



# Title: Business strategies most frequently applied in companies in the municipality of Poza Rica, Veracruz

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Editorial label ECORFAN: 607-8695

BCIERMMI Control Number: 2021-01

BCIERMMI Classification (2021): 271021-0001

Pages: 07

RNA: 03-2010-032610115700-14

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# Introduction

In the career of Business Management Engineering of the Instituto Tecnológico Superior de Poza Rica, the subject of Strategic Management is taught, which includes the necessary methodology to diagnose, analyze, establish, evaluate strategies, and make decisions to improve the areas of the companies. This allows linking the academic sector with the productive sector, applying the tools provided by this subject, to support companies in their analysis. Thus, several generations of students have resorted to the companies that exist in the municipality in which the educational institution is located, to diagnose their situation and based on that to design strategies for them.

This document is intended to provide information in that sense, which business strategies present the highest frequency to improve the various areas of the companies in the area, offering the ability to identify these areas of improvement decrease or eliminate unwanted situations in one's own business. To do this, an analysis of the academic projects carried out in the period 2018-2020 was carried out.

# Methodology

The present research was conducted under a quantitative approach, by means of a descriptive and statistical study of transversal cohort studying the integrative projects developed by three generations of the career of Business Management Engineering (2018, 2019, 2020) of the Instituto Tecnológico Superior de Poza Rica, which carried out such projects having as axis subject Strategic Management of the academic program of the Tecnológico Nacional de México with key AED-1035.

As part of the first stage, we began with the review of the academic projects carried out by the students of the three years, from which we obtained the total number of companies and the total number of strategies. In the second stage the classification of the strategies resulting from the diagnoses was made, the classification is considered in the areas of finance, marketing, processes, human resources and others, the latter are those that have little frequency, finally it is schematized with statistical tools and the analysis is presented.

# Results

At the end of the academic projects that were applied between the years 2018-2020, the concrete information of the strategies of various companies was obtained, as explained below.

Year	Companies	Strategies
2018	16	92
2019	24	99
2020	19	84
<b>TOTAL</b>	<b>59</b>	<b>275</b>

**Table 1** Total number of participating companies and strategies obtained in the development of integrative projects in the years 2018-2020.

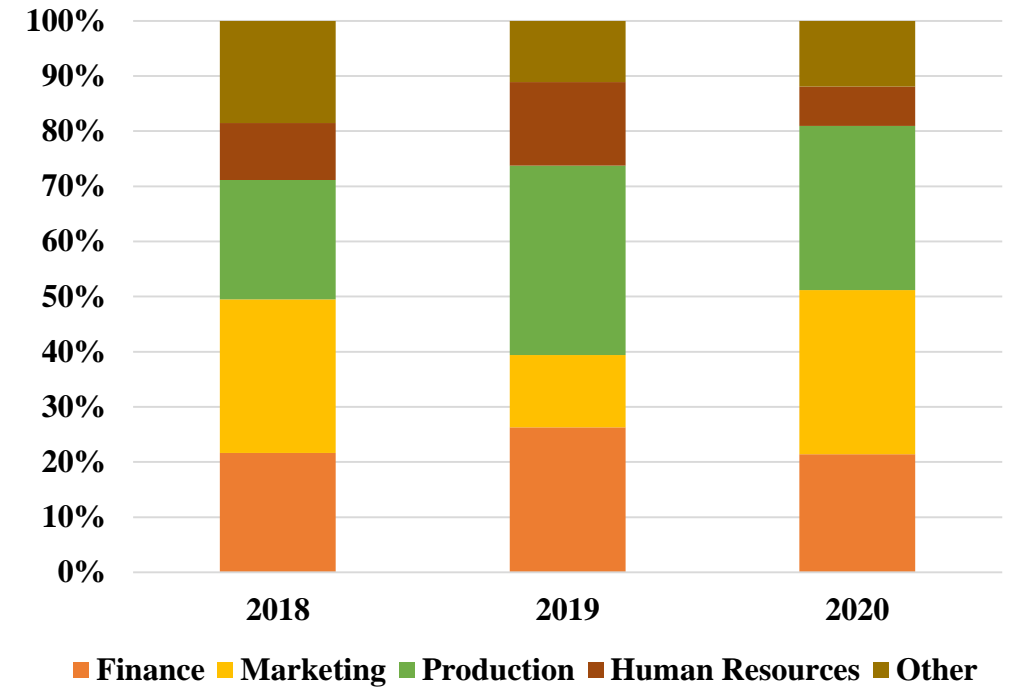
*Source: Own elaboration, with information from the projects.*

With this it can be seen that in these three years being analyzed there was the participation of 59 companies, being the year 2019 where there was the largest number of companies, representing 41% total of the participating companies, and a total of 275 strategies were obtained, being likewise the year 2019 where there was the largest number of strategies, representing 36% of all strategies generated.

