

Administrative process of food business in San Juan del Rio, Qro. During COVID-19

Proceso administrativo de negocio de comida en San Juan del Rio, Qro. Durante COVID-19

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Abstract

The objective of this project was to know the administrative process of a fast-food business, Bing considered as a case study. With this investigation completed, an administrative process was developed that will satisfy businesses nationwide with the circumstance of COVID-19.

Administrative process, COVID-19, Fast food business

Resumen

El objetivo de este proyecto fue conocer el proceso administrativo de un negocio de comida rápida, considerando como un estudio de caso. Con esta investigación terminada se elaboró un proceso administrativo que podrá satisfacer a los negocios a nivel nacional con la circunstancia de COVID-19.

COVID-19, Negocio de comida, Proceso administrativo

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Introduction

In the municipality of San Juan del Río, Qro. As well as in all municipalities and states of the country, small businesses have required significant changes to be made during the COVID-19 pandemic.

Thus, the objective of knowing the process that a food business had to carry out in the eastern area of the aforementioned municipality was raised, considering it as a case study and that by having carried out that process, it faced a significant change and today, since the business started it grew significantly. With this investigation concluded, a process was developed that will be able to satisfy businesses at the national level that, with the circumstance of COVID-19 and the norms established by the authorities, was a development of the business for the better and achieve greater growth.

Literature review

Administrative process:

The administrative process is understood as the set of stages, -planning, organization, direction and control- in order to achieve the objectives of an organization, business or company in the most efficient way possible. It is in the management stage, where the owner and / or entrepreneur can intervene in any conflict that arises. López (2021) <https://economipedia.com/definiciones/proceso-administrativo.html>

According to the author Luna (2015: 118) for a business to function within the framework of rules set by the internal and external environment, it is necessary to have or carry out a control within the micro company and / or business because in this way it is consolidated the administrative process that has been defined previously.

For a business that can be called micro-businesses, as mentioned by the author Calleja (2021: 19) and the author Luna (2015: 126) establishes that in the management phase it would be for a small business the owner who must carry out this management phase applying leadership efficiently and effectively, since the owner must be a leader who supervises, communicates, motivates and makes decisions.

Businesses can be considered as micro companies, since they belong to the service sector that according to the author Luna (2015: 12) this business area can have up to a maximum of 20 employees.

The author Blandez (2016: 7) mentions that entrepreneurs and / or business owners present similar characteristics in order to have a successful business and that they are the ones indicated below.

- They create a business in order to make it grow.
- They focus on meeting the needs of consumers, as well as their own.
- They establish plans and strategies such as the innovation of new products and / or services.
- They propose new ways of managing the business and / or company.
- They anticipate the demands of their consumers.

If within the company it is the owner and / or leader who makes the decisions with them, actions are taken that lead to a change in the business over time.

The decision is for the author Jeffcut (1994: 241) the process of narrative analysis interpreting actions and identifying meanings in what is understood as articles and individuals so that the business has a better functioning.

If you have the definition of decision, then you must understand what is understood by decision making, is the author Monllor (1994: 96) who indicates that the use of the information obtained by the business to select actions that produce fruitful results for the growth of the business. This process of converting information into action is what is called decision-making.

The business owner's task involves not only making decisions, but ensuring that the organization does it in the best way, as mentioned above.

To continue in a market the authors Simon (1982). Sfez (1984). Ivancevich, et al. (1997). Frank Harrison (1999). Robbins (2004). Drucker (2006). Hammond, Keeney and Raiffa (2006). Etzioni (2006). Aviño and Maella (2010) indicate that it is necessary that the owners of microenterprises must carry out a decision-making process composed of phases, premises, steps, elements, norms, stages or principles.

If important decisions are made in the business, there is a classification of them that the author Mapcal (1995: 86) defines depending on the hierarchical level at which they are made, and they are the following:

General decisions: affect the entire company or business.

Functional decisions: they are in which the company is divided, the sales function, the merger of production, accounting, customer service, etc.

Departmental decisions: those related to the activities of the various departments, such as the activities of accounting records, quality control, supervisors, etc.

Operational decisions: are those that have a direct relationship with the activities carried out daily by the operational levels of the business or company, considering as examples messengers, receptionists, workers, external salespeople, drivers, administrative staff, etc.

Computer science or information technologies, studies automated techniques and processes that act on data and information. (Suarez, R. 2007).

The information on the SARS-COV2 coronavirus is presented below.

Appearance of the SARS-COV2 coronavirus virus

Arrieta, Caballero & Díaz (2021: 24) define the coronavirus as a “set of viruses that can cause respiratory diseases” and as a definition of the COVID-19 disease they mention that “the WHO (2019) defined it as: an infectious disease caused by the SARS-COV2 coronavirus”.

