

Garlic as a business opportunity for producers in the region in Baja California Sur

El ajo como oportunidad de negocio para productores de la región en Baja California Sur

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Abstract

This article shows the results obtained from the market study that was carried out to the inhabitants of Santa Rosalia, in order to market a product as it is a garlic paste to season meals represents a good business opportunity for producers of garlic of the region and the deductive-exploratory method was used to collect, analyze and interpret the information obtained through tools such as interviews, surveys and direct observation, taking a considerable sample of the population of the locality, thus, according to the results obtained, the initiative was taken to propose a project that will take these garlics and transform them through an artisanal process to create a garlic paste that can be offered in the market and replace the traditional seasonings and This way, create a business opportunity for producers of this raw material, which is given in large quantity and quality, since that once processed could generate greater profits than if they sell it fresh, concluding that the producer has in his hands a new product to be marketed in said location.

Producers, Business opportunity, Consumer

Resumen

El presente artículo muestra los resultados obtenidos del estudio de mercado que se llevó a cabo a los habitantes de Santa Rosalía, con el fin de comercializar un producto como lo es una pasta de ajo para sazonar comidas representa una buena oportunidad de negocios para los productores de ajo de la región y se utilizó el método deductivo-exploratorio para poder recabar, analizar e interpretar la información que se obtuvo a través de herramientas como la entrevista, encuestas y observación directa, tomando una muestra considerable de la población de la localidad, así pues, de acuerdo a los resultados obtenidos, se tomó la iniciativa de proponer un proyecto que tomara estos ajos y los transformara a través de un proceso artesanal para crear una pasta de ajo que se puede ofrecer en el mercado y sustituir a los sazonadores tradicionales y de esta manera, crear una oportunidad de negocio para los productores de esta materia prima, la que se da en gran cantidad y calidad, puesto que una vez procesado podrían generar mayores ganancias que si lo comercializan fresco, concluyendo que el productor tiene en sus manos un nuevo producto a comercializarse en dicha localidad.

Productores, Oportunidad de negocio, Consumidor

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Introduction

Currently, the rush of daily life makes housewives seek practicality at the time of cooking, so try to consume products that facilitate the preparation of food and, therefore, save them valuable time for them. Faced with these needs and difficulties, in most homes, restaurants and any other place where food is prepared, it is vital to make the most of the time, being of utmost importance to have products that are practical and that facilitate their preparation.

For all this, there is a great demand in the market, for products that are easy to use and fast, and that better than coupled with this, these products are organic and prepared in a traditional way. According to the study carried out, most people who cook it consume a seasoning or seasoning to add to their meals, according to the applied surveys can be seen in (Figure 2) that the most commonly Knorr, representing 77.8% of the consumption, products with 6.1%, followed by McCormick with 3.2% and last with 2.4% others, however highly positive results were obtained, a wide market was obtained and the possibility of being of the preference of the people because it is a natural product, handcrafted and many people call this attention, this and many other indicators.

However, all the products that are already on the market, none is natural, that the garlic paste is presented as the alternative that replaces all the seasonings taking advantage of the large quantity and quality of garlic production that has in the region of Mulegé and is not used in its entirety.

You can also see the opportunity to use a resource of excellent quality in the region such as garlic, to make an organic garlic paste that meets the characteristics before it is fulfilled, in order to be a first class product option for people who cook daily and we will expand our market so far in restaurants and all kinds of services where prepared food is sold.

However, if you want to be competitive, you have to face competition and apply strategies to be better than them and as a product like this is committed to being a project that benefits the garlic producers of the region that take the initiative to undertake and always be applying constant improvements, so that the project continues to function in the right way.

