

The Microenterprises in the Rural Context of Chalchicomula De Sesma, Puebla

L.A Miguel Angel Perez Rodriguez¹, M.A Kathy Laura Vargas Matamoros²,
Dr. Alejandra Torres Lopez³ y Dr. Ma. Elizabeth Montiel Huerta⁴

Corresponding Author: L.A Miguel Angelperez Rodriguez

ABSTRACT

In order to complete the proposed research for the contextualized business model for rural microenterprises of Chalchicomula de Sesma, Puebla, a meticulous research study is presented supported by the observation of the microentrepreneur's behavior in the rural environment and based on important theories of the social sciences, a research instrument was developed with the objective of knowing the characteristics and peculiarities of microentrepreneurs and microenterprises that are immersed in this environment. This article shows the most important findings obtained in a final test applied to seventeen microenterprises of Chalchicomula de Sesma, Puebla, some of them were: descriptions of the particular situation that microenterprises live when immersed in a vulnerable and marginalized context; in addition, statistical data about rural microentrepreneurs and factors specific to the context that are undeniably influential in the operation of these microenterprises, such as: the available technologies and financial knowledge.

Key words—microenterprises, rural, vulnerable, marginalization, research.

Date of Submission: 28-07-2019

Date of acceptance: 10-08-2019

I. INTRODUCTION

Over the years, the national economy has had to face difficult times on multiple occasions due to the severe financial crises of recent years derived from the increase in public debt, monetary destabilization, inflation, administration of the energy resources, among many other causes, which have caused an inconstant growth, and even, the decrease of it. The creation of new companies that generate wealth is a crucial point for the economic progress of a country. However, in Mexico the hurried need to put these economic entities into operation means that, in many cases, the entrepreneurial mind behind them has not supported their business with fundamental administrative tools or is not familiar with the knowledge necessary for business entrepreneurship. It is true that the statistics mention that the number of births of microenterprises in the country is overwhelming but the trend of premature death is also devastating. According to data from the National Institute of Statistics and Geography (INEGI) (2016), the microenterprises (units that have 1 to 10 employees) total 3 million 952 thousand 422, which represent 97.4% of the total of those that exist throughout the country. Derived from the previously mentioned, since microenterprises are the main source of employment in the country, efforts aimed at improving their life expectancy cannot be underestimated. The support for a neat execution of the microenterprise entrepreneurship plans in the rural areas of the State of Puebla is a little treated field for the continuous improvement of the economy and the social environment. It is time to focus the work of professionals in administrative sciences to offer new rural microenterprises consolidation tools to become susceptible to greater longevity. In the present document, the presentation of the results generated by the final test that arises from the need to know the characteristics and details of microenterprises and microentrepreneurs in the rural context of San Martín Ojo de Agua, San Juan Arcos and San Francisco Cuautlancingo in Chalchicomula de Sesma, Puebla.

Description of the Method

The following text describes the crucial aspects and characteristics that support the method by which this research has been carried out:

¹ Mr. Miguel Angel Perez Rodriguez is a student of the Master in Administrative Engineering at the Technological Institute of Apizaco, Tlaxcala. miguelpro@outlook.com

² M.A. Kathy Laura Vargas Matamoros is a professor at the Apizaco Institute of Technology, Tlaxcala. posgradovargas@hotmail.com

³ Dr. Alejandra Torres Lopez is a professor at the Apizaco Institute of Technology, Tlaxcala. tesistamia.ale@hotmail.com

⁴ Dr. Ma. Elizabeth Montiel Huerta is a professor at the Apizaco Institute of Technology, Tlaxcala. elizabeth.mh@apizaco.tecnm.mx

The present investigation is quantitative type, due to the need of the research to measure and register the variables in a focused way from diverse previous investigations, that is, "a quantitative study is based on previous investigations, it is used to consolidate the beliefs (formulated logically in a theory or a theoretical scheme) and accurately establish patterns of behavior of a population" (Hernandez, Fernandez and Baptista, 2014: 10). For this research the quantitative approach is required due to the requirement to present quantifiable and visible data for the evaluation of the current situation and future projection of the variables that intervene in the success of rural microenterprises, allowing to see progress and grant reliability to the model of contextualized business with the maximum purpose that the findings that arise from the above can be replicated in MSMEs with the same characteristics. On the other hand, this research has the following characteristics:

- Documentary. The present investigation is based on the exploration and analysis of the previous sources of information and research in order to find a relationship between the current situation and the current situation.

