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## Presentation of Content

In the first issue we present, *Garlic as a business opportunity for producers in the region in Baja California Sur*, by MEZA-ARELLANO, Antonio, PERALTA-AMADOR, Luis Rene and HERNÁNDEZ-VALENZUELA, Juan Carlos, with secondment in the Instituto Tecnológico Superior de Mulegé, as a second issue we present, *King pate as an entrepreneurial idea in Santa Rosalia Baja California Sur*, by HERNANDEZ-VALENZUELA, Juan Carlos, BASTIDA-ROMERO, Maria Karen, ARCE-ZUÑIGA Martha and OLIVARES-CONTRERAS, Jesus Osvaldo, with secondment in the Instituto Tecnológico Superior de Mulegé, as the third article we present, *Analysis, needs and preferences of the consumer for the creation of a cleaning services company*, by HERNÁNDEZ-VALENZUELA, Juan Carlos, ROSAS-ARMENTA, Karla Alejandra, COVARRUBIAS-HERNÁNDEZ, Brenda and MEZA -ARELLANO, Antonio, with affiliation in the Instituto Tecnológico Superior de Mulegé,, as the last article we present, *Marketing strategies for artisan companies in Hidalgo*, por SANTIAGO-GUILLERMO, Mario, GARCÍA-DÍAZ, Patricia, ROJAS-RAUDA, Rosa I. and MONTEERRUBIO CABRERA, Elisa, with secondment at the Instituto Tecnológico de Pachuca.

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Garlic as a business opportunity for producers in the region in Baja California Sur

El ajo como oportunidad de negocio para productores de la región en Baja california Sur

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Abstract

This article shows the results obtained from the market study that was carried out to the inhabitants of Santa Rosalia, in order to market a product as it is a garlic paste to season meals represents a good business opportunity for producers of garlic of the region and the deductive-exploratory method was used to collect, analyze and interpret the information obtained through tools such as interviews, surveys and direct observation, taking a considerable sample of the population of the locality, thus , according to the results obtained, the initiative was taken to propose a project that will take these garlies and transform them through an artisanal process to create a garlic paste that can be offered in the market and replace the traditional seasonings and This way, create a business opportunity for producers of this raw material, which is given in large quantity and quality, since that once processed could generate greater profits than if they sell it fresh, concluding that the producer has in his hands a new product to be marketed in said location.

Producers, Business opportunity, Consumer

Resumen

El presente articulo muestra los resultados obtenidos del estudio de mercado que se llevó a cabo a los habitantes de Santa Rosalía, con el fin de comercializar un producto como lo es una pasta de ajo para sazonar comidas representa una buena oportunidad de negocios para los productores de ajo de la región y se utilizó el método deductivo-exploratorio para poder recabar, analizar e interpretar la información que se obtuvo a través de herramientas como la entrevista, encuestas y observación directa, tomando una muestra considerable de la población de la localidad, así pues, de acuerdo a los resultados obtenidos, se tomó la iniciativa de proponer un proyecto que tomara estos ajos y los transformara a través de un proceso artesanal para crear una pasta de ajo que se puede ofrecer en el mercado y sustituir a los sazonadores tradicionales y de esta manera, crear una oportunidad de negocio para los productores de esta materia prima, la que se da en gran cantidad y calidad, puesto que una vez procesado podrían generar mayores ganancias que si lo comercializan fresco, concluyendo que el productor tiene en sus manos un nuevo producto a comercializarse en dicha localidad.

Productores, Oportunidad de negocio, Consumidor

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## Introduction

Currently, the rush of daily life makes housewives seek practicality at the time of cooking, so try to consume products that facilitate the preparation of food and, therefore, save them valuable time for them. Faced with these needs and difficulties, in most homes, restaurants and any other place where food is prepared, it is vital to make the most of the time, being of utmost importance to have products that are practical and that facilitate their preparation.

For all this, there is a great demand in the market, for products that are easy to use and fast, and that better than coupled with this, these products are organic and prepared in a traditional way. According to the study carried out, most people who cook it consume a seasoning or seasoning to add to their meals, according to the applied surveys can be seen in (Figure 2) that the most commonly Knorr, representing 77.8% of the consumption, products with 6.1%, followed by McCormick with 3.2% and last with 2.4% others, however highly positive results were obtained, a wide market was obtained and the possibility of being of the preference of the people because it is a natural product, handcrafted and many people call this attention, this and many other indicators.

However, all the products that are already on the market, none is natural, that the garlic paste is presented as the alternative that replaces all the seasonings taking advantage of the large quantity and quality of garlic production that has in the region of Mulegé and is not used in its entirety.

You can also see the opportunity to use a resource of excellent quality in the region such as garlic, to make an organic garlic paste that meets the characteristics before it is fulfilled, in order to be a first class product option for people who cook daily and we will expand our market so far in restaurants and all kinds of services where prepared food is sold.

However, if you want to be competitive, you have to face competition and apply strategies to be better than them and as a product like this is committed to being a project that benefits the garlic producers of the region that take the initiative to undertake and always be applying constant improvements, so that the project continues to function in the right way.

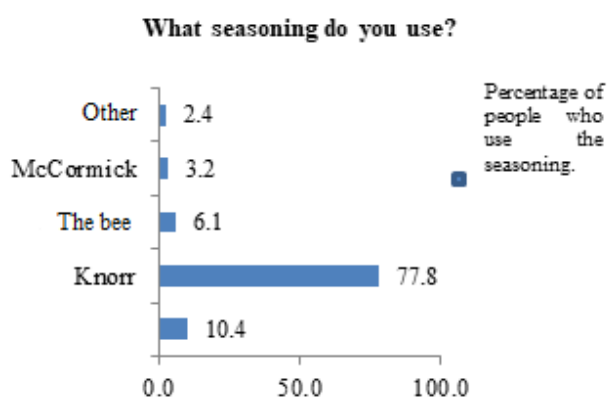
## Benefits of garlic and its transformation to create a handmade pasta to season the food

Garlic is a food with many benefits and properties that can be considered essential in the kitchen because it is a natural seasoning that enhances the flavor of food. According to (Nutrition, 2011) garlic contains iodine, phosphorus, potassium and vitamins such as thiamine, vitamin B6 and C, which are based mainly on the sulfur components contained (allicin, allyl / diallyl sulfides). In addition, garlic has been attributed numerous beneficial properties for health: antiseptic, anti-inflammatory, antibacterial, antiviral, antifungal and intestinal antiparasitic effect, which is why it is considered an excellent food for the body.

Likewise, the garlic is given in great quantity and quality in the region of San José de Magdalena BCS, a town that is a few kilometers from the town of Santa Rosalía, which facilitates obtaining this, so it is a good opportunity propose a new product that benefits the producers of the region, which will use these garlics and transform them into a product that was easy to use, which will consist of a garlic paste made by hand with the best garlic from the San José region of Magdalena and proposes to offer in different types, natural garlic paste, with oregano and pepper, with ginger and with chile de árbol, which will serve as marketing means to raise the economy of the producers of the region, managing to sell it in three presentations, which will be:

A glass container of approximately 60 ml, which will be available in the 4 different combinations, in practical compacted cubes of approximately 10 grams of product and in tubes serves easy vacuum sealing of approximately 30 ml. However, these presentations may compete in a market that has a high demand for organic products that according to (Agriculture, 2017) "Organic products are those that are produced, stored, processed, handled and marketed in accordance with precise technical specifications (standards), and whose certification of "organic" products is the responsibility of a specialized agency " for culinary use and the majority offered on the market have a large number of chemicals and preservatives that are harmful to health, an example being the Seasonings or condiments for food, which contain large amounts of chemicals and artificial flavorings.

For this it was important to survey the consumer to see the importance of a new garlic-based product from the region, which will impact on families and traditional consumption in order to know how they season their meals and according to the results of These surveys and the study conducted in the town of Santa Rosalía, most people who cook consume some seasoning or seasoning to add to their meals, according to the surveys applied can be seen in (Figure 1) that the most used are Knorr , representing 77.8% of consumption, bee products with 6.1%, followed by McCormick with 3.2% and finally with 2.4% others.



**Graphic 1** What seasoning is most used  
*Source, own elaboration with information generated from market research surveys about the Sazonajo project for marketing in Santa Rosalia Baja California Sur*

However, the results of these surveys showed that most consume seasonings that have artificial flavors and harmful chemicals, so it is important to create products as an alternative to traditional seasonings with ingredients that are 100 percent natural and this way they can differentiate themselves from the competition.

This is why producers in the region have this opportunity to make new products through garlic by marketing them in the municipality of Mulegé and, if possible, in the state of Baja California Sur.

### Innovation process of the entrepreneurial idea

Make products easy to use and take advantage of the best garlic from the San José de Magdalena region, through entrepreneurship and innovation, are opportunities that are currently presented in each of the people who currently are dedicated to the sowing of garlic and other byproducts derived from the riches they have in the field to make innovations in the elaboration of handicrafts, according to the author (Vianna, Vianna, K. Adler, Lucena, & Russo, 2016) mentions that the innovation process consists of recreating business models and building totally new markets focused on unmet human needs, in addition to being able to select and execute the right ideas, consummating in the market in record time, likewise, it is the way in which the company manages its resources through of time and develops competences that influence its competitiveness, the transformation of the raw material that is easy to obtain is achieved, in products that benefit the producers and that will help them to take advantage of all the resources they have, proposing alternatives such as creating a garlic paste combined with herbs, which takes a handmade production process that consists of:

1. Fresh and quality garlic is obtained from nearby suppliers, as well as other ingredients such as olive oil and the spice with which you want to mix the garlic to make the pasta.
2. Carefully peel the garlic that is going to be used, always taking care of the garbage, since this process generates a considerable quantity of garbage, it is advisable to do it in containers in which the garbage does not spread.
3. Once the garlic is peeled, it is decided with what spice it is going to work, and the indicated ingredients are chosen.
4. Place the garlic in a blender or any other device that serves to grind garlic, as well as the original way of doing it that is by hand in a molcajete, this is placed in parts since, if you liquefy all the garlic, the paste will remain with many lumps.



Olive oil is deposited along with the garlic, this is a very important ingredient since it attributes to the properties of the garlic making the conservation of the product is greater, also the olive oil depends on the texture of the pasta, due to this Place a standard amount of oil and add more until you achieve the texture you want. Finally, add the determined spice, as it can be chili, pepper or ginger, taking care not to exceed with these to not ruin the pasta.

5. Everything is liquefied and while it is being liquefied with a kitchen utensil like a spoon, the mixture of the walls of the blender is being lowered so that it is ground in its entirety.

The mixture is constantly being checked to ensure that the consistency is indicated, as well as looking for lumps or parts that are not well ground, this part of the process is the most important since this depends on the final product is also this the liquefying process is slow and it is very important.

6. The type of bottle in which the mixture is deposited is selected, as well as sterilized in a special machine so that these are free of microorganisms and the paste can be deposited in these.
7. The specific label is designed for each presentation of the paste, and it is stuck in the bottle taking care that the label does not remain crooked or with any flaw.
8. Once the bottles are sterilized, the mixture is placed inside them and sealed under vacuum, in a special machine for sealing.
9. The lid and the decoration of canned with which the different presentations of the pasta are adorned.
10. A final check is given to the final product in search of errors in the label or any other malfunction that may have the product already embarked for distribution.

Taking into account the previous process, you can create this product which can enter and impact a highly competitive market, but you have the distinction that it is made by hand, which will allow producers in the region to benefit from it.

It is expected that this innovation is applied efficiently, highlighting and distinguishing the product from others by its way of use and its practical presentations, this will attract a very extensive market such as kitchen products, which represents a huge growth opportunity for garlic producers in the region since there is no one to process it and in this way, however this represents a business opportunity for producers in the region benefiting their economy through projects that can be launched and marketed in the market.

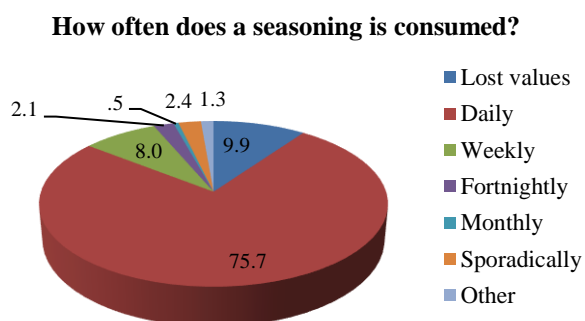
### Potential market and emphasis on the segments to enter

Garlic is an essential ingredient for the preparation of many types of food, so there is a wide market for its different presentations and for (Kotler, 2004) in his book "*Marketing*", a market is the "*set of real buyers and potentials of a product. These buyers share a particular need or desire that can be met through a relationship of exchange*" and with respect to the above, in the region there is a potential market to market products derived from garlic, because cooking with it is in our culture, in addition to this is easy to obtain in the surrounding areas, which opens up endless opportunities to make new products, including a garlic paste to season the meals, which aims to reduce the time lost as much as possible the process of peeling and cutting it, as well as avoiding that the strong odor that comes from the garlic is impregnated in the consumer, thus satisfying the need to cook in a shorter time.