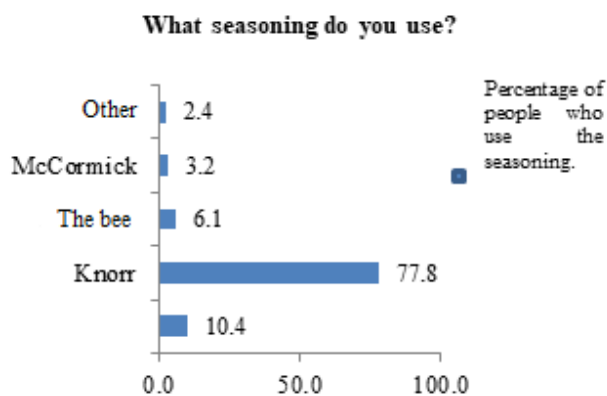
Benefits of garlic and its transformation to create a handmade pasta to season the food

Garlic is a food with many benefits and properties that can be considered essential in the kitchen because it is a natural seasoning that enhances the flavor of food. According to (Nutrition, 2011) garlic contains iodine, phosphorus, potassium and vitamins such as thiamine, vitamin B6 and C, which are based mainly on the sulfur components contained (allicin, allyl / diallyl sulfides). In addition, garlic has been attributed numerous beneficial properties for health: antiseptic, anti-inflammatory, antibacterial, antiviral, antifungal and intestinal antiparasitic effect, which is why it is considered an excellent food for the body.

Likewise, the garlic is given in great quantity and quality in the region of San José de Magdalena BCS, a town that is a few kilometers from the town of Santa Rosalía, which facilitates obtaining this, so it is a good opportunity propose a new product that benefits the producers of the region, which will use these garlics and transform them into a product that was easy to use, which will consist of a garlic paste made by hand with the best garlic from the San José region of Magdalena and proposes to offer in different types, natural garlic paste, with oregano and pepper, with ginger and with chile de árbol, which will serve as marketing means to raise the economy of the producers of the region, managing to sell it in three presentations, which will be:

A glass container of approximately 60 ml, which will be available in the 4 different combinations, in practical compacted cubes of approximately 10 grams of product and in tubes serves easy vacuum sealing of approximately 30 ml. However, these presentations may compete in a market that has a high demand for organic products that according to (Agriculture, 2017) "Organic products are those that are produced, stored, processed, handled and marketed in accordance with precise technical specifications (standards), and whose certification of "organic" products is the responsibility of a specialized agency " for culinary use and the majority offered on the market have a large number of chemicals and preservatives that are harmful to health, an example being the Seasonings or condiments for food, which contain large amounts of chemicals and artificial flavorings.

For this it was important to survey the consumer to see the importance of a new garlic-based product from the region, which will impact on families and traditional consumption in order to know how they season their meals and according to the results of These surveys and the study conducted in the town of Santa Rosalía, most people who cook consume some seasoning or seasoning to add to their meals, according to the surveys applied can be seen in (Figure 1) that the most used are Knorr , representing 77.8% of consumption, bee products with 6.1%, followed by McCormick with 3.2% and finally with 2.4% others.



Graphic 1 What seasoning is most used

Source, own elaboration with information generated from market research surveys about the Sazonajo project for marketing in Santa Rosalia Baja California Sur

However, the results of these surveys showed that most consume seasonings that have artificial flavors and harmful chemicals, so it is important to create products as an alternative to traditional seasonings with ingredients that are 100 percent natural and this way they can differentiate themselves from the competition.

This is why producers in the region have this opportunity to make new products through garlic by marketing them in the municipality of Mulegé and, if possible, in the state of Baja California Sur.

Innovation process of the entrepreneurial idea

Make products easy to use and take advantage of the best garlic from the San José de Magdalena region, through entrepreneurship and innovation, are opportunities that are currently presented in each of the people who currently are dedicated to the sowing of garlic and other byproducts derived from the riches they have in the field to make innovations in the elaboration of handicrafts, according to the author (Vianna, Vianna, K. Adler, Lucena, & Russo, 2016) mentions that the innovation process consists of recreating business models and building totally new markets focused on unmet human needs, in addition to being able to select and execute the right ideas, consummating in the market in record time, likewise, it is the way in which the company manages its resources through of time and develops competences that influence its competitiveness, the transformation of the raw material that is easy to obtain is achieved, in products that benefit the producers and that will help them to take advantage of all the resources they have, proposing alternatives such as creating a garlic paste combined with herbs, which takes a handmade production process that consists of:

1. Fresh and quality garlic is obtained from nearby suppliers, as well as other ingredients such as olive oil and the spice with which you want to mix the garlic to make the pasta.
2. Carefully peel the garlic that is going to be used, always taking care of the garbage, since this process generates a considerable quantity of garbage, it is advisable to do it in containers in which the garbage does not spread.
3. Once the garlic is peeled, it is decided with what spice it is going to work, and the indicated ingredients are chosen.
4. Place the garlic in a blender or any other device that serves to grind garlic, as well as the original way of doing it that is by hand in a molcajete, this is placed in parts since, if you liquefy all the garlic, the paste will remain with many lumps.

