

Study to promote the commercialization of producers through a consulting company

Estudio para impulsar la comercialización de los productores a través de una empresa de consultoría

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Abstract

The present article shows results obtained from the market research carried out on the inhabitants of San José de Magdalena and Santa Águeda, Mulege Municipality, Baja California Sur, to determine the characteristics and needs, as well as the acceptance of the regional producers before the idea To create a consultancy to provide marketing and marketing advice allowing people who want to launch their products to the market and who do not have the knowledge and tools to do so, this will provide many opportunities for all of them and their economy, where the method to obtain The information was descriptive and exploratory, in which interviews and field observations were made with producers in the region, as well as information (INEGI 2014) to determine and apply the population sample, establishing a total of 129 inhabitants for San Jose de Magdalena and 61 Inhabitants for Santa Agueda, which were used to obtain The results were positive for the business idea as well as the possible advantages that would be obtained by the producers of it, having as proposal of the creation of a consulting company of Marketing and Commerce to train and advise to regional producers, seeking to promote its Economy through its products.

Producers, Marketing, Regional products

Resumen

El presente artículo muestra resultados obtenidos de la investigación de mercados realizada a habitantes de San José de Magdalena y Santa Águeda, Municipio de Mulegé, Baja California Sur, para determinar las características y necesidades, así como, la aceptación de los productores regionales ante la idea de crear una consultoría para brindar asesoría de Mercadotecnia y Comercialización permitiendo a las personas que quieren lanzar sus productos al mercado y que no cuentan con los conocimientos y herramientas para hacerlo, esto brindará muchas oportunidades para todos ellos y su economía, donde el método para obtener la información fue descriptivo y exploratorio, en el que se realizaron entrevistas y observación de campo con productores de la región, así como información (INEGI 2014) para determinar y aplicar la muestra poblacional estableciendo un total de 129 habitantes para San Jose de Magdalena y 61 habitantes para Santa Agueda, mismos que se utilizaron para la obtención de datos, los resultados fueron positivos para la idea de negocio así como las posibles ventajas que obtendrían los productores de ella, teniendo como propuesta de la creación de una empresa consultora de Mercadotecnia y Comercio para capacitar y asesorar a productores regionales, buscando impulsar su economía a través sus productos.

Productores, Comercialización, Productos regionales

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Introduction

In general, small communities do not have the same opportunities as cities to develop their business ideas, which means that many of the raw materials that are counted are not used one hundred percent. This article talks about the needs of the producers of San José de Magdalena and Santa Águeda Baja California Sur, to promote the commercialization of their products, developing then points such as the profile of the producer in which features such as gender can be analyzed, age, schooling, income and marital status, which helps to learn about their ideals, ways of thinking and desire to succeed.

Also the types of products, quantities and seasons of production in which they talk about each product that leaves these communities and the seasons in which they are made, that is, the months in which the production of each of them is better promoted, consequently, the characteristics of the products offered in the region, where more specifically each one of them is talked about from its description and form in which it is manufactured up to the prices in which they are offered.

On the other hand, the geographic analysis of the producer that is very important since in this way we know more about climates, territorial extension, altitude, among others.

Which is or is not favorable for each product or sub-product that is developed in that locality, as well as the commercialization since it is a source of income for any person, where the purpose is to promote their products to the market and that these are offered to a good price, which in the same way favors its economy.

And, last but not least, the opportunity to create a consultancy to support the region's producers by advising on the way in which they should sell their regional products, that is, each one of the analyzes helped to define the acceptance that would have a company dedicated to the advice for producers in the field of Marketing and Marketing and therefore the benefits it would bring to all those who acquire this service, favoring both communities and the Municipality of Mulegé.

Producer profile

One of the main riches of the state of BCS, especially in the municipality of Mulegé, in the communities of San José de Magdalena and Santa Águeda are the skills that producers have when they produce by-products that are produced in the region in an artisanal way. that are not commercialized, because they do not have the knowledge and skills necessary to do so, according to the 2000 World Agricultural Census Program, Food and Agriculture Organization of the United Nations (FAO, 1995): (Food and Agriculture Organization) states that "The producer is a civil or legal person who makes the main decisions about the use of available resources and exercises administrative control over the operations of the agricultural holding.

The producer has the technical and economic responsibility of the operation, and can exercise all the functions directly or delegate those related to the day-to-day management to a contracted manager".

