

Marketing plan: household products cleaning company, in Villahermosa Tabasco

Plan de mercadotecnia: empresa de limpieza de productos del hogar, en Villahermosa Tabasco

GARCIA-JERÓNIMO, Irma†*, MOREJÓN-SÁNCHEZ, Juana María, GARCÍA-JERÓNIMO, Beatriz and NOTARIO-PRIEGO, Ezequiel

Tecnológico Nacional de México - Instituto Tecnológico de Villahermosa, México.

ID 1st Author: *Irma García-Jerónimo* / **ORC ID:** 0000-0003-3925-1053, **Researcher ID Thomson:** IAQ-2203-2023, **CVU CONACYT ID:** 1226475

ID 2nd Co-author: *Juana María, Morejón-Sánchez* / **ORC ID:** 0000-0002-9930-181X, **Researcher ID Thomson:** ABE-2879-2020, **CVU CONACYT ID:** 362413

ID 3rd Co-author: *Beatriz, García-Jerónimo* / **ORC ID:** 0000-0001-8528-8653, **Researcher ID Thomson:** G-2532-2018, **CVU CONACYT ID:** 468277

ID 3rd Co-author: *Ezequiel, Notario-Priego* / **ORC ID:** 0000-0002-3791-1823, **Researcher ID Thomson:** G-2613-2018, **CVU CONACYT ID:** 407736

DOI: 10.35429/EJS.2023.18.10.5.12

Received January 15, 2023; Accepted June 30, 2023

Abstract

Aim: To analyze the different variables that affect the development of the household cleaning products company, in order to obtain the positioning in relation to the other competitors, to achieve a 30% market share and to move to the growth stage to achieve profits.

Methodology used: SWOT analysis, considering the marketing variables (product, price, advertising, location), for the design of the model of the current situation of the company, obtaining an overall diagnosis and objective identification of the guidelines to be followed, generating market segmentation strategies that will achieve the main objective of the household cleaning products company in Villahermosa, Tabasco.

Contribute: Identified opportunities for strategic alliances, including service providers and a significant number of potential customers, overworked population needing cleaning assistance, companies identified as competitors lacking adequate technology and unprofessional service.

SWOT, Marketing, Variables

Citation: GARCIA-JERÓNIMO, Irma, MOREJÓN-SÁNCHEZ, Juana María, GARCÍA-JERÓNIMO, Beatriz and NOTARIO-PRIEGO, Ezequiel. Marketing plan: household products cleaning company, in Villahermosa Tabasco. ECORFAN Journal-Spain. 2023. 10-18:5-12.

Resumen

Objetivo: Analizar las diferentes variables que impactan en el desarrollo de la empresa de limpieza de productos del hogar, para obtener el posicionamiento con respecto a los demás competidores es decir tener el 30% de participación del mercado y pasar a la etapa de crecimiento, logrando ganancias y utilidades.

Metodología: Se realiza un análisis FODA, considerando las variables de marketing (producto, precio, promoción, plaza), para el diseño de un modelo de la situación actual de la empresa, obteniendo un diagnóstico general e identificando de manera objetiva las directrices a seguir, generando estrategias de segmentación de mercado que permitirán lograr el objetivo principal de la Empresa de limpieza de productos del hogar, en Villahermosa Tabasco.

Contribución: Se detectaron oportunidades para hacer alianzas estratégicas, las cuales incluyen proveedores de servicios y un número considerable de clientes potenciales, se identificó que las poblaciones con exceso de actividades laborales requieren asistencia con los servicios de limpieza, las compañías que se detectaron como competidores no cuentan con la tecnología adecuada y su servicio no es profesional.

FODA, Mercadotecnia, Variables

* Correspondence to Author (E-mail: mima3076@hotmail.com)

† Researcher contributing first author.

Introduction

Above any market objective will be the mission of a company, its definition will be given by the top management, which will have to indicate what the objectives of the organisation are, that is, what business we are in and what markets we should target. This is the general framework in which we worked for the elaboration of the marketing plan, so an analysis of the current situation was made and some characteristics of the market were found.