Also to be able to elaborate this product it is possible to associate with the garlic producers of the town of San José de Magdalena, since there is a garlic of excellent quality and it has the advantage of the easy transportation of the raw material which save time and capital, this product is aimed at a very large market, because it can be sold in stores, groceries, markets and any type of establishment that sells food, thus making the product easy to find, because it will have an extensive market that will be able to cover, so the clients to whom a product like this will be directed are all those people who cook, mainly to housewives and food businesses that require the product in large quantities, such as restaurants, hotels, among others.

Likewise, according to the extensive market that will be covered, it can be divided into small sectors of interest, that is, a market segmentation can be carried out, to which according to (Charles W. Lamb, 2006) it is the "process of divide a market into relatively similar and identifiable significant segments and groups "to which the product will be sold in its different presentations according to the type of demand, this market segmentation will be given according to how the product is offered to the different types of customers, which will bring a different interest for the product in its presentation and quantity. These sectors can be separated into: housewives, restaurant sector, and the rest will include anyone who wants to cook and occupy the product.

In addition, different distribution channels can be used, according to (Longenecker, 2001) they are " The systems of relationships established to guide the displacement of a product " thus achieving the activation of the economy of the region, for which they will be benefited from the producer, the retail buyers, wholesalers and the possible associated distributors, since the purpose of this project is to make the product come to be sold even in the smallest grocery store in its different presentations. You can see in graph 2 extremely important data about the consumption of condiments or seasonings in order to know if the product would have the possibility of entering the market, as shown in the results of said graph, 75.7% of the population consumes one seasoning daily, 8% weekly, 2.4% sporadically, 2.1% biweekly, 1.3% consume it differently, 0.5% monthly, and to finish it had a range of 9.9% of lost values.



**Graphic 2** Frequency with which people consume a seasoning

Source, own elaboration with information generated from market research surveys about the Sazonajo project for marketing in Santa Rosalia Baja California Sur

In addition, as already mentioned, one of the biggest advantages of the product will be that it will have an accessible price because it will try to reduce production costs as much as possible, making most people have the possibility of acquiring it.

However, to be able to take advantage of the opportunities that arise within the market, it will be necessary to be aware of the new needs and demands that the client demands and, in this way, apply constant changes to the product, to always be competitive within the market.

### Development of the idea and application of innovation

The idea of creating a product in this way arose by identifying the abundant raw materials in the Mulegé region, based on this, the needs that could be met if products derived from these raw materials were made, that make the most of the resources available those that account and benefit local commerce.

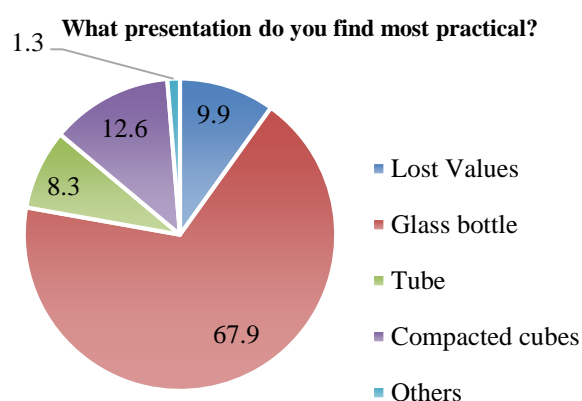
Likewise, it is proposed to use garlic as a raw material, which is an essential element in cooking and also has qualities and health benefits that distinguish it from other condiments, to create an entrepreneurial project that consists of a paste garlic, which aims to make the most of the benefits of garlic mentioned above, also use it in a different and innovative way creating a product that bypasses the traditional process of using garlic in the kitchen making this a practical ingredient to the Time to cook.

The elaboration of the prototype, which according to (Guerra, 2016) "is an artifact or group of artifacts built on rapid iterations that help to perform the experiments to discover key points in a business" that is proposed will consist of a selection and peeling process of the best garlic that will later be crushed and combined with olive oil and different types of spices that will complement the garlic flavor to make this product an excellent food seasoning.

The prototype that will be elaborated will implement the different types of herbs (pepper, ginger, oregano, etc.) in their different presentations, which will be varied, some of them can be in glass containers of approximately 60 ml, in plastic tubes of 30 ml and small compacted cubes of approximately 10 gr.

However, if the product manages to enter the market, the presentations that are adopted will depend on the demand, tastes and preferences of the customers.

In accordance with the above, the potential market to enter prefers or has a greater demand for a presentation of the product in a glass container, this information is expressed in percentages in Figure 6, which shows that 67.9% would prefer the presentation in a container of glass, 12.6% in compacted cubes, 8.3% in tubes, 1.3% would prefer another presentation, while there was a range of 9.9% of values lost.



**Graphic 3** Presentation of Sazonajo that seems more practical to the people

Source, own elaboration with information generated from the market research surveys about the Sazonajo project for its commercialization in Santa Rosalia Baja California Sur

### Competence and strategies to achieve excel

At the moment of wanting to launch a product to the market, competition must be studied. The author (Jacques Filion, Cisneros, & Mejía-Morelos, 2011) points out that the competition should be studied carefully, checking if the present and potential market will allow the existence of another company additional. It is vital to know which companies in the city sell, produce or provide a service similar to the one it is intended to offer, therefore to identify in which aspects you can innovate so that this product has something different from the others, that makes it stand out and that therefore, obtain the customer's preference.

These innovations applied to the product should be thought according to the needs that exist in the region where the product will be marketed, as these vary according to the type of market you want to enter.

In addition, in the locality, for a product such as the one proposed, the main competitors that currently exist in the market are companies dedicated to the sale of spices and seasonings, which handle products with similar characteristics since they use garlic as a base material for your product, however the innovation that will be applied when creating the product will seek to take advantage over others by providing new features and options for the use of garlic as a condiment for all types of food. In addition to this, the garlic paste that is proposed to be made, as mentioned above, will be of organic origin and made by hand, which is undoubtedly an extra feature that will make it stand out from the rest, attracting a more extensive market.

Likewise, the production of garlic paste, being organic, will not have any preservative or chemical that could be harmful to health, because garlic has its own natural preservative, knowing beforehand that garlic has a large amount of beneficial properties for health, it is intended to make the most of these properties of garlic so that its production process is 100% natural, taking into account this, the advertising and propaganda that will be made to the product can focus and emphasize these aspects, since many people seek to consume natural products. There will also be tasting stands outside the most popular establishments in order that people realize the quality of the product, be convinced and be interested in consuming it and replace the traditional seasonings for this product.

It is worth mentioning that the product is expected to be preferred to customers over others because it will also be consuming an organic and easy to use product, they will also boost local trade, benefiting the economy of the region and encouraging the creation of new jobs.

### Methodology

The research method used was deductive-exploratory, it was based on an analysis of the local situation and information was obtained from the population. The data used in this research comes from a representative sample of consumers in Santa Rosalia Baja California Sur, Mexico, who were subjected to surveys and direct observation to know their consumption habits and frequencies and to characterize the consumer under different segmentations based on their preferences.

The dx model was also used (Garcia, 2012) is a methodology proposed by the teacher Luz Mercedes Ruiz García which was developed for a consultancy study in an advertising agency, was used to detect weaknesses within each of the departments of the same and likewise create strategies to help strengthen and improve that company., the teacher used it in order to do a consultancy, however that model was taken as a reference to conduct the market study of the company Sazonajo SA de CV evaluating the following aspects: price, product, offer, marketing, competition, demand and segmentation, to determine the weaknesses and turn them into opportunities that help the owners of the company to good decision making and continuous improvement of their product.

This study yielded important data from the sample which allowed for subsequent analyzes and evaluations to have concrete results and clear interpretations about the market that is intended to enter and the tastes and preferences that are available, as well as to determine the sample of the population We went to the INEGI website which, according to the 2015 population and housing census, says that the town of Santa Rosalia has 14,160 inhabitants (Aguilar, 2005).

$$n = \frac{N\sigma^2 z^2}{(N-1)e^2 + \sigma^2 z^2} \quad (1)$$

Where:

**n** = sample size, **N** = population size,  $\sigma$  = standard deviation of the population, usually when its value is not used, a constant value of 0.5, **Z** = value obtained by means of confidence levels, is usually used.

It is a constant value that, if its value is not taken, it is taken in relation to the 95% confidence that is equivalent to 1.99 (as usual) or in relation to the 99% confidence that equals 250, which value is left to criterion of the researcher, **e** = acceptable limit of sampling error that, generally when its value is not used, a value that varies between 0.5% (0.5) and 0.9% (0.9) is usually used, a value that remains at the discretion of the interviewer.

The calculation of the population sample showed that 374 surveys should be applied, to determine the application of surveys, the formula for determining the population sample was investigated, after obtaining it, the number of inhabitants of the population of Santa Rosalía was investigated from a reliable source. , which according to (INEGI, 2015) has a total of 14,160 inhabitants, and so in this way make the substitution of the formula resulting in a total of 374.03 which is rounded to 374, analyzed how many colonies would apply said tool so it was determined that there would be 8 colonies, 374 divided by 8 to obtain a total of 46 surveys per colony: Mesa Mexico, Mesa Francia, Nopalera, Hidalgo, Centro, Lomas los Frailes, Magisterial and Nueva Santa Rosalía.

### Socioeconomic characteristics of the sample

After carrying out the study, the sample that was taken for this article was composed mainly of women (80%), since women are the ones in greatest number are responsible for cooking inside their homes. Also the average age of the respondents is in the range of 40 to 49 years, representing 26.1% of the sample, since as you can see the women of this age, are those who most often cook.

Regarding the schooling of the respondents, it was found that 41.9% studied until high school, 23.5% a bachelor's degree, 18.4% secondary, 4.5% primary, 1.3% no study, 0.3% a graduate, 0.3% others and a 9.9% was obtained representing the values lost. Another important item is the type of consumers that can be had regarding their monthly income level, where according to the study, 42.1% have incomes between \$ 8,000 and \$ 16,000; 39.5% between \$ 4,900 and \$ 8,000; 4.3% between \$ 3,200 and \$ 4,900 and 2.9% of more than \$ 16,000.

### Results and interpretations

After conducting the market study in the town of Santa Rosalía in order to collect information about the product that is intended to offer, where questions were asked to people about the tastes of cooking, if they consume a seasoning or something to spice up their meals and if you would like to try a new and innovative product such as garlic pasta, highly positive results were obtained.

Since a product like this can have a wide market and may be of the preference of people because it is a natural product and handcrafted, so that a high demand for the product is expected and that the response of consumers is good.

However, if you intend to be competitive, you must face the competition and apply strategies to be better than them and for a product like this, the competition is mostly products of companies already positioned in the market, which is why It has the commitment and obligation to make an organic and high quality product that is on par with its competitors, achieving this through the implementation of marketing strategies which were supportive to yield the results that allowed to make the necessary improvements for the product in this way to stay within the competition, as well as meet the needs of the client.

In addition, you can choose several distribution channels which will be previously analyzed and valued in order to be able to select the one that best suits the market you wish to enter and the needs or what the customer is used to. Finally, the product can be distributed in the locality and surroundings at the beginning of the project, but the future vision is to expand the market and be able to have a place in several parts of the state and then nationally in order to achieve the success it's wanted to achieve with the product, this is why this project is proposed as a business opportunity to garlic producers in the region, because if developed properly will bring many benefits, promoting the economy and trade.

### **Acknowledgment**

I thank all the people who contributed to the realization of this article, especially my teachers of the Higher Technological Institute of Mulegé, who gave me their knowledge to complement the information I got from the study I did, in addition to the people who, from the best way and disposition, they gave me a little of their time to answer each survey and thus be able to generate the database that allowed me to interpret and generate conclusions.

### **Recommendations**

One of the main recommendations to know directly to your competition when launching the product to the market, since there are similar products that are being developed, but very few in an organic manner, this will allow you to further refine the development of this project. Carry out a feasibility study to know the road market, technical and financial project and know if it is profitable in the future.

Take the product with more experts in the food field, which allows you to carry out in-depth studies on the properties of the product and thus improve it, as well as put a professional monitoring in the market of garlic seasonings, with the purpose of finding and measuring variables of vital to see the acceptance that the product will have in the potential market.

Perform the estimation of the fruit in terms of production, with producers in the region, to estimate the amount of realization of the product.

### **Conclusions**

Currently in the state of Baja California Sur there is a large production of fruits and vegetables that are exported to other states of the country or even to other countries, because there are no local companies that are dedicated to the transformation of this raw material to convert it in products that they can market and with which they can generate many more profits than if they only market the raw material.

This is why there is a need to develop many more innovative projects and that more and more people decide to start a business and visualize all the opportunities that are presented to them and that they do not know how to take advantage of them.

However, there are not many people who decide to create new projects, so in this document a project was proposed that consists of transforming the garlic that occurs in the San José de Magdalena region to make a handmade garlic paste that changes the traditional way of using garlic for cooking, this product may also be distributed in the locality and surroundings at the beginning of the project.

But the vision for the future is to expand the market and be able to have a place in several parts of the state and then at a In order to achieve the success of the product, this project is proposed as a business opportunity for garlic producers in the region, because if it is developed properly it will bring many benefits, promoting the economy and trade.