Based on this, people living in these regions can be defined as "producers". For this reason it is important to mention the profiles currently held by the producers of the aforementioned communities and the characteristics which determine the factors that influence so that they can produce and create their by-products.

Likewise, the people who produce in these communities have different characteristics, which can be seen in the following table:

Socio-economic study			
Variable	Answers	#	%
Gender	Male	29	53.7%
	Female	25	46.3%
Age	20 – 30	3	5.56%
	31 – 40	5	9.25%
	41 – 50	15	27.78%
	51 – 60	13	24.07%
	60 - +	18	33.34%
Civil status	Soltero	9	16.67%
	Casado	27	50%
	Viudo	9	16.67%
	Divorciado	3	5.56%
	Unión Libre	6	11.11%
Family size	1 a 2	27	50%
	3 a 4	18	33.34%
	5 a Más	9	16.67%
Scholarship	No estudió	3	5.56%
	Primaria Trunca	9	16.67%
	Primaria	16	29.63%

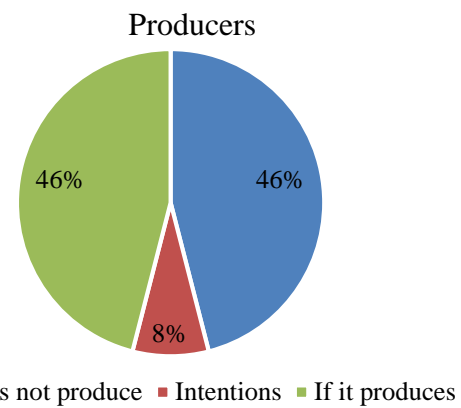
	Secundaria Trunca	2	3.7%
	Secundaria	10	18.52%
	Preparatoria Trunca	1	1.85%
	Preparatoria	3	5.56%
	Licenciatura Trunca	0	0%
	Licenciatura	2	3.7%
	No lo mencionó	8	14.82%
Monthly income	Less than \$4,000	8	14.82%
	\$4,000 to \$8,000	8	14.82%
	\$8,000 to \$12,000	6	11.11%
	\$12,000 or more	4	7.41%
	Depends on Sales	9	16.67%
	Apoyo Gubernamental	11	20.38%
	He did not mention it	8	14.82%

Table 1 Socioeconomic study

Source of own elaboration with information generated from the survey of market research on the creation of a consultancy in the municipality of Mulegé. In Santa Rosalía, Baja California Sur

Table 1 shows 6 sections, gender, age, marital status, family size, schooling and monthly income of the inhabitants of San José de Magdalena and Santa Águeda B.C.S. Most of the producers with a percentage of 53.7% are men, the ages that are handled the most are: 41-50, 51-60 and 60 and up, noting that most are adults and older adults, making reference to their marital status most are married, with a percentage of 50% since they usually produce or have business as a couple that is most usual in small communities and ranches with a family size of 1 to 2 people with 50%, on the other hand the people who studied only the primary have a percentage of 29.63%, influencing in a negative way, since it is more difficult for them to develop in the market and develop the strategies that help them move their business forward.

On the other hand, speaking of income, they cover their needs depending on the products that they offer and that manage to sell themselves with a 16.67%, since many of them do not have their sales safe and 20.38% live on governmental supports since many of the people interviewed are older adults.



Graphic 1 Producers in the region

Source, own elaboration with information generated from the survey of market research on the creation of a consultancy in the municipality of Mulegé in Santa Rosalía, Baja California Sur

As shown in graph 1; 46% of the people in these regions are producers, and 8% only have the intentions to undertake, however, they still do not. And the remaining 46% are people who do not produce, but it is worth mentioning that they were producers in the past.

It can be seen that the attitude of the producers is mostly "conformist" and do not exploit the resources that surround them. There are producers who have a very high potential to develop different businesses, however, they do not know the governmental support, financial and private institutions that can support them, some examples are:

INADEM (National Institute of the Entrepreneur), SAGARPA (Secretary of Agriculture, Livestock, Rural Development, Fishing and Food of Mexico), CONACYT-NAFIN (National Council of Science and Technology - National Financial), Young Credit, just to mention some of them.

