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ECORFAN-Journal Republic of Cameroon

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Knowledge Area

The works must be unpublished and refer to topics of Economy, Regional Development, Business, Management of SMEs and other topics related to Social Sciences.

Presentation of the Content

In the first article we present, *Dairy sector competitiveness indicators in Mexico, after NAFTA*, by ESTRADA-CHAVIRA, María Eugenia, HERNÁNDEZ-VELÁZQUEZ, Maribel Rocío and GUERRERO-GARCÍA, Sylja Viridiana, with ascription in the Universidad Politécnica de Tecámac, in the next article we present, *Proposal for a development model for the Farmacias del Ahorro chain in Villahermosa, Tabasco*, by TORRES-TORRES, Adán, NOTARIO-PRIEGO, Ezequiel, MARTINEZ-GUTIERREZ, Ana Cecilia and MENDOZA-WILSON, Ángela del Carmen, with ascription in the Instituto Tecnológico de Villahermosa, as a following article we present, *Labor mobility and its effects on family dynamics*, by HERNANDEZ-MAR, Sandra Luz, CHAVEZ-DIAZ, Leticia, COBOS-VICENCIO, Rosa María and CALLEJA- MATEOS, Virginia, with ascription in the Universidad Veracruzana, as the last article we present, *Strategic Business plan for natural products in Amealco de Bonfil, Queretaro*, by CRUZ-PIGEON, Mariana, with ascription in the Universidad Autónoma de Querétaro.

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Dairy sector competitiveness indicators in Mexico, after NAFTA

Indicadores de competitividad del sector lechero en México, después del tratado de libre comercio

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Abstract

The design of strategies to increase the terminal efficiency of the Educational Program (EP) Bachelor of Administration of the Sonora Technological Institute (ITSON) Empalme Campus, in order to contribute to compliance with the indicators of the external accrediting body Council of Accreditation in Sciences Administrative, Accounting and Related (BAAARS), is the objective of this investigation. One of the main problems of this Bachelor, is the low terminal efficiency. To counteract this situation, it was decided to apply the methodology of Hernández (2011), who proposes four stages: set goals, define problems (gap) and define livelihoods, strategic ideas of modernization and their scenarios (awareness) and formulation of the strategy. The results obtained were differences of the data of the Comprehensive System of School Paths (SITE) of the ITSON with the data of the Educational Program (EP), a database was generated with specific information of the generational cohorts 2013-2017, 2014-2018 and 2015 - 2019, the relationship with the cultural, social services and school registration departments of the institution was strengthened, a report was made of the current situation of the students, the creation of an individual action plan, all of the above aimed to increase terminal efficiency.

Academic career, Graduate, Terminal Efficiency, Accreditation

Resumen

El diseño de estrategias para el incremento de la eficiencia terminal del Programa Educativo (EP) Licenciado en Administración del Instituto Tecnológico de Sonora (ITSON) Campus Empalme, con la finalidad de contribuir al cumplimiento de los indicadores del organismo acreditador externo Consejo de Acreditación en Ciencias Administrativas, Contables y Afines (BAAARS), es el objetivo de esta investigación. Uno de los principales problemas de esta Licenciatura, es la baja eficiencia terminal. Para contrarrestar esta situación, se decidió aplicar la metodología de Hernández (2011), quien plantea cuatro etapas: fijar objetivos, definición de problemas (brecha) y definir sustento de cambio, ideas estratégicas de modernización y sus escenarios (sensibilización) y formulación de la estrategia. Los resultados obtenidos fueron diferencias de los datos del Sistema Integral de Trayectorias Escolares (SITE) del ITSON con los datos del Programa Educativo (EP), se generó una base de datos con información específica de las cohortes generacionales 2013- 2017, 2014 – 2018 y 2015 – 2019, se fortaleció la vinculación con los departamentos de cultural, servicios social y registro escolar de la institución, se llevó a cabo un reporte de la situación actual de los estudiantes, la creación de un plan de acción individual, todo lo anterior encaminado a elevar la eficiencia terminal.

Trayectoria académica, Egresado, Eficiencia Terminal

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Introduction

The agricultural production systems are structured by defined activities, according to the production resources availability, productivity and income; and are justified by the existence of important differences in the available resources, applied technology and generated products, (Herrera *et. al.*, 2013).

The dairy products represent around 14% of the world agricultural commerce. The cow milk is formed of 87 % of water, while other 13% is formed of proteins, fats and lactose. The two most important products in the marketing around the world are: The whole milk and the skim milk powder. The most important dairy producers in the world are: U.S.A., China, Brazil, and Germany.

In Mexico, the milk production is around 939,156 thousand liters. But, the demand has been raised (260,765 thousand liters) in the last years and there is a necessity to import (268,824 thousand liters) mainly from U.S.A.

The process to calculate the indices there was consulted in different sources cited in the references, also, the period taken was from 1994 to 2017. The variables consulted were: imports, exports, production, from web pages as: SIAP (Servicio de información Agroalimentaria y pesquera). SIAVI (Sistema de información arancelaria vía internet), SAGDER (Secretaría de Agricultura y Desarrollo Social). Banco de México, among others.

The article is structured, first, there is a short introduction, after, an explanation about the indexes, then the indexes are calculated and analysed, after that, the results are presented and finally the conclusions and recommendations are stated.

Indices

1. Commercial Opening Index

This index is calculated with the sum of imports and exports as a percentage of the national production.

2. Food Self-sufficiency

This index defines the country competitiveness in relation to its food self-sufficiency.

3. Balassa Index or Exported Competitive Advantage Index of Exports

This index measures the relative performance of the exports by country and sector, in comparison with the participation in the world exports.

4. Vollrath Index or relative commercial advantage

Measures the productive-commercial competitiveness of a country.

5. Competitive Advantage Index Revealed Additive

This index is calculated in relation to the world production of a country and it is based mainly in the general equilibrium theory.

6. Imports and Exports Index

Measures the dynamic of a country between Exports and imports

Methodology

As methodology, a mix method between a qualitative and quantitative research was used; because the information was collected from web pages. After that, it was processed according to each formula. The period taken in account was from 1994 to 2017. The selected as representative product of the dairy products was the whole milk, even though, the indexes were calculated for other types of milk.

The used formulas were:

1. Commercial Opening Index

$$COI_{Mex}^Z = \left[\frac{(X_{Mex}^Z + M_{Mex}^Z)}{GDP_{Mex}} \right] \quad (1)$$

Where:

Z = Whole milk product

COI_{Mex}^Z = Commercial Opening Index of Z

X_{Mex}^Z = Exports of Z From Mexico

M_{Mex}^Z = Imports of Z in Mexico

GDP_{Mex} = Mexico's Gross Domestic product

2. Food Self-Sufficiency

$$FSS_{Mex}^Z = \left[\frac{P_{Mex}^Z}{(P_{Mex}^Z + M_{Mex}^Z) - X_{Mex}^Z} \right] \quad (2)$$

Where:

FSS_{Mex}^Z = Food Self Sufficiency Index of Z in Mexico

X_{Mex}^Z = Exports of Z in Mexico.
 M_{Mex}^Z = Imports of Z in Mexico.
 P_{Mex}^Z = Production of Z in Mexico.
 X_{Mex} = Exports from Mexico

3. Balassa Index or Exported Competitive Advantage Index of Exports (BI)

$$BI_{Mex}^Z = \frac{X_{Mex}^Z / XT_{Mex}}{X_{USA}^Z / XT_{USA}} \quad (3)$$

Where:

X_{Mex}^Z = Exports of Z From Mexico
 TX_{Mex}^Z = Total Exports of Z in Mexico
 X_{USA}^Z = Exports of Z From USA
 TX_{USA}^Z = Total Exports of Z in USA

4. Vollrath Index or relative commercial advantage (VI_Z)

$$VI_Z = \frac{X_{Mex}^Z / XT_{Mex}}{X_{USA}^Z / XT_{USA}} - \frac{M_{Mex}^Z / MT_{Mex}}{M_{USA}^Z / MT_{USA}} \dots \quad (4)$$

Where:

X_{Mex}^Z = Exports of Z From Mexico
 TX_{Mex}^Z = Total Exports of Z in Mexico
 X_{USA}^Z = Exports of Z From USA
 TX_{USA}^Z = Total Exports of Z in USA
 M_{Mex}^Z = Imports of Z From Mexico
 MT_{Mex}^Z = Total Imports of Z in Mexico
 M_{USA}^Z = Imports of Z From USA
 TM_{USA}^Z = Total Imports of Z in USA

