

Analysis of the competitiveness of MSMEs in the trade sector of the San Martín Texmelucan Region, for the establishment of financial strategies

Análisis de la competitividad de las MiPyMes en el sector comercio de la Región de San Martín Texmelucan, para el establecimiento de estrategias financieras

AGUILAR-PÉREZ, Esmeralda†*

Tecnológico Nacional de México - Instituto Tecnológico Superior de San Martín Texmelucan, México.

ID 1st Author: *Esmeralda, Aguilar-Pérez* / ORC ID: 0000-0001-6794-9630, Researcher ID Thomson: O-3376-2018, CVU CONAHCYT ID: 625314

DOI: 10.35429/JBDS.2023.23.9.36.40

Received January 25, 2023; Accepted June 30, 2023

Abstract

This article presents the results of the research carried out in the first quarter of 2023 using SMEs in the San Martín Texmelucan region as a study factor. The general objective of the research was to know the degree of competitiveness that MSMEs in the San Martín Texmelucan region specifically in the trade sector, which has around 1711 companies registered with the Mexican Business Information System (SIEM). The methodology that was carried out was developing mixed research, the data collection technique was a questionnaire of 46 closed questions with a Likert scale, 582 surveys were applied to different companies in the region of San Martín Texmelucan. The most important contribution made was to develop strategies to increase the competitiveness of MSMEs in the trade sector in the San Martín Texmelucan region.

Competitiveness, SMEs, financial strategies

Resumen

En el presente artículo se presentan los resultados de la investigación realizada en el primer trimestre de 2023 tomando como factor de estudio a las PyMes de la región de San Martín Texmelucan. El objetivo general de la investigación fue conocer el grado de competitividad que las MiPyMes de la región de San Martín Texmelucan específicamente del sector comercio, que tiene alrededor de 1711 empresas registradas ante el Sistema de Información Empresarial Mexicano (SIEM). La metodología que se llevó a cabo fue desarrollando una investigación mixta, la técnica de recolección de datos fue un cuestionario de 46 preguntas cerradas con escala de Likert, se aplicaron 582 encuestas a diferentes empresas de la región de San Martín Texmelucan. La contribución más importante que se realizó fue desarrollar estrategias para incrementar la competitividad de las MIPYMES del sector comercio de la región de San Martín Texmelucan.

Competitividad, PyMes, Estrategias financieras

Citation: AGUILAR-PÉREZ, Esmeralda. Analysis of the competitiveness of MSMEs in the trade sector of the San Martín Texmelucan Region, for the establishment of financial strategies. *Journal of Business Development Strategies*. 2023. 9-23:36-40.

* Correspondence to the Author (E-mail: esmeralda.aguilar@smartin.tecnm.mx)

† Researcher contributing first author.

Introduction

The lack of access to finance generates a shortage of financial resources in MSMEs, generating a limited purchasing power that impacts on the investment of new technologies, and also the fact that the owners and proprietors of MSMEs do not have financial training leads to a poor management of resources, which impacts on the competitiveness of the company. The term MSMEs is an acronym that comes from "Micro, Small and Medium Enterprises" and these companies play an important role in the productive sector of nations, both in industrialised countries and in less developed countries, as is the case of Mexico (Ministry of Economy, 2022).

According to data from INEGI (2019), micro, small and medium-sized enterprises are of great importance in Mexico's development, as they represent 52% of the gross domestic product (GDP) and are responsible for 72% of jobs.

Strategy is a procedure for decision making and/or action in the face of a given scenario. This, seeking to achieve one or more previously defined objectives (Westreicher, 2020).

And the financial strategy according to Roncancio (2022) is a plan aimed at optimising financial resources. The most successful strategies contain three central elements: in-depth knowledge of financing, characteristics, terms, conditions and analysis of alternatives.

Therefore, the general objective of this research was to know the degree of competitiveness of MSMEs in the SMT region, specifically in the commerce sector, which has around 1711 companies registered in the Mexican Business Information System (SIEM); however, the research will be carried out with 582 companies. This research allows MSMEs to obtain guidance on the importance of financial strategies, to create relationship links between MSMEs in the commerce sector and the different groups that exist in the region to support decision-making, promoting their degree of competitiveness, raising awareness of the importance of good internal control to improve the effectiveness and optimisation of resources.

This article is made up of 5 sections, initially presenting the methodology that was developed, and then presenting the results, conclusions, bibliographical references and acknowledgements.

Methodology

The research carried out was mixed, the information was collected through a questionnaire of 46 sections that was applied to 582 MSMEs, to determine how they approach the issue of competitiveness and financial strategies. Among the most important results with respect to the analysis of MSMEs is the size of the enterprise.

As can be seen in Figure 1, 45% of the surveyed enterprises have an average of 1 to 5 employees, which indicates that the commerce sector in San Martín Texmelucan has approximately 261 micro-enterprises.

Número de empleados	Número de empresas	Porcentaje(%)
Sin contestar	6	1%
0 empleados	11	2%
1-5 empleados	261	45%
6-10 empleados	183	31%
Más de 10 empleados	78	13%
NC	43	7%
Total	582	100%

Figure 1 Number of employees
Source: Data from surveyed companies



Figure 2 Determination of the type of company
Source: Data from surveyed companies

Results

The results obtained in the research carried out in the first quarter of 2023 are as follows. To determine the factors that delimit the competitiveness of MSMEs in the commerce sector in the region of San Martín Texmelucan.

As we can see in figure 3 of the MSMEs surveyed, 191 businesses are aware of the actions taken by their competitors, in order to be in constant movement, and must be aware of the continuous improvement and be a competent business.