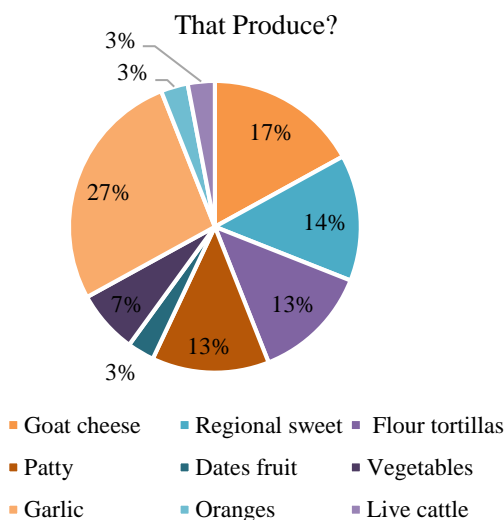
Where the majority is carried away by the current levels of exigency to start a business, and with it to avoid documentation to realize. In addition to the different climatic changes, or, the natural disasters that have ended the lands with which they worked and that have led them to leave their businesses or work on it without fully exploiting their capabilities, producing only the amounts that make them "Survive".

On the other hand, there are those who want to get ahead, who are interested in taking proposals or programs that help them to undertake their ideas, improve their products and marketing methods to be more competitive in order to position themselves in the market and improve their economy, which at the same time could boost the economy of the Municipality of Mulegé.

It is therefore important that producers seek opportunities for advice from various sources related to the spin of their business idea so that this helps them to develop widely in the market.

Types of products

The State of Baja California Sur has natural resources and people with extensive capacities to produce goods and services, specifically in the Municipality of Mulegé there are different communities and ranches that have the territorial extension and conditions to generate various products and by-products.



Graphic 2 Types of products

Source, own elaboration with information generated from the survey of market research on the creation of a consultancy in the municipality of Mulegé in Santa Rosalía, Baja California Sur

As can be seen in Figure 2, the types of products generated in the communities of San José de Magdalena and Santa Águeda, BCS, are: regional sweet with a percentage of 14%, flour tortillas 13%, empanadas 13%, date 3%, vegetables 7%, garlic 27%, oranges 3% and cattle standing 3%, where the 3 most outstanding products are garlic, goat cheese and regional sweets.

It can be noted in this section that; the production ranges of each of the people interviewed are very good because there is variety, and many of these products could be exploited in a positive way, thus generating a better flow of economic capital to the smaller communities, but not with less capacity.

Characteristics of the products offered in the region

The Municipality of Mulegé, has communities and ranches capable of producing different products and by-products taking advantage of the resources that surround them, some of them can be seen below:

Products of San José de Magdalena and Santa Águeda, B.C.S.				
Product	Sub product	Season	Quant ities	Prices
Goat milk	Fresh goat cheese	All year	40 kg week.	\$ 50.00 to \$ 60.00 kg
Regional Sweets	Sweet of Papaya	February may	22 kg week.	\$ 50.00 to \$ 60.00 kg
	Dulce de Guayaba	Aug. - Nov.	180 kg week.	\$ 65.00 to \$ 80.00 kg
	Sweet Mango	July August	20 kg	\$ 60.00 pesos kg
Wheat flour	Artisanal Flour Tortillas	By Orders	By Orders	\$ 18.00 pqt / 10 tortillas and \$ 50.00 kg
Patty	Cheese empanada	By orders	By orders	\$ 18.00 to \$ 20.00 each
	Bean Pie	By orders	By orders	\$ 7.00 to \$ 10.00 each
Date	Date	June August	800 kg	\$ 80.00 kg
Garlic	Garlic "Mocho"	March	/	\$ 30.00 to \$ 60.00 kg
	Garlic in Braid	March	/	\$ 60.00 to \$ 80.00 kg
Won	Bovine cattle standing	It is sold more in Dec.	/	\$ 42.00 kg
Orange tree	Orange	/	/	\$ 50.00 x 4kg
Vegetables	Coriander	/	4000 decks	/

Table 2 "Types of products and production quantities"

Source, own elaboration with information generated from the survey of market research on the creation of a consultancy in the municipality of Mulegé in Santa Rosalía, Baja California Sur

As shown in the table above you can find the various typical products of the regions, in addition to the production characteristics.