Cleaning and disinfection processes have taken on a leading role in recent months, due to the global pandemic caused by COVID-19, being one of the main preventive measures recommended by the main international health organisations for the prevention of contagion.

To correctly apply preventive cleaning and disinfection protocols and thus guarantee maximum effectiveness, it is important to know the differences that exist between the concepts of cleaning, disinfection and other terms widely used in the market, such as sanitisation. At present, we find ourselves with a company that covers a medium level of the market and that according to data provided in the Tabasco Business Sector Classification (Dr. Juan José Chablé Sangeado and student Lucy Guadalupe Villamil Arcos) has surpassed the figure of 44,243 companies.

Most of them are micro-enterprises (without employees) and small enterprises (with less than ten employees); these positions us as a medium-sized enterprise.

The Mexican and European cleaning market is in a growth phase. This can be explained by the progressive outsourcing of this type of services, both in private companies and public entities.

The cleaning sector is primarily characterised by a cyclical component, i.e. it evolves in parallel to economic movements; in times of economic prosperity, there is a greater proliferation of companies that demand cleaning services.

It can be said that the portfolio of clients of this cleaning company of household products in Villahermosa Tabasco, is medium as it is composed of individuals, housewives, staff for cleaning their furniture and / or cars, furniture or equipment in their homes, as well as companies (hospitals, hotels, residential homes) who choose to outsource the service for a set time in the medium or long term, this being a great advantage to meet the constant demands.

This cleaning company of household products, in Villahermosa Tabasco, is an international company of German technology, which focuses on integral hygiene solutions such as the elimination of mites, bacteria, viruses and fungus spores, both in homes as well as hotels, hospitals, educational and recreational centres. All of the above with the aim of preventing diseases and improving people's health. Apart from the health issue, it provides excellent solutions for the aesthetic aspect, removing stains from upholstered furniture, carpets, car upholstery and leather furniture.

It also has electrostatic technology for environmental disinfection, eliminating all types of bacteria and viruses on surfaces for a long time and reliably. In this cleaning company of household products, in Villahermosa Tabasco, they are continuously dedicated to the search, development and implementation of new cutting-edge technology to be always at the forefront in cleaning applications and solutions.

According to the results of the investigation, a market of potential customers was found, as part of the changes generated as a result of the pandemic, the need was created in society, to ensure a safe, hygienic and reliable environment in the aspect of health, thus creating the need for disinfection and sanitisation of the home (furniture, bedrooms, vehicles, home accessories among others) and offices.

The marketing plan for a household products cleaning company in Villahermosa Tabasco, arises as a response to the need to identify the variables that are impacting this sector, analyse through SWOT all the key points that have positioned the company, measure itself with the competition and clarify the elements that strengthen it, the opportunities to grow in the market, the weaknesses that need to be worked on and the threats that must be attacked or eradicated as mentioned by Morejón J. (2017) in Marketing notes, to finally with the results of the study, propose a strategy that allows to achieve the main objective of obtaining the positioning with respect to the other competitors i.e. to have 30% market share and move to the growth stage, achieving profits and profits and that is also aligned to the mission of achieving customer satisfaction, covering their needs for cleaning and disinfection with the best quality, always with the care of the environment and the health of users.

Methodology

An analysis of the current situation of the company was carried out in order to objectively identify the guidelines to be followed and the line to be followed by the organisation in order to achieve the objectives and goals set. For this purpose, we used the SWOT tool, which allows a general diagnosis of the current conditions in a structured manner.

Through an interview with the company's manager, we were able to identify the organisation's strengths and weaknesses.

Regarding the conditions that influence the business, they can be classified into internal and external, the internal ones can be the strengths and weaknesses and the external ones can be the opportunities and threats, these classify and identify the stage in which the business is. Regarding the external conditions we can also talk about the social groups that surround the business: its market, such as geographical and cultural conditions.