Olive oil is deposited along with the garlic, this is a very important ingredient since it attributes to the properties of the garlic making the conservation of the product is greater, also the olive oil depends on the texture of the pasta, due to this Place a standard amount of oil and add more until you achieve the texture you want. Finally, add the determined spice, as it can be chili, pepper or ginger, taking care not to exceed with these to not ruin the pasta.

5. Everything is liquefied and while it is being liquefied with a kitchen utensil like a spoon, the mixture of the walls of the blender is being lowered so that it is ground in its entirety.

The mixture is constantly being checked to ensure that the consistency is indicated, as well as looking for lumps or parts that are not well ground, this part of the process is the most important since this depends on the final product is also this the liquefying process is slow and it is very important.

6. The type of bottle in which the mixture is deposited is selected, as well as sterilized in a special machine so that these are free of microorganisms and the paste can be deposited in these.
7. The specific label is designed for each presentation of the paste, and it is stuck in the bottle taking care that the label does not remain crooked or with any flaw.
8. Once the bottles are sterilized, the mixture is placed inside them and sealed under vacuum, in a special machine for sealing.
9. The lid and the decoration of canned with which the different presentations of the pasta are adorned.
10. A final check is given to the final product in search of errors in the label or any other malfunction that may have the product already embarked for distribution.

Taking into account the previous process, you can create this product which can enter and impact a highly competitive market, but you have the distinction that it is made by hand, which will allow producers in the region to benefit from it.

It is expected that this innovation is applied efficiently, highlighting and distinguishing the product from others by its way of use and its practical presentations, this will attract a very extensive market such as kitchen products, which represents a huge growth opportunity for garlic producers in the region since there is no one to process it and in this way, however this represents a business opportunity for producers in the region benefiting their economy through projects that can be launched and marketed in the market.

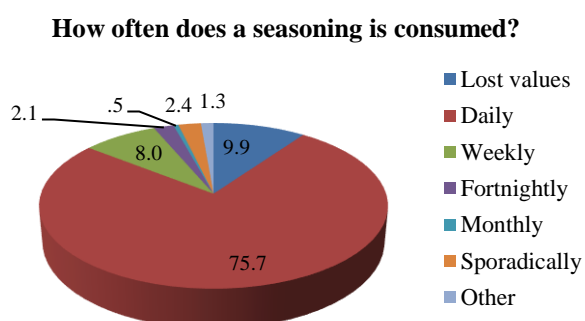
Potential market and emphasis on the segments to enter

Garlic is an essential ingredient for the preparation of many types of food, so there is a wide market for its different presentations and for (Kotler, 2004) in his book "*Marketing*", a market is the "*set of real buyers and potentials of a product. These buyers share a particular need or desire that can be met through a relationship of exchange*" and with respect to the above, in the region there is a potential market to market products derived from garlic, because cooking with it is in our culture, in addition to this is easy to obtain in the surrounding areas, which opens up endless opportunities to make new products, including a garlic paste to season the meals, which aims to reduce the time lost as much as possible the process of peeling and cutting it, as well as avoiding that the strong odor that comes from the garlic is impregnated in the consumer, thus satisfying the need to cook in a shorter time.

Also to be able to elaborate this product it is possible to associate with the garlic producers of the town of San José de Magdalena, since there is a garlic of excellent quality and it has the advantage of the easy transportation of the raw material which save time and capital, this product is aimed at a very large market, because it can be sold in stores, groceries, markets and any type of establishment that sells food, thus making the product easy to find, because it will have an extensive market that will be able to cover, so the clients to whom a product like this will be directed are all those people who cook, mainly to housewives and food businesses that require the product in large quantities, such as restaurants, hotels, among others.

