

Measuring performance logistics microenterprises, service sector in the municipality of Salvatierra, Gto.

Medición del desempeño logístico en las microempresas, sector servicio del municipio de Salvatierra, Gto.

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Abstract

The present investigation Focuses on the measurement of the logistic performance of the Microenterprises of the service area of the city of Salvatierra, Gto. The objective of esta research is to measure and analyze the logistics performance in the Microenterprises of the municipality. In order to Efficiently Develop the logistics process Within Organizations, it is Necessary to execute a sequence of activities that start with the so-called logistics planning. It seeks to Identify the different factors and elements That the establishment of influence strategies and the achievement of the Objectives That Arise in a company for a specific period of time (García, 2018). It Begins with the selection of the evaluation instrument, as well as in service Microenterprises ITS application. The collection and analysis of data is Carried out to analyze the results later Obtained conclusions and present micro-enterprises That allow to make strategic decisions to Improve Their efficiency. Companies That Effectively collaborate in the supply chain can count on significant reductions in inventories and costs, greater speed, flexibility and a better level of customer service.

Logistic Performance, Microenterprise, Logistics

Resumen

La presente investigación se enfoca a la medición del desempeño logístico de las microempresas del sector servicios de la ciudad de Salvatierra, Gto. El objetivo de dicha investigación es medir y analizar el desempeño logístico en las microempresas del municipio. Para desarrollar de manera eficiente el proceso logístico dentro de las organizaciones, se requiere ejecutar una secuencia de actividades que inician con la denominada planeación logística. En ella se busca identificar los distintos factores y elementos que influyen en el establecimiento de las estrategias y en el logro de los objetivos que se plantean en una empresa para un periodo de tiempo determinado (García, 2018). Se inicia con la selección del instrumento de evaluación, así como la aplicación del mismo en las microempresas de servicios. Se procede a realizar la recolección y análisis de datos para posteriormente analizar los resultados obtenidos y presentar conclusiones que permitan a las microempresas tomar decisiones estratégicas para mejorar su eficiencia. Las empresas que colaboran efectivamente en la cadena de suministro pueden contar con reducciones importantes en inventarios y costos, mayor velocidad, flexibilidad y un mejor nivel de servicio al cliente.

Desempeño Logístico, Microempresa, Logística

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Introduction

"The logistics performance in both international trade and domestic market is essential for economic growth and competitiveness of countries," said Anabel Gonzalez, senior director of the Department of World Trade Practices and Competitiveness World Bank Group. He explained that efficient logistics connects people and businesses with markets and opportunities, and helps achieve higher levels of productivity and welfare (The International Bank for Reconstruction and Development / World Bank, 2016).

The logistics sector is now recognized as one of the basic pillars of economic development (the International Bank for Reconstruction and Development / World Bank, 2016).

Salvatierra microenterprises have not made any assessment, allowing them to observe their work, much less measure logistics performance; which will enable them to meet the relevant criteria for corrective and / or preventive actions to improve the efficiency of your organization.

Justification

Currently, there is a need to control the logistics management in MSEs (Micro and small enterprises), because "what cannot be measured cannot be controlled, and what cannot be controlled cannot manage." It is therefore crucial to understand how the logistics indicators (Iglesias, 2014) work.

Measure operational processes and the different variables that affect the logistics management of the company is very important for the operation of a MSEs (micro and small enterprises), as a direct impact on the attitude and behavior of its members, placing them at a point evaluation regarding the objectives and achieved (Iglesias, 2014).

Problem

Every day, all over the world hundreds of small businesses are started, which are facing from birth to numerous problems of technical, administrative, financial, commercial, social and / or environmental origin. These cause many of them fail to consolidate and finally are awarded by their owners (Lizarazo, 2009).

According to Espinosa et al., (2017), Salvatierra belongs to the Bajío region, it is an agricultural and commercial region mostly. According to the secretary of Guanajuato state's economy. Salvatierra has 231 registered micro (Quoted from Mexican Business Information System, 2015).

Microenterprise service sector located in the town of Salvatierra not use any measurement system that enables them to assess their performance and improve the service offered to its customers.

Much of family businesses increase their market shares and do not evaluate the need to implement to support growth areas; when performing an operational diagnosis of these companies we can identify common patterns of management, from the lack of planning purchases to storage. This situation allows measurement of the results obtained through logistics indicators.

One of the determining factors for any process, be it logistics or production factors are carried out successfully, is to implement an adequate system of indicators to measure the management of them, so that they can implement indicators in strategic positions reflecting optimum results in the medium and long term, by a good information system to measure the different stages of the logistics process (Mora, 2017).