Strengths	Opportunities
F1 State-of-the-art equipment and German technology.	O1 Strategic alliances with service providers (Services not available such as: Pest extermination).
F2 It has its own vehicle.	O2 Population with excess of work activities that will require cleaning services.
F3 Knowledge of consumers and their behaviour has developed loyalty links (hotels and residential).	O3 Acquisition of new equipment through financing.
F4 Customer recommendation for good service.	O4 Lack of franchise competitors in the state of Tabasco.
F5 Service experience.	
F6 Speed of service (hot and cold injection washing).	
F7 Strategic positioning with the location of the premises.	
F6 Being a franchise gives security and confidence.	
F8 Standardised processes are in place.	
F9 Own company premises.	
F10 Special discounts for companies with medium-and long-term contracts and concrete recommendations.	

Weaknesses	Threats
W1 Many people still do not identify it as a cleaning business with a new concept.	T1 Emerging competitors offering the same service.
W2 The promotion carried out is not enough, so it has not attracted new customers.	T2 Inflation raises service costs for businesses.
W3 Lack of a marketing plan.	T3 Substitute products or services.
W4 Competitors offer a better price than us.	

Table 1 SWOT analysis

Source: own contribution 2023

Results: marketing plan (strategy and actions)

The strategy used is the Functional Strategy (Marketing Mix); (Dynamism in the marketing mix and performance: evidence obtained in commercial companies. Revista Perspectiva Empresarial 2014), since the marketing tools that will have a concrete impact on the objectives are selected, hoping for effective and adequate results. The main areas on which the marketing mix works are:

Product: This deals with the breadth of the range, modification and creation of products, brand policy and/or creation of the brand image; in this case it works on the image of the brand in the market.

Distribution (Place): This refers to the configuration and character, sales system, location of sales outlets; this marketing plan deals with the issues of sales systems and location of sales outlets.

Price: In terms of pricing strategy and discount policy, only discount policies are addressed.

Promotion: Internal and external communication and media are considered here.

It was considered to use the functional strategy of Marketing Mix, alluding to the 4Ps (Product, Place, Price and Advertising), establishing deadlines to achieve an increase in the demand for services, so that particular actions have been considered to achieve the objective and in turn the goal:

Goal: It is expected to achieve a 30% increase in customer demand, with short-, medium- and long-term action plans for 2023.

Short Term Strategies: Strategies are proposed for Place and Publicity.

Medium Term Strategies: Place, Price and Advertising strategies are proposed.

Long Term Strategies: Place, Price and Advertising strategies are proposed.

The proposed strategies are the result of the SWOT analysis made to the cleaning company of household products, in Villahermosa Tabasco, it is observed that the strengths of this company are the points of greatest impact for the same, having cutting-edge equipment and German technology, being a franchise that provides security and confidence, experience in service, speed (washing hot and cold injection), good location, have their own vehicle, customer recommendation for good service, but above all knowledge of the consumer and their behavior, has developed links of loyalty (hotels and residential).

Just as the strengths were detected, opportunities were also identified that will allow the achievement of the objective and goal; therefore, opportunities for strategic alliances with service providers were identified (services that are not available such as pest extermination), many potential customers were detected as there is a population with excessive work activities that will require cleaning services and there are no competitors with the same quality of service and do not have the technology used for the development of services.

In terms of weaknesses, some weaknesses were identified that are closely linked to a marketing plan and it is here where it is proposed to establish strategies and actions to turn them into strengths; Such is the case that many people still do not identify the company as a cleaning business with a new concept, the promotions offered are not enough (restriction of the franchise) so it has not attracted new customers, however, strategic alliances can be established to offer other promotions and impacting in another way without violating the policies of the franchise, it does not have a marketing plan, only works empirically.

With respect to threats, some were detected that are not controlled by the company, such as emerging competitors that offer the same service at lower cost using low quality products and with undesirable results, another important point to consider is inflation, if this rises, the services in the cleaning company of household products in Villahermosa Tabasco also rise and there would not be as much demand as expected.

The above has been determined thanks to the interview conducted with the administrator and his staff, this has allowed to know the company more closely and to establish together a plan of action in determined times that are more convenient for the company.

Target market

Hotels and residential houses.

It is aimed primarily at each and every one of the people who have the need for cleaning and disinfection of any furniture, equipment, office, any space home, hotels, restaurants, machines, cars, chairs, dining room carpets, floors, sanitization of spaces, among others; this can be personal-individual or through contracts for a permanent service through medium and long term contracts.