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King pate as an entrepreneurial idea in Santa Rosalia Baja California Sur

Rey paté como idea emprendedora en Santa Rosalía Baja California Sur

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Abstract

This article shows the results of a market study that was conducted in the city of Santa Rosalía, to determine the tastes and preferences of consumers about the creation of a new product called "King Paté", which consists of a line of snacks pâté style in three different presentations through horse mackerel fish as the main ingredient. In this study an exploratory and descriptive research was developed, using as a tool the survey, the interview and the direct observation, which was carried out to a sample population of the city, to gather the information, which later led to conclusions and improvement proposals for the product. Also, the purpose of this research is the creation of this product, to implement the daily consumption of healthy snacks through the horse mackerel in the current population of the town, in the same way to know the specific tastes of the population to create the product suitable for your needs, creating strategies that meet your expectations and thus achieve an optimal positioning in the market.

Pate, Horse Mackerel, Process, Consumption, Needs

Resumen

El presente artículo muestra los resultados de un estudio de mercado que se realizó en la ciudad de santa Rosalía, para determinar los gustos y preferencias de los consumidores sobre la creación de un nuevo producto llamado “Rey Paté”, que consiste en una línea de botanas estilo paté en tres diferentes presentaciones a través del pescado de jurel como ingrediente principal. En dicho estudio se desarrolló una investigación exploratoria y descriptiva, utilizando como herramienta la encuesta, la entrevista y la observación directa, que se llevó a cabo a una población muestra de la ciudad, para recabar la información, que después llevo a tomar conclusiones y hacer propuestas de mejora para el producto. Asimismo, la finalidad de esta investigación es la creación de este producto, para así implementar el consumo cotidiano de botanas saludables por medio del prescado jurel en la población actual de la localidad, de igual manera conocer los gustos específicos de la población para así crear el producto adecuado para sus necesidades, creando estrategias que cumplan sus expectativas y así lograr un óptimo posicionamiento en el mercado.

Paté, Jurel, Proceso, Consumo, Necesidades

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## Introduction

The purchases and consumption of families are currently excessive, since they live in a consumer society; people are used to buying, but at the same time to save their time doing it, more at the time of cooking; this is why the idea of creating a product that satisfies the basic needs of the buyers was born, in this case it was sought to create a snack, with an excellent flavor and at the same time providing a great amount of nutrients and benefits to the health of the people. The development of these products has a great impact on society, as it seeks to create new habits in the population, help with the regional economy and of course satisfy customers.

"Rey Paté" is a product with which people will save their time, money and effort, since, when buying it for a fairly adequate price, they will buy a product already prepared and with the minimum effort when making the purchase; As previously mentioned, this is excellent for the society in which we live today, thanks to the fact that every day people seek to optimize their time, without losing it in the preparation of food, hence the great demand that prepared products have, semi prepared and frozen.

This is why "Rey Paté" wants to enter the market with a line of healthy, homemade and 100% natural products; making known the benefits that the ingredients bring, looking for consumers to be attracted to this type of advertising.

## Innovation as an entrepreneurial idea

Entrepreneurship, as (Gamiel, 2013) defines it, is "seeking opportunities and activating ourselves to take advantage of them", it is the most concrete and general definition that I have decided to assign to "entrepreneurship, that is why three young entrepreneurs take into account the needs of the population currently, they arise with the idea of satisfying one of them, taking advantage of one of the resources offered by the cooperative company Leyes de Reforma of Bahía Asunción to create an innovative product and launch it to the market, expecting an excellent commercial acceptance; There is talk of the need to please and satisfy the palate of the consumer, with a different product made with quality elements.

Likewise, the product you want to incorporate into the project is the jack fish, that being said, the product to be developed is a line of patés, whose main benefit is to meet the latent producer need, that is, the needs that are not capable of communicating or processes that are not able to carry out or simply of the needs that are not even aware of having them. As primary producers of marine products, the byproducts derived from these are left in the background, and this is where this project comes in, since, when buying this raw material, the community of Bahía Asunción would benefit equally from the same producer, since it, the vast majority depends on the aforementioned cooperative.

On the other hand are the benefits it brings to the consumer; the product consists of a variety of foods that have different nutritional contributions and health benefits, since they are of natural origin; As the main innovation of this project, chard, which as mentioned (Mendoza, 2015), are native to the Mediterranean and its cultivation today has spread throughout the world, are vegetables with large leaves, oval and green and Penca can present several colors, from white to pink. Although chard is grown throughout the year, its best season could be from autumn to spring, they are the largest food with nutritional benefits as mentioned (Arredondo, 2013).

Similarly, there are nutritional contributions from the horse mackerel, as a shallow fish has a large and extensive menu, such as smaller fish such as sardines and crustaceans such as shrimp and some species of snails, therefore, get many nutrients.

Thanks to this, society is invited, to consume every time in their diet, foods of natural origin and with greater amount of nutrients, substituting artificial snacks, for a light and healthy snack as it is this.

Due to the small variety of "regional" products that are for sale for consumption, there is a need to make available to the customer, all natural products, made in the community of Santa Rosalia; There is talk of a rich paté de jurel made mainly with fresh raw material and quality, but especially with products from communities that are within the municipality of Mulegé, which can be found in any market, groceries or establishments that are dedicated to the purchase sale of handicrafts.



This is how the product arises with the need to satisfy the same customer, since it gives the opportunity to taste a varied and different flavor of other patés, it is intended to innovate in the market with the placement of a novel and unusual ingredient in the typical recipe; at the same time, different flavors can be released adding ingredients that characterize the flavors of the original paté. The most important and most important thing that concerns and interests the customer is the ease of acquisition, since horse mackerel is a 100% natural product and easy to extract, as mentioned above, is a cooperative of fish production which It is responsible for its capture, delivering it fresh and with quality within the same community, which allows its price to be low cost.

In this way the product will be directed to a market of young or healthy people, since, although it is a low-fat product, it has more proteins and calories, it is recommended for people who practice sports or have a healthy diet, since that their levels of vitamins and nutrients are very useful for people with this lifestyle, such as the proteins contained in horse mackerel, which are essential in the diet of people who come to the gym regularly.

On the other hand, the great opportunity offered by this product is that a byproduct of its raw material can be developed as previously mentioned; this is why the idea of creating this product arises that in turn attends to the need to please oneself, the desire and the desire to try something new, perhaps to calm some anxiety or simply by whim, many will say that it is not a primordial need, but without it you are not satisfied as a person; besides being a natural snack and low in fat; its form of packaging, will have an ecological approach, since the glass container is reusable.

It can be used again with any function, from sterilizing it again and putting another product in it, maybe placing, dried herbs, small items like jewelry, or simply using it as decoration. It also helps to optimize your time, for example, if you are invited to a meeting, where you have to take a snack or just want to impress your visitors, this is a very good option.

### **Process of preparation of horse mackerel paté**

The idea of creating this paté comes with the innovation of adding a fresh and very nutritious vegetable, that very few people consume or know, but that has infinite health benefits for people of all ages. Next, we present the elaboration process that is given to the product "King Paté" in its three different presentations and their respective process diagrams, this for a production of 16 bottles of the product.

- Introducing natural horse mackerel pâté, smoked and chipotle.
- Selection of frozen fresh fish: 5 minutes.
- Defrosting: 15 minutes.
- Cooking: 1 hour.
- Let cool: 10 minutes;
- At this time, the three different types of chilies begin to be deveined, then washed and liquefied with water and garlic.
- Once the mixture is ready, it is passed to a stainless steel pan and bay leaves are added, and left to simmer.
- Mix: 10 minutes;
- Once the mixture reaches its boiling point the process that brings the chard begins; it is washed with enough water, as it may contain soil or animals from the field.
- Packaging: 30 minutes
- Then cut into small pieces, removing the stems.
- Once the chard is cut, add it to the mixture of chilies, and equal to simmer, mix: 10 minutes.
- Once the fish is cold, it begins to crumble into very fine pieces; in case of presentation with smoker, this is where we add the liquid that makes the fish have that flavor.
- Boil water: 30 minutes.

- Grenetin and previously boiled water are added to a bowl.
- Mix until lumps disappear.
- Then the dairy ingredients are liquefied; cream cheese, half cream and mayonnaise, together with the shredded fish; in the presentation with chipotle, in this step the indicated ones are added to mix together with the aforementioned.
- The mixture of chiles with chard is added to the blender together with the mixture of fish and dairy.
- Then the mixture of diluted gelatin is added to the previous mixture.
- Subsequently, all ingredients are liquefied, until all are well incorporated.
- The jars are boiled: 1 hour.
- Once the water reaches its boiling point, the jars are removed and left to cool in a hygienic place: 20 minutes.
- Tagged: 20 minutes.

### Observation method for "Rey Paté"

According to (Arroyo, 2017) comments that direct observation is a method of data collection that consists in observing the object of study within a particular situation. In this way, this type of observation was made, which consisted of capturing the answers that the interviewed people gave to closed questions, which was made to a sample of 90 people, this being quantitatively, with a scale of measurement that it was based on a unit of numbers from 1 to 10, where 1 was equivalent to totally disagree and 10 to totally agree, in a database, made in the Benito Juárez square in the city of Santa Rosalía, located in the center of Colonia , constitution Avenue between 3 and 4 streets, on March 23, where results were obtained that showed that 97% of the interviewees would be willing to buy a pâté-based product of horse mackerel with chard, however 3% iwould not buy it, this is why they do not agree to consume chard or do not like it.

Similarly, it was determined based on three different presentations of the product, which are natural, chipotle and smoked, 98% of them agree with both the taste of the product and the ingredients it handles, since they are combined in excellent way and you can choose between three different versions having presentations for all tastes, likewise 98% agree with the material of the container that the product handles, that is, with the glass and with the proportion that this, although One of the recommendations they gave was that if there were more presentations of size they would not be.

Likewise, it is appreciated that 95% of the interviewees agree with the design of the label, on the other hand 5% said that it was not very showy or that the names of the different presentations were very small and not very visible, they also added that it would be good idea that the secondary ingredients of the recipes were represented in the design with a small photograph; thanks to this, the titles of the presentations will be modified making them bigger and more noticeable, and in the same way that the colors are sharper so that in this way it is easy to appreciate them at a glance.

On the other hand it can be noted that 96% agree with the colors that are handled for the different presentations and with the rest of the percentage that is 4% it is observed that they do not agree, therefore the colors will be changed or to maximize them, making them better quality or covering more space on the label in order to attract the attention of the consumer; this will result in an improvement in the product in general, since based on the data collected in this observation it can be noted that there was a higher percentage of rejection in question of the design of the label.

### Purchases made in Santa Rosalia homes

Currently, they live in a society that depends entirely on the purchases made in their home, depending on the income that the family has, is spent and saved according to the criteria of this; when a family does not know how to manage, so to speak, their standard of living is diverted to a lower quality one, because if they do not know how to buy what is necessary and they "afford" to acquire unnecessary things, these types of changes.

Although they tend to be light and recover quickly, for this reason they have to adapt and learn the necessary habits so that the income of the family reaches; On the other hand, if the level or quality of life of the families is above one that is considerably good, if there are possibilities that they buy at their whim all the products or services that they want and many times some that I am not necessary, or maybe for the simple act of fulfilling a whim.

As (Garcia, 2014) mentions the purchase refers to the action of obtaining or acquiring a product or service, in exchange for a certain price; therefore, the surveys of the market study were directed to a specific audience, to people who make purchases in their homes, thanks to the results obtained the answers were more precise, since when addressing them, it is very likely that they buy the product in the future.



**Graphic 1** People who make regular purchases *Source of own elaboration; taken from the analysis of the market study*

The previous graph shows that the results of the market study are clearly efficient, since the levels of people who make purchases at home are high, so there is a high probability of the product being on a shelf, call the attention of these buyers.

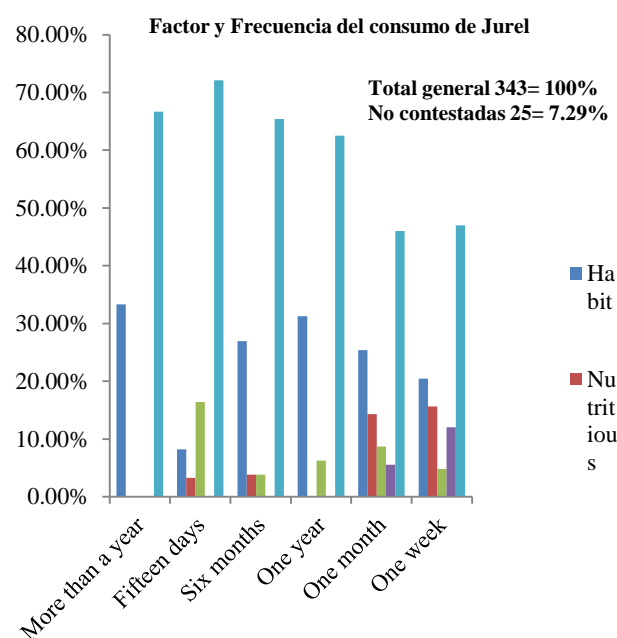
### Mackerel consumption factor

Over the years, in the coastal regions of the northern state of Baja California Sur, the consumption of marine products has always been common as a daily preparation food, both on the Pacific coast and on the middle coast of the Pacific Ocean.

