



## Estrategia de expansión para la Parrilla del Ñato a través de las franquicias en la ciudad de Manta. Período 2019 [

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text (article)

Analítica

The expansion strategy for "Parrilla del Ñato" through franchises in the city of Manta, is an entrepreneurial case of distribution of exclusive foods to a sector promoted by tourism. The research tries to discover the level of acceptance of the enterprise in the city of Manta, with the purpose of increasing the market share and investing in new long-term projects. There are different business tactics that firms can implement for it, but it is necessary to evaluate with effectiveness and efficiency each of them, otherwise it would have a negative impact on the company's cash flow. That's why, it is essential to study the current situation of the organization before making decisions, being these ones managerial or administrative. The strategic administration suggests developing an analysis of the internal or external factors that affect the companies, before implementing effective strategies, for this reason the present case study evaluates the current status of the enterprise through academic instruments, which allows the researcher to make viable the success of the investment in a new strategic sector. This company has the operative and logistical tendency to be more profitable, since it maintains a good grilled meat product purchased with its trusted suppliers, in addition to keep a good quality service. The problem that arises is the stagnation in the city of Guayaquil and in the Samborondón sector, being the reason why it is important to expand through franchises in Manta city

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