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# **Strategies for Increasing Sales of a Company of Fast Food in the Municipality of Tabasco Cunduacan**

**Enoe de Jesus Presenda Ruiz\* and Gladys Hernandez Romero**

\*Corresponding author email id: enoepresenda@gmail.com

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*Abstract* – Competitiveness is a term that influences all markets in general, both small businesses and large organizations, one of the factors that influence failure, is that a good business plan was not established before giving direction to the project this of course lets see that there is no prior knowledge of the business which makes it more difficult to face a critical situation that is why it is important to make an analysis of the needs of people in that environment what is known as the target market, another important factor is to provide a good product and service what goes hand in hand with knowing the costs to fix considerable and adequate prices so that the client feels that it is worthwhile and have better quality and attention so that you notice a difference of the competition. That is why the basic strategies are to handle the three basic aspects such as financial, administrative and marketing, giving publicity to publicize the place and what it offers to various consumers, to know how to reach the customer, and that all people have different tastes and characteristics.

*Keywords* – Competition, Demand, Advertising, Consumer, Price.

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## **I. INTRODUCTION**

Companies manage different systems according to their objectives approach because each one has an essence that distinguishes them from others as their owners because they generate ideas, strategies or administration different, organizations don't work without people because they don't live without them, creating a vital relationship for the balance of satisfactions generated by the companies.

What keeps organizations firm are the five actors tied to it such as: consumers, suppliers, owners, society and workers, with this it's affirmed that the competitiveness of companies is based on the competitive collaborators they have.

Therefore, taking special care when integrating talents into the organization requires, for this task, greater attention and specialization. (Siles 2013, p.21)

People have different abilities or natural abilities, these can be strengthened focusing on an area in which they can apply with great skill, this gives guidelines to the competence that the professional possesses what groups their knowledge required to execute their skills with behavior every day or his personality.

It should be clarified what the generation of opportunities consists, to try to deduce why some businesses work and others not. Many reasons can be validly with arguments: institutions, culture, administration, etc. For understand this phenomenon; it analyzes expectations, uncertainty and risk levels, important concepts such as change and intuition are governed by the time variable, as a result of measure their transformation.

It's necessary to reinterpret in the sense that, when the entrepreneur imagines his action or performance, he is laying the foundations of a possibility of creative destruction; this mainly entails the risk of he knows himself as a competitor, or his counterpart, the security of immobility and the consolidation of tradition and his limited pro-

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-fits.

This way of appreciate the entrepreneur spirit leaves two clear points with the perception: the action of the entrepreneur leads to equilibrium and stability, that is to say, to a zero profit when it is annulled in the long term due to competition: the action becomes in the source of imbalance and therefore of new and more complex conditions of development.

Just as it is not possible to judge a consumer in terms of a good, but in terms of packages that express tastes and consume habits, the business action can not be understood in a isolated way, but as a complex result of supply and demand and comprehension of needs and expectations. Different subsets of decisions pairs (consumer and seller, for example) will always be linked to a decision, at least in one of the typologies, that gives the benefit or market best election. (Sanabria and Burgos 2004, p.63)

One of many adversities, which are manifested not only at the regional level but globally, is the competition, but we no longer talk about labor competition but business competition; one of the factors that affect businesses is supply and demand of one same product in a same space.

The competition is also determinated by another aspects as the quality of articles, innovation, customer support service or the product's exclusivity. If the competition is great, the consumers will have more advantages because the companies, which exist in the market, will have to offer more attractive to persuade their end costumers.

In spite of the fact that local business do not have the structure, marketing and the power of capital, they have known how to draw a line for offering a craft product which has a different taste in order to having a good sensation to their customers. However, these business compites with big companies.

## **II. DEVELOPING**

Currently there are a number of companies offering the service fast food either in a fixed establishment or domicile, which is why it is increasingly difficult to maintain and increase demand, likewise adjust prices to the quality of products for customer satisfaction.

This requires different tactics that generate a steady improvement in business in order to carry out a process of increasing sales, which mainly seeks to increase the profit margin. In addition, the company must make a retention process which seeks to increase customer retention rate in applying for food. (Farias 2014, p.10)

People usually look for nice places to eat foods, beyond food also focus on the bone environment setting this greatly influences the constancy having customers about the company just as the services relating to customers, quality your meal among other things that influence the business continues constantly growing or has a financial balance.