Gulf of California or also called the Sea of Cortez; this is why, in the Santa Rosalía region and its surrounding communities, it is customary to consume them, particularly the fish species, which are cheaper and easier to acquire.

As mentioned (Molla, 2016) consumption consists of the satisfaction of present or future needs and is considered the last economic process, which is why it seemed necessary to include in the surveys of the market study the consumption factors of horse mackerel and When was the last time that fish was consumed, this proved very useful, since it is known if people would be willing to consume it in a new product and it can be deduced how often they would buy it.

The consumption factors of jack mackerel in Santa Rosalia can be seen in graph number 2 that is shown below.



**Graphic 2** Factor and last time of jack mackerel consumption *Source of own elaboration; taken from the analysis of the market study*

In the previous graph the contents are shown cross-wise, for example, it can be observed that the frequency of consumption of horse mackerel per fortnight is 66.67% for flavor, 16.39% for another factor, and 8.20% consumed by nutritional value, in the same way, you have the data that 6 months ago was the last time you consumed it, here the data appear with 72.13% for flavor, 26.92% for custom and only 3.85% for nutritional value and for another factor.

In this way you can see the information as shown in the graph, which was crossed in a database for better understanding, so you can know in a single step the frequency of consumption and the factor by which the respondent.

However, consumption is frequent, although the amounts and percentages of this information vary greatly, it can be concluded that it is consumed in the Santa Rosalia region and that people do it mostly out of habit followed by the taste.

What is sought to be done, based on the above, is that the ingredients that carry the "King Paté" products are more consumed, since the benefits they provide are excellent for health, with this it is sought that people, inculcate the habit of consuming healthy foods, even if they are snacks.

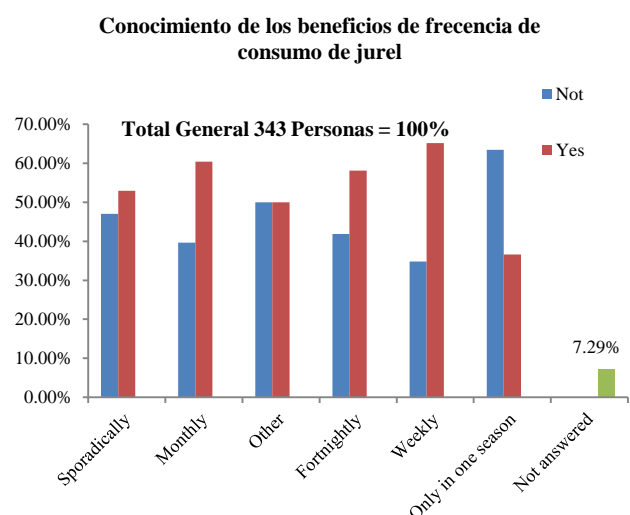
### Knowledge of the benefits and frequency of consumption of horse mackerel

The benefits on horse mackerel are very varied, and thanks to figure 3 you can notice that they are not very well known, besides being consumed little in this area, so it is a novelty or something that you want to try, according to demonstrated, with the market study, the consumer mentioned that it is a fish that is not very frequent to be fished in this area, besides being different from the horse mackerel of the coast, which is where it comes from with which "Rey Paté" works ; it looks to be different, in addition to another way of impacting the market and what better than with a fish that is not removed in the area where they live.

Also, according to (Arredondo, 2013) "the horse mackerel contains fats, but most of this fat corresponds to omega-3 fatty acids. It is a fish rich in proteins of good quality, and vitamins of group B, vitamin A and D, mainly iron, magnesium and iodine".

On the other hand, the population of Santa Rosalia has the habit of habitually consuming as fish food that is taken in the area and bought in some local fish market or in the super market, but there are few species that are caught, there is not much variety and that there are more of some fish and those are easier to get; among them is the jack fish, which is consumed in a normal way, that is to say, that its consumption is not excessive but at the same time it is not null.

Although people do not know their benefits, this is reflected in the graph 3 shown below.



**Graphic 3** Knowledge of the benefits and how often jack mackerel consumes  
 Source of own elaboration; taken from the analysis of the market study

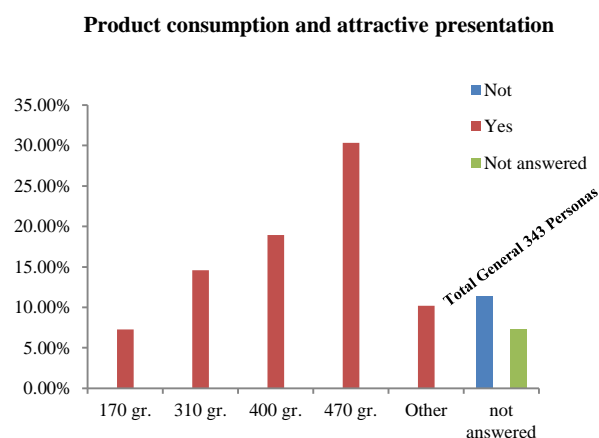
According to the results obtained in the market study, it can be seen in graph 3 that horse mackerel consumption is mostly consumed sporadically with 40% as a result, which means that more people are taking more time to eat horse mackerel, followed by 24% of monthly consumption and 14% of consumption biweekly and only 10% of consumption per season, according to (Gonzales, 2016) the horse mackerel reproduces in the times of August to December in seasons where the Sea is frozen, meaning that fish is consumed at these times of the year, although Santa Rosalia reproduces less because as mentioned (Armenta, 2014) the sea water is hot, thanks to the marine currents that enter through the gulf of california throughout the year.

Similarly, it is known that 62% of respondents do not know the benefits of jack mackerel, leaving 38% who do know, this tells us that people are not very well informed about this product, that having it in their area of fishing and even then, consuming it, do not know its benefits or do not consume it, what "King Paté" seeks to do is to inform people about the benefits of this, so that it draws attention and want to buy in a product that does not only brings those benefits, but also those of chard.

Will be informed by means of posters and leaflets that will contain information on this, in addition to the preparation of the product and the ingredients that this entails, so that the information reaches people in a direct, also seek to inform through social networks, so that more people know about the product and the promotions that will have in the future.

### Acceptance to the product

In the following graph, the results of the market study were interpreted as follows:



**Graphic 4** Product consumption and presentation by grams more attractive  
 Source of own elaboration; taken from the analysis of the market study

In the previous graph the word consumption, refers to whether the respondents would be willing to consume the product as proposed, to which they responded, as can be seen, positively, in addition to asking the presentation by grams that seems more adequate, the results showed that 32% responded that they would be willing to consume the product in a presentation of 470 grams, likewise 19% prefer a sample of 400 grams, only 14% consider that a size of 310 grams is adequate, and a small part equivalent to 6% agree that a sample of 170 grams is the most accurate.

The consumption of products that are used as snacks, are currently in high demand, thanks to people seeking to satisfy their needs at the time of having a craving, a pleasure or a luxury at the time of eating, while enjoying the company of their loved ones beloved, or to be invited to a social event, always seek to impress with a healthy snack, this is why they offered different sizes of samples for people to choose which was the most appropriate according to the use they intend to give the product.

People prefer a greater amount of product because, as they commented, the ingredients and the different flavors and textures that "Rey Paté" offers, makes the product tentative and craves to consume it, and what better than in a larger portion, such as he mentions it (Siebel, 2015). Food attracts more attention from the consumer when it comes to large containers, which is why the different presentations of the product will be in the largest version proposed, which is 470 grams, and as mentioned the respondents, more is better, not to mention that they will have the prices that people are willing to pay for it.

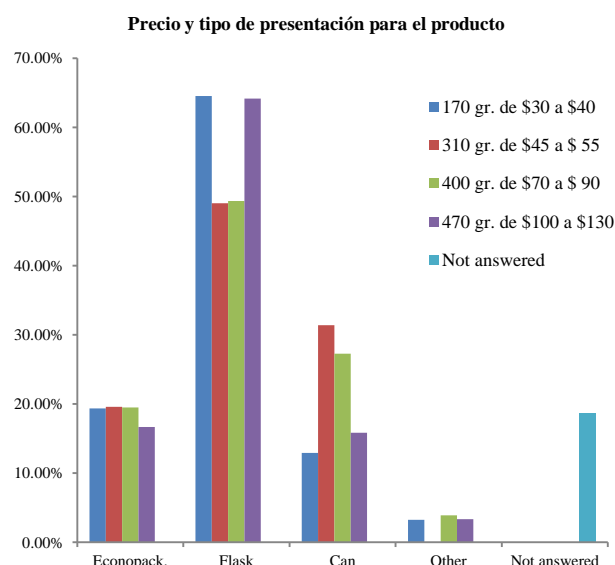
### Price and type of presentation for the product

In the same way in the society in which one lives, the prices of the products that are consumed, are very important at the moment of the purchase decisions, since many times, the families do not have the necessary income to deviate from the products of the basic basket that they normally buy, becoming dependent on the substitute goods, that is, they are similar to others but that are cheaper in the market and that satisfy the same need, for example meat and chicken, in this case the substitute good would be the chicken, and the luxury goods are in the second or third plane, for example luxury accessories, new cars, among others, prioritizing the basic products; but currently, this is taking a turn, because the heads of families are adapting to spend as necessary and save money to give one of these luxuries from time to time, satisfy a need of background or indulge a whim.

Likewise, today's population is always looking for quality and good prices for the products it consumes, so it is willing to pay a considerable price for a quality product, and according to the phrase "cheap is expensive" ", The products that are very cheap cause distrust causing their demand to be affected, and consequently, the production of them; on the other hand "Rey Paté" offers a product of excellent quality at a price that is accepted to pay, for the ingredients and the benefits it offers to consumers. According to (Velez, 2013) "the products demanded by society must be of excellent quality, on the contrary, they will be unattractive and thanks to the use of negative viral marketing, this could affect the product".



From the results obtained in the market study, it is shown in graph 5 where information was actually obtained valuable for this investigation, since it was possible to know if the price that was intended to put the product is accepted by the buyers of the locality and the presentation in grams that refers to each price range, are mentioned the margins of the prices extracted from the market study, the grams desired for each price and the type of embace that seems more appropriate to be used for the product.



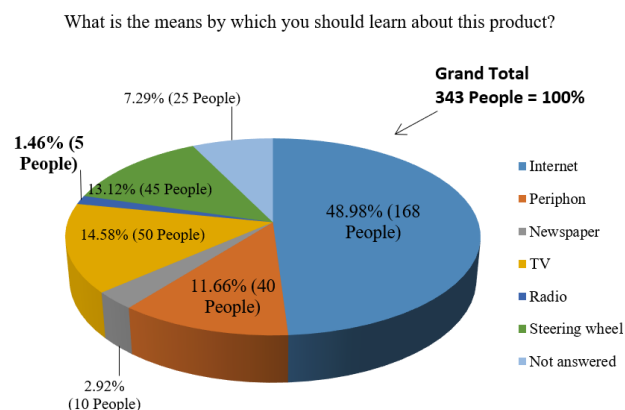
**Graphic 5** Price and type of presentation for the producto  
 Source of own elaboration; taken from the analysis of the market study

The results show that 54% of respondents are willing to pay for the product from 100 to 130 pesos for a presentation of 470 grams in a bottle-type container, glass-based and with a screw cap that is hermetically sealed to the top empty, then 30% said that they would be willing to pay 70 to 90 pesos for a presentation of 400 grams in a glass jar, in the same way 13% answered that they would pay 45 to 55 pesos for a smaller presentation that is 310 grams and only 3% said they would pay 30 to 40 pesos for 170 grams, which would be smaller, but as mentioned in the market study, they would be willing to buy just to try and then, if the producto. It is of your total pleasure to buy a larger sample, this is because they are not completely convinced to buy an unknown product, and both presentations preferred them in glass, due to the environmental trends that are known today in the as social networks and in the pages or blogs that are a trend in both the younger and older generations.

Which consist of each day that they spend worrying about taking more care of the world in which they live and consuming products that do not harm them it becomes an important task. Thanks to the information obtained in graph 5, it is said that the price will oscillate between the prices that were most repeated in the results, as already mentioned, as well as creating different sizes presentations, since that was requested, although it is not expressed As a question, the interviewees said it, without mentioning the use of biodegradable labels. As can be seen, the preference on the packaging material for the product is very noticeable, because of the aforementioned and because glass is the material that infers the least in the product, in the same way the preference of the price and the amount of product, thanks to this the price of the product varies between these quantities.

### Product promotion means

Figure 6 shows the quantities that were obtained from the market study, which indicate the percentages of people who want to learn about the sale of the product through various means.



