

Analysis of the productivity of the copra sector in the municipality of Comalcalco, Tabasco for the design of a development proposal

Análisis de la productividad del sector coprero del municipio de Comalcalco, Tabasco para el diseño de una propuesta de desarrollo

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Abstract

Productivity is very important in any economic sector of any country, since it is fundamental within an organization, the higher productivity, the greater the probability that an organization will grow economically over time, therefore, it will be able to remain stable and survive to any situation, change or circumstance within it. This research seeks to analyze the productivity of the copper sector, through applied research, in the municipality of Comalcalco, Tabasco in the city of Villahermosa. In which a correlational, descriptive and field research methodology is used. The productivity of the copper sector is analyzed considering the relationship with the variables of the environmental, cultural, economic, political, social and technological context. Considering the behavior of the research variables in the different international, national and local contexts, the appropriate formats are designed to be able to collect information the TIEP (Comprehensive Productivity Evaluation Technique) which serves as a basis to know the current situation of said sector and to be able to determine the opportunities for improvement through the contribution of a development proposal which helps to increase productivity and allows the improvement of the retail sector and can be competitive.

Productivity, improvement, Copra sector

Resumen

La productividad es muy importante en cualquier sector económico de cualquier país, ya que es fundamental dentro de una organización, a mayor productividad, mayor será la probabilidad que una organización crezca económicamente con el paso del tiempo, por ende, se podrá mantener estable y sobreviviría a cualquier situación, cambio o circunstancia dentro de la misma. La presente investigación busca analizar la productividad del sector coprero, a través de una investigación aplicada, en el municipio de Comalcalco, Tabasco en la ciudad de Villahermosa. En la cual se utiliza una metodología de investigación correlacional, descriptiva y campo. se analiza la productividad del sector coprero considerando la relación con las variables del contexto ambiental, cultural, económica, política, social y tecnológica. Considerando el comportamiento de las variables de investigación en los diferentes contextos internacional, nacional y local, se diseñan los formatos adecuados para poder recopilar información el TIEP (Técnica Integral de Evaluación de la Productividad) la cual sirve como base conocer la situación actual de dicho sector y poder determinar las oportunidades de mejora mediante la contribución de una propuesta de desarrollo el cual ayude a incrementar la productividad y permita mejorar el sector coprero y pueda ser competitivo.

Productividad, Mejora, Sector coprero

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Introducción

Productivity is related to many factors that can influence for better economic growth within a country, company, or sector, in the same way a constant effectiveness and efficiency must be maintained, so that a favorable percentage can be had in the economy.

In the present research work carried out, productivity is analyzed taking into account the variables of the context (economic, political, environmental, cultural, technological and social) since the degree of impact it has on productivity is of the utmost importance. In order to design a productivity improvement model in order to be applied in the retail sector and to be able to improve the areas of opportunity and be able to have an improvement.

Problem statement

The current drop in the price of copra and coconut oil has a direct impact on this sector; especially if it is considered that it also has a whole series of factors that reduce the possibilities of being productive, due to the little effectiveness and efficiency they have, this due to the errant results offered by their processes within the buying sector, either because these processes are obsolete, low yields from producers, erratic marketing schemes which consists of failing to commercialize copra in the market, there is no formal integration scheme, they lack a systemic approach, lack of producer organization, the remuneration of the cultivation is not fair, lack of technology for the process of raw materials, productivity has been reduced for many different reasons.

Hypothesis

The economic, technological, political, environmental, cultural and social variables have a significant impact on the productivity of the copper sector.

Justification

The main objective of this research is to obtain an analysis of productivity and formulate a design of a development proposal, which helps to identify problems in the coprero sector of the municipality of Comalcalco, Tabasco to improve productivity, through an analysis applying different tools, among which a measurement can be carried out in the field with coprero producers from different communities of said municipality, this can be useful for coprero producers in order to be more competitive, efficient and effective in said sector, so that they can have better growth in the primary sector, since it is a sector that can be used better in said community. The importance of this research lies in the future economic impact of these producers since this would improve their quality of sales and economic income, quality and efficiency in their purchasing sector. This will contribute to the economic development of the state of Tabasco, given that by being competitive, the economy grows and improves the quality of life of producers.