	Number of companies	centage (%)
1	24	4.12%
2	37	6.36%
3	92	15.81%
4	171	29.38%
5	191	32.82%
NC	41	7.04%
No answer	26	4.47%
Total	582	100%

Figure 3 Verification of customer service evaluation methods
Source: Data from surveyed companies

Have methods in place to evaluate customer service

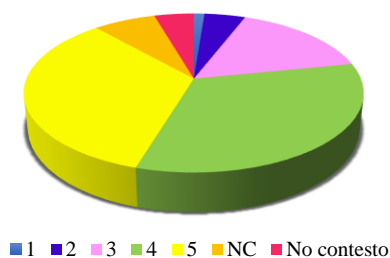


Figure 4 Verification of customer service evaluation methods
Source: Data from surveyed companies

Level of performance satisfaction

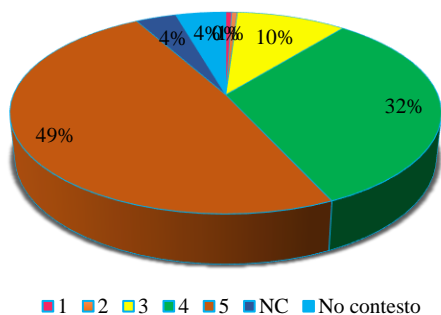


Figure 5 Verification of the level of satisfaction
Source: Own elaboration

	Number of companies	Percentage (%)
1	3	0.52%
2	8	1.37%
3	53	9.11%
4	154	26.46%
5	306	52.58%
NC	32	5.50%
No answer	26	4.47%
Total	582	100%

Figure 6 Verification of the level of performance satisfaction
Source: Data from the surveyed companies

It is obtained as a result that 52.58% of the companies in the commerce sector located in San Martín Texmelucan belong to the classification of micro-enterprises, the factors with the greatest impact on the competitiveness of MSMEs are price, quality and financial resources.

To determine the degree of competitiveness of MSMEs in the commerce sector in the region of San Martín Texmelucan.

It is determined that the degree of competitiveness is medium since between 40 and 45% of the enterprises perceive themselves at a satisfactory level while the rest lack strategies that allow for the continuous improvement of their business.

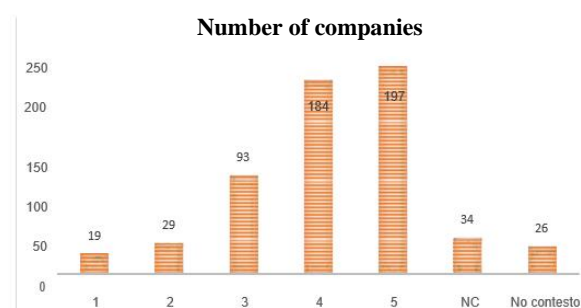


Figure 7 Verification of the level of performance satisfaction
Source: Data from surveyed companies.

33.85% of the businesses put into action Benchmarking (comparison between companies) which allows them to make a continuous improvement in their business and to face their competitors.

Variable	Conceptual and operational definition	items	Indicators
The competitiveness of MSMEs in the commerce sector in the San Martin Texmelucan region.	Competitiveness is the ability of an individual or company to position itself ahead of its competitors, achieving a better position in relation to them.	24a. I have effective methods for evaluating the appropriateness of the price of my products or services. 24b. I have effective methods to evaluate the quality of my products or services. 24c. I have effective methods to get to know my customers, their needs and preferences.	Increased liquidity.

Figure 8 Variable and conceptual definition and indicators for the research hypothesis
Source: Data from the surveyed enterprises.

Results of specific objective 3

To develop strategies to increase the competitiveness of MSMEs in the commerce sector in the San Martin Texmelucan region.

Financial strategies.	Financial strategy encompasses a set of key areas such as investment, capital structure, financial risks, profitability, working capital management and management.	33c. Customers choose us because we offer the best price. 36b. In my company we are concerned about all the money our customers owe us. 40d. I establish a network of relationships with other companies with the goal of win-win.	Lower indebtedness.
------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------

Figure 9 Definition of financial strategies
Source: Data from the surveyed enterprises

Strategies to increase the competitiveness of MSMEs in the commerce sector in the San Martin Texmelucan region.

1. Strengthen managerial leadership
2. Conflict management and resolution skills.
3. Conduct continuous and permanent training
4. Establish techniques to determine the level of customer satisfaction.
5. Create and/or adhere to internal policies to improve stability and work environment.

Thanks

We are grateful to the Instituto Tecnológico Superior de San Martin Texmelucan for the facilities provided for the development of this project, as well as to the Tecnológico Nacional de México for the financing of the Project Key 18323.23-PD.

Conclusions

It is concluded that with the establishment of financial strategies the competitiveness of MSMEs in the commerce sector in the region of San Martin Texmelucan will improve.

Since the majority of MSMEs are empirical and run the risk of disappearing due to lack of information and training.

In terms of financing, it is recommended to obtain capital through loans, encourage savings in private initiative instances, as it allows obtaining credit in the future, the proper use of credit cards as this generates a credit history, which allows that in a given period a credit can be granted that helps to grow the business, another form of financing is to seek government support, for example, government support in the form of a non-refundable grant.

References

INEGI. (2019). Clasificación de empresas por número de trabajadores.
Roncancio, G.R. (2022). La competitividad y su impacto en las MiPyMes. Editorial Trillas.

Secretaria de Economía (2022). Aportación de las empresas al PIB.

SIEM (2023). Padrón de afiliados y directorio de empresas por tipo y clasificación.

Westreicher, R.A. (2020). Estrategias empresariales. Editorial Patria.