5. Competitive Advantage Index Revealed Additive

$$CAIRA_{MEX}^Z = \left[\left(\frac{X_{Mex}^Z}{TX_{Mex}} \right) - \left(\frac{X_{World}^Z}{TX_{World}} \right) \right] \quad (5)$$

Where:

X_{Mex}^Z = Exports of Z From Mexico
 TX_{Mex}^Z = Total Exports of Z in Mexico
 X_{World}^Z = Exports of Z From the world
 TX_{World}^Z = Total Exports of Z in the World

6. Imports and Exports Index

$$IEI_{Mex}^Z = ERA_{MEX}^Z - MRA_{MEX}^Z \dots \dots \quad (6)$$

Where:

$$ERA_{MEX}^Z = \frac{X_{Mex}^Z / TX_{Mex}}{X_{USA}^Z / TX_{USA}}$$

$$MRA_{MEX}^Z = \frac{M_{Mex}^Z / TM_{Mex}}{M_{USA}^Z / TM_{USA}}$$

IEI_{Mex}^Z = Exports and imports of Z in Mexico.
 ERA_{MEX}^Z = Exports Revealed Advantage
 MRA_{MEX}^Z = Imports Revealed Advantage
 Z = Whole milk

Results

Applying the formulas for the Exports and Imports, Production of Whole milk in Mexico in comparison with the USA, the results were:

Concept	Index
Commercial Opening Index	32.60
Food Self - Sufficiency	0.0005
Balassa Index or Exported Competitive Advantage Index of Exports	0.086
Vollrath Index	-0.250
Competitive Advantage Index Revealed Additive	21.33
Imports and Exports Index	0.46

Table 1 Trade indexes for whole milk in Mexico after NAFTA

Source: Own elaboration

The Commercial Opening index means that 30 % of the international market dynamism is of whole milk in Mexico with relation to the domestic production.

The country competitiveness of the whole milk in relation to Mexico's food self-sufficiency is less than 1%. The Balassa index of less than 1% measures the relative performance of the exports by country and sector, in comparison with the participation in the world exports. This index indicates that the whole milk Mexican production is only 20% of the world production

The Imports and Exports Index is of 0.46. That means that the dynamic of the international market is very low.

Conclusions and Recommendations

Development of the primary production in Mexico is important and shows indexes higher than the population growing, but it is not enough to satisfy the dairy industry, having the necessity to import whole milk mainly from the USA.

It is recommended to make associations of dairy products to reinforce the production. Also, to explore the international markets not only to U.S.A.

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Proposal for a development model for the Farmacias del Ahorro chain in Villahermosa, Tabasco**Propuesta de un modelo de desarrollo de la cadena Farmacias del Ahorro, en Villahermosa, Tabasco**

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Abstract

At present, it is very important to carry out an analysis of the productivity of the organization, because it is necessary to know where it is and where it is going, this in order to have a clear idea of the present, as well as future plans. In this work, a comprehensive and reliable scenario will be designed through formal context measurement tools that allow us to develop a proposal for a development model. The research will work under a quantitative approach because the observed phenomena are measured and quantified by giving a statistical analysis, in addition to the types of research used; documentary, since documents and statistics will be used to perform the analysis in addition to applying surveys and evaluations to pharmacies belonging to said area and the correlational, since the context variables, their interrelation, will be analyzed to determine their impact on the research. This work will increase the benefits for the organization, including having current data and statistics about productivity, as well as a proposal for improvement that will allow us to reduce the deficiencies in the organization in order to achieve a competitive advantage over its competitors.

Productivity, Model, Pharmacy

Resumen

En la actualidad es de suma importancia realizar un análisis de la productividad de la organización, debido a que es necesario saber dónde está y hacia dónde se dirige, esto con el fin de tener una idea clara del presente, así como de los planes a futuro. En este trabajo se diseñará un escenario integral y confiable a través de herramientas formales de medición de contextos, que nos permitan desarrollar una propuesta de un modelo de desarrollo. En la investigación se trabajará bajo un enfoque cuantitativo porque los fenómenos observados son medidos y cuantificados dándole un análisis estadístico, además de que se emplean los tipos de investigación; documental, ya que se recurrirá a documentos y estadísticas para realizar el análisis además de aplicar encuestas y evaluaciones a las farmacias perteneciente a dicha zona y la correlacional, ya que se analizarán las variables del contexto, su interrelación, para determinar su impacto en la investigación. El presente trabajo permitirá incrementar los beneficios para la organización, entre ellos contar con datos y estadísticas actuales acerca de la productividad, así como una propuesta de mejora que nos permitan reducir las deficiencias en la organización para poder lograr una ventaja competitiva frente a sus competidores.

Productividad, Modelo, Farmacia

Citation: TORRES-TORRES, Adán, NOTARIO-PRIEGO, Ezequiel, MARTINEZ-GUTIERREZ, Ana Cecilia and MENDOZA-WILSON, Ángela del Carmen. Proposal for a development model for the Farmacias del Ahorro chain in Villahermosa, Tabasco. ECORFAN Journal-Republic of Cameroon. 2019, 5-8: 5-7

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Introduction

The present work includes an integral analysis of productivity in the pharmaceutical chain savings pharmacies, because at present it is very important to carry out an analysis that allows us to know our current context, threats and opportunities as well as knowing where The company is currently positioned, as well as strengths and weaknesses. Therefore, there is a need to conduct a productivity analysis because there are problems in the different work areas, this in order to analyze, and generate alternative solutions to these problems based on a development model.

It is currently observed that savings pharmacies are in a process of changes and adaptation to the current context due to this there are some administrative, operational and customer service problems that can generate a low productivity of said study area. This is intended to be eliminated by designing strategies that allow the achievement of the established objectives. In this work, a comprehensive and reliable scenario will be designed through formal context measurement tools. From them, a model of development of the same will be generated and applying it correctly will increase productivity throughout the savings pharmacies chain.

Method description

In the present investigation that will be carried out in the pharmacy chain of savings, in Villahermosa, Tabasco will work with an integral instrument for measuring productivity, through

Obtaining data to analyze the current situation of the pharmacy, from this a development model will be generated.

The instrument analyzes 10 key aspects of the organization, the first element allows the final client to be analyzed, with the objective of knowing all aspects related to the client and impacting the processes of the organization, the second element evaluates measurements and / or performance of the process, its objective is to analyze comprehensively each of the actions that are developed in the processes and their interrelation between them, for the achievement of the integral objective.

The third element analyzes alliances with suppliers, its objective is to analyze the real support of the relational capital in the matter of suppliers, to have a strategic support in the system. The fourth element analyzes the structuring and management of the documentation, its objective is to evaluate the elements that indicate the management of the documentation, in form and content, as well as the associated aspects. The fifth element analyzes training for the development of skills and abilities, and its objective is to know and interpret the factors involved in the development of skills and abilities at the system level.

The sixth element performs Benchmarking, Its objective is to identify the opportunities that are abroad and support the integral development of the system. The seventh element analyzes the adaptability of the processes, its objective is to analyze the levels of the procedures included in the processes, and their capacity for relationship, under a common purpose. The eighth element evaluates continuous improvement scheme, its objective is to evaluate in a general way the strategies for the continuous development of the organization. The ninth element analyzes the evolution of the human resource, its objective is to locate the level in which the development of the human resource is and its participation for the integral improvement.

The tenth element analyzes the evolution of the managerial level, its objective is to measure and analyze the potential of the strategists, as well as their participation in the system. The instrument will allow to know the organization in an integral way, to evaluate it and to be able to generate the necessary strategies that will be embodied in the development model. The research will work under a quantitative approach because the observed phenomena are measured and quantified by giving a statistical analysis, in addition to the types of research used; documentary, since documents and statistics will be used to perform the analysis in addition to applying surveys and evaluations to pharmacies belonging to said area and the correlational, since the context variables, their interrelation, will be analyzed to determine their impact on the research. Below is the logical structure of the quantitative research process.