Positioning

As for the type of positioning for which we sought to position ourselves is for quality and cutting-edge technology, as well as speed of service (service time). We will stand out as a business that will offer its services with quality, warmth and confidence, as it uses German technology that allows through standardised processes, to carry out the work in less response time and with the confidence of hygiene and quality; the price is competitive, although the real difference lies in the results of the service, it is less time in which they can use their equipment or furniture with the confidence of cleanliness and quality.

Competitors offer some services, but do not have the technology for dry cleaning, hot steam and vacuuming with disinfection, i.e. competitors require It can take up to 8 to 10 hours to deliver a job, sunning furniture or mattresses, carpets and so on, so that the customer can use them. Some competitors do not offer significant competition, as their prices are very high.

Distribution

For the distribution of the service, 6 operative workers are required since the service is at home, for the services to the clients on the floor, there is one person and a secretary. A direct relationship with the clients will also be maintained in order to measure the quality of the service offered.

Products (Services)

The services that are being offered are mattress washing, disinfection and washing of living rooms and armchairs, washing of clothes, ceilings and carpets of vehicles, washing and disinfection of sofa beds, cots, prams and baby chairs; all with home service in addition to using ultraviolet light and washing with injection and suction machine.

Tangible characteristics: We have state-of-the-art equipment for the different services.

Services	Description
Mattress washing	A double washing process is carried out after disinfection to avoid unpleasant odours and also to avoid diseases caused by mites and bacteria. For this process, an injection/suction machine is used, which has a water heater that raises the temperature to 70 degrees centigrade, making it easier to remove stains from textiles. This process avoids prolonged carving so as not to damage or shorten the life of the textile to be treated.
Upholstery, carpet and car upholstery washing	To meet other cleaning needs, an injection/extraction machine is used, it is the most advanced in its field and has hot water injection and a double suction motor, the heat improves the cleaning results, reduces the washing times and above all the drying times. Unlike the competition it implements dry cleaning before starting the washing process. This ensures that no bacteria, viruses or fungal spores remain inside the furniture because the application of moisture on an internal contamination acts as an accelerator that causes further contamination with all its consequences for health. The furniture subjected to the double washing process in the cleaning company of household products, in Villahermosa Tabasco drying in less than 6 hours, are free of all internal contamination, free of stains and odours. At the end aler combat spray is applied to avoid new proliferation of contaminants and to leave our pleasant fresh citrus scent.

Table 2 Description of services
Source: Own contribution, 2023

These services focus on integral hygiene solutions such as the elimination of mites, bacteria, viruses and fungal spores, both in homes as well as in hotels, hospitals, educational and recreational centres. All of the above with the aim of preventing diseases and improving people's health.

Apart from the health issue, it provides excellent solutions for the aesthetic aspect, removing stains from upholstered furniture, carpets, car upholstery and leather furniture. It also has electrostatic technology for environmental disinfection, eliminating all types of bacteria and viruses on surfaces for a long time and reliably.

Intangible characteristics: The service to be offered will be of good quality since the relationship with the clients will be direct, for this it will be necessary to train the operators and secretary.

Cleaning and disinfection service	Unit cost (current) (\$)	No. Services historical (2022)	Revenue from services (short term) (\$)	Projected demand for services per year (30%)	Projected income for the year (\$)
Single mattress	500.00	50	25,000.00	65	32,500.00
Double mattress	600.00	55	33,000.00	72	43,200.00
Queen mattress	650.00	60	39,000.00	78	50,700.00
King size mattress	700.00	75	52,500.00	98	68,600.00
Car garment washing	900.00	50	45,000.00	65	58,500.00
Truck garment washing	1,000.00	35	35,000.00	46	46,000.00
Small carpet	600.00	65	39,000.00	85	51,000.00
Medium carpet	750.00	85	63,750.00	111	83,250.00
Large carpet	1,200.00	100	120,000.00	130	156,000.00
Small room	800.00	32	25,600.00	42	33,600.00
Medium room	900.00	60	54,000.00	78	70,200.00
Large room	1,000.00	71	71,000.00	92	92,000.00
		738	602,850.00	962	785,550.00

Table 3 Projected demand for services at 30% per year and fixed unit cost of services as it is set by the franchise.
Source: Own contribution, 2023

Prices

They were established taking into account that this project is a franchise project and are already indicated by a policy of the franchise, however, prices can be proposed according to the movement of competition in the immediate geographical context.

