



## Análisis y la influencia del marketing en su atención al cliente en la microempresa Ricolombia [

2020

text (article)

Analítica

The purpose of this study is to analyze the quality factors of the service applied by the Ricolombia Cake Shop company to offer its products to the customers of the city of Machala. The report will have an introduction that the problem of the case, its study indicators and the competitive advantage of the case to improve the production process of the company. during the development of the project a brief description of the company was made, the statistical analysis and results were proposed to identify the quality of service provided by the company as well as its related products, factors involved such as facilities, accessibility, Personality, The gastronomic service, consistency, perseverance, where it was identified that there is a failure in the personality factor, ie ways of psychology with the mind of the consumer by this factor of verification that there is delay in delivery of the final product, The Customer became impatient. As a result of the investigative process we recommend some strategies for the prevention of discomfort and misunderstandings in consumers for the waiting time that implies a service of consumption of the company Ricolombia Cake Shop, culminates with their respective conclusions

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