

Proposal for a development model for the Farmacias del Ahorro chain in Villahermosa, Tabasco**Propuesta de un modelo de desarrollo de la cadena Farmacias del Ahorro, en Villahermosa, Tabasco**

TORRES-TORRES, Adán, NOTARIO-PRIEGO, Ezequiel, MARTINEZ-GUTIERREZ, Ana Cecilia and MENDOZA-WILSON, Ángela del Carmen

Tecnológico Nacional de México/ Instituto Tecnológico de Villahermosa

ID 1st Author: *Adan, Torres-Torres* / **ORC ID:** 0000-0002-1017-5694, **CVU CONACYT ID:** 914347

ID 1st Coauthor: *Ezequiel, Notario-Priego* / **ORC ID:** 0000-0002-3791-1823, **Researcher ID Thomson:** G-2613-2018, **CVU CONACYT ID:** 407736

ID 2nd Coauthor: *Ana Cecilia, Martinez-Gutierrez* / **ORC ID:** 0000-0003-1767-4776, **CVU CONACYT ID:** 919669

ID 3rd Coauthor: *Angela Del Carmen, Mendoza-Wilson* / **ORC ID:** 0000-0003-4228-725X, **CVU CONACYT ID:** 914348

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Abstract

At present, it is very important to carry out an analysis of the productivity of the organization, because it is necessary to know where it is and where it is going, this in order to have a clear idea of the present, as well as future plans. In this work, a comprehensive and reliable scenario will be designed through formal context measurement tools that allow us to develop a proposal for a development model. The research will work under a quantitative approach because the observed phenomena are measured and quantified by giving a statistical analysis, in addition to the types of research used; documentary, since documents and statistics will be used to perform the analysis in addition to applying surveys and evaluations to pharmacies belonging to said area and the correlational, since the context variables, their interrelation, will be analyzed to determine their impact on the research. This work will increase the benefits for the organization, including having current data and statistics about productivity, as well as a proposal for improvement that will allow us to reduce the deficiencies in the organization in order to achieve a competitive advantage over its competitors.

Productivity, Model, Pharmacy

Resumen

En la actualidad es de suma importancia realizar un análisis de la productividad de la organización, debido a que es necesario saber dónde está y hacia dónde se dirige, esto con el fin de tener una idea clara del presente, así como de los planes a futuro. En este trabajo se diseñará un escenario integral y confiable a través de herramientas formales de medición de contextos, que nos permitan desarrollar una propuesta de un modelo de desarrollo. En la investigación se trabajará bajo un enfoque cuantitativo porque los fenómenos observados son medidos y cuantificados dándole un análisis estadístico, además de que se emplean los tipos de investigación; documental, ya que se recurrirá a documentos y estadísticas para realizar el análisis además de aplicar encuestas y evaluaciones a las farmacias perteneciente a dicha zona y la correlacional, ya que se analizarán las variables del contexto, su interrelación, para determinar su impacto en la investigación. El presente trabajo permitirá incrementar los beneficios para la organización, entre ellos contar con datos y estadísticas actuales acerca de la productividad, así como una propuesta de mejora que nos permitan reducir las deficiencias en la organización para poder lograr una ventaja competitiva frente a sus competidores.

Productividad, Modelo, Farmacia

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* Correspondence to Author (email: torres_adan08@hotmail.com)

† Researcher contributing first Author.

Introduction

The present work includes an integral analysis of productivity in the pharmaceutical chain savings pharmacies, because at present it is very important to carry out an analysis that allows us to know our current context, threats and opportunities as well as knowing where The company is currently positioned, as well as strengths and weaknesses. Therefore, there is a need to conduct a productivity analysis because there are problems in the different work areas, this in order to analyze, and generate alternative solutions to these problems based on a development model.

It is currently observed that savings pharmacies are in a process of changes and adaptation to the current context due to this there are some administrative, operational and customer service problems that can generate a low productivity of said study area. This is intended to be eliminated by designing strategies that allow the achievement of the established objectives. In this work, a comprehensive and reliable scenario will be designed through formal context measurement tools. From them, a model of development of the same will be generated and applying it correctly will increase productivity throughout the savings pharmacies chain.

Method description

In the present investigation that will be carried out in the pharmacy chain of savings, in Villahermosa, Tabasco will work with an integral instrument for measuring productivity, through

Obtaining data to analyze the current situation of the pharmacy, from this a development model will be generated.