Plaza

Household products cleaning company in Villahermosa Tabasco has a physical space for customer service, by the type of services required mobilization to residences or places where they are different furniture to which the service will be performed, therefore it is not necessary to invest or publicize the facilities where the administration is carried out, however, to attract more customers or to reach them and stay in the minds of customers, it is necessary to work in different social networks such as designing and feeding the website, Facebook, Instagram, among others.

It is important to mention that to feed the social networks you must have a philosophy in the organization, although it is a franchise and has the organizational philosophy of the parent company, it is important to define and establish a philosophy according to the needs of the region, therefore, this will be developed during the process of this marketing project, as a plus for the cleaning company of household products, in Villahermosa Tabasco. We will also invest in hiring influencers, a medium that is currently having an impact on society, as they can demonstrate through their characteristic participations, the good service we are offering.

Promotion

We will use flyers, advertisements, among other media such as social networks, as well as some visible media such as tarpaulins, in order to increase customers, as well as what we offer.

- Tarpaulins: Printing of an advertising tarpaulin every 6 months, in order to update the services that have higher demand and adjustment of promotions.
- Flyers: Every 6 months print flyers with special promotions.
- Radio: Advertising spots every so often.
- Social networks: Website, Facebook, Instagram, among others.
- Influencers: The strategy of hiring influencers is established, as it is a medium that is currently having an impact on society, as they can demonstrate through their characteristic participation, the good service offered.

Action plans

Product - service strategy

Services designed for special events with promotions according to the client, for example, Hotels, Restaurants (In the cleaning of 2 mattresses, the third one is free, no matter the size, in the cleaning of a living room set, the medium carpet is free, among others).

Plaza strategy

Creation of a web page that is not part of the franchise contract, where they can make themselves known as a company, so that customers can place their orders from the same page.

Introduce a section where customers can share their experiences and freely offer suggestions to improve the services offered. Satisfaction survey proposal

Pricing strategy

Strategic alliances with franchises offering the same service, to establish competitive prices and/or services with special promotions. Establish competitive prices through alliances promoted through influencer channels.

Advertising strategy

Creation of a Facebook page with its own name (without violating the policies of the franchise) where customers can see the various services offered and where customers can share their experiences.

Hiring of Influencers to have more customers through social networks.

Flyers every 6 months with special promotions.

ACTIVITIES	SUB ACTIVITIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Design and develop a website outside the franchise agreement that represents you as a business and allows customers to order from you.	Select website design, platform, and digital content, including company philosophy, ways to engage with clients, and offers and campaigns.												
Create a branded Facebook page (within franchise guidelines) where customers can view the services offered and share their experiences.	Choose what to post, what photos to upload to the site, and what content to use to interact with clients.												
To attract more followers and direct interest in the service, continue to hire influencers on a regular basis.	Reviewing requests and following up with customers during content publications and after, communicating with those customers between contract periods to re-offer services.												
Set up an area where customers can share their experiences and freely make suggestions for improvement to the service.	Customer feedback form												

Figure 1 Action plan
Source: Own contribution, 2023

Financial projection

Financial objectives:

Perform 962 Services in the state of Tabasco, for a profit of \$785,550.00, one year.

Short Term: Perform 192 varied services (As shown in table No. 4) and make a profit of \$155,100.00 pesos, two months.

Medium Term: Perform 323 varied services (As shown in table No. 4) and make a profit of \$266,850.00 pesos, four months.

Long Term: Perform 447 varied services (As shown in table No. 4) and earn a profit of \$363,600.00 pesos, six months.

