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Title: Strategic management in the development of MSMEs in the municipality of Progreso from Obregón, Hidalgo

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Introduction



Methodology



Results



Conclusions



References



Introduction

Microentrepreneurs in the municipality of Progreso de Obregón

According to the Sectoral Program of Economy 2020-2024, it establishes that the low productivity and consolidation of new MSMEs is a relevant problem that inhibits the economic growth of Mexico.

Analyze from the perspective of the owners of the MSMEs, what are the strategic managements that they have used in the aspects of internal structure of the business, clients, use of information and communication technologies and their profitability; to be competitive in local markets.



Introduction

The research questions will be answered

- 1) Do the MSMEs of Progreso de Obregón have strategic plans?
- 2) Will having strategic plans make the MSMEs of Progreso de Obregón, Hidalgo more competitive?



Methodology



Type

- Mixed
- Exploratory
- Descriptive



Technique

- Survey
- Economic sectors (Commerce, services and industry).



Application

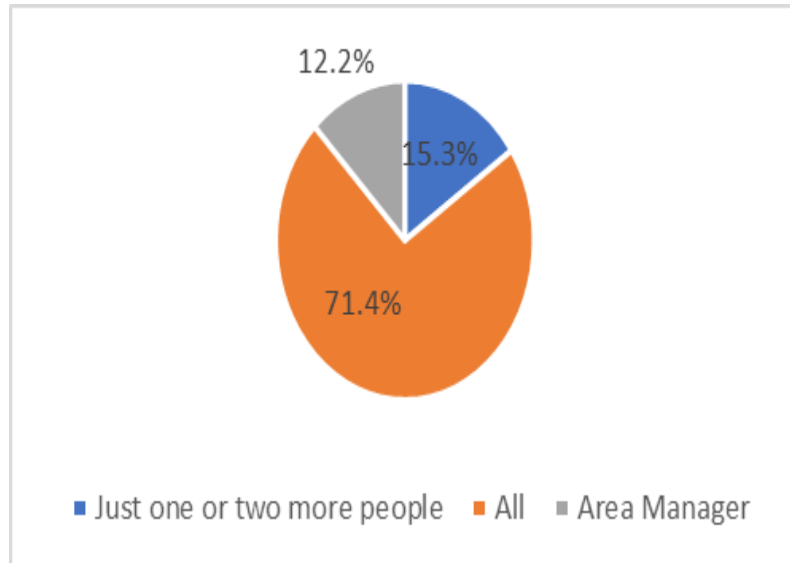
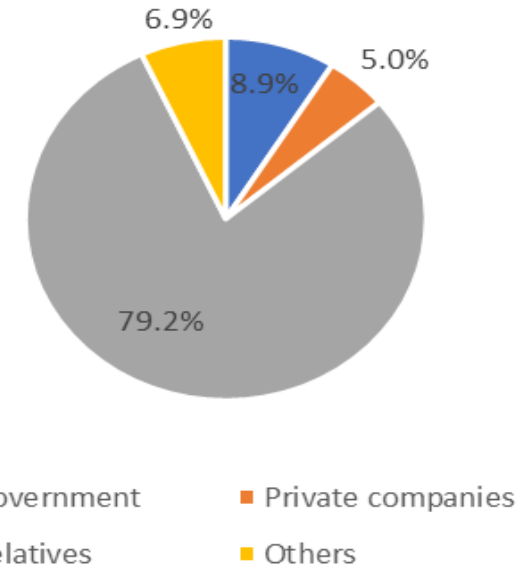
- Sample size: 297
- Population or universe size 1302