- Descriptive. Due to an indispensable requirement of this research, to carry out a visualization and a conception of the characteristics and needs of a rural area, such as, failure factors of the microbusinesses in that environment, for example: the administration of the business through the empiricism, the lack of knowledge of obtaining financing and the educational lag of the employer, among others; this with the objective of taking these elements as a point of analysis in the development of the business contextualized model.

- Transversal. The duration of the time for the realization of this project needs that the search of the necessary information of the elements highlighted in it is executed in a single moment of study. For this collection of information about the current status of microenterprises in the area, a complete research instrument validated by experts in the field is used, in order to obtain the maximum performance of the cross-sectional analysis in the area.

- Correlational. Based on the findings of the analyzes of this research, it is about establishing a relationship with the elements or variables that maintain a relationship that influences over the problem that this project tries to solve.

In relation to the above, the research instrument was developed from theoretical and historical supports of the economic, administrative and social sciences in order to be validated by experts in the field and be suitable for application in final test mode. The responses of the reagents that make up the measurement instrument (survey) are closed and open type to better record the opinion of the study subjects about the judgments and affirmations before which a genuine reaction is requested.

The final test was conducted to seventeen microenterprises in the locations mentioned above. Figure 1 shows the stages of the data collection method:

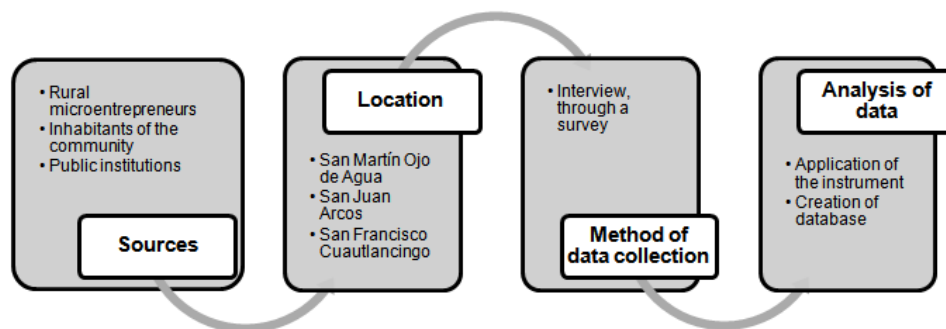


Figure 1. Method of data collection. Own elaboration (2018).

Overview of the difficulties of the search

During the development of the present investigation, the following difficulties have been faced:

- Information bias: currently there is not enough statistical information on the rural areas of Chalchicomula de Sesma by official institutions that support the development of this research, so, the need for a face-to-face data collection in the area to locate to the research subjects is priority.

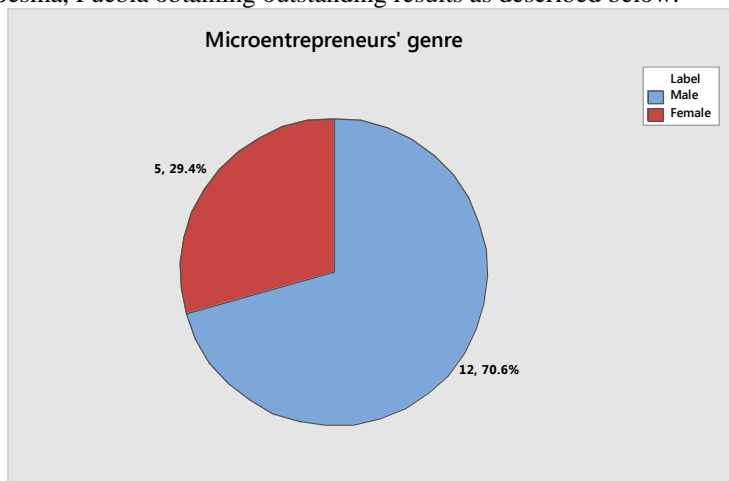
- Scarce sample: the limited existence of subjects of study in the population marked a restriction for the extension of this investigation. Likewise, the situation in which microentrepreneurs decided to refuse to provide information for the research instrument was presented.