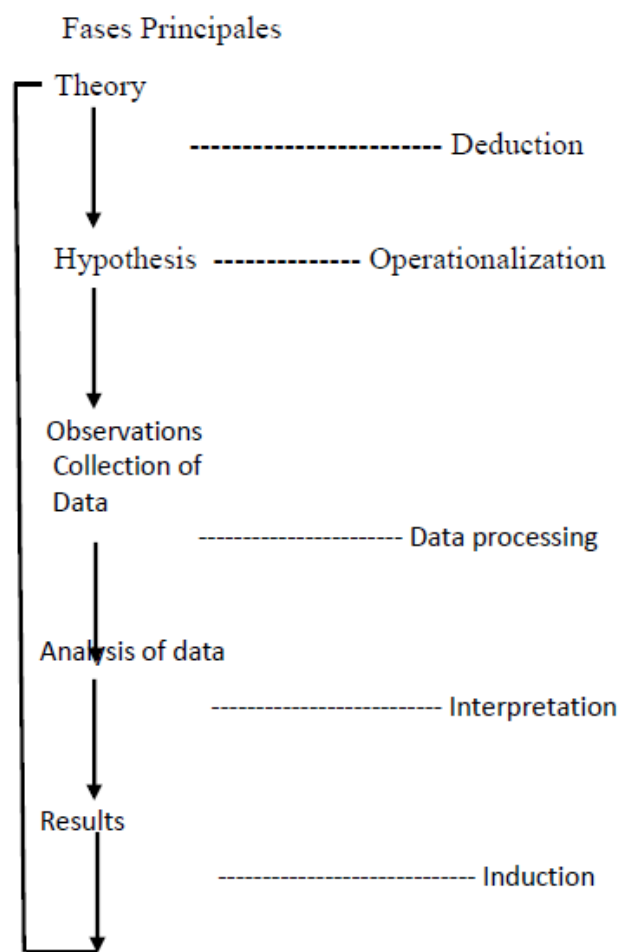


Figure 1 logical structure of the quantitative research process. (Arturo, 2011)

The variables are independent and dependent, the independent ones are the social, cultural, political, technological and economic and environmental variables. And the dependent would be the factor that is intended to be implemented in this case would be the improvement of productivity.

Conclusions

The present research offers multiple benefits for the pharmaceutical chain, among which are having current data and statistics about the productivity of the organization, which will give a clear scenario of the current situation, knowing in an integral way the context allowing the generation of focused strategies to the current needs of the organization and its environment in addition to a proposal to improve productivity that when properly implemented in all branches can achieve good results in this area of study, as well as achieve the objectives set and be able to achieve a competitive advantage over the competition at the local level.

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Labor mobility and its effects on family dynamics

Movilidad laboral y sus efectos en la dinámica familiar

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Abstract

This research reveals the effects that are presented in families, due to the labor mobility of the oil worker, mainly in its dynamics (communication, cohesion, family adaptability, roles and hierarchy) since it generates a series of problems in the inside of her. In the city of Poza Rica, the main work activity of parents is the oil industry, some of them work in the same city, but others in Ciudad del Carmen, Campeche, on marine platforms, where they have to be absent for 15 days, hence this research seeks to answer: What are the effects of labor mobility on family dynamics? This work is of a qualitative type, with the phenomenological method, it arose from the interest of venturing into reflection, analysis on the subject, which allowed us to dimension the complexity of labor mobility in which various families from urban communities are involved, also because this research means a first approach to the analysis of the effects of labor mobility on the family dynamics of workers in the oil industry, because there is no regional background of research work related to this problem.

Labor Mobility, Family Dynamics, Oil Workers

Resumen

La presente investigación da a conocer los efectos que se presentan en las familias, por la movilidad laboral del trabajador petrolero, principalmente en su dinámica (comunicación, cohesión, adaptabilidad familiar, roles y jerarquía) ya que genera una serie de problemas en el interior de ella. En la ciudad de Poza Rica, la principal actividad laboral de los padres de familia es la industria petrolera, algunos de ellos laboran en la misma ciudad, pero otros en Ciudad del Carmen, Campeche, en plataformas marinas, donde tienen que ausentarse durante 15 días, de ahí que esta investigación busca dar respuesta a: ¿Cuáles son los efectos de la movilidad laboral en la dinámica familiar? Este trabajo es de tipo cualitativo, el método es el fenomenológico, surgió por el interés de incursionar en la reflexión, análisis sobre el tema, lo que nos permitió dimensionar la complejidad de la movilidad laboral en la que se encuentran involucradas diversas familias de comunidades urbanas, además porque esta investigación significa un primer acercamiento al análisis de los efectos de la movilidad laboral en la dinámica familiar de los trabajadores de la industria petrolera, porque no existen a nivel regional antecedentes de trabajos de investigación relacionados con esta problemática.

Movilidad Laboral, Dinámica familiar, Trabajadores Petroleros

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Introduction

Mobility and migration are as old as humanity itself. Throughout history they have always been an element to guarantee survival or improve the living conditions of societies. In Mexico, mobility occurs with the impact generated by the industrial revolution and the development of cities in the period of stabilizing development (1954-1970), due to the number of labor sources that emerged, causing a pendular migratory movement from the countryside to the city, both in the interurban and peri-urban spaces, and it is here that we can recognize the phenomenon of mobility, originated in principle by displacement to cover labor needs. In the governments of the stabilizing development (Adolfo Ruiz Cortines, Adolfo López Mateos and Gustavo Díaz Ordaz), there were increases in the industry, the sectoral composition of the gross domestic product underwent important changes in favor of the industry to the detriment of the agricultural sector and services.

In the City of Poza Rica, Veracruz, labor mobility is due to the needs of people to seek new job opportunities, such is the case of workers in the oil industry, who have decided to move to another state of the Republic Mexican to have an economic stability and thus be able to meet the basic needs for your family, but although they find better job opportunities, problems can occur within the family. In summary, this article allows us to know the effects that are presented in family dynamics due to the mobility of the head of the family, in relation to the indicators: communication, cohesion, adaptability, roles and authority, based on the model of David H. Olson and Salvador Minuchin.

Problem Statement

Since the second half of the twentieth century, the sense of mobility is from developing countries or regions to the most advanced. The factors that encourage it are the existence of higher levels of well-being or better social services, together with economic reasons, unemployment, economic crises, which in general cause sometimes forced displacements.

The increase in labor mobility constitutes an increasingly present phenomenon in advanced societies, becoming an increasingly central aspect to interpret social change and the transformations that occur in modern societies (Bauman, 2000; Kaufmann, 2002; Castells, nineteen ninety six). Its expansion can be interpreted both as a cause, as a consequence of the processes of globalization or the development of new communication technologies and their impact, can be analyzed both in the economic and political sphere, and in relation to sociability and above all to the family.

The study of labor mobility has several characteristics and its frequency can give rise to several types, the main being circular mobility, that is, the round trip movement, which would include people who move daily (daily commuters), weekly (weekly) or monthly, irregularly (vari-mobile) or temporarily (Seasonal) (Meil LG, Ayuso SL, 2010).

Returning to the types of labor mobility, in the City of Poza Rica there is a lot of shuttles, who have a second residence, which, in the case of workers in the oil industry, where their residence is within the same workspace, that is to say in the cabins of the marine platform, located in the third level. The type of mobility shuttles gives rise to the so-called weekend marriages or marriages every fifteen days.

The city of Poza Rica, for several decades, has been distinguished as an important industrial enclave in the northern region of the state of Veracruz, on the one hand, it favors its economic activity, but on the other it promotes migration and labor mobility. In 2000, the City began an economic deceleration process by decreasing the local employment index, mainly that of the para-state *Petróleos Mexicanos*, which caused that the workers of the region decided to emigrate to the states of Campeche and Tabasco to reintegrate into the area called marine platforms.

Life and work on marine platforms is very difficult, since it is a system consisting of a period of fourteen days worked for fourteen days off; Other systems are based on working two weeks and resting for another two weeks and so progressively until reaching a shift of one month, followed by another month of rest and on some occasions, due to the special circumstances of the service provided, they have to work until The work is finished.

The isolation in the open sea and the conditions of cold and extreme heat represent precarious working conditions, together with the working hours that are the longest, ranging from 80 to 100 hours per week, but are the most attractive since they are the best remunerated, which is why workers decide to separate from their families and get on the platforms.

The labor mobility of the head of the family is presented as follows: 365 days a year, 14 days are absent each month, giving a total of 168 days a year on the marine platform, with 12 hours per day per workday, approximately 2000 thousand hours a year; The travel time from Poza Rica to Cd. del Carmen and vice versa is 16 hours each, with a total of 32 hours of travel per month and 384 hours per year, leaving only 1816 hours to be with the family.

