

MSMEs' investment as a competitiveness triggering factor**La inversión de las MiPyMes como factor detonante de competitividad**

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Abstract

The objective of this research is to present the results of the study carried out in the San Martín Texmelucan region, analyzing 150 MSMEs to determine the degree of investment that these have and can trigger their competitiveness. Regarding the methodology, the type of research was the applied qualitative type. The contribution was the template in which the strategies appear, which was validated with a pilot test. With this project, an evaluation model of the investments of the MSMEs of the San Martín Texmelucan region is proposed. The project was initially developed by establishing contact with the business sector, preparing a questionnaire to collect and analyze information, the factors that hinder the innovation of MSMEs were analyzed. Afterwards, a pilot test was carried out applying the proposed model to the 150 selected MSMEs and finally, the final report was written and the results were published. It is also considered that this model was applied to the projects that are attended through the business incubator as part of the services it offers.

Evaluación, Inversión, Mipymes, comercio, emprendimiento**Resumen**

El objetivo de la presente investigación es dar a conocer los resultados del estudio realizado en la región de San Martín Texmelucan analizando a 150 MiPyMes para determinar el grado de inversión que tienen estas y puedan detonar su competitividad. Con respecto a la metodología, el tipo de investigación fue la aplicada de tipo cualitativa. La contribución fue la plantilla en la que aparecen las estrategias misma que fue validada con una prueba piloto. Con este proyecto se propone un modelo de evaluación de las inversiones de las MiPyMes de la región de San Martín Texmelucan. El proyecto se desarrolló inicialmente estableciendo contacto con el sector empresarial, elaborando un cuestionario para recopilación y análisis de información, se analizaron los factores que obstaculizan la innovación de las MiPyMes. Después se hizo una prueba piloto aplicando el modelo propuesto a las 150 MiPyMes seleccionadas y finalmente, se redactó el informe final y se publicaron los resultados. Se considera también que este modelo fuera aplicado a los proyectos que se atiendan a través de la incubadora de negocios como parte de los servicios que ofrece.

Evaluación, Inversión, MiPyMes, Comercio, Emprendimiento

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Introduction

Investment appraisal is a collection of techniques used to identify how attractive an investment is. Its goals are to assess the feasibility of achieving objectives; and to support the production of a business case, investment appraisal is very focused on the early phases of a project or program and is executed in parallel with tender work on management and delivery plans.

The existence of discrete planning and initiation steps for this function is entirely dependent on the scale and complexity of the work. In programs and portfolios these steps are necessary to establish consistent assessments across all component projects and programs. In projects, some planning and initiation of investment appraisal is likely to be absorbed within the identification and definition processes.

Most investment appraisals are based on cash flows, but there are other factors that may need to be included, such as:

Legal considerations - a project that enables an organization to adapt to new legislation may be mandatory if the organization wants to continue to operate. Therefore, a valuation based on return on investment is less appropriate.

Environmental impact - the effects of the work on the natural environment are increasingly a factor to be considered in an investment. Environmental impact assessment of infrastructure works is written into legislation in many parts of the world.

Social impact - for charitable organizations, return on investment can be measured in non-financial terms such as quality of life or even lives saved.

Operational benefits - these could include less tangible elements such as 'increased customer satisfaction', 'boosting staff morale' or 'competitive advantage'.

Risk - all organizations are subject to business and operational risk. An investment decision may be justified because it reduces risk.

Methodology

The type of research used for the development and analysis of this project will be applied research of qualitative type, to obtain the information, a questionnaire of 20 items with Likert scale was applied to the 150 companies chosen according to their representativeness in the Mexican Business Information System (SIEM).

For the development of this project to evaluate the investment of the MSMEs of the commerce sector in the region of San Martin Texmelucan, first the degree of competitiveness was determined and to propitiate their entrepreneurship and innovation through the evaluation of the return on their investment.

For which the characteristics of the MSMEs of the commerce sector of the SMT region were analyzed, then the factors were determined as actions to promote entrepreneurship and innovation, then the degree of investment of the MSMEs of the commerce sector was determined and finally strategies were developed to increase the investment and competitiveness of the MSMEs of the commerce sector.

Results

Age range of companies	Number of companies
1 to 5 years	157
6 to 10 years	177
more than 10 years	248
Total	582

Table 1 Concentrated seniority of the surveyed companies

Source: Own Elaboration, April 2022

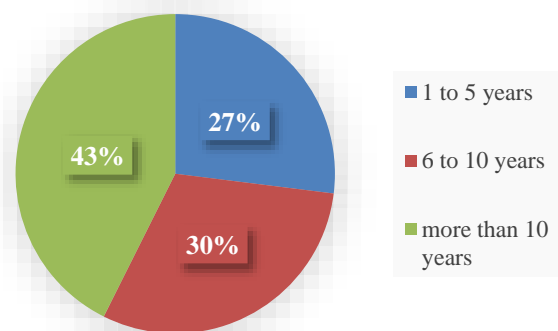


Figure 1 Age of the companies

Source: Own Elaboration, April 2022

As can be seen in Table 1, 43% of the companies surveyed have been in business for more than 10 years, which indicates that in the commerce sector and in this region, companies have remained in the market despite the adverse situations that have arisen. Likewise, 27% of the companies are newly created, which also favors investment and entrepreneurship in the region.