- Time: the time for carrying out the research was limited, taking into account the time that exceeded the limits to collect the first statistical data and interviews with the population for the location of the study subjects and their due request for collaborate with the research instrument.

- Economic problems: a limitation that prevented the necessary travels to visit the marginalized area and locate enough subjects to study in this study.

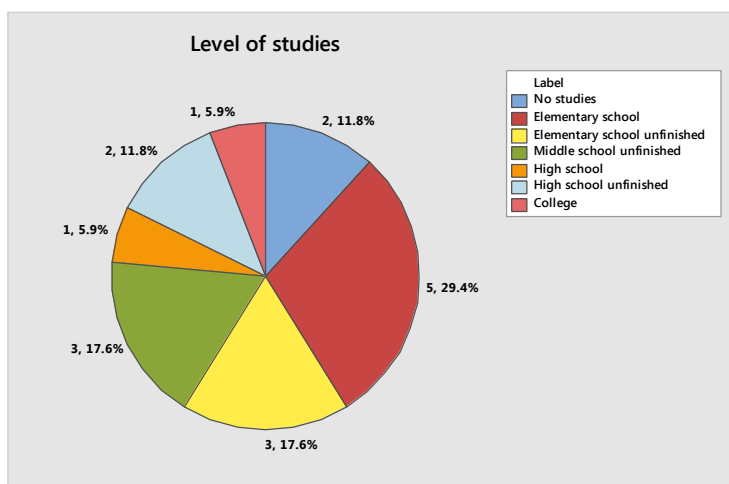
Results

The final test was applied in November 2018 to microenterprises in the rural areas of Chalchicomula de Sesma, Puebla obtaining outstanding results as described below:



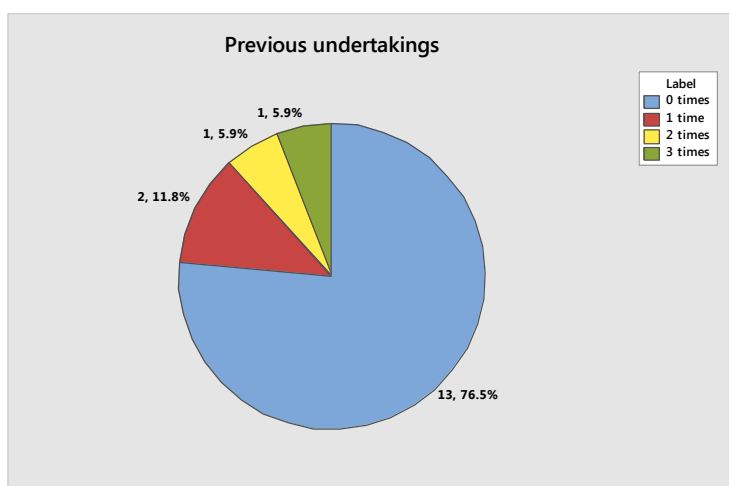
Graph 1. Microentrepreneurs' genre

This graph shows that the majority of microentrepreneurs are of "male" genre with a 70.6% participation. The "Female" genre represents 29.4%. Micro-businesses are led mostly by men.