The workers of the Petróleos Mexicanos company that reside in the city of Poza Rica seek a better paid salary regardless of whether they need to leave their home, however, due to this situation some families present a series of problems that affect each member. Currently there are 1700 PEMEX workers who live in the city of Poza Rica and have labor mobility towards Cd. Del Carmen, section 47 is 1200 workers and section 42 is 500 workers.

Occupational mobility is sometimes a project shared between father, mother and children, perceiving positive changes such as improvements in fraternal relationships, wishes for reunion, greater assessment of the sacrifice of parents, but if not, changes, ruptures or fractures occur in emotional ties, disagreements, quarrels, arguments, bad behavior are experienced, lack of emotional values, translocation of roles (that is, to assume an alien role) that make your life much more difficult.

Many men living in the municipality of Poza Rica, Ver., Found the opportunity to work on the oil platforms in the Campeche probe; So this situation has generated a series of problems in family life, among them, the wife has to assume the role of father and mother, although there are also families where the eldest son is the one who assumes the role of father, in terms of communication in some families becomes scarce, there is a high degree of dependence on a single family member, the children take refuge in the mother, who also exercises authority in the family during the absence of the father.

But when the head of the family returns family after completing their workday, some changes in family dynamics are generated, including the imposition of different rules by the father, causing a lack of control in the children until they reach the loss of authority.

General Objectives

Analyze the effects of labor mobility on the family dynamics of workers in the oil industry to improve family relationships.

Specific objectives

- Identify the factors that describe family dynamics and how they change with work mobility.
- Describe how the absence of the head of the family leads to changes in the exercise of authority.

Methodology

The approach of the present investigation is qualitative because it seeks the understanding of human behavior and the reasons that govern it, which in this case we talk about the labor mobility of the head of the family and his motivations to be absent in the search to improve the quality of life of his family, exploring social relationships and describing reality as experienced by social actors, understanding the experience of each family member. This research is based on phenomenology because the meanings that each family member assigns to the experiences on how family dynamics are modified when the head of the family decides to have work mobility are described.

The research was conducted in the municipality of Poza Rica, Veracruz. The subjects of study will be four of them whose head of family has labor mobility, whose characteristics are:

Families with work mobility

- Work in PEMEX on a marine platform.
- Families with teenage or young children.
- Workers who work 14 x 14 days.
- Heads of family with working age of 5 to 20 years.

Research Techniques and Instruments

- Observation
- Interview
- Life story
- Familiogram

Theoretical framework

Labor Mobility

Long, J. (2011) mentions that labor mobility is the geographical and occupational movement of workers. Worker mobility occurs more easily when there are no impediments to this happening. Mobility impediments are easily divided into two distinct classes, one being personal and the other systematic. Personal impairments include physical location and mental and physical abilities. Systematic impediments include educational opportunities and also laws and political restrictions, including barriers and conflicts that arise from historical issues. It is worth mentioning that the definition of Long, J. will be the one that will be used for this work.

Family transformations due to the mobility effect

Family reorganization

All the movements carried out by household members (mainly men who work on PEMEX platforms) involve the participation of all members of the family as a whole. Each movement of a family member (father, brother, husband, son, etc.), involves the rearrangement of the functions and roles that each member has in the family structure.

For example, women remain in charge of the care and attention of the home, the children get to readjust their school and productive activities, because now the mother has many more activities that she sometimes fails to accomplish due to lack of time. With the labor mobility of the heads of family, the domestic group reorganizes its activities to meet their needs, in addition the roles of each of the individuals are altered and intensified, particularly that of the woman, who assumes the main authority of The family during the father's workday is now the one who distributes the activities and tasks.

New structures in the family

The family is the fundamental social organization par excellence, however, its basic characteristic is the ease of adaptation to any situation, no matter how difficult it is, this function allows you to endure and manage the different contexts and realities in a space of time or in different places (Gutiérrez, 2005). With globalization many transformations have been perceived in all societies and cultures, the family nucleus has not been the exception since, being nuclear families, from migration they become single parents (mother in charge of children, father to in charge of children) and extended (children in charge of grandparents, children in charge of older siblings, children in charge of uncles).

In addition to the aforementioned classification, it is also important to analyze other typologies that have been emerging in families with labor mobility, such as: accordion (Casas F., 2010), uncontrolled (Minuchin, S., 1987) and LAT families (Living Apart Together) (Ariza and Oliveira, 1999); Regardless of what the family means for us, for society and for the time we live, several types of family are distinguished.

Transnational Families

Transnational families can be defined, according to Bryceson and Vuorela (2002), as families whose members live part or most of the time apart, but who stand together and create something that can be considered as a feeling of collective well-being and unity - it is that is, of familyhood, as the authors call it, "and even exceeds national boundaries. Other authors prefer the use of the term" home "to define such training as a group of people who, despite having been separated by migration, they are linked by direct economic ties, such as those associated with the flow of remittances (Zlotnik, 2000).

Family dynamics

For Olson, family dynamics is the system of exchange in family interactions, specifically the emotional ties that family members have with each other, the way they dialogue with each other (communication), the degree of individual autonomy that a person experiences in the family (cohesion), the role that each one performs within the family (roles).

As well as the ability of the family system to combine its power structure (authority), its roles, its relationship rules in response to stress, situational and developmental (adaptability) (Olson, Russell and Sprenkle, 1979). Family dynamics can be interpreted as meetings mediated by a series of norms, rules, limits, hierarchies and roles, which regulate coexistence and allow the functioning of family life to develop harmoniously.

According to Minuchin (1977), family dynamics include aspects raised within the family, where each and every member is linked to others by kinship ties, relationships of affection, communication, boundaries, hierarchies or roles. of decisions, conflict resolution and the functions assigned to its members. The family dynamic is composed of a set of positive and negative forces that affect the behavior of each member of the system (Cabrera, Rodríguez, González, Ocampo and Amaya, 2006).

The dynamics can be commonly translated into functional or dysfunctional. Functionality means those systems that encourage socialization by giving its members all the support and satisfactions that are necessary for their personal and social development (Minuchin, 1977). While due to dysfunctional it refers to a type of conflictive family or in which conflicts occur, which make it not work in today's society, the interaction that occurs in dysfunctional families is uncomfortable and is lacking among the members (Martínez, N.M, 2006). It is important to mention that functional families or not, go through periods of crisis, enjoy competent areas and have maladaptive functions over a period of time.

Family dynamics is defined under the concepts of family structure and composition, family types, family relationships, family functions, communication, rules, norms and values, so there are minimum conditions for achieving a healthy family dynamic such as: clear rules of coexistence within the family, that the family has adequate mechanisms to deal with conflicts, that there is a clear and direct dialogue, an emotional link with independence and spaces for each member, in addition to an equitable distribution of tasks of home.

From the beginning of David H. Olson's studies (1979), at the end of the seventies he understood that the three dimensions: cohesion, communication and family adaptability, are the result of an inductive conceptual grouping, as well as being key in the treatment of the couple and families. The three dimensions according to Olson (1979), can be organized in a circumflex model that graphically facilitates the identification of 16 types of family, in addition this model tries to assemble theory, research and family therapy.

In turn, Minuchin (1977) establishes that in the family clear roles must be established for the fulfillment of the tasks and hierarchy to regulate the behavior of the members, especially when the figure of the head of the family is missing.

Characteristics of family dynamics

Cohesion

Family cohesion is defined by Olson (1979) according to two components: "the emotional bond that they have among the members of a family, and the level of individual autonomy that a person experiences within the scope of their own family." The indicators to evaluate in this dimension are: emotional bonding, independence, limits, coalitions, time, space, friends, decision making, interests and recreation.

Cohesion is defined as "the degree to which family members are interested in it, commit to it and help each other" (Moos 1976, cited by Simon 1988). It refers to the degree to which family members have a sense of union and belonging. This degree of family union is reflected in the support and cooperation between family members both for daily activities and for solving problems, as well as sharing interests and free time.

Family cohesion refers to the strength of the bonds that unite family members and translate into behaviors such as having common friends and interests, establishing coalitions, sharing time and space. The degree of cohesion is related to the differentiation of each of its members. Extreme differentiation threatens to disintegrate the family and excessive cohesion threatens to destroy the space for personal growth.

Communication

Communication is a crucial point because family relationships are crossed by the exchange of thoughts, emotions and feelings between people linked to the family group and that are externalized through verbal and nonverbal action and / or language.

