innovation is based on exploiting market opportunities in which there are no competitors, called by the author "blue oceans". Thus, there is a distance from opponents and a differentiated form of growth.

In their research, the authors of the book "Built to Last", Jim Collins and Jerry Porras, found that most visionary companies did not start with a revolutionary idea that made them successful early on. In fact, they had a slow start and eventually overpowered their markets.

Finally, in the book “Zero to One”, author Peter Thiel gives the following tip: when there is competition, companies have no power over the market. As a result, they must sell their products at the market-regulated price or they will be massacred by competition. But when the monopoly is over, you are the one who dictates the rules.

Okay, but how can I apply this in my life?

- Keep calm and believe that you will overcome all difficulties;
- Try to understand what type of business is missing in the region where you live, which would help or facilitate people's lives;
- Value your customers' opinions and complaints, they can show you the next way forward;
- Have a positive and realistic view of your financial future;
- Find out what you like and what people around you like to start a business and try to make money from it.
- Always try to innovate and always have a differentiator in your business. To have different results, you must do something different.

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