On these last years the Brazilian industry of footwears comes suffering significant market losses. The international competitiveness influenced the whole structure of the internal market. Several companies had to restructure for they survive in this competitive model. Today more than ever, the companies are fighting for market opportunities and more customers. This means that of here for front besides the technological competence the companies will have to fight for competitive spaces. In that way, the active more important it is out of the company, that they are its customers. Thus, the best way management the company is through the information that traces the market opportunities, detect the menaces of the competitors and to dimension the consumers’ needs. Without the management of those strategic information the companies shipwrecked in the sea of competitiveness.

**Key-words**: information management, footwears, competitiveness, technology.