Geographical analysis of the producer

According to Claudio Giocannelli (2011) San José de Magdalena is located in the municipality of Mulegé. The predominant climate ranges from dry to desert, with an average annual temperature that ranges from 18 ° C to 22 ° C. Its postal code is 23911 and its key code is 615. The locality of San José de Magdalena is located in the Municipality of Mulegé (in the State of Baja California Sur). There are 129 inhabitants. San José de Magdalena is 220 meters above sea level.



Figure 1 "Geographic location of San José de Magdalena"
Source, recovered from: http://www.telepaisa.com/pueblos.php?action=poblacion_ver&poblacion_id=34050

The town of Santa Águeda is located in the municipality of Mulegé. The predominant climate ranges from dry to desert, with an average annual temperature that ranges from 18 ° C to 22 ° C. Your zip code is 23911 and your password is 615. Claudio Giovannelli (2011) describes that Santa Águeda is located in the Municipality of Mulegé (in the State of Baja California Sur). There are 61 inhabitants. Santa Águeda is 140 meters above sea level.



Figure 2 "Geographic location of Santa Águeda"
Source, recovered from: <http://www.nuestro-mexico.com/Baja-California-Sur/Mulege/Areas-de-menos-de-100-habitantes/Santa-agueda/>

During the application of the research tools (interviews and direct observation) it was realized that the places where they are geographically, are optimal for the harvest of different vegetables, fruits, plants among others, and even to have cattle and goats. Since the land is fertile for planting, and in a matter of climate it is also good for it, however, there are seasons of hurricanes and cyclones where it is not very helpful, because it is very close to the creeks and streams which tend to overflow with excessive rains, in addition to washed stones and gravel-sand that mixes with their land making them go from fertile to infertile and therefore this is not positive for its production and it is worth mentioning that it is one of the main reasons for which producers have stopped harvesting.

Marketing as a source of income for producers

Marketing is the set of human activities aimed at facilitating and making exchanges. (Kotler & Armstrong, 2012). Basically, marketing, understood in a broad sense, operates as a mechanism for coordinating transfers between the different members of the producer-consumer chain.

This relationship between the two sectors, makes local economies are strengthened leading to the growth and strengthening of small and medium enterprises. Although Baja California Sur is known to be a state in which there is not much support in the matter of commercialization of regional products, however, the National Forestry Commission (CONAFOR) supports the commercialization of Sudcalifornianos products (regional products of the state of Baja California Sur), in which the official representative of CONAFOR management, García Guerrero points out the importance of giving the final touch to the production of the field that is marketing, that is why the agency has resources to support Southern California producers so that they reach the end of the productive chain that is the commercialization of their products.

This being of great support for the producers of the towns of San José de Magdalena and Santa Águeda. Since they do not have the possibility of marketing them on their own, there are several factors that make this action impossible, such as: monetary resources and adequate information on how and where to market them.

It is estimated that once the producers of these localities reach the point of commercialization, their income will increase and their products will reach destinations that did not arrive before and with them, more markets will be able to know, try and buy their merchandise.

At the same time, their income and opportunities will grow, as well as new ways of life talking about knowledge of the subject, their repertoire of contacts such as customers, partners, suppliers and distribution channels. Not only will the income increase in their families, but also in the locality, since more jobs will be generated and the community in general will be helped through the promotion of the local economy.

It is very important that these producers know how, when and where to market their products, some of them sell it on their own, but only in the town of Santa Rosalía, which is the closest population to these communities and only what they can take in your car or exactly the small orders made by super markets that are there.

Being able to launch their products on a large scale means for these producers an opportunity to grow not only professionally but personally, as they would be boosting the economy in their hogra, in their locality and region, there is another case of a producer which exports his product abroad but he mentions that it would be much easier to market it in his country (Mexico) as this would be cheaper, increase profits and support the local economy.

Opportunity to create a consultancy to support producers in the region

The original people of the field have learned to work the land and understand the climate to generate food and raw materials, since they have the territorial extension and ideal conditions for production. Referring to a study carried out by SAGARPA (Baja California Sur, Agroalimentary Infographic 2016); In the agricultural year 2015, this State harvested 1 million tons, 4.5% lower than the previous agricultural year, with a value of four thousand 239 million pesos.

The municipalities that make up this state are five: Mulegé, Loreto, Comondú, La Paz and Los Cabos highlighting in this ruble of production most municipalities except Mulegé. However, this municipality has different communities and ranches that subsist on the same exercise, as is the case of the community of San José de Magdalena and Santa Águeda located near Santa Rosalía.