**Graphic 6** Promotion means to learn about the sale of the producto  
 Source of own elaboration; taken from the analysis of the market study

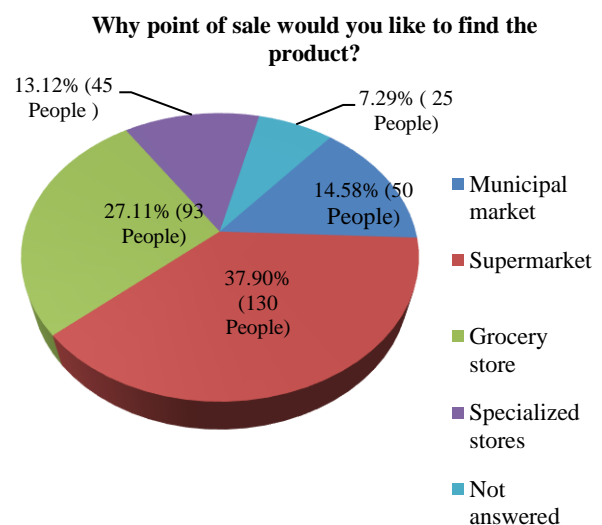
Thus, 168 people said they would like to learn through the Internet, which is equivalent to 46.98% of all respondents, also a 14.48% said it seems appropriate to find out through a commercial on television, followed by a 13.12 % that is equal to 45 people, who say it would be better by means of a flyer, in the same way, an 11.66% mentioned that it would be appropriate that the distribution of this information was through a message throughout the town of Santa Rosalía , and only 1.46% of the total equivalent to 5 people, said they would like to know through a message on a radio program.

This indicates that the means of distribution or the means by which people find out about the news is changing, since in years ago, some of the media that were included in the responses of the market study, such as the radio and the newspaper, nowadays are overshadowed by more modern and more practical means, which facilitate the use and handling of information such as television and the internet. According to (Monge, 2014) today's technologies have a lot to do with the way people perceive messages, since they can be manipulated and interpreted in different ways; but many times this can be taken in favor and create good publicity in these media.

According to the results of the graphs, it is sought to distribute the information by means of resources that are viable, since for example, in the community of Santa Rosalía there are no television stations, where a commercial can be created and broadcast on television, use will be made of those that are available and that gave positive results in the surveys, such as the Internet; they will be communicated through social networks such as Facebook and through an official product page, where they will talk about the creation of the brand, the benefits of the ingredients, the way of preparation and of course the offers and / or promotions that will be taken at its launch; Likewise, flyers or flyers with the same information content will be delivered to people in different points of agglomeration in the town.

### Desired point of sale to find the product

In graph number 7, it can be seen that the market study produced results on the point of sale to find the product in the town of Santa Rosalía:



**Graphic 7** Point of sale to find the producto  
 Source of own elaboration; taken from analysis of the market study

You can notice in the graph that 37.90%, which is equivalent to a total equal to 130 of the respondents, who said they would like to find the product sold in a super market, since it is easier to see it and to crave buy it at another point of sale. Similarly 27.11% equivalent to 93 people, said they would like to find the product in a grocery store, also 14.58% equal to 50 people said what in a municipal market, and only 13.12% said it would be ideal to find the samples in a specialized store, that is, a store of artisanal or regional products of natural origin.

These types of stores, mentioned above, are not very common in the town of Santa Rosalía, because it is a very small community, stores specializing in certain types of products do not have a high impact, although it would be an excellent way to promote the products similar to this one and that likewise support the neighboring communities; the handmade products that are produced in the area are enough, although not specifically products like this, but, more focused products to the fermentation of sweets, but in the same way it would be excellent that there were, so that people were focused to buy the product and not be distracted or divert your purchase thinking as it would be in a super market, and being retail producers provide sources of employment, according to (Roche, 2014) retail companies are one of the main sources of income for families in smaller communities.

It is worth mentioning that the super markets are a good option to place the product for sale, in them, people make their daily, weekly, biweekly or monthly purchases, but also regularly go for purchases they have forgotten, for example, this gives an excellent advantage to "King Paté" since seeing the product in shelves or refrigerators will attract a lot of attention, since it will have a great promotion when entering the market, in its first weeks of sale. For this reason the product will be for sale in these places, although the idea of creating a specialized store is not ruled out, and it is a possible idea of improvement for the sale and commercialization of this product.

### Methodology

The method used was an exploratory and descriptive investigation, surveys were carried out that were applied in the different colonies of Santa Rosalia and that were used to know the different points of view of the potential buyers in the market, about the product in question, for this the population sample of the community was investigated, that, according to data of (INEGI, 2015), is equal to 14 160, later the result of the previous one was extracted a sample based on the formula regarding the population sample that is the following (Suarez, 2011):

$$n = \frac{N\sigma^2 z^2}{(N-1)e^2 + \sigma^2 z^2} \quad (1)$$

In the formula n is equal to the size of the sample, N is the number of the population,  $\sigma$  is the standard deviation of the population that generally when there is no value, a constant of 0.5 is used, Z the value obtained by means of confidence levels, which is taken in relation to the 95% confidence that equals 1.99, e is equal to the acceptable limit of sampling error equal to 0.5% (0.005), this resulted in a total of 343, this being the random determination to which was directed a closed response survey.

$$n = \frac{(14,160)(0.5)^2(1.95)^2}{(14,160-1)(0.005)^2 + (1.95)^2}$$

$$n = 343$$

In this method, 38 people were surveyed among 9 different colonies in the town of Santa Rosalía, which are named: the new Santa Rosalia, Mesa Mexico, Colonia Hidalgo, Colonia Cuauhtémoc, sports unit, Bella Vista, Ranchería, Mesa Francia.

Another tool for market research that was used was direct observation which provided quantitative and qualitative information about a product or service; is one of the most useful research tools since the client is observed in a very thorough way.

To develop this observation, "Rey Paté" was placed in the Benito Juárez square located in the center of Colonia, Avenida Constitución between 3 and 4 streets from March 20 to April 9 where the product was unveiled, in this logar, a table with an appropriate tablecloth was placed, where small samples of the three different presentations were placed, the name and slogan was announced, in which it consists, what are the ingredients that it carries, as it is done, the label was talked about and the packaging presentation and the many benefits that this product contains.

Another of the members was always aware of taking note in a notebook, about the reactions that the client made, what he said, the forms of expression with his face, besides that discreet photographs were taken or the client was asked to conclude the tasting if it could be done, and in this way it was noticed if the product liked or not, all this to capture in the best way the thinking and opinion of the client.

However, in this method the reference of the population sample was taken in the same way to know how many people this method should be directed and a survey of closed answers was also carried out, the formula of the sample is the same as in the method previous, therefore, n is unknown, N is equal to 14,160,  $\sigma$  is equal to 0.5, Z equals 1.90 and is equal to 0.1 (Suarez, 2011).

$$n = \frac{N\sigma^2 z^2}{(N-1)e^2 + \sigma^2 z^2}$$

$$n = \frac{14160(0.5)^2(1.90)^2}{(14160-1)(0.1)^2 + (0.5)^2(1.90)^2}$$

$$n = 89.6$$



In this way, a total of 90 surveys are taken as a sample when rounded to the nearest whole number; In this survey, in order to make the client's opinion more efficient, the attributes of the product were measured, such as the quality, the cost, the purchase intention of the client, the level of agreement regarding the presentations and packaging, the ease of getting the product, the colors and the design of the label and the nutritional properties it has; a rating scale with reagents was used, which consists in the respondent selecting a response among a limited number of ordered categories, which was composed by a series of 8 questions with a scale of 1 to 10, where 1 will be equivalent to disagree and 10 will be equal to totally agree.

### **Improvement proposal for "Rey Paté"**

According to the market study carried out, it was possible to know the preferences of the consumers, in this way the final prototype of the label changes in terms of design, as they mentioned, it is necessary that the flavor or the ingredient contained in each version of the product, it is represented in it, for example in the chipotle sample, an image of said ingredient is added; similarly, the label is a few centimeters smaller, this so that the contents of the bottle are more visible; On the other hand, the names of each presentation, that is, the natural, chipotle and smoked, are more visible, more striking and larger.

### **Recommendations**

It is suggested to future researchers to implement the use of direct observations such as the one carried out in this research, since, in this way, the desired information is obtained better, thanks to the meticulous observation of the respondents.

It is recommended to apply closed response surveys to respondents, as was done in the market study, but look for an improvement in terms of the content of them, that are more accurate and that the information is obtained more directly.

In the same way, it is advisable to make improvements in the quality of the label, that is, in the material of them, this to make them of a material that is "friendly" to the environment, one that is biodegradable; It will also help the advertising of the product, since those that are of this type, are rather accepted by consumers.

It should be added that it would be even more favorable to use products such as cream and cream cheese, which could have a greater reach to the selective market that this characteristic calls for in dairy products, so that a wider range of products would be available and the whole market would be pleased.

Likewise, it is recommended that the project be carried out, since it has high expectations of entering the market and positioning itself in the mind of the consumer in a positive manner.

It is invited to have greater knowledge of the producers of the primary ingredients, to have more options when having to obtain them, since the demographic conditions of Santa Rosalia require a product like this to be prepared for a natural disaster, especially on dates that are prone to this happening.

It is required to perform the chemical tests corresponding to the product that allow to verify the safety of the product and compliance of the applicable standards and legal requirements of the country.

### **Conclusion**

The evidence shown above shows that the consumption of products such as "King Paté" is implemented every day, thanks to the research carried out, the inclination towards these products is becoming more and more noticeable, there is talk of healthy products, low in fat, without conservatives and 100% homemade, that is why, people should take it as a way to take care of their health, without losing the sense of having a balanced and healthy diet; Also, it is recommended that it be consumed frequently as it provides large amounts of vitamins and minerals, as well as proteins, according to (Velazquez, 2013) as it is a product of this type.

With the previous research it is known that the idea of entrepreneurial idea of "King Paté" is considerably good, since the results of the market study are very positive, the inclinations of people for these products, are very frequent, thanks to the fact that The current society is in a stage in which 79.5% of adults over 20 years old suffer from obesity according to data from (INEGI, 2015).

In short, the product would help people suffering from the disease mentioned above, thanks to the great benefits provided by the ingredients it contains, as well as being a product that helps the economy of the communities and a project that would generate jobs.

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**Analysis, needs and preferences of the consumer for the creation of a cleaning services company****Análisis, necesidades y preferencias del consumidor para la creación de una empresa servicios de limpieza**

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**Abstract**

The present article shows the results obtained from the market study carried out to the residents of Santa Rosalía Baja California Sur, to determine the needs and preferences of the consumer for the creation of a company dedicated to provide cleaning services in homes and offices, obtaining information Of the opinions of the people in order to identify the needs and preferences of the client in the determination of cleaning services, the research method used was the deductive and exploratory method, was based on an analysis of the locality through the Population sample, where the tools to be used are the survey and the interview in which the substitution was made with data obtained from INEGI in 2014, determining that 374 surveys should be applied, taking as a reference 12 colonies of the population, 28 surveys in each of these, the same formula was used for interview, which det Ermino that 85 of the 102 most representative businesses of the locality should be applied, with this study can verify the acceptance that the client has towards a new company dedicated to provide cleaning services to homes and offices.

**Clients, Research, Cleaning, Acceptance**

**Resumen**

El presente artículo muestra los resultados obtenidos del estudio de mercado realizado a los habitantes de Santa Rosalía Baja California Sur, para determinar la necesidades y preferencias del consumidor para la creación de una empresa dedica a brindar servicios de limpieza en hogares y oficinas, logrando obtener información de las opiniones de las personas con el fin de identificar las necesidades y preferencias del cliente en la determinación de los servicios de limpieza, el método de investigación utilizado fue el método deductivo y exploratorio, se partió de un análisis de la localidad a través de la muestra poblacional, donde las herramientas a utilizar es la encuesta y la entrevista en el que se realizó la sustitución con datos obtenidos de INEGI en el 2014, determinando que se deberían de aplicar 374 encuestas, tomando como referencia a 12 colonias de la población, realizándose 28 encuestas en cada una de estas, misma fórmula se utilizó para entrevista, que determino que se deberían de aplicar 85 de los 102 negocios más representativos de la localidad, con este estudio se puede comprobar la aceptación que tiene el cliente hacia una nueva empresa dedicada a brindar los servicios de limpieza a hogares y oficinas.

**Cientes, Investigación, Limpieza, Aceptación**

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## Introduction

This article is entitled: "Study on the needs and preferences of the consumer for the creation of a company dedicated to provide cleaning services to homes and offices in Santa Rosalia Baja California Sur", in order to analyze the current problems count the homes and offices regarding the conditions of work and hygiene, given that in the locality there is no company dedicated to providing these services, that is why this research was carried out, to know the needs and preferences of the consumer, obtaining data as the level of acceptance, the frequency of the places where cleaning is most demanded, acceptance before prices, means to inquire about the service, importance of geographical location when positioning the business, as well as the characteristics and availability before the acceptance of the service in homes and offices.

Where it was determined within the obtained results that the people, especially, the mothers of family with professional schooling are the most interested in this type of services, since they are women who dedicate themselves to some labor activity, besides the owners of the business of the locality if they agree to hire the service.

However, currently there is no company that provides this service, however if there are people who are dedicated to cleaning homes and businesses without a base salary, or benefits, in addition, this will be an economic benefit for many families since it will provide jobs to the community, it is important to emphasize that the research hypotheses raise the impact that will have to establish a company dedicated to provide cleaning services, where it is determined that there is a good acceptance by the people regarding the service. This document aims to know the needs and preferences of the consumer for the creation of a company dedicated to providing cleaning services in homes and offices, which will allow to take actions to make possible improvements in the service.

## Acceptance level

At present, the short life of SMEs has been shown in the last 10 years, which harms the economic development of the population and the people, as well as the motivation and desire to start up a business idea, however.