Research goals

- A diagnosis for the productivity of the copper sector.
- A development proposal.

Design of the investigation

The study will be carried out in the municipality of Comalcalco Tabasco. The investigation will be carried out with the copreros producers that make up said Municipality. In order to collect the necessary information throughout the area and to be able to compare them between producers. The tool to be used is the Comprehensive Productivity Assessment Technique (TIEP).

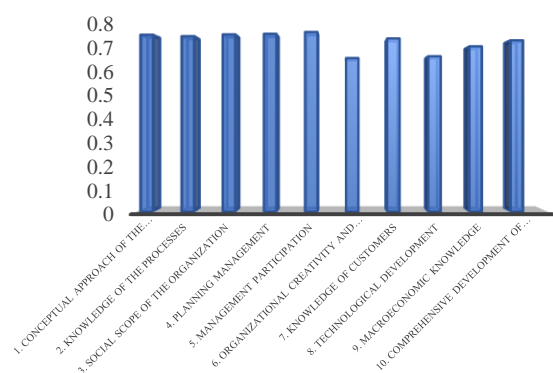
Instrument

TIEP (Technique for Integral Evaluation of Productivity)													
Elements	Economic Variable		Political Variable		Economic Variable		Cultural Variable		Technological Variable		Social Variable		
	P	E	P	E	P	E	P	E	P	E	P	E	
1. Conceptual approach to the company													
2. Process knowledge													
3. Social scope of the organization													
4. Planning management													
5. Management participation													
6. Organizational creativity and innovation													
7. Knowledge of customers													
8. Technological development													
9. Macroeconomic knowledge													
10. Integral development of human resources													

Table 1 Comprehensive productivity assessment tool
 Source: Eliseo H. 2021

Results

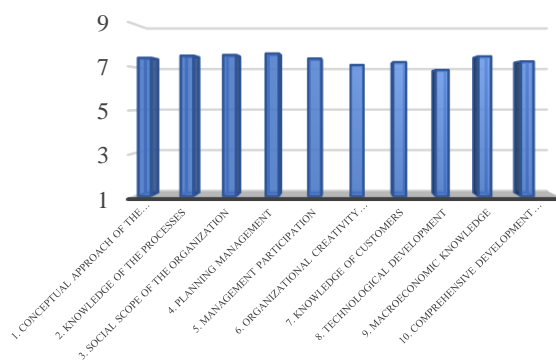
Complete Company Profile by Composite Average



Graphic 1 Complete Company Profile by Composite Average
 Source: Perception of the author, 2021

According to this graph, the integral profile of the composite average of the organization of the elements can be observed in relation to the six variables of the context, here we identify the two elements with the lowest score that unfortunately need to work in an integral way with them already that are areas of opportunity to be able to have a good operation which are elements six and eight since it has low performance; Likewise, it is necessary to mention the elements with the highest score, which are elements five and four, which as a lower score is direct participation, it means that the organization at that point has fewer problems followed, better performance, but remembering that there are no leave them unsupervised since none of the areas should be neglected, nor any of the elements to keep a good control.

Comprehensive company profile by simple average



Graphic 2 Comprehensive company profile by simple average
 Source: Perception of the author, 2021

This graph shows the way in which the areas are displayed within the company, the ratings assigned to it were directly, which was through a measurement tool, the analysis of the results shows us where it has to be reinforce which is the eighth element which obtained the lowest score with 6.866666667% followed by elements six, seven and ten which need attention in the same way, to be able to make the improvements since unfortunately they have the lowest score, which shows us which are the areas to be able to work in an integral way with the knowledge of the organization and make the necessary changes, as in the same way it is recommended that the organization not leave the elements with the highest score adrift, since all the elements are very important for the proper functioning of the organization.

Proposed model

The productivity improvement model is a graphic representation in which the changes and/or opportunities that the improvement organization has in order to increase the desired productivity are presented, since within the model there are six context variables (environmental, cultural, economic, political, social, and technological variables), to be able to make the contributions that are required within the organization for good planning and strategic administration, managing to apply and carry out in a safe and reliable way for the proper functioning her. By having a clear model, the desired goal and objectives are achieved, positioning the company, making changes and improving within the organization.