Likewise, according to the extensive market that will be covered, it can be divided into small sectors of interest, that is, a market segmentation can be carried out, to which according to (Charles W. Lamb, 2006) it is the "process of divide a market into relatively similar and identifiable significant segments and groups "to which the product will be sold in its different presentations according to the type of demand, this market segmentation will be given according to how the product is offered to the different types of customers, which will bring a different interest for the product in its presentation and quantity. These sectors can be separated into: housewives, restaurant sector, and the rest will include anyone who wants to cook and occupy the product.

In addition, different distribution channels can be used, according to (Longenecker, 2001) they are " The systems of relationships established to guide the displacement of a product " thus achieving the activation of the economy of the region, for which they will be benefited from the producer, the retail buyers, wholesalers and the possible associated distributors, since the purpose of this project is to make the product come to be sold even in the smallest grocery store in its different presentations. You can see in graph 2 extremely important data about the consumption of condiments or seasonings in order to know if the product would have the possibility of entering the market, as shown in the results of said graph, 75.7% of the population consumes one seasoning daily, 8% weekly, 2.4% sporadically, 2.1% biweekly, 1.3% consume it differently, 0.5% monthly, and to finish it had a range of 9.9% of lost values.



Graphic 2 Frequency with which people consume a seasoning

Source, own elaboration with information generated from market research surveys about the Sazonajo project for marketing in Santa Rosalia Baja California Sur

In addition, as already mentioned, one of the biggest advantages of the product will be that it will have an accessible price because it will try to reduce production costs as much as possible, making most people have the possibility of acquiring it.

However, to be able to take advantage of the opportunities that arise within the market, it will be necessary to be aware of the new needs and demands that the client demands and, in this way, apply constant changes to the product, to always be competitive within the market.

Development of the idea and application of innovation

The idea of creating a product in this way arose by identifying the abundant raw materials in the Mulegé region, based on this, the needs that could be met if products derived from these raw materials were made, that make the most of the resources available those that account and benefit local commerce.

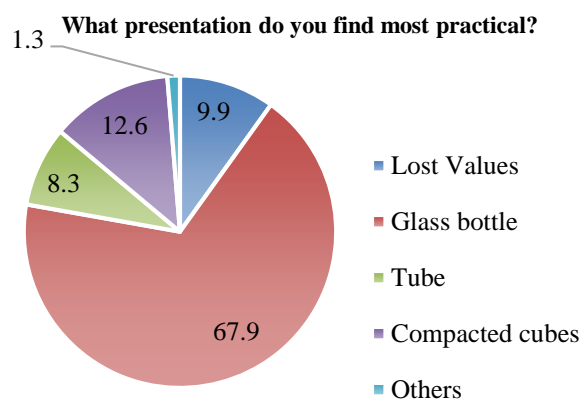
Likewise, it is proposed to use garlic as a raw material, which is an essential element in cooking and also has qualities and health benefits that distinguish it from other condiments, to create an entrepreneurial project that consists of a paste garlic, which aims to make the most of the benefits of garlic mentioned above, also use it in a different and innovative way creating a product that bypasses the traditional process of using garlic in the kitchen making this a practical ingredient to the Time to cook.

The elaboration of the prototype, which according to (Guerra, 2016) "is an artifact or group of artifacts built on rapid iterations that help to perform the experiments to discover key points in a business" that is proposed will consist of a selection and peeling process of the best garlic that will later be crushed and combined with olive oil and different types of spices that will complement the garlic flavor to make this product an excellent food seasoning.

The prototype that will be elaborated will implement the different types of herbs (pepper, ginger, oregano, etc.) in their different presentations, which will be varied, some of them can be in glass containers of approximately 60 ml, in plastic tubes of 30 ml and small compacted cubes of approximately 10 gr.

However, if the product manages to enter the market, the presentations that are adopted will depend on the demand, tastes and preferences of the customers.

In accordance with the above, the potential market to enter prefers or has a greater demand for a presentation of the product in a glass container, this information is expressed in percentages in Figure 6, which shows that 67.9% would prefer the presentation in a container of glass, 12.6% in compacted cubes, 8.3% in tubes, 1.3% would prefer another presentation, while there was a range of 9.9% of values lost.