Studies have been carried out on the levels of acceptance of businesses in the locality, which have determined that some of these reasons for which they die a short life, is the acceptance of it and resistance to change. It is worth mentioning that Santa Rosalia is a developing city, which feeds this act with motivation, creativity, innovation and entrepreneurship.

Furthermore, this has caused the difficulty after the acceptance of new and different ideas, without thinking about the possible impact that some of them could cause and the benefits that these can bring, according to the authors (Boland, Carro, Stancatti, Gismano, & Banchieri, 2007) mention that the degree of development of a society can be measured by observing the level of satisfaction of the common good that it has achieved and in this sense, companies that develop in a community are a key factor, as they provide multiple basic elements for the development of people offering products, services, jobs and investment possibilities.

It is important to highlight the importance of opening new companies for the sustenance and development of the community, a study was made to know the needs and preferences of the consumer about the idea of a new company dedicated to providing cleaning services, where people from between 28 and 48 years old, female with a university education, is the potential market, due to the needs of professional and working women, requesting such service for their comfort and satisfaction.

Likewise, people between 18 and 28 years of age, have reflected that the idea of such a service in the community is pleasant, but it should be mentioned that, due to the economic income and personal situations, it does not allow them to contract such work; people between 48 and more than 58 years of age argue in a negative way about the implementation of this, since they are mostly housewives and men with work activities.

However, the implementation of new business ideas and those outside the population will contribute not only in the field of economics, job opportunities and motivation, but in the notorious needs of the people who live in it, it is worth saying that relevant exercise will bring great benefits for the development of the community.

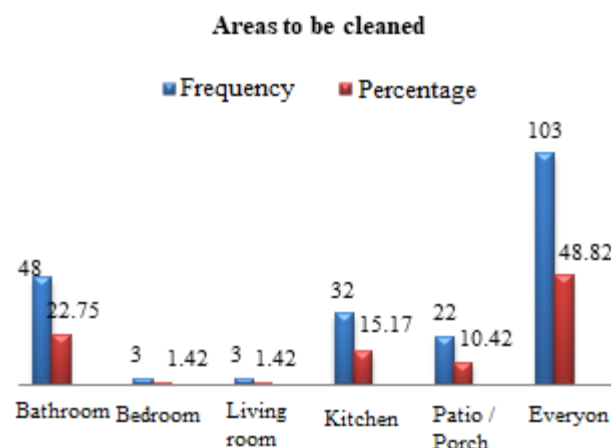
### Frequency where cleaning is done

Hygiene is of the utmost importance and necessary in any place, but in the home initially since it is where families live maintaining direct contact, that is why it must be the first clean place to take care of health, promote values in terms of maintaining an order, in the same way it is sometimes tiring for those who carry out the activities of the home since it is not an easy task, to maintain a clean and orderly space by following it every day or every third day it is difficult. At the same time there are places where professional cleaning is needed and if there is no one who performs this required service, disorder will follow.

Also the cleaning service consists in eliminating the accumulated dirt in the furniture, bathrooms, and work areas, the utensils or tools to carry out this activity can vary according to the area, some of these are vacuum cleaners, brooms, mops, buckets, dusters, and cleaning products of different brands, as well as for their different use. In other words, the practice of these tasks is very important, since they influence the performance and development of families, as well as workers and other people; As mentioned by the author (Rodellar Lisa, 1988) comments that cleaning and order are part of the most effective programs in safety and hygiene of companies with fewer accidents and losses.

As mentioned on the hygiene in homes, its importance, and the most frequent places to clean is therefore the need for the implementation of a company dedicated to the cleaning service as improvement and development for the locality. It can be seen in graph 1, that 48.82% of people require that all areas of their home be cleaned, such as the bathroom, bedrooms, living room, kitchen and patio since all areas are of greater importance, being this the highest percentage, while other people want to clean some places in their house where it is more complicated to clean as the bathroom or kitchen.

That is why people want to maintain a neat place with a pleasant environment for their families avoiding illnesses and maintaining family harmony, which will support people who work all day and who do not have enough time to clean up by lending them the good and reliable cleaning service.



**Graphic 1** Areas to be cleaned

Source, own elaboration with information generated from the survey of the market research on the creation of a company dedicated to the cleaning of companies and house

### Price and acceptance of costs

On the acceptance of costs and prices is a critical issue for the life of a company, it is worth mentioning that it is a notable issue, since people sometimes are not economically stable and that affects the purchase decision, as well as the economy, according to the author (Martinez, 2017) comments that during mid-2016 the increase in costs of products and services in the country was predicted for the year 2017.

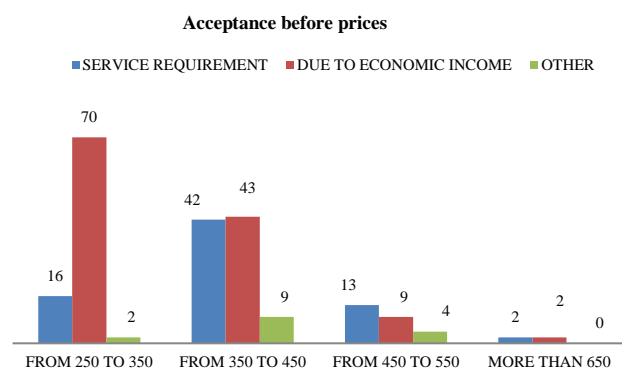
It is necessary to emphasize that at the beginning of this year in the first days of January great changes were seen in the economy according to studies carried out by the Analysis Laboratory of Commerce, Economy and Business of the Autonomous University of Mexico, where the costs of gasoline were studied. , LP Gas, Food, among other very necessary sub-urges today; considering that the purchasing power of the country decreased by 11% in this sexennium.

On the other hand it is worth mentioning that Santa Rosalia is located in an area where freight and some services come from very remote places, in turn the products are handled at very high prices being this consequence that in general the goods and services are really expensive.

It should also be said that companies need to cover fixed costs to stay in the market and thus provide the appropriate services, according to the author (Gitman, 2003) the cost of capital is the rate of return that a company must earn in projects in which it invests to maintain its market value and attract funds; if the risk remains constant, projects with a rate of return above the cost of capital will increase the value of the company, and projects with a rate of return below the cost of capital will decrease the value of the company.

With regard to market research can be seen in Graphic 2 people who considered the first two options of the survey, being these in a range of 250-350 and 350-450 pesos, a total of 94 people who said they were nice, the second option taking the first place, even taking into account the economic situation of the community was the reason why 43 people said they were the biggest problem in their situation and with a total of 42 people decided opt for this option for the fact of requiring the service, considering the needs for which people are being affected, likewise in second place with a total by rank of 88 people, of these 70 manifested the same reason why they considered the amount indicated due to economic income.

It should be noted again that customers have commented that despite the economic income if they would hire the service and considering costing such amounts in addition, taking into account the needs for which they are seeing requested.



**Graphic 2** Acceptance before prices  
 Source, Own elaboration with information generated from the survey of market research, about the creation of a company dedicated to the cleaning of companies and home.

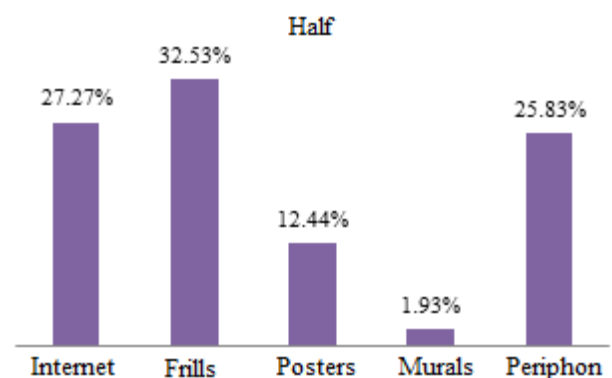
## Media

Currently the use of media has had a great impact on society, technology has played a very important role by providing facilities to companies and people to advertise what they sell or offer, these in turn bring benefits such as transform their ideas, to exchange information and make them reach the inhabitants of the town.

According to the authors (Parreño, Ruiz, & Casado, 2003), they comment that the organization provides information and provides data to the media; On the other hand, the media publish news of the company that contributes, as it would be desirable, to the image of reputation and credibility of the same.

It can be seen in Figure 3, that the medium most preferred by customers are the flyers, since these are more practical since there are currently people who do not use social networks, likewise the Internet follows this tool.

Advertising is available to all ages, but as mentioned above not everyone uses it; before the diverse opinions of the inhabitants, it was determined of the great importance of the means of communication to be used in a positive way for the opening of a company since this one gives him the reliability and becomes known more quickly in the society.



**Graphic 3** Media  
 Source, own elaboration with information generated from the survey of the market research on the creation of a company dedicated to the cleaning of companies and house



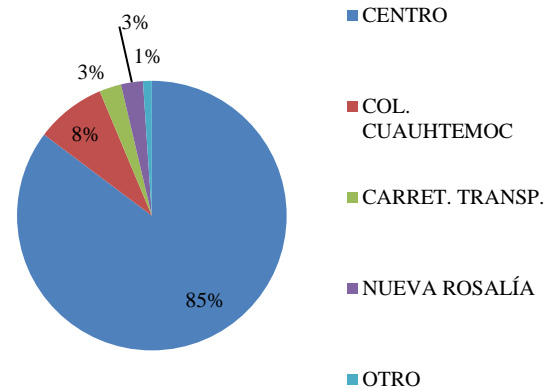
## Geographic location

It is important to know the geographical location where the company will be implemented since the location in a given municipality, area or region is a substantial decision for the development and positioning of an organization. According to the authors (Caldas, Carrion, & Fernández, 2017) they comment that when choosing the location of a business it is necessary to assess all the factors together and make a complete study of the environment due to the importance it has for the proper development of the activity business, the location of the business is for the entrepreneur a strategic decision with long-term effects because it will be difficult to modify due to its high cost and can define the success or failure of the company.

Currently Santa Rosalia, is a small Mexican city located in the central part of the peninsula of Baja California Sur, facing the sea of court, is the head of the municipality of Mulegé and is located north of the state being connected to major cities through of the transpeninsular highway, by sea has a port with ferry service that connects Santa Rosalia with Guaymas, Sonora, by air the nearest international airport is located in the community of Loreto. In addition, being a port of transit, service of fishing vessels and non-ferrous mineral also has 14,160 inhabitants, speaking of education are 2 high schools, 3 secondary, 6 primary, 5 children's gardens and 1 university. Said the above, specifying geographically it should be noted that it is in the GPS coordinates longitude (dec): -112.266944, latitude (dec): 27.338889 at a median height of 10 meters above sea level.

According to the research carried out to know the place where the inhabitants prefer this company located, where it can be seen in figure 4 that 85% of the inhabitants preferred the center for convenience and being a place where most of the business, 1% elsewhere, 3% new Rosalia because in this area is also populating rapidly, 3% on transpeninsular highway, and 8% in Col. Cuauhtémoc, showing such results it is defined that the inhabitants of Santa Rosalia, choose the center colony the part where the business dedicated to the cleaning service should be located.

Location



**Graphic 4** Location

Source, own elaboration with information generated from the survey of the market research on the creation of a company dedicated to the cleaning of companies and house

Thus, when choosing the specific location of the premises, you must take into account the surface area, the proximity of the potential market, the possibilities of access to raw materials, the unemployment rates, regulations that may affect you, as well as having always consider the possibility of a future expansion, all this is of utmost importance for any employer as it will determine and help the decision making and give a perfect turn to your company.

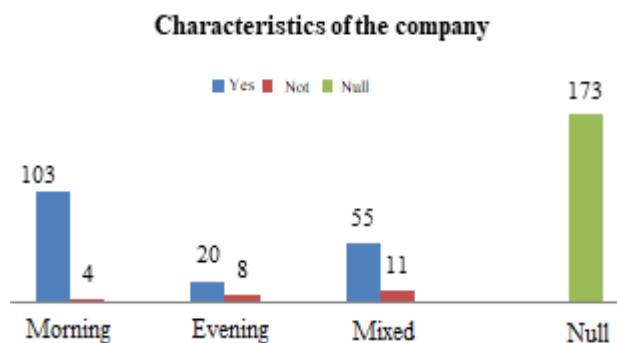
## Characteristics and availability of the service

Previously, the importance of cleaning and hygiene has been mentioned, that is why it is also important to mention the importance of quality and benefits that a company must consider, in order to meet the needs and preferences of customers.

According to the magazine (Publicaciones Vértice S.L., 2008) Clients have a series of needs, requirements and expectations. A company provides quality when its product or service equals or exceeds the expectations of consumers; if at all times he tries to satisfy the immense majority of his needs he will be providing quality. If you look at the graph 5, it was determined that customers responded that 107 people are interested in hiring services in the morning shift, and also within these 103 commented that if they are interested in the company has variety of materials and cleaning utensils, mentioning such section for being the first place.