CLEANING AND SANITIZING SERVICE	UNIT COST (CURRENT)	AMOUNT OF SERVICES (January-April)	SERVICE REVENUE (Short Term)	AMOUNT OF SERVICES (May-August)	SERVICE REVENUE (Medium Term)	AMOUNT OF SERVICES (September-December)	SERVICE REVENUE (Long Term)
Single mattress	\$500.00	15	\$ 7,500.00	23	\$ 11,500.00	27	\$13,500.00
Double mattress	\$600.00	15	\$ 9,000.00	25	\$ 15,000.00	32	\$19,200.00
Queen mattress	\$650.00	15	\$ 9,750.00	25	\$ 16,250.00	38	\$24,700.00
King Size Mattress	\$700.00	20	\$ 14,000.00	28	\$ 19,600.00	50	\$35,000.00
Car Garment Washing	\$900.00	10	\$ 9,000.00	20	\$ 18,000.00	35	\$31,500.00
Truck Garment Washing	\$1,000.00	5	\$ 5,000.00	15	\$ 15,000.00	26	\$26,000.00
Small Rug	\$600.00	20	\$ 12,000.00	25	\$ 15,000.00	40	\$24,000.00
Medium Rug	\$750.00	25	\$ 18,750.00	40	\$ 30,000.00	46	\$34,500.00
Large Rug	\$1,200.00	30	\$ 36,000.00	50	\$ 60,000.00	50	\$60,000.00
Small Room	\$800.00	7	\$ 5,600.00	15	\$ 12,000.00	20	\$16,000.00
Medium Room	\$900.00	15	\$ 13,500.00	25	\$ 22,500.00	38	\$34,200.00
Large Room	\$1,000.00	15	\$ 15,000.00	25	\$ 32,000.00	45	\$45,000.00
OVERALL AMOUNT		192	\$ 155,100.00	323	\$ 266,850.00	447	\$363,600.00

Figure 2 Short, medium and long-term financial targets
Source: Own elaboration, 2023

Marketing (Product Life Cycle). The life cycle of the service that is being offered to the market is of new introduction in terms of technology, since the possible consumers of these services barely know it and they will highlight the degree of impact that it will have on the other clients. Based on this, strategies will be sought to make each of the services better known and increase the number of consumers (clients), through which it will be possible to cover and corner the market.

Controls. The company has a database where it registers and controls the demand for services and new clients. It also has a record of equipment maintenance, a programme of services for frequent residential and hotel customers and individual services, as well as control of the supplies used to carry out the services and the stock.

The short, medium and long term projection of services requires control, therefore, it is proposed to measure by quarterly periods:

- Number of demand for services between the number of services carried out: In order to know if the projection is really being fulfilled and if not, to establish strategies to ensure greater demand.
- Number of services requested between type of service: To find out which are the most requested services in order to establish sales strategies, alliances, promotions, advertising, among others.
- Customer satisfaction survey: Openness to feedback, capturing customer perception and new ideas for improvements for the company, as mentioned by Eliseo Dantes H. in his book Apuntes de Creatividad e Innovación en las organizaciones 2016.

Budgets

In the cleaning company of household products, in Villahermosa Tabasco different investments are considered for the development of the different functions during a year, in this section we will find investment projections for a year, stationery and office equipment, advertising media to make themselves known reaching more customers.

Article	Quantity	Unit Price (\$)	Total (\$)
White sheets	1 package c/500	120.00	120.00
Cardboard	10	12.00	120.00
Markers	1 package c/5	30.00	30.00
Pens	1 box with 30 pz.	25.00	25.00

Table 4 Projected investment per year and unit cost of stationery and office supplies
Source: Own elaboration, 2023

Medio	Unit price	Can.	Total cost	Size	Description
Website and social networks	3,000.00	2	6,000.00	N/A	Customise the website and open social networks
Influencers	800.00**	2	1,600.00	N/A	**Offer the service in exchange for a recommendation to increase recruitment.
Radio spot	1,000.00	2	2,000.00	1 min	Services, costs and promotions
Advertising banner	\$700.00	2	\$1,400.00	2m * 1.50 m	Plastic or vinyl
Flyers	.20	1000	\$400.00	¼ carta	Orange ink with white.
TOTAL:			\$11,400.00		

Table 5 Advertising media plan every 6 months with yearly cumulative
Source: Own elaboration, 2023

Based on the data provided, the income statement with a one-year projection is made, it is worth mentioning that we have worked with real information that was provided by the administrator, in the same way, other data could not be considered as they were reserved for security reasons.