According to Olson et al. (1979), positive communication (open, empathetic, supportive comments, attentive listening) allow marriages and families to share (communicate) with each other the changes in their needs and preferences, regarding their ways of functioning as spouses and family. On the contrary, negative communication (double messages, unclear messages, excessive and destructive criticisms, etc.), minimizes the ability of the couple and the family to share and share their feelings and needs, therefore, limit the possible displacements in the dimensions of cohesion and adaptability, that is, the separation of physical and emotional space is maximized, therefore, they are not able to negotiate and face problems together.

Family Adaptability

Another of the main contributions of the general theory of systems to the family sphere is, in the opinion of Olson et al (1979), to have demonstrated the relevance of adaptability.

Adaptability, also known as flexibility, focuses on the family's ability to change their power structures, the dynamics between roles and norms in response to the demands placed on them, including family leadership, control, discipline , negotiation style, role relationships and relationship rules.

The adaptability of a family depends on its ability to create a flexible balance between an excessively changing situation (which results in chaotic systems) and an excessively stable situation (which results in rigid systems). The indicators to evaluate are: Power (assertiveness, control and discipline), negotiation styles and possible exchange and modification of roles and rules of relations. Adaptability is one of those family resources that benefits all family members, especially when long-term demands are present and when daily life cannot be predicted. Being able to change speed, hopes and alter the roles and rules contributes to obtaining better results.

Sometimes adaptability has been understood as a “yield” always to avoid conflicts, being flexible does not mean getting carried away and being condescending to everything and everyone. Learning to listen and observe carefully everything that happens around us, is the starting point to take the best of every circumstance and put aside everything that objectively is not convenient.

Family roles

Family roles is another indicator that is part of the characteristics of family dynamics being the theoretical reference to explain this variable Minuchin (1977).

The structural aspects of the family correspond to the variables that relate to the type of family, number of members, existing subsystems, that is, those that arise within a family such as dyads, (husband-wife, mother-child or brother-sister). The roles that each one fulfills, the internal and external limits, the alignments and the management of power, these guidelines establish how, when and with whom of the family members it relates, regulating in turn the behavior between them.

Minuchin (1977) expresses that the structure of the family system is relatively fixed and stable to help the family in the fulfillment of tasks, protect it from the external environment and give them a sense of belonging to its members. But in turn, it must be able to adapt to the stages of evolutionary development and to the different needs of life thus facilitating family development and individuation processes.

This author states that roles are tasks that each one is expected to fulfill within the family organization and that are partly defined by the culture and partly by the family itself. The assignment of family roles is a process that consists in the unconscious assignment of complementary roles to family members, the function of the roles is to maintain the stability of the family system. The roles are the totality of expectations and norms that the members of the family have regarding the position that each of the individuals should keep, that is, a role is equivalent to the expectations of behavior that are directed towards an individual in a social situation or context, in the familiar are the functions of each individual exercised within the family.

Hierarchy

For Minuchin (1989), the hierarchy is the degree of authority or influence that a member has on the behavior of others, must be in the parents or guardians, since this provides security to the children. It also states that the hierarchy reflects the way in which power and authority are distributed within the family. A functional system is organized hierarchically; The management and distribution of power in the family explains its hierarchical organization.

Family authority refers to the obligation that parents have to exercise authority in their family to promote moral growth, capacity development and the autonomy of their children. As well as maintaining family unity and contributing to the improvement of society. This same concept explains why the authority has a service purpose (Flor, M., 2010).

For family authority to be exercised properly it must have the purpose of serving. That is, seeking good and improving all its members. To put it into practice, parents must first agree on the educational objectives that will guide them in this task. This way they will be able to know in what they will be demanding, in what circumstances they should proceed firmly, in which they can be flexible, or when the intervention of the eldest children or some other person will be necessary.

Results

For the analysis of the results, the family dynamics indicators proposed by Olson were considered, which are: communication, cohesion and family adaptability, and those indicated by Minuchin: roles and hierarchy; Given the amount of information obtained and to facilitate its understanding, a table containing the results obtained was prepared.

Next, the following table is presented where the changes in family dynamics in families with mobility are emphasized.

Family dynamics indicators	Family with mobility
Cohesion	Fam. 1: Agglutinated Fam. 2: Unlinked Fam. 3: Separated Fam. 4: Agglutinated
Communication	Fam. 1: Negative Fam. 2: Positive Fam. 3: Negative Fam. 4: Negative
Family Adaptability	Fam. 1: Chaotic Fam. 2: Chaotic Fam. 3: Structured Fam. 4: Chaotic
Roles	Fam. 1: Role / Mother Fam. 2: Role / eldest daughter Fam. 3: Role / eldest son-mother Fam. 4: Role / Mother
Hierarchy	Fam. 1: Mother Fam. 2: Older Daughter Fam. 3: Mother Fam. 4: Mother

Table 1 Effects of labor mobility on family dynamics
Source. Own Elaboration

It is observed in the previous table that labor mobility does have negative effects on each of the indicators of family dynamics, and that, therefore, family relationships deteriorate when changes in the exercise of authority and roles are generated. of the members.

Conclusions

This research was analyzed from a family perspective, since it is relevant to investigate how over the years man has always moved from one place to another, whether in search of new labor markets, better living conditions or Good for personal and family development.

The research is intended to raise awareness of the problems faced by families when the head of the family presents labor mobility, in addition to knowing what their repercussions are in their family dynamics, therefore, what this research foresees to change is the vision that You have in relation to this problem, since some situations that change your family dynamics can occur.

Labor mobility plays a key role in advanced societies because of its ability to alter the rhythms of daily life. Approaches to their study have been made in our country from different perspectives: the economic, demographic and human geography, however, it is necessary to develop a new perspective; That is why this research is done from a family perspective.

Families with a worker in the oil industry face different problems in their family dynamics, especially when the head of the family leaves for extended periods of time to work in another state. The problems experienced by these families are disagreements, fractures in emotional ties, redistribution and resignification of the roles that physical absence implies, negative communication between members, lack of authority, lack of cohesion, to name a few problems.

The factors that describe family dynamics are cohesion, communication, family adaptability, roles and hierarchy which were modified as follows: The effects of labor mobility on the family dynamics of oil industry workers are presented with greater incidence in three of the four families, being the main changes from their family structure since being nuclear-type families, with the passage of time and by the absence of the father they became single-parent families due to the separation or divorce of the parents and a family is still of the extended type.

Regarding the communication, in two families there is negative communication, of a damaged type between the wife and the children because there are few clear messages, criticisms and reproaches for the absence of the father, in a family the communication is positive between the head of the family with the eldest daughter, but with the youngest daughter is negative and in another family is negative between the head of the family and the eldest son.

The communication is positive with the mother in all the families, because they are with those who spend the most time and with whom they live more in the special moments, although she is the one who imposes the rules to them.

In family cohesion, those who have a head of family with labor mobility are characterized by a high degree of dependence between the mother and the children, among the siblings, who come to establish dyads and present themselves after the separation of the parents, limiting the personal autonomy.

Adaptability in families with a head with labor mobility is identified by the absence of leadership and lack of responsibility in the father, especially from the separation or divorce of the marriage. As there are changes of roles among family members, there is a greater degree of discipline and rules on the part of the mother and in a family is the eldest daughter, who, in the absence of the father, mentions that they acquire greater commitment for taking care of the family, more than when they were working.

In the families with labor mobility it was observed that the main figure of the household begins as the mother due to the absence of the head of the family, however, with the passage of time in two families this role remains indefinitely to the mother, because due to the separation of marriage, now she is the one who assumes the two figures with the greatest responsibility and in a family the role of head chief whether or not the father assumes the eldest daughter, it is worth mentioning that one of the mothers allows on different occasions that the eldest son assumes The role of the parent. The authority in the families with member with labor mobility is exercised by the mother in three families and in one by the eldest daughter, they are those who distribute the activities and tasks to the members, in addition to solving the problems and needs presented in the family.

The contribution of this research is that there are no studies at the state, regional and regional level on the relationship between labor mobility and family dynamics, they are only found in the international arena, so this research is a pioneer in presenting current information on the problems they face families from the labor mobility of the head of the family. The main beneficiaries in this research will be readers interested in family issues and labor mobility, since as mentioned there are no related documents in this area, it is also important that representatives of the Mexican oil company know the situations they live their workers and their families, to later be able to generate intervention proposals for their benefit.

