



Gestión empresarial, una estrategia para pequeñas empresas de agroquímicos: Estudio de caso: AGROFAR [

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text (article)

Analítica

There are many small companies of agrochemicals, in Ecuador, whose owners do not know how to manage their businesses and tend to failure, due to lack of processes, planning and market positioning; additionally, the strong competition with the transnational corporations which have impenetrable barriers and high budget in promotion. The company AGROFAR is one of these small companies that seeks to stay in the market and to achieve profitability to its owner, taking into account that this is becoming more difficult. This research seeks to generate a model to strengthen business management through the analysis of the real company's environment, which allows us to know its current condition and to propose a management model with strategies that invigorate the operation's processes of the company and also the sales, so in this way to assure its financial sustainability. The inductive, deductive and systemic methods were used during this project, through these arose the baseline that means the diagnosis of the company in a participatory manner with all company members. Additionally, in order to collect the external variables, which influence in the company, 297 surveys were applied as a result of the population sample, between current and potential clients. Once the company's environment was identified, the SWOT matrix (strengths, opportunities, weaknesses and threats) was used to establish different types of strategies. As a result under the Total Quality Management Model, strategies were defined for the business strengthening, based on the internal and external situational diagnosis of the company, the component production, and administration, economic-financial. The business philosophy (mission, vision, objectives, values) is defined and a marketing strategy is promoted. The projects established in the strategies are medium-term actions, based on the principles of sustainability aligned with the strategic objectives of AGROFAR to achieve performance goals effectively

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