

Innovation through marketing strategies for microenterprises in Cancun

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Abstract

Small and medium organizations confront big challenges in our country, during their opening, their growth and even during their business consolidation, and one of the most important tasks is their survival. Technological University of Cancun's students, in the area of Marketing and Business Development accomplish an investigation project, supervised by two teachers, which consisted in finding ten local microenterprises that presented some marketing problems such as a bad product or service design, lack of information about their target market, no promotion and communication or an inappropriate client service. The purpose of this project is that the students present the investigation results to the business owners, in order to make the correspondent suggestions or proposed solutions, to innovate through the application of marketing strategies, which ease the microenterprises survival in commercial scenarios.

Innovation, marketing strategies, microenterprise

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Introduction

According to INEGI figures (2015) one of the states with the highest percentage of "business mortality" is Quintana Roo, along with other entities such as Baja California, Baja California Sur, Sonora, Coahuila, Nuevo Leon, Tamaulipas, Guerrero, Morelos, State of Mexico, Tabasco and Campeche. The percentages within each state range between 40% and 53%. It should be noted that one of the sectors with the greatest mortality is commerce. The detection of this problem motivated the students of two groups of the third quarter of the career of Business Development in the Marketing Area at the Technological University of Cancun, to carry out a research project, which consisted of forming teams of four or five members who took on the task of finding a microenterprise in their locality, which presented some problem in the marketing area, specifically in the commercial part, such as ignorance of their market niche, an inadequate design of some of the elements that they make up their product, lack of integral communication or poor customer service.

Justification

In the country and in the entity, there are a variety of programs for the generation of companies and for their growth, but few of them focus on strengthening their commercial capacities, that is, they are supported with loans and financing, but in Sometimes important aspects such as the market, the client and the product or service are left out. Therefore, through the present research and in accordance with the State Development Plan 2016-2022 of Quintana Roo, in axis 1 "Economic Development and Diversification with Opportunities for All".

It is intended to innovate through the design of marketing strategies for the companies involved, with the aim of achieving the insertion and positioning of their products or services in the various types of markets.

Problem

There are concurrent elements related to the market, the client and the product or service, which limit or impede the survival of microenterprises in Mexico.

With respect to the market, it is observed that microenterprises have little knowledge and information about it, which means that they are not able to identify the segment to which they are directed or design commercial strategies according to their product or service.

Concerning the customer, by not identifying it fully and by not knowing the characteristics, they do not adapt their products or services to their needs and desires. Regarding the product, the quality is usually low, they do not develop innovations, and they neglect important aspects such as design and image, and their sales, promotion and distribution efforts are insufficient or are channeled in a different way.

Hypotesis

Most of the micro businesses that sell products or provide services in the city of Cancun, lack a business plan that includes marketing strategies, to ensure the success of their businesses, a situation that affects the mortality of a high index of them. or the lack of innovation.

Objectives**General objectives**

Contribute to the reduction of the mortality rate of microenterprises, addressing the main causes of business closure through the design of marketing strategies, consistent with the market, customers and products or services of the subjects of study, to provide them with tools, that contribute to the insertion or positioning in the market.

Specific objectives

- Provide marketing tools to ten microenterprises in Cancun to contribute to their incorporation or positioning in the market, in order to reduce the mortality rate registered in the entity.
- Encourage the linkage and collaboration between the educational and productive sectors, based on strategic alliances that impact the curricula, teachers and students.
- Generation of new knowledge based on experiences of current business reality.

Theoretical framework

According to the definition made by the Ministry of Economy on its page "economia.gob.mx", micro businesses are all those businesses that have less than ten workers, generate annual sales up to 4 million pesos and represent 95 percent of all companies and 40 percent of employment in the country; In addition, they produce 15 percent of the Gross Domestic Product.

Based on the last Economic Census published by the National Institute of Statistics and Geography (INEGI), of the universe of economic units in Mexico: a) 95.2% are microenterprises, b) generate 45.6% of employment, and c) contribute 15% of the added value of the economy.

The authors cite Márquez & Samper, (2002) in the longitudinal study on the microenterprises of Cancún, elaborated by Hernández, L., May, F. and Martínez, M. They mention that "... although trade constitutes the main activity of those who have created micro-enterprises, their world is very heterogeneous. It includes, among many others, the housewife who operates a small homemade business of making birthday cakes, the lady who with her children operates the kiosk at the exit of the metro station and the young mechanic who operates his workshop in the middle of the street. "Inclusive the same authors denominate to this type of emprendimiento like "business of district".