The instrument analyzes 10 key aspects of the organization, the first element allows the final client to be analyzed, with the objective of knowing all aspects related to the client and impacting the processes of the organization, the second element evaluates measurements and / or performance of the process, its objective is to analyze comprehensively each of the actions that are developed in the processes and their interrelation between them, for the achievement of the integral objective.

The third element analyzes alliances with suppliers, its objective is to analyze the real support of the relational capital in the matter of suppliers, to have a strategic support in the system. The fourth element analyzes the structuring and management of the documentation, its objective is to evaluate the elements that indicate the management of the documentation, in form and content, as well as the associated aspects. The fifth element analyzes training for the development of skills and abilities, and its objective is to know and interpret the factors involved in the development of skills and abilities at the system level.

The sixth element performs Benchmarking, Its objective is to identify the opportunities that are abroad and support the integral development of the system. The seventh element analyzes the adaptability of the processes, its objective is to analyze the levels of the procedures included in the processes, and their capacity for relationship, under a common purpose. The eighth element evaluates continuous improvement scheme, its objective is to evaluate in a general way the strategies for the continuous development of the organization. The ninth element analyzes the evolution of the human resource, its objective is to locate the level in which the development of the human resource is and its participation for the integral improvement.

The tenth element analyzes the evolution of the managerial level, its objective is to measure and analyze the potential of the strategists, as well as their participation in the system. The instrument will allow to know the organization in an integral way, to evaluate it and to be able to generate the necessary strategies that will be embodied in the development model. The research will work under a quantitative approach because the observed phenomena are measured and quantified by giving a statistical analysis, in addition to the types of research used; documentary, since documents and statistics will be used to perform the analysis in addition to applying surveys and evaluations to pharmacies belonging to said area and the correlational, since the context variables, their interrelation, will be analyzed to determine their impact on the research. Below is the logical structure of the quantitative research process.

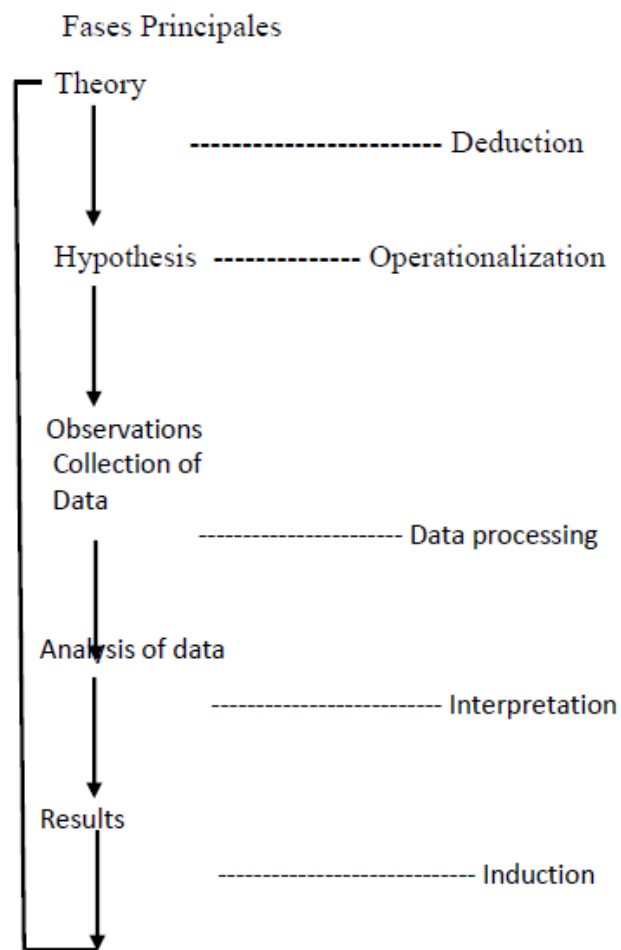


Figure 1 logical structure of the quantitative research process. (Arturo, 2011)

The variables are independent and dependent, the independent ones are the social, cultural, political, technological and economic and environmental variables. And the dependent would be the factor that is intended to be implemented in this case would be the improvement of productivity.

Conclusions

The present research offers multiple benefits for the pharmaceutical chain, among which are having current data and statistics about the productivity of the organization, which will give a clear scenario of the current situation, knowing in an integral way the context allowing the generation of focused strategies to the current needs of the organization and its environment in addition to a proposal to improve productivity that when properly implemented in all branches can achieve good results in this area of study, as well as achieve the objectives set and be able to achieve a competitive advantage over the competition at the local level.

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