

IRON ORE MINING INDUSTRY STRATEGIC GROUPS MAPPING

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IRON ORE MINING INDUSTRY STRATEGIC GROUPS MAPPING PINHEIRO, J. C. F. Instituto de Geociências, UNICAMP, São Paulo, Brazil When plotted in a Three-Dimension Strategic Group Map of Products Quality & Economy of Scale & Cost Position, the 45 main iron ore mines of the world determine zones. There are empty zones, where no competition occurs, and trends can be noticed, indicating the relationship between the chosen SD (Strategic Dimensions). A grouping of the mines belonging to companies from countries with large scale production levels can be observed. They occupy zones in the SGM (Strategic Group Maps) markedly different from the ones corresponding to the countries with low scale production levels. The Brazilian and Australian mines form a SG (Strategic Group) different from the one formed by the mines in United States and Canada. In the Brazilian and Australian case, is noted that a decrease in the iron content of the ore is accompanied by a increase in the annual production scale. In the other hand, considering the United States and Canada mines, we can notice the decrease in the operational costs, as the iron content and annual production increase. Some mines keep a constant superiority in relation to others. The trends of the zones where competition occurs lead us to interpretation that the balance point, in a world-wide context, can be placed in a central part of the SGM (Strategic Group Maps), where the Swedish mines and the mine of Sishen, South Africa are placed.