As of March 23, 2020, the SARS-COV2 coronavirus virus that causes the disease known as COVID-19 appeared in Mexico. Government of Mexico, (2020) COVID-19. <https://coronavirus.gob.mx/covid-19/> It publishes actions to avoid contagion, one of them, staying at home, this action affected businesses nationwide, and many had to close. And it was expected that it would only be two weeks to avoid contagion, however, three weeks passed and it was not possible to leave the house or meet, so the businesses closed like this continued.

Methodology

According to the authors (Hernández, et al. 2018), the following hypothesis was established for this project: the decision-making of the business owner is carried out according to the information that was had of COVID-19. Establishing the following variables: dependent. Owner decision-making: independent. COVID-19 information. With a focus on the reality of laws and interconnections, it was deduced that there is a relationship between:

- a) Decision making.
- b) COVID-19 information.
- c) Food business.
- d) Administrative process.

By visualizing the municipal, national and food business contexts, it was possible to determine the dimensions, known as variables that intervened in this research and that were indicated at the beginning of this aspect, having the following characteristics:

Dependent variable: decision-making of the owner.

This variable indicates that for the case study considered in this research it is a business and / or micro-enterprise, the above indicates that it has an owner. And another characteristic is: the owner makes decisions in the business to get ahead in any circumstance. Even when it comes to family businesses, where according to the authors Benitez, Benitez & Botero (2021: 45) the values that managed to strengthen during the confinement of COVID-19 were communication, respect and solidarity.

Independent variable: COVID-19 information.

A case study of a food business was carried out in this project, an action plan was drawn up in the field with the purpose of collecting the information, devising a strategy of approach with the business (observation or immersion in the field). The approach strategies to understand the phenomenon in the environment of the food sector in San Juan del Río, were executed as follows:

To describe and understand the detailed means that the owner makes to make meaningful decisions for his business and to know how they have created the basic structure of his experience. Contact was made with the owner and once the first visit to the business was had, an attempt was made to continue carrying them out to obtain the necessary information for approximately seven months and that this information will be presented here.

Results

Business description

The business started five years ago, in 2015. It offers food for lunch. It was in a corner of a mini super.

With a small comal, gorditas de stews were sold. This business had the participation of two people. A lady and her brother.

Later, the owner of the mini super asked them to leave that place, as they were physically located in the parking area of the mini super.

The owner and her brother looked 30 meters away for another place to put their comal back in the morning and it is on an empty lot. There with the seasoning of the stews and the way in which they prepared their food, they identified with many customers, who even had to include a table and some benches for customers to take a seat and enjoy their lunch with handmade tortillas. at the moment and the stews prepared that same day.

With this change in the business, they hired a person to help them prepare the gorditas, from the dough to the comal, tortillas and sopes. Another that would help them serve customers with the preparation of the gorditas, tacos and quesaditas, additionally they also included the basket tacos, already in a basket prepared, only to serve them when the customer orders them. The business had already grown one hundred percent in 2018 and it was a food business with four people, all four of whom were employees.

Dated March 23, 2020. At the national level, the SARS-COV2 coronavirus virus appears, which causes the disease known as COVID-19. Government of Mexico, (2020) COVID-19. <https://coronavirus.gob.mx/covid-19/> One of the actions that were published to avoid contagion was to stay at home, and this action affected the business since it had to stop providing the service it offered. It was expected that it would only be two weeks to avoid contagion, however, three weeks passed and it was not possible to leave the house or meet, so the business continued without selling its lunches.

In the fourth week, the owner of the business decided to rent a house near the place where they were before the COVID-19 disease. And they placed a sign on the structure where they had the business, indicating that a block away they were in a house with the sanitary measures taken and orders to take away were sold, there it was not allowed to eat food, as was done before the March 23, 2020.

The owner of the business divided the work among the existing employees in a solidarity way and their shared goal was to continue with the source of employment and this led the owner to make decisions regarding the change in her process of how she is going and has to change the business with actions for a better functioning, because it was interfered with a situation in the environment, regarding the COVID-19 pandemic. Therefore, the author Jeffcut (1994) agrees. And with radical changes that have affected the modus vivendi mentioned by the authors Rico and De la Torre (2021).

The decisions that were made in the business were unscheduled, because they had not been made before, they were not structured because there was no clear procedure on how to handle the situation since the COVID-19 pandemic had not occurred before according to the author Simon, (1982).

In the business at the time, a course of actions or a process composed of decisions had to be carried out, carried out by phases, steps, premises, elements, stages, norms or principles. With attachment to the authors Simon (1982). Sfez (1984). Ivancevich, et al. (1997). Frank Harrison (1999). Robbins (2004). Drucker (2006). Hammond, Keeney and Raiffa (2006). Etzioni (2006). Aviño and Maella (2010).

Below is the administrative process composed of decisions that the owner needed to make to move forward, not close and face the international COVID-19 pandemic.