Given the economic growth that the country, logistics activity has been instrumental in achieving the goals of the industry established in Mexico factor. Logistics is key to economic growth and elemental advance on par with the demands that have local manufacturing (Association of Private Industrial Parks Guanajuato State, 2017).

Hypothesis

By measuring logistics performance in micro Important factors that enhance their efficiency in processes are identified.

Objectives

General Purpose

Measure and analyze logistics performance in micro Township Salvatierra, Guanajuato.

Specific objectives

- Select the tool for assessing logistics performance in micro.
- Apply and analyze the results of the instrument.
- Present results to improve the efficiency of microenterprises.

Theoretical Framework

The theoretical framework mentioned below:

- Microenterprise.

It defines a small business as a company that employs fewer than 10 persons and whose annual turnover or balance sheet which does not exceed two million euros. It is also considered that the microenterprise is a category of small enterprises particularly important for the development of entrepreneurship and job creation (Saco and Mazza, 2004) companies.

- Logistics.

Is the process of planning, implementing and monitoring effective and efficient flow and storage of goods, services and related information from point of origin to point of consumption in order to meet customer requirements (Castellanos, 2017).

- Logistics performance

In the LPI published in 2016 by the World Bank logistics performance of 114 countries investigated using six indicators: custom, tracking and tracing, infrastructure, international shipments, delivery times and quality, competence and logistics (the International Bank for Reconstruction and Development / World Bank, 2016).

- Distribution.

Physical distribution chain is the sequential grouping in time the various activities performed to bring a good from a place of production to the final consumer in a specific market. The activities carried out are: supply of inputs, production and / or processing, inspection of the goods, transportation, storage, sales and final consumption (Antun, Lozano Hernandez and Hernandez, 2005).

- Customer service

To achieve customer satisfaction and customer retention, it is necessary that the company has policies or practices of care and service to customers that are effective. This is to get the highest quality customer service, offering an excellent product and as much of possible additional services (Pérez, 2007).

- Purchases

It is the acquisition of goods and services of the right quality, at the time and at the right price and the most appropriate supplier. Within the concept of modern enterprise, purchases must be handled by a specialized department that should be part of the company's own organization (Mercado, 2004).

The fundamental objectives of all purchases can be summarized:

1. To maintain continuity of supply.
2. Do it with minimal investment in existence.
3. Avoiding duplication, waste and unusable materials.
4. Maintain levels quality materials.
5. Ensure materials compatible as possible lowest price with the quality and service required.
6. Maintain the competitive position of the company and maintain the level of benefits as far as concerns material costs (Mercado, 2004).

- Production.

The notion of production is important because it serves as the main reference that comes to assessing the situation of the company or a country and the results of applied policies; It is a deceptively simple notion. In the course of history, it has been the subject of a variety of approaches and could therefore be the source of real confusion, whether to measure the level or wealth creation, development, assess a situation material or retribution, and more generally of organizing society (Pontifical Council for the Family, 2006).

- Supply of materials.

The aim of the supply system is to provide the production function, materials and resources, time and appropriate manner. The supply is part of production logistics together with physical distribution, maintenance and ground services (Boland, Cart, Stancatti, Gismano and Banchieri, 2007).

Methodology to develop

The research used for the project are not experimental and descriptive research. The sampling is convenience.

Type of Research

- Experimental research

Experimental models used in market research when you want to know the variables that affect the dependent variable, this will need to define the experimental model that can quantify the effect of the dependent variable, such as beliefs, attitudes and / or behavior of individuals based on the manipulation of the independent variables, such as changes to the product / service population response to price ranges, types of promotional media and distribution, among other organizations can manipulate deliberately (Pérez, 2004).

- Descriptive research

According to Calderon, Olvera, Espinosa, and Melesio (2017), descriptive research is used when an adequate characterization of the phenomenon is required. When it is required to specify an existing information and / or verify the accuracy of previous descriptions (quoted Yuni, 2006).

The sample for convenience is the method consisting in selecting units arbitrarily sample, which the investigator are presented, without any criteria to define it. Sample units are self-selected or chosen according to their easy availability. It is a fast and cost of obtaining a sample (Mejia, 2002) form.

By the above. data collection is performed through the "instrument for measuring logistics performance SME" provided by micro evaluated to be analyzed and meet specific goals.

Theoretical Methods

- Selection tool for assessing logistics performance.

Patricia Cano, Fernando Orue, José Luis Martínez, and Gabriel Lopez Yésica Mayett (2015) propose a model designed and logistics management for SMEs (small and medium enterprises). They mention that the simplicity of it, it is likely that these businesses adopt it as reference for improving logistics performance of the supply chain.

The instrument used to assess the logistics performance is structured by 21 questions, which are divided by five sections: purchasing, materials supply, production, distribution and customer service and information flow.