Concepts	Ene-abr/23	May-ago/23	Sep-dic/23	Accumulated per year
(+) SALES (30% P.A.)	\$ 155,100.00	\$ 266,850.00	\$ 363,600.00	\$ 785,550.00
FIXED COSTS (30%)	55,836.00	96,066.00	130,896.00	282,798.00
VARIABLE COSTS (20%)	31,020.00	53,370.00	72,720.00	157,110.00
(-) TOTAL COSTS (10%)	15,510.00	26,685.00	36,360.00	78,555.00
(=) GROSS PROFIT	52,734.00	90,729.00	123,624.00	267,087.00
(-) DEPRECIATION (10%)	5,273.40	9,072.90	12,362.40	26,708.70
(=) PROFIT BEFORE TAX	47,460.60	81,656.10	111,261.60	240,378.30
ISR				
IETU				
(-) TAXES				
(=) PROFIT FOR THE YEAR	47,460.60	81,656.10	111,261.60	240,378.30

Table 6 One-year projected income statement
Source: Own elaboration, 2023

Acknowledgements

Special thanks to the managers of the household products cleaning company in Tabasco, who facilitated the development of the research by providing all the information requested on time and with the best attitude with the purpose of collaborating to obtain the best results in the application of the methodology that allowed us to propose a marketing plan that serves as a guide to achieve the objectives and goals set according to the needs of the company.

Conclusions

After having carried out the marketing plan, it is concluded that the cleaning company of household products in Villahermosa Tabasco faces several competitors that offer a similar service, however it is highlighted that the cleaning company of household products in Villahermosa Tabasco has a great competitive advantage that differentiates it from its competitors, Being an international company with German technology, it focuses on integral solutions, that is to say, it is not only the cleaning of furniture, they are concerned about hygiene such as the elimination of mites, bacteria, viruses and fungus spores, that is to say, they provide a quality service with a plus in the aesthetic issue, removing stains on upholstered furniture, carpets, car upholstery and leather furniture.

The economic impact has been positive and is increasing for the managers of the household products cleaning company in Villahermosa Tabasco, who currently have two more franchises, one in a municipality in the state of Tabasco and another in Palenque Chiapas. The company does not have promotions and advertising with great presence in the State of Tabasco, understanding that it is due to the policies of the same franchise; although it is also understood that other strategies can be established that add to the recommendations of their loyal customers, such is the case of special seasonal promotions according to the results of the measurement of demand, presence in business events in the state of Tabasco, presence in the Tabasco fair, advertising spots, flyers, recommendations of influencers among others.

References

Morejón J. (2017). *Apuntes de Mercadotecnia*. México. P.p. 98-156.

Eliseo H. (2016) *Apuntes de Creatividad e Innovación en las organizaciones*. México. p.p. 18-64.

David, F. (1997). *Conceptos de administración estratégica*. México: Prentice-Hall Hispanoamericana. URL: <https://maliaoceano.files.wordpress.com/2017/03/libro-fred-david-9a-edicion-con-estrategica-fred-david.pdf>
DOI: <https://doi.org/10.29057/icea.v5i9.2096>

Bryson, J.M. y Bromiley, P. (1993). Critical factors affecting the planning and implementation of mayor products. *Strategic Management Journal*, 12(5), 24-35. URL: <https://www.redalyc.org/pdf/292/29212108.pdf>
DOI: <https://doi.org/10.1002/smj.4250140502>

Chablé Sangeado, J.J. y Estudiante Villamil Arcos, L.G. *Clasificación del Sector Empresarial Tabasqueño*. URL: <https://archivos.ujat.mx/dip/divulgacion%20y%20video%20cinetifico%202008/DACEA/JChableS.pdf>

Martínez Ruíz, M.P. López Días, A. y Blazquez Resino, J.J. *Dinamismo en el marketing mix y desempeño: evidencias obtenidas en empresas comerciales*. *Revista Perspectiva Empresarial* 2014, URL: <https://www.redalyc.org/articulo.oa?id=672271513005>
DOI: <https://doi.org/10.16967/rpe.39>