Subsequently, the strategies for each year were classified according to the theory presented by Gallardo (2012) in the following areas:

- a) Finance.
- b) Marketing.
- c) Production.
- d) Human resources.
- e) Other (administrative, legal, customer service, etc.).

The percentage distribution of the strategies obtained in each year was analyzed, in order to be able to observe more clearly the difference between the number of strategies of each type that were developed each year.



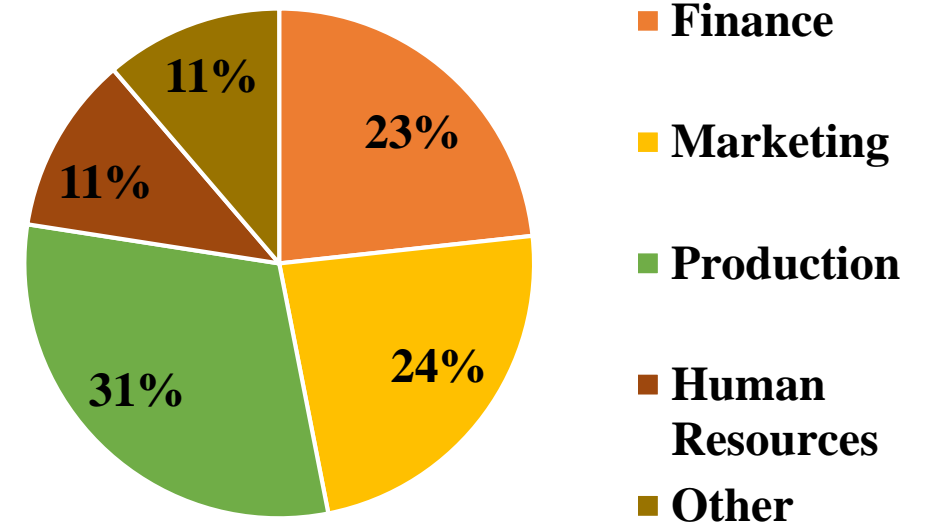
**Graphic 1** Percentage distribution of the strategies developed in Integrating Projects during the years 2018- 2020.

*Source: Own elaboration, with information from the projects.*

Years 2018-2020	
Types of strategies	Quantity
Finance	64
Marketing	65
Production	84
Human Resources	31
Other (administrative, legal, customer service, etc.)	31

**Table 2** Ranking of strategies obtained in the years 2018-2020.

*Source: Own elaboration, with information from the projects.*



**Graphic 2** Percentage frequency of each type of strategy in the years 2018-2020.

*Source: Own elaboration, with information from the projects.*

Based on the table and graphic above, it can be seen that the type of strategies that had the highest frequency during the three years was production, with a total of 84 strategies, representing 31%; followed by marketing, which had a total of 65 strategies, representing 24%.

# Conclusions

Marketing is the area that has 24%, followed by Finance with 23% and Human Resources with 11% of the 100% that make up the strategies. Specifically, marketing strategies focus on market growth using population forecasts and advertising resources, while finance strategies refer to establishing a solid financial situation, based on sales growth, cost savings, improving profits and forecasting the company's economy, and human resources strategies impact on service and customer treatment through attitudes that are achieved with training and job analysis.

Definitely, the identification of the strategies that most frequently arise when companies are diagnosed and analyzed, is a reference for entrepreneurs in the municipality of Poza Rica, that although it is true that all companies have different characteristics, consequently it originates to fix their attention on those areas that are identified in the companies of their environment, which can be extremely useful to prevent the development of problems in the future. In other words, we can conclude that regardless of the line of business and size of the company, Strategic Management is essential to support its permanence and development.

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