



Análisis de factores micro ambientales que impiden el desarrollo competitivo de las queserías de la localidad de escárcega, Campeche [

2019

text (article)

Analítica

Competitiveness implies the determination of the components or factors that generate it and the degree of impact of them. The objective of this project is to identify the micro environmental factors that impede the development of the cheese factories in Escárcega, in order to provide information that helps local companies to develop competitively. Taking into account that they are the forces that a company can control and through which it is intended to achieve the desired change. The methodology used consisted in the application of a questionnaire of 20 items to twelve cheese factories in the locality of Escárcega, Campeche taken from the National Statistical Directory of Economic Units (DENUE) and from the database of the Commission for the Protection against Sanitary Risks (COPRISCAM), where the following micro environmental factors were analyzed, and are, the company, competition, suppliers, marketing intermediaries, clients and other factors, public, taken from the authors Fisher and Espejo (2011) and Chavarría and Sepúlveda (2001). According to the development of the research, it was determined that the most important micro environmental factors that prevent the cheese factories of the locality of Escárcega from developing competitively are the company, marketing intermediaries and in other factors regarding the requirements that must be met and the training topic; the first important factor is the company, in which their activities continue to be carried out in a traditional way and their administrative controls are carried out manually; the second factor is that of marketing intermediaries, it is the most worrisome since the owners of cheese factories say that they don't carry out many marketing strategies and when they have applied some strategies, they have not seen its effectiveness and only use the social network of Facebook to give publicity to their product, there are very few that have a fanpage of Facebook personalized to the business and which they

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Título: Análisis de factores micro ambientales que impiden el desarrollo competitivo de las queserías de la localidad de escárcega, Campeche electronic resource]

Editorial: 2019

Tipo Audiovisual: Queserías Competitividad Desarrollo Microambiente Cheese Factories Competitiveness Development Microenvironment

Documento fuente: Observatorio de la Economía Latinoamericana, ISSN 1696-8352, N°. 7, 2019

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Lengua: Spanish

Enlace a fuente de información: Observatorio de la Economía Latinoamericana, ISSN 1696-8352, N°. 7, 2019

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