

## **The Perspective of Waste Frying Oil in São Paulo and Its Dimensions in the Reverse Logistics of the Production of Biodiesel**

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**Abstract :** The waste frying oil is highly pollutant when disposed incorrectly in the environment. Is necessary search of the Reverse Logistics to identify how can be structure to return the waste like this to productive chain and to be used in the new process. In this context, the objective of this paper is to analyze the perspective of the waste frying oil in São Paulo, and its dimensions in the production of biodiesel. Subjacent factors such as the agents, motivators and legal aspects were analyzed to demonstrate it. Then, the SWOT matrix was built with the aspects observed and the forces, weaknesses, opportunities and threats of the reverse logistic chain in São Paulo.

**Keywords :** biodiesel, perspective, reverse logistic, WFO

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