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Strategic Business plan for natural products in Amealco de Bonfil, Queretaro

Plan de Negocios estratégico para productos naturistas en Amealco de Bonfil, Querétaro

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Abstract

The present research had the purpose to realize a study of the organizations and family workshops dedicated to the elaboration of natural products in the state of Queretaro, in the county of Amealco de Bonfil, since in this region, there are ethnic groups with ancestral knowledge in the healing with plants and natural drugs, this work was directed to the implementation of a business plan for these producers, as well as an adequate strategic planning, the research was carried out under the mixed method, through interviews with the producers and also the observation on the site, as well as questionnaires to the consumers of this type of products, the scope of the study was descriptive and correlational of the variables studied, where results were found that identified the shortcomings and subsequently the recommendations of training actions in the field of developing naturists business to improve their production and marketing processes of these organizations and family workshops. It has been considered different business naturist products established in Amealco de Bonfil, Queretaro.

Strategic Planning, Business Plan and Naturist Business

Resumen

La presente investigación se realizó con el propósito de llevar a cabo un estudio de las organizaciones y talleres familiares dedicados a la elaboración de productos naturistas en el estado de Querétaro, en el municipio de Amealco de Bonfil, ya que en esta región, existen etnias con conocimientos ancestrales en la curación con plantas y medicamentos naturales, este trabajo se direccionó a la implementación de un plan de negocios para dichos productores, así como una adecuada planeación estratégica, la investigación se llevó a cabo bajo el método mixto, a través de entrevistas con los productores y también la observación en el sitio, así como cuestionarios a los consumidores de este tipo de productos, el alcance del estudio fue descriptivo y correlacional de las variables estudiadas, donde se encontraron resultados que identificaron las carencias y posteriormente se hicieron las recomendaciones de las acciones de capacitación en el ámbito de desarrollo de negocios naturistas para que mejoren sus procesos productivos y de comercialización de dichas organizaciones y talleres familiares. Se han considerado los distintos negocios de productos naturistas establecidos en Amealco de Bonfil, Querétaro.

Planeación Estratégica, Plan de Negocios, Tiendas Naturistas

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Introduction

The importance of the implementation of strategic tools in the development of any business is currently of great importance, since, these not only improve its operation, but also help it improve and manage to stay in the business environment as competitive and versatile as it is. valid. Globalization and the constant changes in the business market have marked important guidelines not only for the development of any business but since its creation. That is why the importance of using strategic planning as an instrument in its creation, and which, however, has been left in disuse in the conceptualization and structuring of a business.

Through this research, the implementation of a business plan is sought from the integration of strategic planning, to achieve the creation of a business with competitive characteristics and solid foundations to achieve its development in today's business world. It also seeks to demonstrate the importance and importance of strategic planning in the women's association of Amealco de Bonfil, Querétaro, dedicated to the production of herbalism in a traditional way. The competition in the industry of any sector has led to the search for new areas for the creation of new companies that meet latent market needs; Nowadays people are looking for innovative options and alternatives to the use of industrialized products; Being the naturist sector an area with little exploitation and great opportunity.

Due to the aforementioned and from the observation of the vast knowledge that the Amealco population have about the production of naturist products, made with medicinal medicinal flora native to Amealco de Bonfil and the lack of technical knowledge about the structuring of a company, it is what which provides the motivation for the present investigation. Luna A., (2018), points out that strategic planning is determined at the first hierarchical level of the company, without separating from other levels of the business such as the synergistic process, which consists in defining the nature of the company by determining a mission, vision, values and objectives performing an internal and external analysis to formulate, implement and develop a strategic business plan, with a process of continuous sustainable improvement.

Coyla, C., Lizet, S., Domínguez, Macurí, N., Alonso, R., & Mantilla P. (2019), cite that according to data from (Connecting Esan 2016), Trade Marketing are activities that point to improvements in commercial results, through coordinated actions of sales and promotions so that the consumer acquires the products offered at the point of sale.

Method

It began with an exploration in the municipality of Amealco, looking for people who are active using herbs to cure diseases that are not terminal, it was chosen to continue with the study a group of 20 ladies who are formed to gather in a space to craft woven mainly with blanket, cloth and threads, but in that same space all of them also produce, process and sell in a rudimentary way most of the plants that are grown in a natural and ornamental way in the municipality of Amealco.

The field work to carry out this selection and study was carried out in the first half of 2017, finishing the study in 2018. The selection of Amealco de Bonfil for the present investigation is determined from the inquiry about wealth Herbal medicine of this place and the vast knowledge on the part of the population about its use as remedies for diseases and primary diseases, that is to say that they are not fatal for humans and can be treated organically / naturistically and chemically (prescribed medications).

For these factors, Amealco de Bonfil has been chosen as a place to develop this research, presenting large areas of opportunity and advantages to develop it and the relevance of the knowledge in this place.

This group of ladies formed for this activity, were given a brief training, to be able to have truthful information, since the majority are of indigenous roots and have no study, which they feared the interview and that was going to be misused the information collected, for this reason, 2 sessions were dedicated on different days to talk with them and observe the way they performed their herbal activities mainly. As Hernández et al refers to, (2014) the quantitative methodology approach is the one that uses data collection in order to test hypotheses based on numerical measurement and statistical analysis, in order to establish behavior guidelines and guidelines and test theories raised in the studies.

The scope was exploratory and descriptive, because the very nature of the investigation demands it.

The instrument applied was a questionnaire through closed questions using Liker's staggering and divided into two sessions where initial questions, pilot questions, buffer questions, key and complementary questions and demographic data collection were used, which will be designed to be Answer between 10 and 15 minutes.

According to Mario Tamayo and Tamayo (2014), it is considered a descriptive investigation when it focuses on the description, registration, analysis and interpretation of the current nature, and the composition or processes of the phenomena. Approach is conceived through the conclusions of a dominant nature or on a subject or group that functions or is conducted in the present.

The scope was exploratory in obtaining data from the 20 artisans and descriptive - correlational in the information obtained from health food stores and consumers, in these last two cases it was where the crossing and analysis of information was carried out through the SPSS system. In the same way the analysis and description of data by means of frequencies and corresponding diagrams, as well as the correlations between the different variables and the crossing of these same that allow us to know the degree or level of interrelation and direction of them.

He went to interview the naturist stores that exist in Amealco, to know the type of products they sold, the conditions and other aspects of the market, to later apply questionnaires to people from the town.

Problem Statement

Traditional medicine is considered as traditional ancestral remedies that have been accompanying man throughout its history, allowing its healthy and evolutionary physical development over time; And giving way to the development of modern medicine, hence the importance of alternative or traditional medicine around the world.

According to the World Health Organization, it considers traditional medicine as "Practices, approaches, knowledge and diverse health beliefs that incorporate medicines based on plants, animals and / or minerals, spiritual therapies, manual techniques and exercises applied individually or in combination to maintain well-being, in addition to treating, diagnosing and preventing diseases".

On the other hand, WHO determines that its use in developed countries is increasing in recent years, prior to 2005; Where it is found that the population of these countries, who practice alternative medicine ranges from 31% to 70% in countries such as France, Canada, United States, Australia and Belgium. Tending to an expense of between 2,300 million and 2,700 million dollars annually in these countries.

Estimating that there has been an expense in this type of medicine of about 60 billion dollars in the world; Therefore, this body advises the implementation of alternative medicine in the health systems of the different countries in the world.

On the other hand, in 2002 the Ministry of Health in Mexico has determined the Intercultural Health Policy, where "It is recognized as a multicultural composition of society, as well as the existence of different perspectives on reality, the world, life, the body, health, disease and death".

Considering a specialized area to address alternative medicines in Mexico, since use among the population is booming. Considering three important aspects that are Traditional Medicine, Complementary Systems and Health Care Policies of indigenous peoples; All this due to the application and use of traditional medicine by this sector of the national population, mainly herbalists in their areas of origin.

According to figures from the Ministry of Health, at least 90% of the population uses medicinal plants; of that 90%, half use exclusively "herbs" to address their health problems, in 2009. According to the Directorate of Traditional Medicine and Intercultural Development, in 2005 to 2007, through a survey, it was determined that 72% of the population of the State of Querétaro, uses complementary medicines, that is to say they use alternative medicine, mainly plants.

Independent variable

Strategic Planning: Analysis of internal and external relevance through strategic planning.