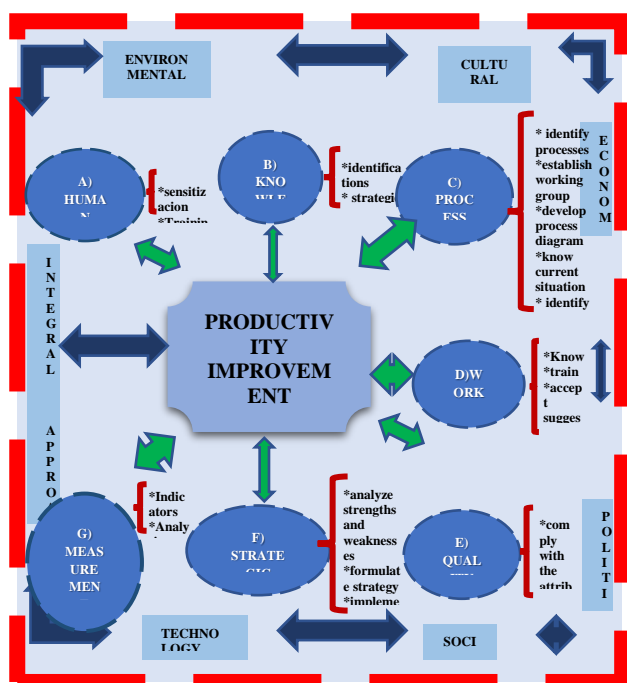


Figure 1 proposed model

Source: Perception of the author, 2021

Contributions

The present model is made up of the 6 variables of the context, which are the environmental, cultural, economic, political, social, and technological variables; The variables were arranged in the model in alphabetical order, the 6 variables of the context favor productivity, effectiveness and efficiency, since, by having good control and supervision within the work areas, we can get to work integrally within the organization.

The model starts from the integral approach which includes the 6 variables of the context, if you have an integral approach you can have productivity since if you do not focus comprehensively and leave partial moments you cannot have a correct measurement of productivity, for the This corporate model was specifically designed, which starts from the development of human resources since it is a factor that needs a lot of attention within the organization for evolution or development. It is important to constantly train the staff so that they can visualize and expand the way of thinking they have at this time, as a second point is the knowledge of the suppliers, this point is very important since without the suppliers the organization could not exist That is why it is necessary to correctly identify which are the suppliers, and once that segment has been identified, make the strategic selection of them, that is, make a detailed analysis to later purify or purify the suppliers that present the most losses in terms of the raw materials that they offer to the company, thus selecting that the final products have quality, avoiding that the corporate has losses since the suppliers that offer the cleanest copra would be selected and then processed, later is the analysis of the processes within this point includes 6 points to carry out a good analysis of proc Those which is to identify each process that needs to be improved in the organization, since the processes that need to be improved have been identified, a group or work team is designated to be in charge of analyzing them, within which they must choose from senior management to lower-ranking employees, that is why it is very important that employees know the organization well, as a third point they must develop process diagrams. The process should be charted in which the responsibilities of each member of the chosen group and the tasks to be carried out are detailed, as well as a start date and an end date. As a fourth point, the situation of the organization is defined through an interview with the employees of said company, in order to analyze where the company is developing and if any changes need to be made. As the penultimate point, the points that need to be improved are announced so that the redesign of the processes can be carried out as the last point so that the weaknesses of the organization can be improved and be more optimal.

Conclusions

Productivity is fundamental and very important in all organizations, since thanks to it the company can continue to live, get ahead in every obstacle that arises, through this work and the proposal it seeks to help the corporate to make better decisions, especially to inform them of where their weak points are in order to improve through the recommendations provided to the representative of the company, so that they can compare the changes and results before and after the application of the model, through a long road with a lot of perseverance, to be able to overcome each difficulty presented while reaching the goal, but always being constant, and with the support of all the staff so that the change can be true and above all they are committed to the company to constantly improve.

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