

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

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

CRUZ-PIGEON, Mariana^{†*}

Universidad Autónoma de Querétaro, Faculty of Accounting and Administration, Cerro de las Campanas S/N, Centro Universitario, Querétaro, Qro. C.P. 76010.

ID 1st Author: Mariana, Cruz-Pigeon / ORC ID: 0000-0003-0267-6074

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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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* Correspondence to Author (email: mariana.pigeon@gmail.com)

† Researcher contributing first Author.

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 Likert'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 percent age	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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