



Análisis de la eficiencia en el crecimiento empresarial: Caso: supermercados e hipermercados mexicanos de 2014 a 2018 [

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text (article)

Analítica

The analysis of the technical efficiency between sales and the use of investment resources such as total assets, human resources or employees and number of stores is obtained with the application of the methodology of enveloping data analysis (DEA), managing to measure the degree of efficiency for its comparability of each issuing company of the stock market in Mexico that integrates the sub-frame of supermarkets and hypermarkets; The type of study was quantitative related to the maximization of sales using the simplex method. The main results show the companies that achieved perfect technical efficiency in the analysis period which were: Walmart and Chedraui; and the company that presented a technical inefficiency was Grupo Gigante with an average index of 0.519. The average efficiency grade of the five companies analyzed was 0.858

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