Dependent Variables

Business Plan: Evaluation of characteristics of the creation of a company in the business plan.

Naturist Products: Constitution of a naturist products company.

General objective

Find the relevance of strategic planning in the development of a business plan that allows the constitution and creation of a naturist products company in Amealco de Bonfil, Querétaro.

Specific objectives

Identify aspects of strategic planning that will strengthen the business plan

Distinguish the factors that may generate a business plan appropriate to the specific characteristics of the Amealco de Bonfil region

Investigate the reasons why a naturist products business does not have a business plan

Hypothesis

Demonstrate the usefulness and relevance of strategic planning as a basis in the creation of a business plan.

Theoretical framework.

The medicinal plants according to the Intercultural magazine these "are all those that contain in some of their organs, active principles, which administered in sufficient doses, produce curative effects on the diseases of men and animals in general."

Medicinal herbalism is understood as "The set of knowledge related to the properties of healing plants". The World Health Organization supports the use of medicinal herbalism, as well as through its investigations it has been able to determine that 80% of the world population uses medicinal herbalism and medicinal plants to complement or in most cases satisfy Your health needs.

According to Borello (2000), a business plan does not have a constitution structure defined by a single author; On the contrary, being a management tool that allows the conception of the creation of a company, it presents multiple versions according to the purposes of creation and pertinent analysis of the same. According to *Emprendeur magazine* (2010) there are different types of business plans according to the objective of the business.

- Business Plan for a Marching Company
- This type of plan seeks the evaluation of the entire organization independently, showing the strengths and weaknesses of the company, as well as the distribution of fixed costs in all the units that compose it, including new branches or businesses to be established by the company. organization.
- Business Plan for New Companies

In this type of plan, the description of the business idea, the objectives to be achieved, the strategies to be applied, as well as the respective plans to achieve the goals proposed in the company creation project must be detailed.

Business Plan for Investors

Business plans for investors should be mainly composed of necessary information about the business idea and financial relevance data, which allow its feasibility, as well as the return on investment. Drafted in a way that attracts the interest of potential investors; with relevant and consistent information, which allows its financial evaluation reliably by the interested parties. Business Plan for Administrators.

The information should be detailed to show objectives, strategies, policies, processes, programs and budgets of all areas of the company, which is necessary as a guide to business operations. Every business plan is structured by different key parts, among which we find the executive summary according to Alcaraz (2001), an executive summary is the most concentrated information concentrate of a business plan. This summary has to be clear, concise and explanatory; Its main objective is to achieve the conviction of potential investors, so its wording which leads us to its easy reading and also must be focused, to what you really want to know about the business plan.

The mission according to Aceves (2004) describes the purpose of the company, this is its reason for being. In addition, it is determined in which businesses it will participate, what markets it will serve, how it will be managed and how the company will grow.

To formulate the mission requires a clear definition of what the business of the company is (or what it plans to be), set out in a concise statement of the purpose for which the company was created, which void it intends to fill in society and In the economy.

A sales plan is the set of activities, organized and systematized, in which periodical sales are estimated that are estimated to be made in the following year.

Taking into account that in all sales plan the sales forecast is considered, so a sales forecast (Kotler, 2006) is considered as the projection in the future on the estimated sales over a period of time.

A budget is a systematic and formalized method to achieve the directive responsibilities of planning, coordination and control. In particular, it includes the development and application of:

General long-term business objectives

Specification of company goals

Development of a general long-term profit plan

A short-term profit plan detailed by particular responsibilities (divisions, products, projects)

A system of periodic reports of detailed results by assigned responsibilities

Follow-up Procedure A strategy defined by Alfred Chandler is the determination of long-term basic goals and objectives in a company, along with the adoption of courses of action and distribution of resources necessary to achieve objectives.

Analysis of results.

Gender of users:

The data obtained by the questionnaires applied to a total of 38 people originating in the municipality of Amealco de Bonfil, these give us the following results.

Of a total of 38 respondents, 36.8% are men, 14 people, and 24 women are 24 people, representing 63.2% of the total. Which shows that women are the ones who tend to consume more naturist products than men.

	Frequency	%	% valid	Accumulated percentage
Valid Male	14	36.8	36.8	36.8
Female	24	63.2	63.2	100.0
Total	38	100.0	100.0	

Table 1 user gender

Source: Own elaboration with information obtained from the questionnaires and processed through the SSPS software

User Age

On the other hand, we found that 15 of the users are between 21 and 30 years old, representing 39.5% of the total, while 10 people are between 31 and 40 years old being 26.3%; Between 41 and 50 years nine people this represents 23.7% and four people are older than 51 years being 10.5%. Young people between the ages of 21 and 30 have a higher consumption of naturist products in relation to older users.

	Frequency	Percentage	Valid percentage	Accumulated percentage
Valid 21 a 30	15	39.5	39.5	39.5
31 a 40	10	26.3	26.3	65.8
41 a 50	9	23.7	23.7	89.5
51>	4	10.5	10.5	100.0
Total	38	100.0	100.0	

Table 2 Age of consumers

Source: Own elaboration with information obtained from the questionnaires and processed through the SSPS software

Consumer Assistance

The constant consumption of naturist products by users is 2.6% being a person, almost always acquired by 13.2% having five people, sometimes 23.7% (Nine people) tend to buy naturist products; 39.5% almost never consume being 15 people of the total, eight people never (21.1%) get this type of products. This indicates that the consumption of naturist products is almost never presented among the users of this market. These results are represented in table number 3.

		Freq uenc y	%	% valid	Accumulat ed percentage
Valid	Always	1	2.6	2.6	2.6
	Almost always	5	13.2	13.2	15.8
	Sometimes	9	23.7	23.7	39.5
	Hardly ever	15	39.5	39.5	78.9
	Never	8	21.1	21.1	100.0
	Total	38	100.0	100.0	

Table 3 User consumption assiduity

Source: Own elaboration with information obtained from the questionnaires and processed through the SSPS software

Relation of the name of the business with the product that the user acquires

Next, we analyze the results obtained with the relation of the name of the business with the product that the User acquires Only 10.5% (Four people) always relate the name of the business with the product they acquire, almost always 18.4% (seven people) do it and sometimes 42.1% being 16 people; This relationship is almost never relevant for 21.1% (Eight people) and 7.9% (Three people) never considers it the same.

Users relate the product with the name of the business where they buy their products, to a lesser or lesser extent, as can be seen in the graph and table number 4.

		Freq uenc y	%	% valid	Accumulat ed percentage
Valid	Always	4	10.5	10.5	10.5
	Almost always	7	18.4	18.4	28.9
	Sometimes	16	42.1	42.1	71.1
	Hardly ever	8	21.1	21.1	92.1
	Never	3	7.9	7.9	100.0
	Total	38	100.0	100.0	

Table 4 relationship of the name of the business with the product

Source: Own elaboration with information obtained from the questionnaires and processed through the SSPS software

Security that gives the name of the business to the user

The security that gives the name to the user is always considered by 21.1% of the total (Eight people), almost always gives security to 18.4% of the population (Seven people), 36.8% sometimes gives security the name of the establishment being 14 users of the total; almost never 13.2% and never 10.5% their name is safe.

In a few people it is found that the name of the naturist business where they obtain their products gives them the security to acquire them, as shown in table 5.

		Frequen cy	%	% valid	Accumu lated percenta ge
Valid	Always	8	21.1	21.1	21.1
	Almost always	7	18.4	18.4	39.5
	Sometime s	14	36.8	36.8	76.3
	Hardly ever	5	13.2	13.2	89.5
	Never	4	10.5	10.5	100.0
	Total	38	100.0	100.0	

Table 5 security that gives the name of the business

Source: Own elaboration with information obtained from the questionnaires and processed through the SSPS software

Relevance of the business location for the user when purchasing naturist products.

The frequency with which it is always considered the importance of the location of the establishment for the user is 55.3% (21 people), it is a key factor for the acquisition of naturist products, almost always 21.1% (Eight people) take it in account for your choice when buying, 18.4% are sometimes interested, almost never 5.3% have interest in this factor being two people of the total.

The location of a business in this market is of importance for users since, more than half of those who applied the questionnaire consider that this factor is always estimated in the consumption of these products.

