



Análisis del plan estratégico del cacao fino y de aroma ecuatoriano, periodo 2013-2017 [

2021

text (article)

Analítica

The article originates from the interest of researching on the improvement of productivity and ecuadorian National Fine Aroma Cacao exports; then the objective consisted of analyzing the medium-term Strategic Plan for the period 2012-2017. The applied methodology is of a mixed approach, descriptive and exploratory. The methods are used theorists of analysis-synthesis and induction-deduction; the empirical in the inquiries made and the mathematicians, for processing and presentation techniques. An evaluation dynamic is conceived in that the evaluable points are defined, the representativeness of the cocoa product being important within the Trade Balance and Gross Domestic Product for the period. Given the obvious lack of execution and control of the strategy, corrective actions are proposed. The topic is relevant and current endorsed by the legal framework as it is a natural resource with broad economic potential. Keywords: Production management, fine cocoa, diversity, international commerce

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Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es