Graphic 3 Presentation of Sazonajo that seems more practical to the people

Source, own elaboration with information generated from the market research surveys about the Sazonajo project for its commercialization in Santa Rosalia Baja California Sur

Competence and strategies to achieve excel

At the moment of wanting to launch a product to the market, competition must be studied. The author (Jacques Filion, Cisneros, & Mejía-Morelos, 2011) points out that the competition should be studied carefully, checking if the present and potential market will allow the existence of another company additional. It is vital to know which companies in the city sell, produce or provide a service similar to the one it is intended to offer, therefore to identify in which aspects you can innovate so that this product has something different from the others, that makes it stand out and that therefore, obtain the customer's preference.

These innovations applied to the product should be thought according to the needs that exist in the region where the product will be marketed, as these vary according to the type of market you want to enter.

In addition, in the locality, for a product such as the one proposed, the main competitors that currently exist in the market are companies dedicated to the sale of spices and seasonings, which handle products with similar characteristics since they use garlic as a base material for your product, however the innovation that will be applied when creating the product will seek to take advantage over others by providing new features and options for the use of garlic as a condiment for all types of food. In addition to this, the garlic paste that is proposed to be made, as mentioned above, will be of organic origin and made by hand, which is undoubtedly an extra feature that will make it stand out from the rest, attracting a more extensive market.

Likewise, the production of garlic paste, being organic, will not have any preservative or chemical that could be harmful to health, because garlic has its own natural preservative, knowing beforehand that garlic has a large amount of beneficial properties for health, it is intended to make the most of these properties of garlic so that its production process is 100% natural, taking into account this, the advertising and propaganda that will be made to the product can focus and emphasize these aspects, since many people seek to consume natural products. There will also be tasting stands outside the most popular establishments in order that people realize the quality of the product, be convinced and be interested in consuming it and replace the traditional seasonings for this product.

It is worth mentioning that the product is expected to be preferred to customers over others because it will also be consuming an organic and easy to use product, they will also boost local trade, benefiting the economy of the region and encouraging the creation of new jobs.

Methodology

The research method used was deductive-exploratory, it was based on an analysis of the local situation and information was obtained from the population. The data used in this research comes from a representative sample of consumers in Santa Rosalia Baja California Sur, Mexico, who were subjected to surveys and direct observation to know their consumption habits and frequencies and to characterize the consumer under different segmentations based on their preferences.

The dx model was also used (Garcia, 2012) is a methodology proposed by the teacher Luz Mercedes Ruiz García which was developed for a consultancy study in an advertising agency, was used to detect weaknesses within each of the departments of the same and likewise create strategies to help strengthen and improve that company., the teacher used it in order to do a consultancy, however that model was taken as a reference to conduct the market study of the company Sazonajo SA de CV evaluating the following aspects: price, product, offer, marketing, competition, demand and segmentation, to determine the weaknesses and turn them into opportunities that help the owners of the company to good decision making and continuous improvement of their product.

This study yielded important data from the sample which allowed for subsequent analyzes and evaluations to have concrete results and clear interpretations about the market that is intended to enter and the tastes and preferences that are available, as well as to determine the sample of the population We went to the INEGI website which, according to the 2015 population and housing census, says that the town of Santa Rosalía has 14,160 inhabitants (Aguilar, 2005).

$$n = \frac{N\sigma^2 z^2}{(N-1)e^2 + \sigma^2 z^2} \quad (1)$$

Where:

n = sample size, **N** = population size, σ = standard deviation of the population, usually when its value is not used, a constant value of 0.5, **Z** = value obtained by means of confidence levels, is usually used.

It is a constant value that, if its value is not taken, it is taken in relation to the 95% confidence that is equivalent to 1.99 (as usual) or in relation to the 99% confidence that equals 2.58, which value is left to criterion of the researcher, **e** = acceptable limit of sampling error that, generally when its value is not used, a value that varies between 0.5% (0.5) and 0.9% (0.9) is usually used, a value that remains at the discretion of the interviewer.

The calculation of the population sample showed that 374 surveys should be applied, to determine the application of surveys, the formula for determining the population sample was investigated, after obtaining it, the number of inhabitants of the population of Santa Rosalía was investigated from a reliable source. , which according to (INEGI, 2015) has a total of 14,160 inhabitants, and so in this way make the substitution of the formula resulting in a total of 374.03 which is rounded to 374, analyzed how many colonies would apply said tool so it was determined that there would be 8 colonies, 374 divided by 8 to obtain a total of 46 surveys per colony: Mesa Mexico, Mesa Francia, Nopalera, Hidalgo, Centro, Lomas los Frailes, Magisterial and Nueva Santa Rosalía.