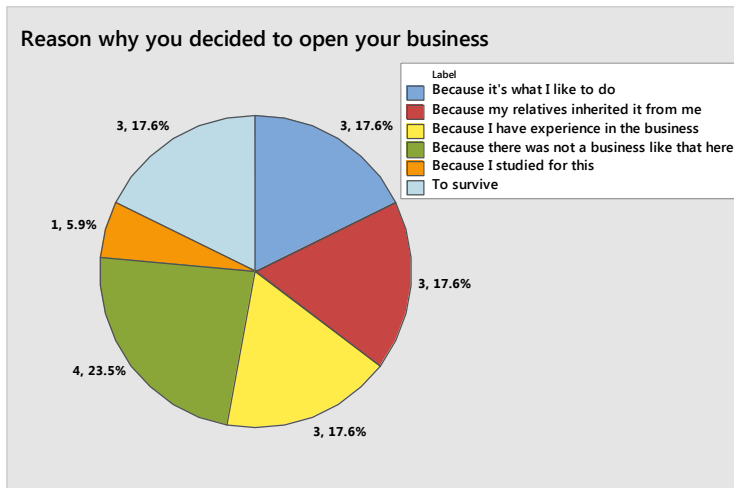
Graph 2. Level of studies

The predominant levels of studies are "Elementary school" with 29.4% of the total, "Elementary school unfinished" in the second position with 17.6% and in third position "Middle school unfinished" with 17.6%. Concluding that, most of the participants have an education basic: middle school unfinished (17.6%), elementary school (29.4%), elementary school unfinished (17.6%).



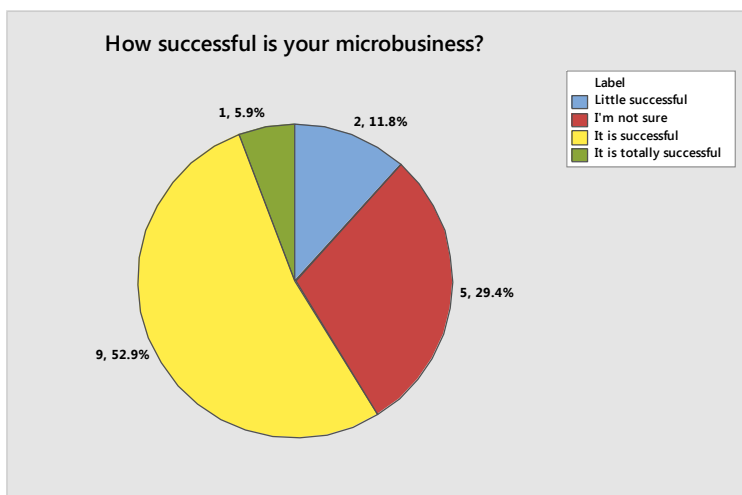
Graph 3. Previous undertakings

This graph shows that the vast majority (76.5%) of the subjects have not been undertaken before, which is why a low level of experience in the operation of a micro-business is understood.



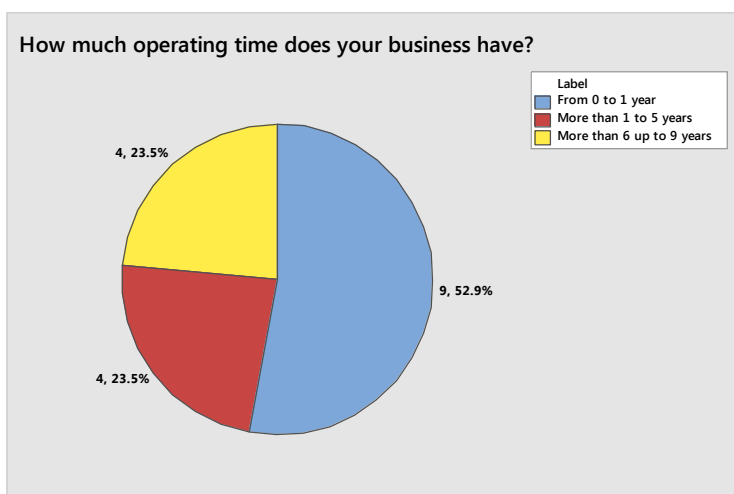
Graph 4. Reason why you decided to open your business

The reason that predominates among the microentrepreneurs was "Because it's what I like to do" with 23.5% and as the last position "Because I studied for this". Giving to understand that the people dedicate themselves to their business more for pleasure than for academic preparation, among other reasons.