However, it is possible to identify three types of marketing strategies that are set to improve in a business which are: passive strategy. Companies that follow a passive strategy made the tactics commonly used in marketing and hope that as many of your target market responds to these marketing efforts, the efforts of more profitable marketing are maintained by the company, and the least profitable are abandoned (trial and error approach). (McClymont and Ocumsen 2003, p.17)

Marketing plays an important role in the company since by it disclosed the service you want to offer to create

in the viewer an attraction and psychologically influence their needs, thus taking basic measures such as social networks are one of the powerful weapons today to influence people of course using a very attractive advertising to gain attention.

Active strategy. Companies that follow an active strategy, through experience, judgment and knowledge of managers, identify their best customers and satisfy them according to their characteristics. For example, to acquire customers identify and outline the best prospects and design an offer to attract them. To increase sales, the administrator based on their experience identify potential customers and potential products. (McClymont and Ocumsen 2003, p.17)

Identifying the personality of each client helps to know how to treat them and offer them a different attention to create a friendly atmosphere and trust this will pattern the return of the client, just as offering affordable prices that are their means this is done before start a business what is known as identifying the target market.

Scientific strategy. Companies follow a scientific strategy when using mathematical models to select customers. For example, to acquire customers examine the prospects and projected their behavior patterns. To increase sales, using mathematical models to select customers more receptive to efforts to increase sales. (McClymont and Ocumsen 2003, p.17).

So you have to identify with shops fast food to increase its sales in the municipality of Cunduacan, and get a list of fast food that represent statistically all the municipality, then interview the staff establishments fast food selected and finally conduct a public opinion survey.

Generally, companies seek to have short-term success, but one of the main factors that describe the larger firms is perseverance to totally negative situations that can take a break, however, the search strategy involves time and patience to wait for the results that positively affect the business to generate demand.

This forces companies to compete with Mexican foreign rather than prices in flavor, freshness, hygiene and culture. However, there needs to be a strategic integration between the internal environment strengths with the opportunities of the external environment, the main thing is the SWOT strategies which are strategic actions that will serve to fulfill the mission and vision of the company.

In this case the strategic direction of the company allows us to understand those involved in the company the importance of their role and their integration into a purpose, describes the *raison d'etre* (purpose) of the company, the elements of a mission are: market competition products or services offered by the company, consumers, production technology and competitive advantages. (Magana, Licon, Kiessling and Christian 2013, p.341)

The company values have to be the symbol that distinguishes them from other organizations equally be influential for clients leaving a meaning to publicize their basic objectives creating a mental advertising.

Emotional advertising, understood as persuasion directed to the feelings of the public, focuses primarily on meeting desires and deepest longings of real or symbolic way this is structured to focus on a brand that generates feelings of loyalty to a product; to relate emotional marketing, it is possible to identify the resources that create a real product acceptance by the public.

It should take into account the role that emotions play when positioning a product on the market, noting that people buy more on impulse, by feeling the product itself media thus become a market of sensations that are made

available to an audience that enjoys consuming pleasant images associated with brands or in this case the appearance of the establishment or menu.

Prices are another major aspect because it is the first thing the consumer observed when choosing your goods or services to take into account when selecting a food, although common consumer products such as milk and sugar do not need extreme advertising to determine prices, but rather their prices vary according to supply and demand on the world market.

Most food products are not different, but branded products that are differentiated in the eyes of consumers through ways that are advertised, formulated, packaged, distributed. (Welcome and Rodriguez 2014, p.11)

The fast food company should implement the recommended strategies, can be set back on the market, with a portfolio of solid customers, while taking into account the rapid pace of our urban lifestyle, or the current parental model, in which both parents they work outside the home, quick to fix a lunch or dinner add appeal to the service provided.

These food stalls are scattered throughout the city thanks to affinity marketers they have always had with consumers, so on any corner and any time you can find a seller of fast food.

In the municipality of Cunduacan Tabasco, the failure of most of the fast food companies is actively reflected. The method that was applied in this study is an observation method where it is denoted that every 2 months businesses are undertaken, of which 3 out of 10 fail precisely for the points already mentioned in this concept should be applied the strategies that are established so that the business does not fail and has constant sales to succeed.

Thus, when an ambulant food stall or stationary popular food in town is opened, a place where many people have access to food at a low price, from poor, office workers, to tourists and globetrotters opens, as many of these people, lunch hours, for example, converge in these same places.

In addition, at present, where the legal minimum wage is about these places of informal food sales are often taken into account by housewives, among others, at times where you should save more than normal or when silver is simply not enough to make a good lunch. (Acevedo and Alvaro 2015, p. 1187)

The fast food industry has benefited from demographic changes, as it provides low-cost meals that are no longer prepared at home and hires, with also low wages, millions of young women who need extra income.