According to Malhotra (2004), Likert scale is a widely used scale requires respondents indicate the degree of agreement or disagreement with each of the series of statements about the stimulus objects. In general, each item of the scale has five response categories, ranging from "strongly disagree" to "strongly agree".

The aspects considered in the Likert scale, was determined using the alternative, where the points are:

1. Strongly disagree
2. Disagree
3. Undecided
4. According
5. Strongly Agree

- Selection studied.

For the selection of respondents were micro went directly to each of them dedicated to the service sector to determine who might provide information and allowed to conduct such research. For reasons of confidentiality, the specific name of microenterprises are not mentioned. These surveys were applied: auto shop, abarrotera, smithy, bakery 1 and bakers 2.

- Application and analysis of results.

To apply the evaluation instrument, he went directly to the facilities of microenterprises. They were shown the instrument and explained who should answer it, as well as form filling. Later the information was emptied into a database in Microsoft Office Excel program because it allows the grouping of all the information, micro- and / or evaluated criteria, as well as allows the preparation and observation of the results graphically.

- Presentation of results to improve the efficiency of microenterprises.

After analyzing the information critical factors of micro they enlisted and were provided recommendations to improve efficiency in organizations.

Results

Application and analysis of results of the instrument

The analysis with the information obtained from the five micro is:

In the shopping section, 30% of micro considered fully agree on the administration of shopping (Figure 1.)

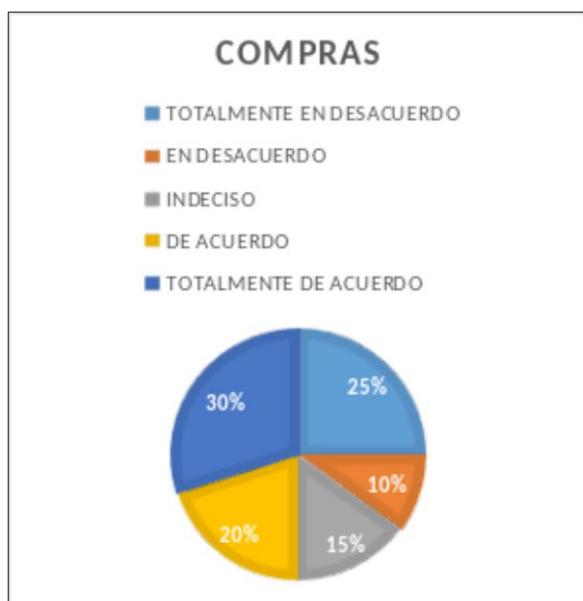


Figure 1 Purchases. (Prepared)

Regarding the supply of materials, 30% strongly agree and 30% agree, as shown in Figure 2.

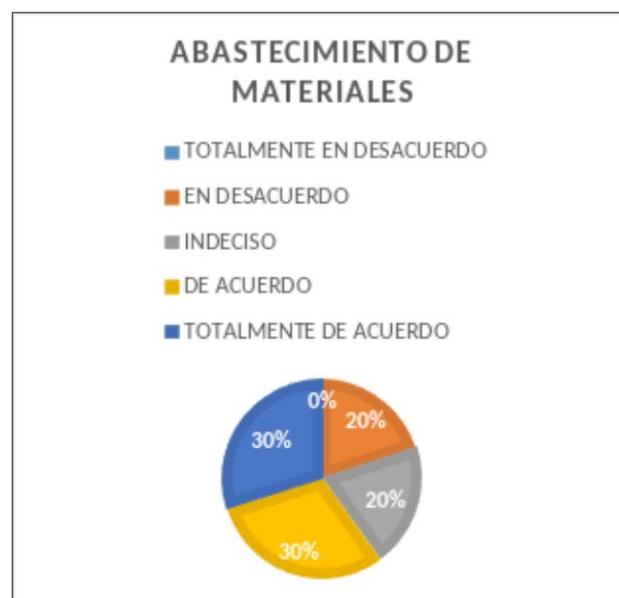


Figure 2 Supply materials. (Prepared)

Regarding production, 38% of micro completely agree on the administration, while 14% have no information and control it (Figure 3)