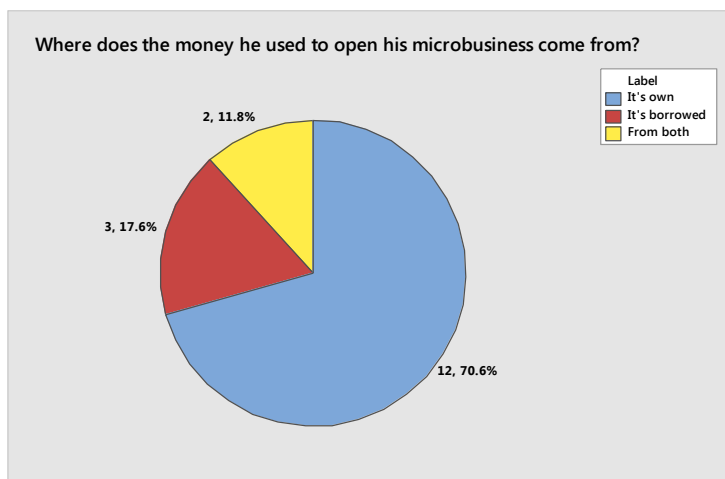
Graph 5. Microbusiness success level

More than half of the microentrepreneurs (52.9%) consider that their business is successful. However, many of them still do not recover their investment as shown in graph. On the other hand, more than a quarter of the respondents are not sure if their business is successful (29.4%).



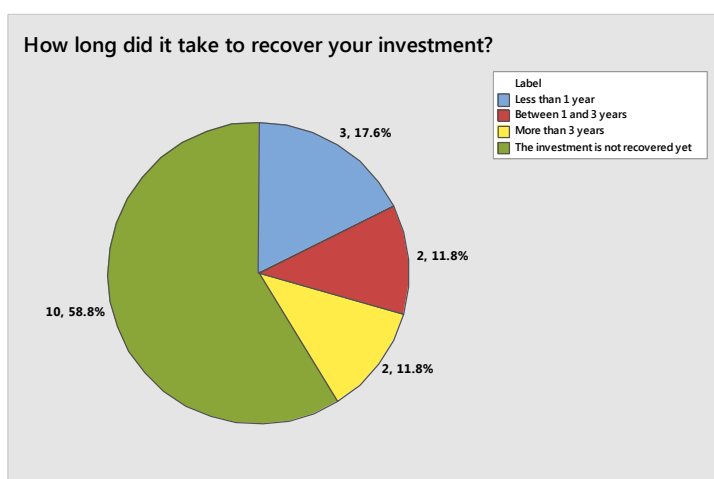
Graph 6. How much operating time does your business have?

Most businesses show up to one year of age or less (52.9%). Understanding that more than half of the businesses surveyed are young, a critical age for the implementation of survival strategies.



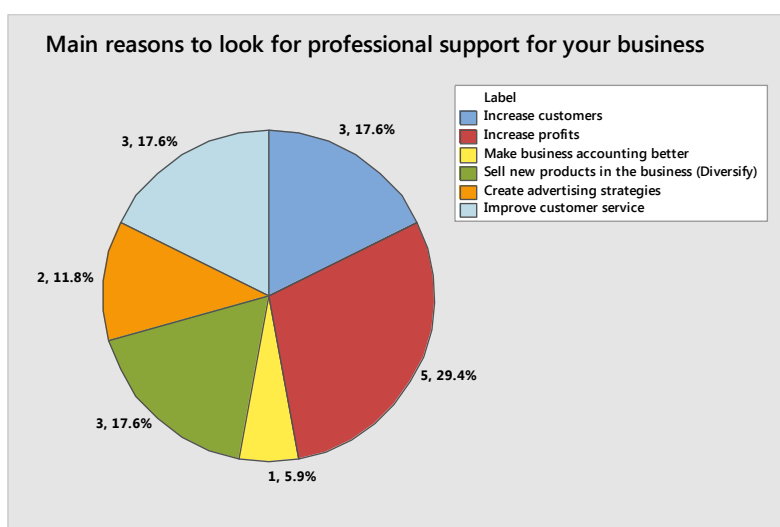
More than half of the respondents said that the financial resources they occupied for their enterprise are their own (70.6%). Many respondents said they did not know how to obtain some type of financing.