$$n = \frac{N * Z\alpha^2 * P * Q}{e^2 * (N - 1) + Z\alpha^2 * P * Q}$$



Results

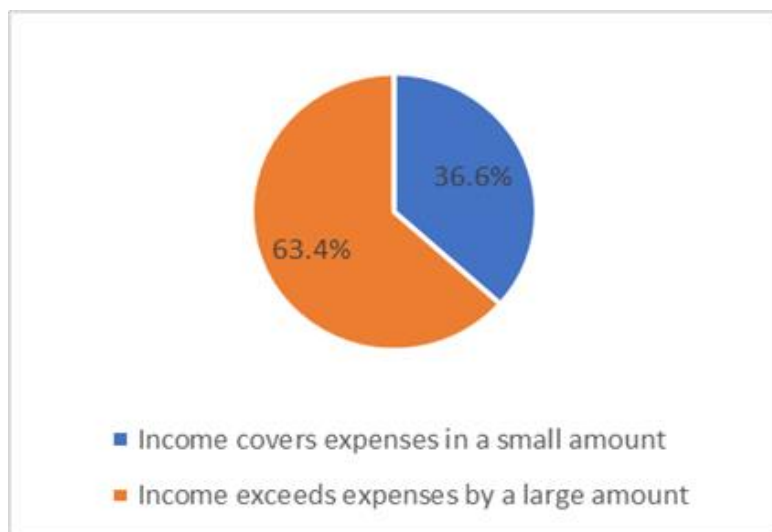
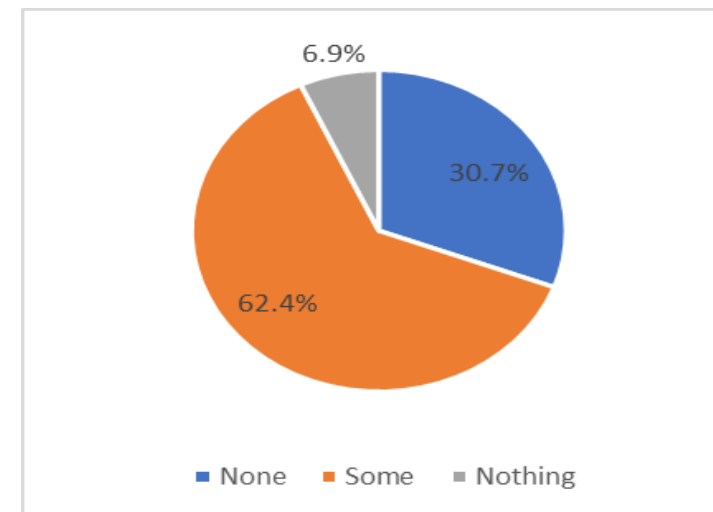
Family members represent the most significant group with 79.2%, followed by the government



These results indicate that there is strategic management in the MSMEs the employees are generally aware of it. Although there is a window of opportunity to socialize all employees and contribute to the fulfillment of the organizational objectives of these business units.

Results

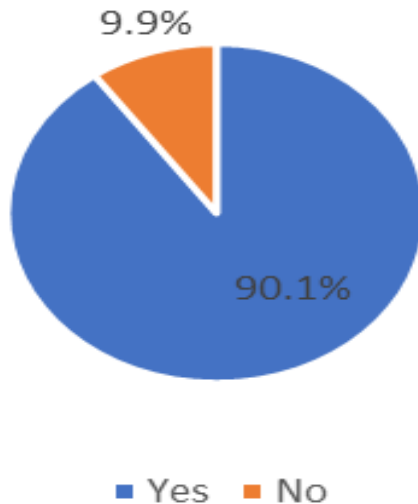
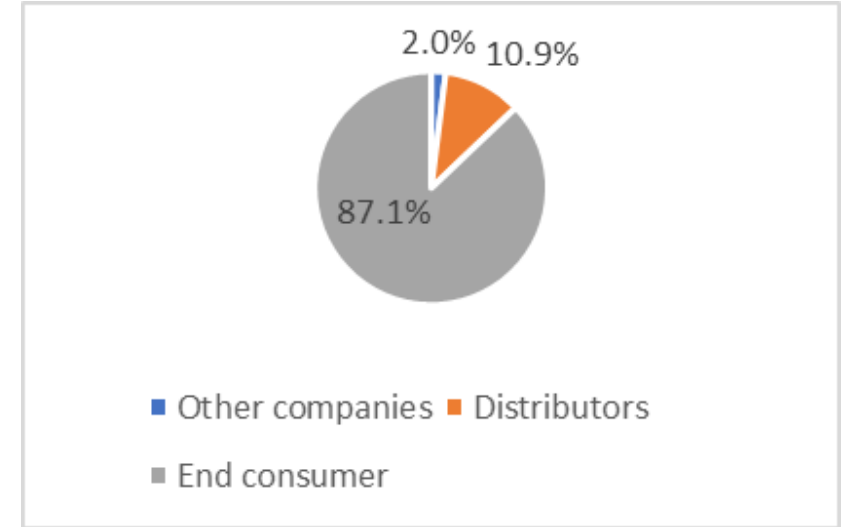
That 62.4% of MSMEs have a formalized strategy (in writing), 30.7% do not have it formalized and 6.9% lack strategic management; Therefore, it is important to consider that the formalization of the strategy is the means that allows everyone involved to understand and achieve the objectives, plans and goals of the company.



