

Digital platform as a strategy for economic activation

Plataforma digital como una estrategia ante la activación económica

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Abstract

The development of new technologies allows companies to join new markets and therefore helps to achieve its inclusion. The problem is that not all companies have the possibility to develop appropriate strategies or implement them. This paper addresses the problems that SMEs in the region of San Martín Texmelucan have, to develop and implement strategies based on current technologies, and through them obtain positioning and permanence of their establishments, through the study and analysis of the main problems that affect these companies, an interactive tool is presented that will increase sales in small businesses, which allow to know the advantages of being able to sell through electronic commerce in the state of Puebla. Unfortunately, not all companies have the possibility to develop appropriate strategies or implement them.

Resumen

El desarrollo de nuevas tecnologías permite que las empresas se incorporen a nuevos mercados y por ende ayuda a lograr la inclusión de la misma. El problema existe que no todas las empresas tienen la posibilidad de desarrollar estrategias adecuadas o bien implementarlas. El presente trabajo aborda la problemática que tienen las Pymes de la región de San Martín Texmelucan, para desarrollar e implementar estrategias basadas en las actuales tecnologías, y por medio de ellas obtener posicionamiento y permanencia de sus establecimientos, a través del estudio y análisis de los principales problemas que afectan a estas empresas, se presenta una herramienta, interactiva que permitirá incrementar las ventas en las pequeñas empresas, que permitan conocer las ventajas de poder vender a través del comercio electrónico en el estado de Puebla. Desafortunadamente no todas las empresas tienen la posibilidad de desarrollar estrategias adecuadas o bien implementarlas.

Trade, Merchant, Product

Comercio, Comerciante, Producto

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Introduction

In order to help activate commerce and SMEs in the region of San Martin Texmelucan, this paper seeks to take advantage of current communication and information technologies to benefit the problems that these companies face. In order to increase their positioning in the market it is proposed to create a digital tool, which allows SMEs to have a means to advertise their products or services, and at the same time give them competitiveness and positioning to remain in the market, also aims to provide a way to advise on tax issues that allows them to meet their tax obligations, unlike other platforms that are free here will be attended by students of public accountant career of the Tecnológico Nacional Campus San Martin Texmelucan, and that eventually seeks to be a comprehensive advice.

Problems

Mexico and globalization have made Mexican companies enter new markets and make more people know about them. Unfortunately, not all companies benefit from this new stage of advertising; to a certain extent, small and medium-sized companies are the least benefited. From this situation that SMEs live, especially in the region of San Martin Texmelucan, we find the following problems that are affecting their positioning and permanence in the market.

- Lack of knowledge for the generation of tax receipts for sales, because they do not know what to do and how to do it.
- Application of the fiscal reforms, for the calculation and fulfillment of their fiscal obligations, the characteristics in other regions would be that medium and small companies, and that want to position themselves in the local markets, as well as increase their profits, not wanting to disappear, can know the interactive tool, and make the most of it and be successful.
- Advertising your establishment and its various products, but mainly to the production and sale of clothing pieces, since the second largest marketplace in Central America is located in our region at a low cost and efficiently.

Objectives

General Objective

To develop a web tool for SMEs in the region of San Martin Texmelucan that allows them to perform marketing while linking them with the consultancy provided by ITSSMT students of the accounting career on issues of electronic accounting and tax obligations.

Specific Objectives

- Determine the process and content of the advisory module, via internet assisted by students and teachers of ITSSMT.
- To design a marketing and tax advice tool as a business strategy, which allows to have a better knowledge of the obligations that SMEs must comply with, it happens enough that when they take to sell their products, they do not know how to get a transfer invoice, causing them to lose their merchandise because if they do not prove their legal positioning it is considered drug trafficking, likewise they lack the guidance to advertise their products with their brands, from the same traders.