Companies represent a very important role in society when it comes to talking about innovation, since these are the ones that generate knowledge when introducing new products or services, or improved to differentiate themselves from their competitors.

On the other hand, the authors González, T., Hernández, N., and Oostrom, M., state that the literature on innovation and business highlights three issues:

1. Small businesses have specific conditions when innovating, among which are:

- Human capital and social capital, related to the educational levels of the company's personnel and the collaboration and association networks in which they are immersed.

- Capacity to absorb knowledge of the environment, related to collaboration with research centers and other companies in the sector, as well as in the contracting of specialized services to other companies.

- Innovative environments and sectors: the economic activity sector of the company is relevant to be innovative, as well as the socioeconomic environment, local and regional or global, with which they establish relationships.

2. The "culture of innovation", its absence or presence, its availability and its validity in the socioeconomic environment of the companies or, on the contrary, its inaccessibility and its obsolescence in the sociocultural configurations of the business fabric have been relevant factors the time of success of the cases studied at various levels.

3. Innovation is best understood when it is conceived as a result of the set of interactions and social relationships established between companies, producers of knowledge of interest to the economic sector of the company and the institutional and regulatory framework in which they live, regulate and conditions your economic activities.

Currently, microenterprises are in a highly competitive environment, where factors such as technological development, the globalized economy and the relationship with customers through social networks are the determining factor for its success or failure, and that is why that marketing strategies play a fundamental role for their survival.

In the manual titled Marketing and Microenterprise Business Plan, Vargas (2014) mentions that marketing is the discipline dedicated to the analysis of the behavior of markets and consumers, and that analyzes the commercial management of companies in order to capture, retain and retain customers through the satisfaction of needs.

Every company must know that marketing strategies, in the long term will lead to their survival and growth according to the opportunities that are presented, as well as their specific objectives and resources.

As mentioned by Kotler (2008), marketing plays a key role in strategic business planning in several ways. First, it provides a guiding philosophy on the concept of marketing, which suggests that the company's strategy must revolve around satisfying the needs of important consumer groups. Second, marketing provides information to strategic planners by helping them identify attractive market opportunities and assessing the company's potential to take advantage of them.

Any micro enterprise that pretends to survive in the market must have a competitive advantage. According to Lamb, Hair and McDaniel (2011), it is a set of unique characteristics of a company and its products, perceived by the target market as significant and superior to that of the competition. It is the factor or factors that cause customers to be loyal to the company and not to the competition.

Research Methodology

According to the problem to be solved, the present research will have a qualitative approach oriented towards exploration, description, statistical analysis and understanding of needs and their resolution..

Kind of investigation

This project will be carried out through a conclusive investigation with a descriptive transversal non-experimental design.

The sources used for the project were based on:

Hernández, Sampieri (2003), who corroborates that the non-experimental design is divided taking into account the time during which the data is collected.

In this sense, the transversal design will be used, where data is collected in a single moment, in a single time, whose purpose is to describe variables and their incidence of interrelation at a given time.

Results

According to the analysis carried out in the ten microenterprises of the city of Cancun, most of them were found to be deficient in the management of social networks, as well as ignorance on the part of businessmen regarding the necessary innovation in marketing strategies, so that your businesses continue to operate.

Among the suggestions by the students, is to generate a business plan appropriate to the particular situation of each company, after analysis of the market study, as well as a structure of digital marketing campaign, image and comprehensive communication.

The importance of training staff is mentioned, so that they know and apply the updates of a marketing campaign so that in the end, the impact of the strategies can be measured.

Conclusions

For the students of the Technological University of Cancun, involved in the research project, it was not difficult to find microentrepreneurs with problems in the area of marketing, and in some cases, with a total ignorance of the adequate strategies for their operation.

The managers or owners of the microenterprises (according to each case in particular), were open to provide the necessary information so that the students could carry out the research and carry out the solution proposals. The time invested in this activity was four months, which correspond to a four-month career study period.

The presentation of the project will culminate when the event takes place in which a formal invitation will be made to each entrepreneur in order that the students present orally and in writing the analysis of the detected problem, as well as the proposed solutions and innovation through the use of marketing strategies.

In the same way, the students will continue with the consultancies towards the microentrepreneurs and the results obtained in the medium term will be determined, with the objective of starting up the strategies that the companies will innovate, especially in the mercadological field, achieving with this their survival in the market.

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