Graph 7. Source of financing



The graph shows that more than half of the microentrepreneurs (58.8%) surveyed have not recovered their investment from their enterprise. 17.6% recovered their investment in less than one year to one year.

Graph 8. How long did it take to recover your investment?



Among the main reasons (needs) of the micro-businesses that were revealed with the research instrument, the following weighting was obtained:

- First priority: "Increase profits" (29.4%)
- Second priority: "Increase customers" (17.6%)
- Third priority: "Sell new products in the business (Diversify)" (17.6%)
- Fourth priority: "Improve customer service" (17.6%)
- Fifth priority: "Create advertising strategies" (11.8%)
- Sixth priority: "Make business accounting better" (5.9%)

Graph 9. Main reasons to participate in this investigation

Final comments

Summary of Results

The analysis of the results about the situation of the rural microenterprises of San Martin Ojo de Agua, San Juan Arcos and San Francisco Cuautlancingo has been complex and enriching. Knowing the elements in which microentrepreneurs develop have a great value, since from this knowledge can be inferred those factors that should intervene in the creation of an action plan with the objective of supporting the economic development of these communities.

The results obtained are proof of the conditions that characterize the rural microenterprises of Chalchicomula de Sesma, Puebla. These conditions and characteristics create in the rural enterprise special administrative needs that should be considered as a starting point to contextualize effective improvement strategies for them.

Conclusions

The results report presented in this article gives guidelines to interested parties to know the perspective of microenterprises in a rural context. In each of the presented graphs, a variable relevant to the success of rural microenterprises was disclosed, which in some cases demonstrated important findings during its analysis, either due to its low or high consideration by microentrepreneurs. Mentioned above, the variable in question can be taken as a starting point for the creation of administrative strategies that seek to improve or boost the success and longevity of these businesses.

This research seeks to expand the coverage of good administrative practices in remote rural contexts to improve the living conditions of rural entrepreneurs and their families; in addition to building statistical information bases on marginalized communities not considered by official census institutions.

Recommendations

This brief article encourages those interested to continue research works in vulnerable areas, which need professional support to improve their environment. Currently there is a wide range of possibilities to be analyzed in the rural context, which is being underestimated by a large number of researchers and official institutions due to the low participation and low expectations that it has in the globalized context.

Therefore, a small change in the conception of rural areas as potential factors of economic and social development will improve the living conditions of many people and of the professionals involved.

REFERENCES

- [1]. National Institute of Statistics and Geography (INEGI). (July 3, 2016). Press Bulletin No. 285/16: Statistics on Micro, Small and Medium Enterprises in the country are disseminated. Recovered from http://www.inegi.org.mx/saladeprensa/boletines/2016/especiales/especiales2016_07_02.pdf
- [2]. Hernández, R., Fernández, C. and Baptista, P. (2014). INVESTIGATION METHODOLOGY. McGraw-Hill Interamericana. Mexico

Biographical Notes

L.A. Miguel Angel Perez Rodriguez is a student of the Master's degree in Administrative Engineering from the Technological Institute of Apizaco. He holds a Bachelor of Administration degree from the Universidad Autonoma de Tlaxcala. He has collaborated with high impact social interest institutions in marginalized areas of Puebla, performing training, teaching, social work and administration.

L.A Miguel Angelperez Rodriguez" The Microenterprises in the Rural Context of Chalchicomula De Sesma, Puebla" The International Journal of Engineering and Science (IJES), 8.8 (2019): 15-20