In another aspect the assessment of the service is quick and direct. The customer feels that receives a huge amount of food and in return, just emerges from a small sum of money. With these calculations ignore the success of fast-food outlets and extension model to other businesses.

A company selling home or direct is one that offers or sells directly to consumers their products without the need for it has to go to a store (which has a great advantage by saving time); In addition, the absence of intermediaries, prices of products offered are cheaper than the consumer could find in a traditional store.

How they operate this type of business is based on the explanation or personal demonstration by an independent direct seller to the customer. (Boada, Antonio, Mayorca and Romulo 2011, p.125-126)

Most organizations manage an important social and ethical sensibility with a mark on the market that offers the

opportunity to do business through personal and professional development, offering excellent quality products and innovates and diversifies, and ensures sustained and sustainable service.

In this case getting a lot of food at a moderate price in fast food restaurants is more wishful thinking than reality. Breads are small in some products, leaving the meat overflow around and are large and soft on other occasions, making a hamburger little more like it. The servings of fries are particularly misleading, of course it all depends on the establishment and prices. (Fernandez, Baltasar, Esquirol, Elia, Rubio, Baleriola and Escudero 2012, p.191-192)

Competitiveness in this twist is growing is why innovation and advertising play an important role in increasing food sales, because sadly the economy is increasingly deplorable thus plays an important role in increasing business but in the same way in their failure, by that I mean people looking to have revenue through a business.

Independent of the company, each vendor must have access to plans motivation and incentives, which can be accessed by their sales levels and continued activity on their orders. Usually companies manage additionally a group of distinction of the best sellers, which have special prizes according to their particular level of sales.

Fulfilling the goals offers the opportunity to reach different levels forefront of increasing value; these programs marketers achieve great benefits: additional discounts, travel, recognition, personal growth, among others. This generates an improvement among employees, but especially the motivation to do their work well and have passion in their work.

There are many ways in organizations that lead to success, another aspect is the cost of ingredients and other supplies that must be studied to give a price to the plate that is suitable for investment and this raises the value, which can generate less demand for the desired to recover the investment, hence the need to do an analysis that is sold both to avoid losses in money and product.

Speaking of factors that affect the decision to purchase a particular good, it must necessarily be referred to a set of issues that objective and subjective nature are present on consumers and serve as activators in the decision. This implies warn not only personal reasons inherent in the action of consumption itself, but additionally environmental determinants as incidents elements of that process. (Mirabal, Alberto, Luis Sigala and 2013, p.174-175)

In the case falls, under "fast food" to constitute substantially an option used by the group to satisfy their needs in trade represents a point topic of study. Among other reasons, interest in this sector leads to study both the reasons behind consumption (even taking against the title of "junk food"), as the impact of marketing activities used by companies linked to this business concept.

### **III. RESULTS**

Businesses fail because of low demand they get to consumers, this will cause the price at which the products, because it is required to make a list of the total costs for the price to generate such profits, by having this first point established, a study must be applied of how much is sold each day and how much is invested per day so as not to generate waste because the food is delicate and not very long-lasting, Having these two aspects well structured generates more profit and less loss, other external factors is advertising and especially competition, with this you must apply various strategies including increasing advertising in various media such as social

networks that are very influential in people today. Also knowing what the competition offers and based on this give another concept to the company that differentiates it from other businesses and that generates demand, also have an attractive and comfortable place so you can have a good time and thus applying these strategies can get many successful businesses.

#### IV. CONCLUSION

Businesses should conduct an analysis of where they want to establish a business because as I mentioned everyone has different tastes and personalities because what is thought generally to provide a product, as is the fast food this is a lot of competition in any place at the state, national and global level there is to apply standard strategies that satisfy the consumer and the business has much more demand than any other establishment, service and quality are the main protagonists of a company like the prices that are offered.

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#### AUTHORS PROFILE



**Enoe de Jesus Presenda Ruiz** is a student at the University Juarez Autonoma de Tabasco (Mexico) for the Bachelor of Administration.



**Gladys Hernandez Romero** is PhD in Education. Full professor at the Universidad Juarez Autonoma de Tabasco (Mexico). Member since 2012 of the state register of researchers and since 2013 the state system of researchers. Creditors during the period between June 2013 and June 2016 before the National Association of Colleges Schools Accounting and Administration.