Theoretical Framework

Marketing

Marketing is an anglicism that has several definitions. According to Philip Kotler (considered by some to be the father of marketing) it is «the social and administrative process by which groups and individuals satisfy their needs by creating and exchanging goods and services». It has also been defined as the art or science of satisfying customer needs and making profits at the same time. It is actually a sub-science or area of study of the science of Management. (ExceLence Management, 2021)

E-Commerce

From a communications point of view, we can define e-commerce as the delivery of information, products or services and payments through networks or any other electronic means. E-commerce consists of conducting commercial transactions electronically. It involves the electronic transmission of data, including text, images and video.

E-commerce includes a wide range of activities, such as e-commerce of goods and services, online supply of digital content, auctions, among others. E-commerce consists of conducting commercial transactions electronically; it is any activity in which companies and consumers interact and do business with each other through electronic means. (E-COMMERCE, 2004)

ICTs

There are multiple electronic instruments that fall within the concept of ICT, television, telephone, video, computer. But undoubtedly, the most representative means of today's society are computers that allow us to use different computer applications (presentations, multimedia applications, office programs,) and more specifically communication networks, specifically the Internet. (Information and Communication Technologies in Learning, n.d.).

Methodology

The present work was carried out in San Martin Texmelucan, the type of analysis is documentary; characterized as theoretical-descriptive, since it helps to have knowledge about a given phenomenon; as a first step, the data of the different SMEs related to the problem is known, and based on the data, its interpretation is reached, which is why non-experimental research is chosen because the variables are not subject to manipulation.

The research is transversal, because the data collection is carried out in a single moment, in a single time.

The population, are the My pymes of the region of San Martin Texmelucan that have sales problems, since it has the largest tianguis in Central America.

Survey results:

- 80 SMEs agree that the use of an interactive tool would allow them to increase their sales.
- 72 SMEs surveyed responded that it would be favorable to develop this tool.

- 87 SMEs informed us that knowing their sales failures would allow them to improve their commercial market.
- 98 SMEs indicated that this interactive tool is very suitable for e-commerce.

The surveys showed that the merchants agree on the need to have an interactive tool based on ICTs to increase their sales according to their merchandise.

Characteristics of the Web Platform.

For the development of the platform, which was called Ideas Texmelucan, it was divided into three modules.

Module 1 Marketing

This section allows all SMEs that are in the framework of formality and belong to the region of San Martin Texmelucan have a space to publicize their establishment, and the products they offer, as well as promotions and discounts.

Module 2 Information

This section the members of the consulting team of the accounting career, students and teachers of ITSSMT, will keep the SMEs informed about tax and accounting issues and topics of interest for their development and positioning, it is sought that in the company of teachers and students will give continuity to the project updating, year after year the information according to the fiscal reforms, since it is a multidisciplinary project that benefits students who are about to graduate, the guarantee will be to help solve their problems as quickly as possible to each of the taxpayers.

Module 3 Consulting

This section will allow SMEs to ask their questions or doubts about compliance with their tax obligations, such consultation may be made through a mailbox and will be answered via email or via chat.

Development of the system

The present system was developed in the research department of the Instituto Tecnológico de San Martín Texmelucan, by means of the conformation of a multidisciplinary team, in which teachers and students of the careers of Public Accounting and Computer Systems Engineering participate, at the moment the system is in its evaluation phase, with the intention of determining that its functionality covers the necessities of the Pyme.

Results

At the moment the project is already developed and the platform is ready to move on to the evaluation stage to determine its correct functionality and areas for improvement. Figure 1 shows the logo that identifies the web platform.



Figure 1 Platform

Figure 2 shows the home screen that allows visualizing the characteristics of the platform.



Figure 2 Home screen

Source: Own elaboration

Conclusion

Due to the characteristics of the project, it is only aimed at SMEs in the region of San Martín Texmelucan.

To have a tool that allows them to be at the forefront of their business and can raise their profits at lower costs, and implement this digital platform, to sell their products, to be trading in the electronic market, with a website that can control well the areas of marketing and fiscal orientation, and allow students of ITSSMT have a training.

The main feature of this system is aimed at raising their sales through marketing and be guided to comply with their tax obligations with the advantage of the service will be free.

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