Gender of entrepreneurs	
Man	342
Woman	207
No answer	33
Total	582

Table 2 Profile of owner-entrepreneurs
 Source: Own Elaboration, April 2022

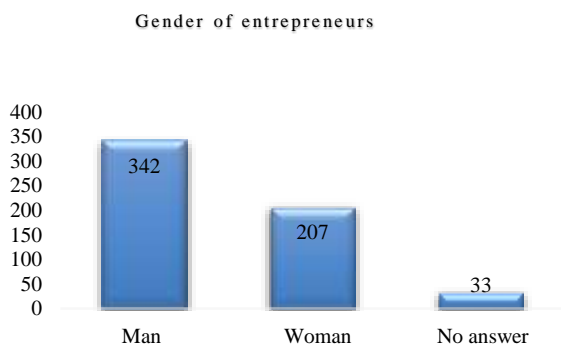


Figure 2 Gender of entrepreneurs
 Source: Own elaboration with data from the survey applied, April 2022

As can be seen in Figure 2, according to the MSMEs surveyed, in the San Martin Texmelucan Region there are 342 male business owners and 207 female business owners, which indicates that in the San Martin Texmelucan Region, despite being family businesses, the owners of the establishments are male.

The evaluation of the investment of MSMEs in the commerce sector in the San Martin Texmelucan region, in order to determine their degree of competitiveness and promote their entrepreneurship and innovation by evaluating the return on their investment.

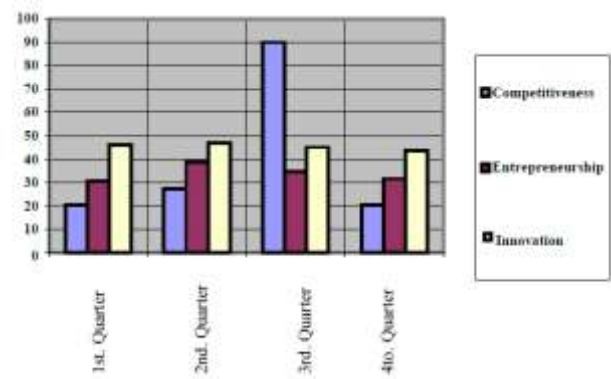


Figure 3 Survey results
 Source: Own elaboration with survey data, 2022

As can be seen in Figure 3, in the first quarter of 2021, innovation was the factor that stood out the most in MSMEs, as they resorted to innovative activities for online sales due to the fact that due to the pandemic, restrictions on hours remained in place. Subsequently, the characteristics of MSMEs in the commerce sector of the SMT region were analyzed.

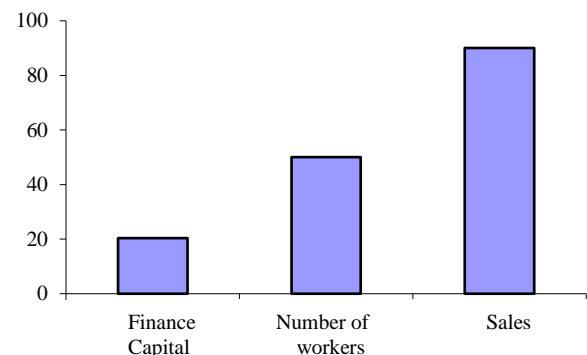


Figure 4 Characteristics of MSMEs
 Source: Own elaboration with data from the study, 2022

As shown in Figure 2, only 20% of MSMEs know their initial capital and what they have invested, which represents a problem since they cannot make decisions. It can also be seen that 45% of the companies have control over their workers in such a way that they can determine.

The following factors were also identified as actions to promote entrepreneurship and innovation

1. Approach
2. Energy
3. Commitment
4. Mental elasticity
5. Equipment and
6. Delivery

To determine the degree of investment of MSMEs in the commerce sector, the analysis shown in Figure 3 below was carried out.

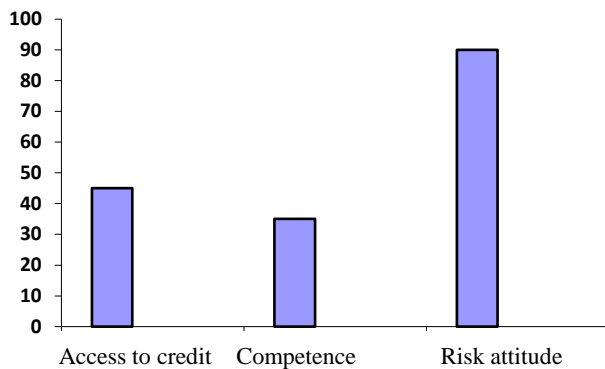


Figure 5. Investment grade

Source: Own elaboration with data from the study, 2022

In Figure 5 it can be seen that one of the factors to determine the degree of investment is access to credit being a factor of 45%, also 30% determines that competition is paramount when investing as there are a variety of options to invest such as banks, stocks, cryptocurrencies, commodities, etc. that due to lack of knowledge in its operation is very difficult for companies to make investments that allow them to enhance their finances.

Finally, strategies were developed to increase the investment and competitiveness of MSMEs in the commerce sector, the most outstanding ones being the following: increase customer satisfaction, optimize work processes, seek innovation and development of new products, internationalize or expand and optimize costs.

Conclusions

In conclusion, the analysis of the characteristics of MSMEs in the commerce sector of the SMT region allows identifying the SWOT of these companies and in this way strategies can be designed to enhance their competitiveness.

Determining the factors as actions to promote entrepreneurship and innovation, it can be observed that the companies, according to their own evolution, have incorporated a great variety of innovative aspects to remain in the market.

Likewise, determining the degree of investment of the MSMEs of the commerce sector, it can be verified that they have a null participation in the investments, since there is no financial knowledge that allows them to have access to the procedures of these.

With respect to the development of strategies to increase investment and competitiveness of MSMEs in the commerce sector, it is concluded that the listed strategies can be applied to companies in the commerce sector.

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