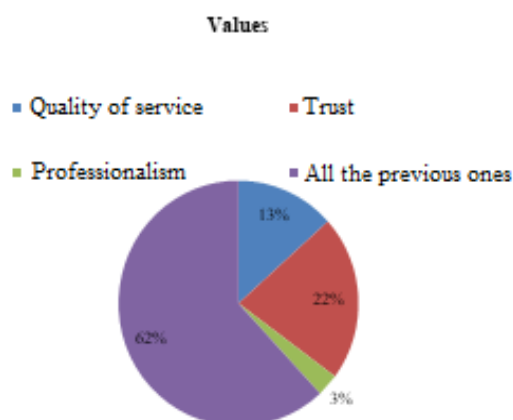


Likewise, it is significant to mention that 173 people suggested that they would be interested in contracting the services, although the benefits would not seem to be the most relevant.



**Graphic 5** Characteristics of the company  
 Source, own elaboration with information generated from the survey of the market research on the creation of a company dedicated to the cleaning of companies and house

Another feature of the characteristics studied were the integrity of the company, as they were presented to the clients surveyed, leaving them to their consideration, which in their opinion were the most suitable for the provider of the aforementioned services, where 62% of a total of 202 people argue that all values are optimal and important for the performance of their activities, to mention the exposed values: trust, mentioned secondly by customers by 22%, also by additional comments from people that this is the reason why many people do not accept these types of services, since it is very difficult to find reliable people; then you can see the results in figure 6.



**Graphic 6** Values  
 Source, own elaboration with information generated from the survey of the market research on the creation of a company dedicated to the cleaning of companies and house

In effect, it is important to inform the clients about the benefits of the company, provide the necessary information and make sure that the goods they will obtain from their hiring, also emphasizing the advantage for the positioning within the market, because if people hire the service and is requested, is a reflection of the good work and quality that the company offers, in the same way, to work day by day on a par with the values that the company proposes, since it is an important factor for the comfort of the client and at the same time transparency for the organization.

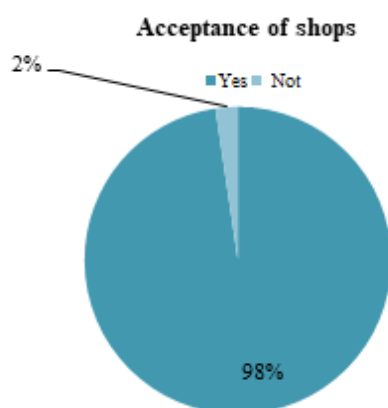
### Acceptance of local businesses

At the beginning of the 21st century, specifically in 2004, the company started with the management of a new company dedicated to mining; as a result of such investigation in 2011, the construction of the plant that would take by name Minera Metalúrgica del Boleo was started; As of the arrival of this company, other companies subcontracted by it also arrived.

This is how Santa Rosalia was a positive economic change for the population and businesses, because it was a very considerable economic flow for growth and development. As stated by the (International Labor Office (ILO), 2007) Companies (from microenterprises to large companies, including small and medium enterprises) are the main source of economic growth and job creation and are the protagonists of economic activity and the development process in almost all countries, what stimulates growth is first and foremost the creativity and hard work of employers, workers.

As a result of the interviews, the owners expressed that the majority does not have a department especially for the cleaning area, since the same employees perform these activities, it should be emphasized that the workers do not receive a commission or bonus for the performance of these tasks, which in the long term this attracts problems before in personnel in matters of motivation and performance in their work. However, the owners and managers of the establishments mostly stated that they would contradict the company's services by 98%, showing a satisfactory acceptance of this new business idea, and 2% that they would not contract the services, where you can see in graph 7 the results of the interview tool.

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**Graphic 7** Acceptance of shops

Source, own elaboration with information generated from the survey of the market research on the creation of a company dedicated to the cleaning of companies and house

## Methodology

The research method used was the deductive and exploratory method, it was based on an analysis of the locality through the population sample, where two instruments were taken, surveys and interviews for the collection of data, which allowed the analysis related to the subject of the study. In the same way, the DX miso model was applied, which served for the analysis and elaboration of the instruments.

Therefore, the survey consists of having information about the objects of study provided by them, about opinions, attitudes or suggestions.

On the other hand, the total of applied surveys were according to the formula for the calculation of sample of population shown, 372 surveys were calculated, which are applied to 12 colonies of the population, 31 in each of these (Suarez, 2004).

$$n = \frac{N\sigma^2 Z^2}{(N-1)e^2 + \sigma^2 Z^2} \quad (1)$$

Likewise, in relation to the interview, which is the communication established between the researcher and the subject studied, in order to obtain verbal answers to the proposed problem; making use of the same formula mentioned above, for which a count of the local establishments was made, a total of 102, after the development of the formula, it was determined that 85 of these would be the ones visited.

Similarly, bibliographic information and web pages were obtained, to obtain data and background information on each of the sections on the subject to be studied.

## Results

As a result of the research "Study on consumer needs and preferences for the creation of a company dedicated to providing cleaning services to homes and offices" the following is obtained: it is important to implement new companies with innovative ideas in the community.

Also cover existing needs such as cleaning in homes and offices, is why the opening of this company being accepted by the inhabitants considering itself necessary at present, providing their services to home and offices in particular, locating their infrastructure at reach of everyone as is the city center, likewise using the media correctly and for the benefit of it, providing these goods at affordable costs to the economy of the inhabitants and future customers; carrying with the established values as a company and as collaborators of this, for the reliability and transparency, even more fostering the credibility of the company. Another benefit will be the visible economic flow to society, the innovative idea and the provision of a different service to those already established.

## Acknowledgment

We thank the people of Santa Rosalia Baja California Sur, local business owners and the Higher Technological Institute of Mulege, teachers from the institution for their support, kindness, time and dedication that showed, because without them it would not have been possible the realization of this market study.

We also thank our families and God for accompanying us and guiding us throughout this study, for being our strength in moments of weakness and for giving us a life full of learning, experiences and above all happiness.

## Recommendations

Carry out the business plan to know the viability of the market, technical and financial and know if the business would be profitable, with the finality of making the best decisions.

Appear before the institution of Mexican Property Institute (IMPI), to patent brands, products and processes.

In addition, it is recommended to enlarge the cleaning service folder to businesses, homes, businesses, among others. Search sources of financing to obtain a loan and start up this type of services, which benefit the community and generate employment.

## Conclusions

In conclusion, it can be said that there are few people who create companies focused on different needs and that are born over time, generations change and therefore the needs are also changing, that is, new and outstanding ideas in a developing city, companies already established are dedicated to the same sector in the market, whether it is clothing, footwear, accessories, purifiers, laundries, groceries, among others. In the same way, offer jobs, grow economically, make positive changes in the community, being responsible for the materials that are used. Therefore, through the study the acceptance towards the new business idea that was exposed to the customers of the locality was determined, showing positive attitudes towards the creation of a company dedicated to the cleaning service.

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**Marketing strategies for artisan companies in Hidalgo****Estrategias de comercialización para empresas de artesanos en Hidalgo**

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**Abstract**

In this research work, the problem of marketing strategies yack in new products for companies engaged in handicrafts in Hidalgo and particularly the case of small artisans of Tezontepec de Aldana is addressed, it is intended to identify the problematic and to know essential elements in commercialization of handicraft products, that serve as base for the development and consolidation of the craft activity. The methodology used is descriptive and field, local artisans were interviewed, a survey was applied to tourists in municipalities with greater affluence and probabilistic sampling was carried out. The results reveal that artisans participate actively in the most representative exhibitions in the State and yet their products are not always accepted by tourists, 80% of tourists surveyed when buying a craft prioritize the aesthetics of design. It is concluded that according to the data obtained, the need to have a marketing model in the artisan sector is identified, which contributes in the supply of information for the establishment of marketing strategies and competitive advantage.

**Marketing strategies, Craftsmen, Product, Tourism**

**Resumen**

En este trabajo de investigación, se aborda el problema de falta de estrategias de comercialización en productos de nueva creación en las empresas dedicadas a la artesanía en Hidalgo y particularmente el caso de los pequeños artesanos de Tezontepec de Aldama, se tiene el propósito de identificar la problemática y conocer elementos esenciales en comercialización de productos artesanales, que sirvan de base para el desarrollo y consolidación de la actividad artesanal. La metodología empleada es descriptiva y de campo, se entrevistó a los artesanos de la localidad, se aplicó una encuesta a los turistas en municipios con mayor afluencia y se realizó un muestreo probabilístico. Los resultados revelan que los artesanos participan de forma activa en las exposiciones más representativas en el Estado y sin embargo, sus productos no son siempre aceptados por turistas, 80% de turistas encuestados al comprar una artesanía priorizan la estética del diseño. Se concluye que de acuerdo a los datos obtenidos, se identifica la necesidad de contar con un modelo de marketing en el sector artesanal, que contribuya en el suministro de información para el establecimiento de estrategias de comercialización y ventaja competitiva.

**Estrategias de comercialización, Artesanos, Producto, Turismo**

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## Introduction

Strategies and marketing actions have become the key to the competitive business environment, because they generate future business opportunities and favor the permanence and success of the company (García, 2015). The manufacturing, marketing and distribution activity in companies in Mexico face complex variables, for which the government proposes public policies aimed at micro, small and medium enterprises, however 85.7% of companies do not know the promotion programs and support from the federal government (INEGI, 2015).

The craft activity is located within the classification of micro, small and medium enterprises, these companies constitute 97.6% of companies in Mexico (INEGI, 2015), with limitations due to lack of knowledge to boost their business and lack of strategies for marketing, despite the challenges the artisans have learned to perfect their technique of creation and innovation of products, this according to what was researched in the present work. Ramírez (2012) mentions that the artisan is the person who creates handmade products, in the formal sense, the artist is the one who makes or produces works of art, with the previous approach the artisan is identified as an artist, however, in society he does not always recognize the value of his products because he does not consider his work an art, being one of the main problems they face when marketing their products. The crafts over the years have represented the culture and identity of their people. The companies that make up the artisanal activity in Hidalgo in each of its 84 municipalities (Government of the State of Hidalgo, 2018), are integrated as follows:

El Chililico in Huejutla: Where wooden furniture is produced, as well as pottery pieces; in Huejutla: baskets, tortilleros and hats in reed are elaborated; in Ixmiquilpan: There is an artisan cooperative that brings together artisans from the Mezquital Valley and is distinguished by the making and making of crafts made of ixtle: backpacks, bags and folders; in Jacala: They are dedicated to the production of ceramics and cedar and juniper production; in Jaltocán: The population stands out for the elaboration of pyrotechnic games; Mapethé in Cardonal:

Handmade wool mats are made, knives, machetes, maguey scrapers, hoes and handles decorated with metal threads are made; in Metztitlán: Wooden furniture and cross-stitch fabrics; in Pachuca: Casa de Artesanías Hidarte, handicraft shop offers the most important creations of the State; miniatures of musical instruments worked in juniper wood with Ixmiquilpan abalone shell incrustation; dehydrated cactus fiber or basket weaving; objects for desk; typical pieces such as the famous tenangos, textiles embroidered with figures of flora and fauna of the region; beautiful pieces carved in silver or in saddlery and other products that are born from the magic hands of Hidalgo; Tizapán in Zacualtipán: Produces hammered copper objects such as pots, pans, coffee sets and in Tlahuelompa, Zacualtipán:

Elaboration in bronze and copper, like bells. For the research work, the population of Tezontepec de Aldama, a municipality that consists of 47 localities and 10,725 inhabitants, of which 70 citizens of the 47 communities are artisans (INEGI, 2015), the main ones, are considered activities that are carried out are reed crafts, wind instrument making, baskets with rockrose, rabbit skin, lapidary, wood and loom-based garments. From an economic point of view, it can be observed that artisanal production and commercialization is not only a cultural expression, it is also a business (Hernández, 2015), which faces a market in constant movement and frequently lacks feedback from the client for the elaboration of your articles, establishment of the price and points of sale (Mahoney 2012).

Therefore, the problem of lack of marketing strategies in newly created products in companies dedicated to crafts in Hidalgo and particularly the case of small artisans of Tezontepec de Aldama is addressed, in this research a newly created product is chosen : Handmade notepad, made with medium density fibers, recycled paper, ixtle, leather and pyrography techniques, this product allowed to represent the importance of communication with the client, identify the problem and know essential elements in marketing of craft products. All this to contribute to the adaptation of their creations to the tastes of the clients and serve as the basis for designing a mix of marketing for the craft products of the municipality case of study.

The article is structured as follows: In the first part the theoretical foundation that sustains the research is presented, for which the references of different authors were consulted; the second part is composed of the methodology used to develop this research work, this was carried out with a descriptive and field research approach, an information collection instrument was applied to artisans belonging to the municipality of Tezontepec de Aldama in Hidalgo and for the tourists that go to the places of greater tourist affluence in the State. In the third part the results of the research are presented, the marketing mix is proposed based on the variables that the company can control and answer the questions it has regarding the commercialization of its products and finally the conclusions.

### **Preliminaries**

The strategy is a model to make coherent decisions for the achievement of the objectives and that these are sustainable in the long term (Armijo, 2011). The strategic options that an organization can follow from a marketing perspective to achieve its growth and profitability objectives, for Fischer (2016) is the process of creating and maintaining a congruence between the goals and capacity of the company and its changing marketing opportunities. For its elaboration, it is necessary to analyze the areas in which it considers to have a competitive advantage and then design a marketing mix integrated by factor, place, price and promotion (Kotler, 2016).