Decision-making process.

1. The decision was made to close for four weeks.
2. The decision was made to rent a house where the sale of the takeaway product would be offered.
3. The decision was made on a date when the business was opened in the rented home.
4. The decision was made to continue with the workers they had, not to fire them
5. The decision was made to place on the iron structure, which had the business on the street, a card that included the name of the business and an arrow that indicated that it was in the front part of the house that had been rented.
6. Later in the structure, the decision was made to include a mobile phone number to place orders through a WhatsApp that was opened to request take-out orders.
7. The decision was made to place a sign on the door of the house, indicating that the food business was located there for lunch, even with a cell phone number indicating that an order to take away could be made by WhatsApp.
8. The decision was made to rearrange the work tools at home to sell the product to customers, but without them seeing how they were prepared.
9. The decision was made to hire an additional person so that they could come to the door and take the orders, written in a small notebook, as well as deliver them in due time and charge customers.
10. In the patio outside the house, the decision was made to place two tables that with sanitation measures could only be used by two people at each one to eat lunch.
11. After three months the owner decides to return to occupy the iron structure where she was before, since not all the clients had passed through that place as they did and it was necessary to return, with all the security measures.
12. Then, after selling lunch food in a house for three months, the decision was made to rearrange once again the structure of the business, with some tarps that indicated that it was sold to take only food for lunch as a security measure, it is not known. they could consume food there.
13. Two months after having returned and continuing with the security measures to avoid contagion of COVID-19, it begins to allow tacos, gorditas, quesadillas, dobladitas, but only a certain number of people to taste there. It also continues to sell to take away.
14. It is now included to offer a new product that is broken corn tostadas with beans, nopales and molcajete sauce.
15. The visit of customers continues to increase, and it is necessary to make the iron structure of the business larger to provide a better service with all the established health measures.

In this way, it is seen that a process that consisted of fifteen decision-making that the owner had to carry out to continue with the source of employment of 6 people to date exists in the business to this day. And business at full throttle.

As can be seen, the decision-making process that was made at the time is composed of fifteen decisions, which allow the business to continue, and that this business represents the livelihood of 4 families that have been able to get ahead for approximately two years, with the same schedule that was had before COVID-19 and following all the measures that the health sector indicates to avoid the contagion of COVID-19.



Figure 1

Source: Recent photo 1 of the business. Taken on October, 2021



Figure 2

Source: recent business photo 2. Taken on October, 2021



Figure 3

Source: recent business photo 3. Taken on October, 2021

It can even be pointed out that COVID-19 has allowed the development of a food sales business in the municipality of San Juan del Río, which even allowed a son of the owner to continue studying and in August 2021 he began to study medicine, and on Saturdays this medical student helps fill orders and serve customers who come to consume the products offered.

As can be seen, in the business, the owner found herself in the circumstance of carrying out an administrative process that consists of the decision-making necessary to continue with her business and a source of employment for the personnel who continue to work there, both family members and employees.

Discussion

Checking, and according to the authors Simon (1982). Sfez (1984). Ivancevich, et al. (1997). Frank Harrison (1999). Robbins (2004). Drucker (2006). Hammond, Keeney and Raiffa (2006). Etzioni (2006). Aviño and Maella (2010) call it phases, premises, steps, elements, norms, stages or principles, the owner of the food business had to make a series of decisions that led her to form a process of them to continue in the market.

The relevant finding is that this microenterprise or business had a very positive growth impact in the face of the pandemic situation at the national and international level with COVID-19 in the municipality of San Juan del Río.

As could be seen, and according to the authors Simon (1982). Sfez (1984). Ivancevich, et al. (1997). Frank Harrison (1999). Robbins (2004). Drucker (2006). Hammond, Keeney and Raiffa (2006). Etzioni (2006). Aviño and Maella (2010) call it phases, premises, steps, elements, norms, stages or principles, business owners had to make a series of decisions that led them to form a process of them to continue in the market, using or not the information technology media, the relevant thing found is that small businesses have been able to get ahead in the face of a pandemic situation at the international level in our municipality, state and country Mexico.

Conclusions

With this project it was learned that the owner of a food micro-business, faced with any national and international circumstance, took a decision-making process to continue in the market.

Each business, even if it is small, can automatically establish an administrative process that includes decision-making according to its needs.

Businesses, although there are members of a family within them, are a source of income for their workers and their families.

The information can influence improvements in businesses, if they have it, but it will not be limiting before continuing in a market, despite the fact that the businesses that use it will benefit from better and less decision-making to exit ahead in business.

If there is already a control on the COVID-19 disease. It is proposed that businesses continue their working hours as they did before COVID-19, in this way as they are located in streets where many people pass, when it is possible to go out on the street in a normal way, it will be seen that businesses are already operating once more in the same place and under the same hours.

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