That 36.6% of owners indicate that their companies cover expenses by a small amount, while 63.4% state that their income exceeds expenses by a large amount. With this result, it can be inferred that almost 40% of these economic units do not achieve their organizational objective, which is to generate profitability.

Results

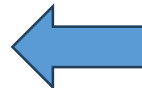
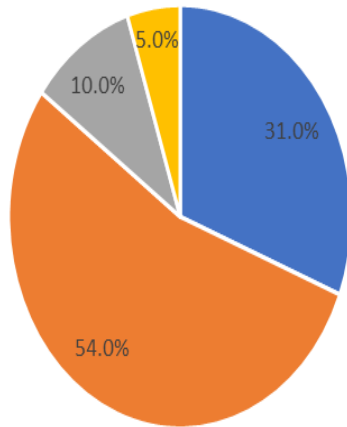
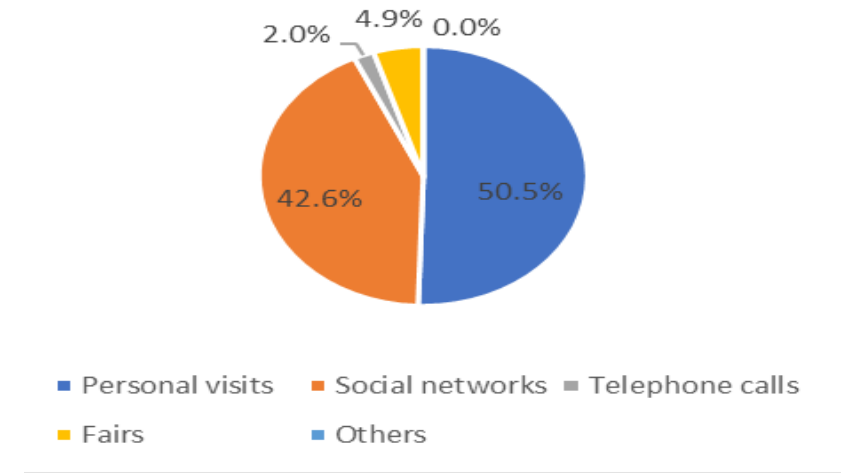
The distribution of clients in the MSMEs of Progreso the Obregón, Hidalgo, showed that 87.1% are final consumers, 10.9% are distributors and 2% were considered other companies.



The percentage of companies that have ventured into new products, the MSMEs stated that 90.1% have diversified into new products and/or services in recent years, while 9.9% said they have not. This indicates that MSMEs are looking for new opportunities for growth and development through innovation and the use of new technologies

Results

Shows the means used to meet the client; According to the study, 50.5% were through personal visits, 42.6% through social networks, 2% through telephone calls and 5% the prospecting was at fairs



Own innovation with 54%, at the request of customers with 31%, and 10% due to competitor innovation. This suggests that companies are driven as much by their own desire to innovate as they are by the needs and demands of their customers.

■ Customer request ■ Own innovation ■ Competitor innovation ■ Others

Conclusions

As a conclusion of this research, it can be seen that, in the MSMEs of the municipality of Progreso de Obregón, Hidalgo, a gender gap continues to exist; it also prevails that the organizational structure is family-type, in addition, initial financing is done as a priority through loans. and family contributions; The age range of the leaders is between 31 years and older, so it is inferred that they are of mature age, with a level of education from basic to upper secondary education

Under this tenor, the researcher suggests that they be linked; higher education institutions, government and the owners of MSMEs to carry out training, courses, workshops. etc., on financial education and business management with the aim of positively impacting the economy of the family, the community, the municipality and so on.



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