On the other hand, for Enache and Brodsky (2015), marketing strategies become an important tool for sustainable development and represent a conceptual framework that can guide future steps towards more relevant and efficient marketing models, creating a model that offers better ways to approach marketing strategies, propose as a first step to know the current market situation and the development of a qualitative analysis, then you must create a model and highlight the advantage of using the sampling method to ensure that the data are reliable and precise in its implementation.

For Giron (2007) the relationship between distribution channels and competitiveness is influenced by contextual variables such as the type of business, its location, its age and the type of product, an example is business environment that lives the crafts of Oaxaca, Jalisco and Guanajuato and prioritizes the distribution channels within the marketing mix due to the growing global competition that makes it difficult for artisans to enter, control and maintain in any market.

One of the factors to consider in the commercialization of handicrafts is presented by Souza (2014) where street vendors, currently recognized as micro entrepreneurs, develop informal marketing strategies in informal markets, that is, with characteristics of intuition, improvisation and illegality. Marketing strategies have shown good sales results, the artisans of Tezontepec have tried to venture, but not with good results.

In the work of Chan (2015) a curriculum is proposed for young artisans in Hong Kong who lack knowledge and skills in the design of handicrafts, the curriculum includes 14 weeks and aims to promote the quality of designs, create new job opportunities and venture into new markets. Despite the growing interest in fair trade tourism Joo (2013) and Mahoney (2012) consider that there is little academic work and government actions to strengthen productive activities in the artisan sector.

In short, the strategy is an integrated model of options, where from the vision of marketing, it will have to influence four main aspects: Choice of the reference market and target segments, definition of the scale and extent of the business, selection of channels that allow access to the final customer and finally the competitive advantage that provides superior value.

### **Methodology to be developed**

The research is descriptive and field, in the first part was interviewed 70 artisans who belong to the municipality of Tezontepec de Aldama in Hidalgo, to know the market strategies used in the marketing of their products and identify according to the experience of artisans, what are the most recurrent problems they face when making the sale.



In the second part a survey was elaborated and a survey was applied that allowed to know the requirements of the tourists or potential clients at the moment of buying a crafts, as well as a new handmade product was chosen, that allowed to identify the factors that influence in the perception of the customers about the innovated products of the artisans. Because of the above, it was considered as a population to tourists who come to the municipalities of Tula de Allende, Mineral del Monte and Agua Blanca in the State, because they have the largest influx of visitors and economic spill by tourists (SECTUR, 2016), the day of the dead was considered from October 27 to November 2, 2017 with a total of 130,477 tourists, for the application of the survey, a probabilistic sample of 872 tourists was obtained to survey and 95% confidence level, considering the tourist affluence is distributed in 567 surveys in Tula de Allende, 244 in Mineral del Monte and 61 in Agua Blanca.

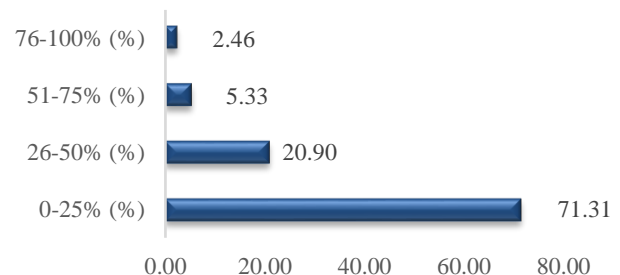
## Results

The results obtained through the interview made to the artisans of the municipality of Tezontepec de Aldama, it was identified that until 2017, in the municipality there was no record of people engaged in artisanal activity and for which it was not possible receive no support. Of the 70 artisans existing in the municipality, 44% depend solely on handicraft activity and 56% dedicate themselves to handicrafts and other temporary activities to generate their income, 47% use the reed for making wind instruments as raw material, 40% the rod to make baskets, 6% loom, 3% lapidary, 3% wood and 1% use the rabbit skin to make their products.

The most recurrent problems in the commercialization of their products are the low sales and for which they have to move to other States and sometimes have to walk with their products offering retail in the street and are exposed to crime; the need to sell their products makes them venture into informal markets where there is no regularization and customers identify the product as low quality and are often exposed to haggling that the client does not want to pay the price established (Souza, 2014 ).

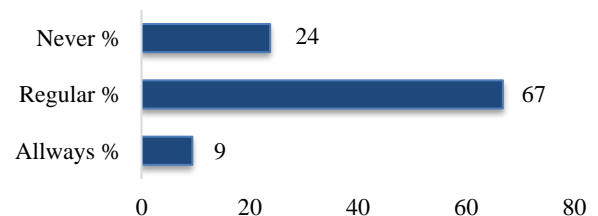
## The requirements of customers when buying handicrafts

Figure 1 shows that 71% of tourists spend 25% of their budget or less for the purchase of handicrafts.



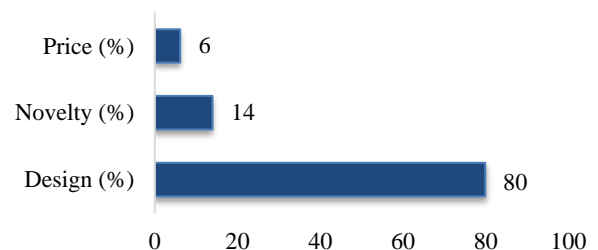
**Graphic 1** Percentage of its resources allocated to the purchase of handicrafts  
 Source: Self Made

In figure 2, it is observed that 66.8% of tourists regularly buy a craft when they visit Hidalgo.



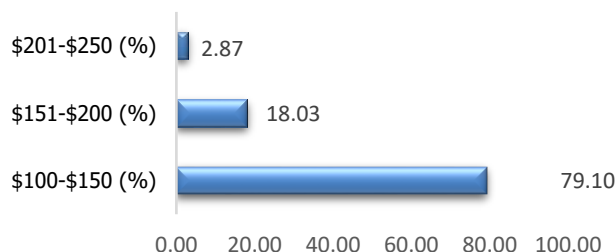
**Graphic 2** Frequency with which you acquire handmade products when you visit Hidalgo.  
 Source: Self Made

Figure 3 identifies that 80% of potential customers in a craft product prioritize the design of the product at the time of purchase.



**Graphic 3** What do you find more attractive when buying a handmade product?  
 Source: Self Made

To know the factors that influence the perception of the quality of a craft product, a new product is shown to tourists, where 94% mention that they find the product attractive and 79% say they are willing to pay for it from 100.00 to 150.00 pesos, as can be seen in figure 4.



**Graphic 4** How much are you willing to pay for the product?  
 Source: *Self Made*

The product was shown (handmade notepad) and the tourists were asked if they considered making any modification to the product and 38% mentioned that it would not make any improvement, 21% that the improvement should be in the colors and the other 21% says that in the ring.

In the State of Hidalgo support is provided to the artisanal sector, with the purpose that the artisans have legal certainty, financing, training, recognition contests of their activity and spaces for the commercialization of their products, in the year 2017 with the program of Artisanal Development granted subsidy to artisan production to 15 artisans in Hidalgo (Secretariat of Social Development Hidalgo, 2018), this indicates the low level of support for artisans in the State.

With the obtained data the following analyzes are carried out:

### Customer analysis

It is important to identify the expectations of the client regarding artisanal products, factors that influence the process and choice of purchase, for the above described elements that characterize the requirements of tourists on the artisanal items of Tezontepec de Aldama in the State of Hidalgo.

The population of tourists who visited Hidalgo in 2017 (95% confidence level) was made up of 61% women and 39% men, of which 32% were between 21 and 30 years old, 25% between 10 and 20 years old, 16% between 31 and 40 years, 12% between 41 and 50 years and 15% over 50 years, on the other hand 67% state that when they visit these places they acquire handicrafts and 71% allocate 25% of your budget in the purchase of a craft and that 21% goes to 50% and only 7% of tourists spend more than 50%.

### Analysis of the competition

When analyzing the artisans in the State of Hidalgo, it can be observed that there is a great variety and they elaborate products like garments, utensils, utensils and diverse objects, that they offer to the tourist. In relation to the characteristics and variety of artisanal products in the State, it is important to design a marketing strategy for the artisans of Tezontepec de Aldama that contributes in identifying a competitive advantage.

### Legal considerations

On June 27, 1991, the Law on the Promotion and Protection of Industrial Property (IMPI) was published in the Official Gazette of the Federation, whose purpose is to provide the user with the most common administrative procedures that must be followed to obtain a patent, a trademark registration or for the presentation of the claim against a third party due to the invasion of rights.

The registration gives the right to exclusive use in the national territory for 10 years, since it distinguishes products or services from others existing in the market, also helps to initiate legal actions for possible misuse and can grant licenses for use or franchises. In May 2018 the Law underwent a reform and within the most important changes are the signs that should distinguish the products, the approved ones are: brands, holographic signs, sound, smells, commercial image, collective marks, certification marks, notices and trade names, geographical indications and appellations of origin. These adjustments favor the artisanal sector for its variety of artisanal products.



## Proposed marketing mix

A marketing strategy is proposed based on the variables that the company can control and answer the questions it has regarding the marketing of its products. Therefore, we propose a marketing mix for several products (Fischer, 2016), which allows artisans to use it for all their products.

### Product

The creations of the artisans are the result of a manual, individual, family or community activity that are related by cultural characteristics originating in a region that are printed on them, through techniques, tools or procedures transmitted generationally. The factor to be considered in artisanal products is the design, in the case of the product used as a sample (artisan notebook), 38% agreed with the design, for which the development and elaboration of products must be based on an instrument of feedback, in which the perception in terms of their preferences and needs is known, which allows creating value for consumers.

Another important aspect is that the brand certificate must be registered according to the attributes of the product, so that the client can recognize the authenticity of the design and differentiate at the time of purchase, as well as contribute to the standardization demanded by the market (Girón, 2007).

### Distribution

The distribution strategy of the craft book and in general for all its products should be implemented direct marketing, to publicize the product within the events organized by government agencies and opening an establishment for sale in Tezontepec de Aldama, where Crafts made by artisans of the municipality are offered.

However, they must make use of an integrated vertical system (Villacorta, 2010) to reach the final customer, considering as intermediaries the marketers of handicrafts from the different localities, as well as the possibility of making direct shipments to different national and international points.

## Promotion

In relation to the promotion, a low-cost strategy is proposed, which allows maintaining communication with the client. It must be managed before the municipal government the inclusion in the official page to the artisans existing in the municipality and images of the most representative products; On the other hand it is considered important to have participation in a social network such as Facebook as an advertising tool; People dedicated to personal sales at exhibitions should be provided with training on the characteristics and usefulness of the products, as well as negotiation skills that allow them to know how far they can make a discount, making use of the courses provided by the Institute of Training for State Workers.

### Price

The strategy of the price of the craft book is recommended by geographical area, considering that each craftsman offers the same products and quantities to different locations and the buyer is expected to absorb the cost of transfer (Fischer, 2016), on the other hand considering variable price condition in which the majority of artisans are by the bargaining factor generated by the client, it is proposed to strengthen the quality and presentation of the product, which allows the acceptance of the established price.

## Conclusions and recommendations

According to the data obtained, at present the artisans of Tezontepac de Aldama, face a changing market, where their artisan production struggles to survive due to the lack of knowledge, skills and marketing strategies that contribute to the commercialization of their crafts in a fair way. On the other hand it is observed that the actions and programs implemented by the state and federal government institutions seem to be disconnected from the current requirements of the sector.

Therefore, the need to have a tool that can contribute to future decisions is identified, in the context in which artisanal activity that favors fair trade is immersed, poverty reduction through the growth of tourism and empowerment of communities. A mix of marketing in the artisan sector, which provides information for the establishment of marketing strategies and competitive advantage.

Therefore, it is recommended to the artisan entrepreneurs of Tezontepec, to negotiate agreements with higher education institutions in the locality, which allows them to receive advice and guidance in the implementation of the entrepreneurial strategies.

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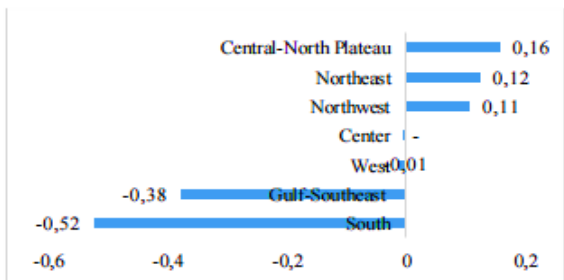
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2. Northeast.	Coahuila; Nuevo León; Tamaulipas. Aguascalientes; Durango;	15.1%	9.3%	15.6%
3.Center North Plateau.	Guanajuato; San Luis Potosí; Zacatecas. Colima; Jalisco; Michoacán;	15.1%	10.9%	9.2%
4. West.	Nayarit. Distrito Federal; Hidalgo; México; Morelos; Puebla; Querétaro;	8.7%	11.9%	10.2%
5. Center.	Tlaxcala. Chiapas; Guerrero; Oaxaca.	5.1%	33.7%	34.8%
6. South.	Campeche; Quintana Roo;	11.8%	10.0%	4.7%
7. Southeast Gulf.	Tlaxcala. Chiapas; Guerrero; Oaxaca. Campeche; Quintana Roo; Tabasco; Veracruz; Yucatán.	12.1%	12.4%	13.0%
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