Socioeconomic characteristics of the sample

After carrying out the study, the sample that was taken for this article was composed mainly of women (80%), since women are the ones in greatest number are responsible for cooking inside their homes. Also the average age of the respondents is in the range of 40 to 49 years, representing 26.1% of the sample, since as you can see the women of this age, are those who most often cook.

Regarding the schooling of the respondents, it was found that 41.9% studied until high school, 23.5% a bachelor's degree, 18.4% secondary, 4.5% primary, 1.3% no study, 0.3% a graduate, 0.3% others and a 9.9% was obtained representing the values lost. Another important item is the type of consumers that can be had regarding their monthly income level, where according to the study, 42.1% have incomes between \$ 8,000 and \$ 16,000; 39.5% between \$ 4,900 and \$ 8,000; 4.3% between \$ 3,200 and \$ 4,900 and 2.9% of more than \$ 16,000.

Results and interpretations

After conducting the market study in the town of Santa Rosalía in order to collect information about the product that is intended to offer, where questions were asked to people about the tastes of cooking, if they consume a seasoning or something to spice up their meals and if you would like to try a new and innovative product such as garlic pasta, highly positive results were obtained.

Since a product like this can have a wide market and may be of the preference of people because it is a natural product and handcrafted, so that a high demand for the product is expected and that the response of consumers is good.

However, if you intend to be competitive, you must face the competition and apply strategies to be better than them and for a product like this, the competition is mostly products of companies already positioned in the market, which is why it has the commitment and obligation to make an organic and high quality product that is on par with its competitors, achieving this through the implementation of marketing strategies which were supportive to yield the results that allowed to make the necessary improvements for the product in this way to stay within the competition, as well as meet the needs of the client.

In addition, you can choose several distribution channels which will be previously analyzed and valued in order to be able to select the one that best suits the market you wish to enter and the needs or what the customer is used to. Finally, the product can be distributed in the locality and surroundings at the beginning of the project, but the future vision is to expand the market and be able to have a place in several parts of the state and then nationally in order to achieve the success it's wanted to achieve with the product, this is why this project is proposed as a business opportunity to garlic producers in the region, because if developed properly will bring many benefits, promoting the economy and trade.

Acknowledgment

I thank all the people who contributed to the realization of this article, especially my teachers of the Higher Technological Institute of Mulegé, who gave me their knowledge to complement the information I got from the study I did, in addition to the people who, from the best way and disposition, they gave me a little of their time to answer each survey and thus be able to generate the database that allowed me to interpret and generate conclusions.

Recommendations

One of the main recommendations to know directly to your competition when launching the product to the market, since there are similar products that are being developed, but very few in an organic manner, this will allow you to further refine the development of this project. Carry out a feasibility study to know the road market, technical and financial project and know if it is profitable in the future.

Take the product with more experts in the food field, which allows you to carry out in-depth studies on the properties of the product and thus improve it, as well as put a professional monitoring in the market of garlic seasonings, with the purpose of finding and measuring variables of vital to see the acceptance that the product will have in the potential market.

Perform the estimation of the fruit in terms of production, with producers in the region, to estimate the amount of realization of the product.

Conclusions

Currently in the state of Baja California Sur there is a large production of fruits and vegetables that are exported to other states of the country or even to other countries, because there are no local companies that are dedicated to the transformation of this raw material to convert it in products that they can market and with which they can generate many more profits than if they only market the raw material.

This is why there is a need to develop many more innovative projects and that more and more people decide to start a business and visualize all the opportunities that are presented to them and that they do not know how to take advantage of them.

However, there are not many people who decide to create new projects, so in this document a project was proposed that consists of transforming the garlic that occurs in the San José de Magdalena region to make a handmade garlic paste that changes the traditional way of using garlic for cooking, this product may also be distributed in the locality and surroundings at the beginning of the project.

But the vision for the future is to expand the market and be able to have a place in several parts of the state and then at a In order to achieve the success of the product, this project is proposed as a business opportunity for garlic producers in the region, because if it is developed properly it will bring many benefits, promoting the economy and trade.

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