		Frequency	%	% valid	Accumulated percentage
Valid	Always	21	55.3	55.3	55.3
	Almost always	8	21.1	21.1	76.3
	Sometimes	7	18.4	18.4	94.7
	Hardly ever	2	5.3	5.3	100.0
	Never	38	100.0	100.0	

Table 6 importance of location for the user
 Source: Own elaboration with information obtained from the questionnaires and processed through the SSPS software

Relevance granted by the User to the Quality of Naturist Products vs. Pharmaceutical Drugs

The analogy of the quality of naturist products in relation to pharmaceutical products is never considered by 44.7% of the total population (17 users), 23.7%, that is, nine people out of the total sometimes analogous the quality of the products; 15.8 almost never does (Six people), 13.2% almost always does it and only 2.6% always compares the quality. There is no comparison or importance for consumers of these products compared to pharmaceutical drugs in relation to quality, they are considered totally different.

		Frequency	%	% valid	Accumulated percentage
Valid	Always	1	2.6	2.6	2.6
	Almost always	5	13.2	13.2	15.8
	Sometimes	9	23.7	23.7	39.5
	Hardly ever	6	15.8	15.8	55.3
	Never	17	44.7	44.7	100.0
	Total	38	100.0	100.0	

Table 7 relevance of the quality of naturist products compared to pharmaceutical products
 Source: Own elaboration with information obtained from the questionnaires and processed through the SSPS software

The Personalized Attention transcends for the User when acquiring Naturist Products

Sometimes 44.7% (17 people) think that personalized attention is important when getting a product, 21.1% (Eight people) almost always consider it, 13.2% almost never reflect it and 10.5% as always or think or never It does (Four people).

The attention that the seller provides to the user almost all the time is considered by him when procuring these items.

		Frequency	%	% valid	Accumulated percentage
Valid	Always	4	10.5	10.5	10.5
	Almost always	8	21.1	21.1	31.6
	Sometimes	17	44.7	44.7	76.3
	Hardly ever	5	13.2	13.2	89.5
	Never	4	10.5	10.5	100.0
	Total	38	100.0	100.0	

Table 8 Important Personalized Attention in the Purchase of Naturist Products by Users
 Source: Own elaboration with information obtained from the questionnaires and processed through the SSPS software

The Time to Know the Business is Important for the User when Buying Natural Products

For 44.7% (17 people) seniority is a key factor when consuming naturist products, 28.9% almost always care about time (11 people), sometimes 13.2% examines it being five people out of the total, 10.5% never he takes it into account and only 2.6% almost never reflects it.

The age of knowing the naturist trade is significant, this because almost half of the users always take into account the time when acquiring these goods.

		Frequency	%	% valid	Accumulated percentage
Valid	Always	17	44.7	44.7	44.7
	Almost always	11	28.9	28.9	73.7
	Sometimes	5	13.2	13.2	86.8
	Hardly ever	1	2.6	2.6	89.5
	Never	4	10.5	10.5	100.0
	Total	38	100.0	100.0	

Table 9 Important Personalized Attention in the Purchase of Naturist Products by Users
 Source: Own elaboration with information obtained from the questionnaires and processed through the SSPS software

Relevance of the Business Image to the User

Of a total of 38 people 24 of them always the image is important when acquiring a product being 63.2% of the total, 13.2% almost always reflects it, just as 13.2% sometimes does and only 10.5% never examine. The presentation of the establishment is a key point when considering the purchase of a naturist product for users.

		Frequency	%	% valid	Accumulated percentage
Valid	Always	24	63.2	63.2	63.2
	Almost always	5	13.2	13.2	76.3
	Sometimes	5	13.2	13.2	89.5
	Hardly ever	4	10.5	10.5	100.0
	Never	38	100.0	100.0	

Table 10 Relevance of the business image to the user
Source: Own elaboration with information obtained from the questionnaires and processed through the SSPS software

After knowing the situation of the craft guild that need to position themselves in the local market of the herbalist in Amealco and that having been named magical town recently, the influx of visitors has increased, which implies indicating to sell their products differently and not as they were traditionally sold to local people.

As Quevedo A, Murrugarra M, García, E., Nolasco, P., Cavada, H., & Milagros, B. (2019) agree and state that the strategy in customer positioning is focused on the way in which which effectively meet the common needs of each patient through the benefits of the product. And they point out that the objective is that the image of the brand and the product offered by the company, can strengthen and support the trust and credibility of the customers with respect to the product. Therefore, a solid trust and prestige is built.

Conclusions

The use of a business plan when starting a company is key to its success, the characteristics and properties of this tool provide a greater frame of reference and advantages over established businesses that did not undertake with a previous study like this. Its application is denoted more in large franchises, due to the properties it grants and is exploited by these chains. Likewise, strategic planning is an essential point in the administration of any company, which although as mentioned above is currently applied more in economic entities with a stable and immemorial trajectory having little or no interest in starting them.

In the present investigation, we sought to find the relevance of strategic planning in the creation of a business plan in the naturist products sector in the municipality of Amealco de Bonfil. The object of study of this research was the business plan in the naturist sector in relation to strategic planning, in order to provide a better tool in the creation of a company and thus have a greater opportunity in the market. According to the study carried out by various businesses of this business, it was found that the use of a business plan when starting it is in ignorance and null application of it; various situations arose from an already established trade transfer of years but without a specific plan, the acquisition of a franchise, but without recognizing the plan used in the acquired business or total ignorance of it when creating a company, only the initiative was taken to establish such entities.

Ignorance of this administrative tool is the main cause of its lack of implementation in the foundation of a naturist products company in Amealco, therefore, the relevance of its dissemination to grant a superior opportunity in the conception of these businesses; but for this, the strategic planning approach is considered.

The School of Design model, developed by in based on the works of Philip Selznick in 1957¹ and Alfred D. Chabdlar in 1962; where both authors refer to the implementation of any selected strategy, as well as these must be clear, simple and specific; highlighting the importance of your planning. Relating this study, with the herbal producers of Amealco, we reaffirm what was found in the study, that the main problem of the association studied is that they do not have a planning in their business, and more remotely think of a strategic planning implemented to produce and sell its products, as stated by the School of Design that each company according to their needs must implement a business plan.

The Positioning School is more concerned with the content of the strategies than with the formulation process; since it focuses more on the placement of strategies in the market.

¹ Guzmán Vásquez, Alexander Review of "Leadership in Administration. A Sociological Interpretation" by Selznick, P. INNOVAR. Journal of Administrative and Social Sciences, vol. 21, no. 40, 2011, pp. 235-237 National University of Colombia Bogotá, Colombia

It is based on the work of Michael Porter of 1980, displacing the school of planning in the same year. The formulation process is based on analytical calculations, therefore the low importance of this process; These types of strategies are generic and with an identifiable position in the market, so that as we can realize as the market evolves, with new technologies and tools to sell, companies must be changing in their sales strategies, for Consequently, the Amealco women's association must implement a strategy for selling and positioning their products using new technologies, this through agreements with government and universities that support them to take the first step to implement a business plan to the measure of their association and then follow up to take advantage of the increase in tourists to the municipality of Amealco, since as noted above, recently received the appointment of magical town.

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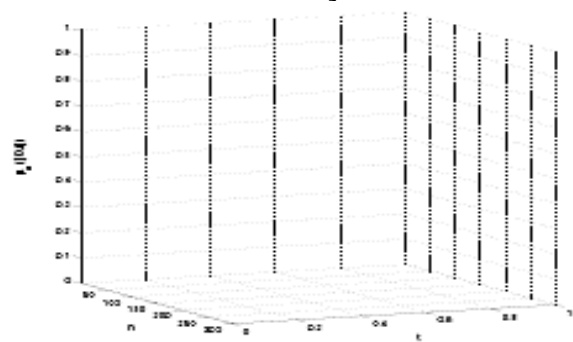
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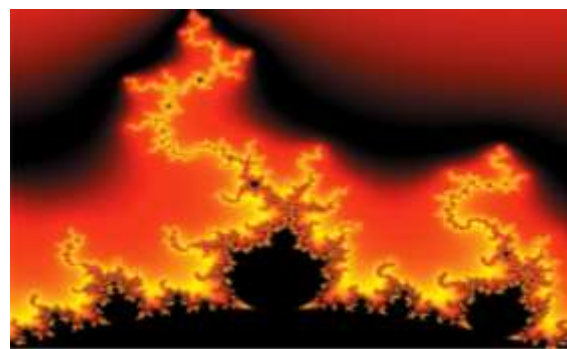


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