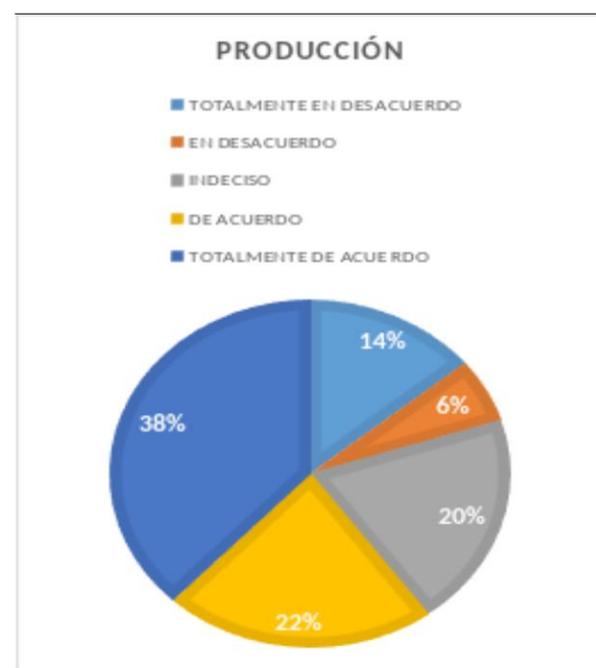


Figure 3 Production. (Prepared)

In Figure 4, distribution and customer service represent 50% of micro that have good service, while 40% disagree and undecided (20% respectively) to provide a quality service.

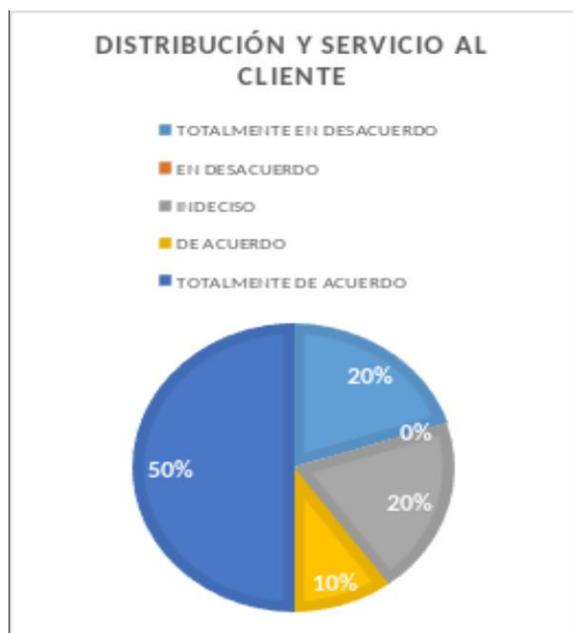


Figure 4 Distribution and customer service (Prepared)

47% (Figure 5), micro mentioned have a proper flow of information, while 13% is undecided.

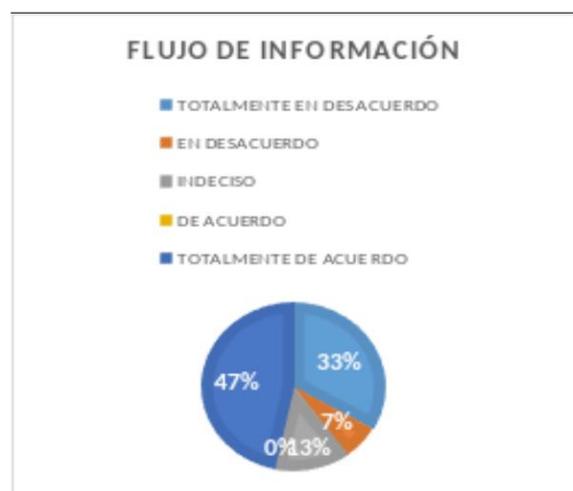


Figure 5 Information flow. (Prepared)

Presentation of results to improve the efficiency of microenterprises

The results of the implementation of the assessment instrument show that less than 50% of micro factors properly made purchases, materials supply, production, distribution and customer service and information flow. Which is why we are encouraged to consider the following recommendations.

Procurement and supply of materials:

1. Obtain materials compatible as possible lowest price with the quality and service required.
2. Determine the specific order quantity based on established methods and have communication with reliable suppliers.

Production:

1. Perform historical data and based thereon determining the production quantity.
2. Identify opportunities for improvement and optimization in production processes.

Distribution and customer service

1. Sharing demand information, communication strategies and share best practices with internal customers and suppliers.
2. The adoption of the Internet as a sales channel.

Information flow

1. Have a database in which to record all the important information for the organization, from sales made product, supplier information, customer information, etc.
2. Effective communication within companies and commercial partners to optimize processes to improve the chain from planning to responsiveness to unexpected changes and thus increase process flexibility.

Conclusions

In the evaluated factors, 30% of micro perform adequately consider purchasing and supply of materials. While 38% mentioned having control of production, 50% good distribution and customer service. 47% has an adequate flow of information.

Generally, less than 50% of micro properly perform organizational processes to make appropriate logistical performance.

It identifies the important factors to improve are: purchasing, distribution and customer service, production and information flow.

Each micro-enterprise will have to assess how is performing each of the processes to implement improvement strategies that enable them to improve their process efficiency and thus improve competitiveness in local markets.

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