Considering each of the previous points, it can be observed that the business idea of a consultancy in the field of marketing and commerce is a great opportunity for these areas since; most of them have the necessary resources to produce and create by-products and in turn they can be commercialized and exported.

Based on the research tools as well as the interviews carried out in the two different communities, a good acceptance was obtained since most of the people have the intention of starting a business and on the other hand there are those who already produce, but do not market for them scarce knowledge to develop strategies that allow them to launch their products on the market.

That is why it is important to create a consultancy that allows them to develop their business ideas as there are government programs such as SAGARPA that offer resources to undertake, however, they do not give the advice that is necessary for them to take advantage of and know in what way can be benefited through the different programs, as well as, ways to offer their products to the consumer.

Methodology

The research method used was descriptive and exploratory under the DX model tool (Mercedes, 2012). Same that is taken as a reference to conduct a market study for the creation of the consultancy "Grupo KAY" company that seeks to provide advice on marketing and marketing for regional producers. Through this structure we analyze sections such as: Service, price, supply, marketing, competition, demand and segmentation. Same that cover the areas of market study that will serve to design research tools such as: interview and direct observation.

This was determined by a previous analysis, in which it was concluded that the interviews would be carried out with the producers of the two communities, which was developed in 12 questions about their business idea, products they carry out, seasons in which they favor, prices, knowing if it is commercialized or not, the forms in which they are offered, if you have labels or packaging, as well as your interest in the business idea of a consultancy for regional products. And the direct observation of 6 sections, which is the way in which the reactions of each of the people interviewed are measured and analyzed.

On the other hand, it was necessary to look in the official INEGI (National Institute of Statistics and Geography) website to obtain data such as the inhabitants of each community and thus be able to pass them to the formula that was used to obtain the size of the population sample that was must interview.

Formula of the population sample:

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

Where n = the size of the sample of the population, N = Size of the population, σ == Standard deviation of the population, usually when its value is not used, a constant value of 0.5 is usually used, z = Value obtained through confidence levels. 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 and e = acceptable limit of error shows that, generally when its value is not used, a value that varies between 0.5% (0.05) and 0.9% (0.09) is usually used, which value is left to the researcher.

Also in the community of San José de Magdalena, with a total of 129 inhabitants data that was thrown by the official page of (INEGI, 2015), to replace the previous formula should be made 96 interviews and direct observation method that are the research methods that were used to obtain data. In the same way, the application of this formula was made for the town of Santa Águeda, which has a total of 61 inhabitants and the substitution tells us that 52 interviews should be applied and the method of direct observation in each of them.

These tools were obtained in a day of 2 days, 11 and 12 April, making a transfer to the two communities, dedicating a day in each and the rest of April and May to capture all the data, make graphs and obtain the information necessary for each analysis.

Proposal

The investigation carried out positive results both for the business idea mentioned above and the possible advantages that the producers of it would obtain.

That being the case, the proposal for the creation of a consulting company in the field of Marketing and Commerce is given to train and advise regional producers seeking to boost their economy and with it the economy of their region by making their products known.

Recommendations

It is recommended that producers channel their consumer products to develop marketing strategies such as: labeling, packaging, logo, slogan, resources that promote better sales and positioning in the market.

It is also recommended to request financial support and advice from the institutions mentioned above, in order to improve their products before the consumer.

Go to the Institution of the Mexican Institute of Property (IMPI) to patent brands and processes of their products.

Conclusions

With the present investigation, it was concluded that there are many capacities and resources in small communities and ranches such as San José de Magdalena and Santa Águeda, places where great foods are produced, ranging from vegetables, fresh cheeses, meat, regional sweets, empanadas among others. But in many cases they can not be marketed or offered at unfair prices just because of the need to sell, since that is the sustenance that many producers and their families depend on.

On the other hand, the business idea of a consultancy for regional producers in marketing and commercialization, had a good acceptance by the people who were interviewed, most of whom are producers, expressed that a company of this nature would favor to grow as a company because what they occupy is someone who will advise them in terms of marketing, making labels and packaging.

An established consultancy would help to solve many of the situations mentioned above and in this way it would be possible to boost the economy of each family, their communities and in the same way the Municipality of Mulegé.

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