



**University of Azuay**

**Faculty of Law**

**School of International Studies**

*Implementation of a web portal for the diffusion and promotion of the Ecuadorian industry at national and international level*

**Graduate Work Written before obtaining title: Licenciado en Estudios Internacionales, con Mención Bilingüe en Comercio Exterior.**

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### **Dedication**

I dedicate this work to God and to all my  
family for their unconditional support.

My grandparents Medardo and Ninfa,  
by a legitimate and unconditional love.

Thank you for the support.

***Pablo Vicuña***

### **Gratefulness**

God has allowed me to conclude this stage of my life.

My parents and family for their support and unconditional love  
throughout my life.

To Eng. María Inés Acosta, my thesis director, for her great support  
in my university days, and throughout the development of this project.

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## **RESUMEN**

El objetivo del Portal Web es el de facilitar la interacción entre demandantes nacionales e internacionales con la industria ecuatoriana, generando así nuevas, potenciales y equitativas oportunidades de negocios entre las pequeñas, medianas y grandes industrias; el que estará dirigido exclusivamente a incentivar las negociaciones y el crecimiento económico de las industrias involucradas a través de la plataforma B2B (Business to Business).

Previo a la implementación del portal web, es necesario determinar la aceptación del mismo en el sector industrial ecuatoriano, a través de un adecuado estudio de mercado. Posteriormente es necesario realizar un adecuado estudio financiero que permita analizar la viabilidad financiera de este proyecto.

Con el planteamiento de 12 objetivos de marketing, se establecerán estrategias, que permitirá al portal web llegar a establecer un proceso de crecimiento exitoso, logrando posesionarse en el mercado nacional e internacional al servicio de la industria ecuatoriana.



## **ABSTRACT**

The Web Portal's goal is to facilitate the interaction between national and international buyers' market with the Ecuadorian industry, generating new equal leads and business opportunities between small, medium and large industries which will be directed exclusively to encourage the negotiations and economic growth of the industries involved through the B2B (Business to Business) platform.

Previous to the implementation of the Web Portal, it is necessary to determine the acceptance of it in the Ecuadorian Industrial sector, through a proper market research. Then it is necessary to generate a financial study to analyze the economic viability of this project.

With the approach of the 12 marketing goals, strategies will be established which will allow the website to obtain a successful growth process, positioning in the national and international market, and serving the Ecuadorian industry.

## INTRODUCTION

In the past years the Ecuadorian industry has presented a significant growth in the domestic market, which has been reflected by the preferences of Ecuadorian citizens. In 2012 the Ecuadorian industry grew by 7%, this growth was driven specially by the food market development.

Initially various industries have chosen to carry the strategy of invention or innovation in the market, trying to make a difference with the products of its main competition "the foreign goods". In 1991 the "COOPERACION MUCHO MEJOR ECUADOR" was created, this company has brought to market the campaign "*Much Better! If it's done in Ecuador*", this strong campaign has helped Ecuadorian products to increase at a national scale position of consumers preferences, overshadowing the preferences for foreign products.

A virtual business platform, it is precisely the tool that covers effectively the need of the industry, whether it is small, medium or large, where they can offer their products reaching the remotest corner of the country. We cannot forget that today internet has become an essential tool for human development worldwide speaking, it is used for the development of education, in an enterprise-wide level, in communications, in the labor area, etc., Which is why having this service in every home is not a surprise.

The implementation of an electronic business portal will make trading business relationships inside and outside the country possible, providing amazing economic benefits at a low cost.

## **CHAPTER 1**

### **PROJECT EVALUATION**

#### **1.1 Definitions: Project and product**

##### **1.1.1 The Project**

This project wants to introduce web portals which pretend to publish, promote and encourage the production of small, medium and large industry. The objective of this project is to facilitate the interaction between national and international buyers within the national industry, generating new leads and business opportunities between small, medium and large industries.

As it was said by a Mexican academic Joaquin Rodriguez Valencia, the real source of wealth of a modern society is not measure by its productivity, nor its natural resources, or its intangible goods; it is measure by the creative intelligence of its citizens.<sup>1</sup> Considering what was said before, this project, will let all kinds of industries to put their products in this new and creative way to do business, a virtual platform that will stimulate the Ecuadorian economy in amazing levels, through this new electronic way to sell and buy.

National industries have gained significant importance in the country's economy in recent years, and it is this reality that drives many entrepreneurs to seek mechanisms for its industries, whether they are small, medium or large, so they can be competitive in the national and international market. One of the mechanisms to compete fairly and effectively with each other, is precisely the use of information and communication technologies as a main tool to determine its position in the market, they are innovative and creative giving access to new forms of communication with great influence in regards to its main technology that is the Internet, the mechanism we use to access the web portal created especially for industries.

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<sup>1</sup> Joaquín Rodríguez Valencia.- ADMINISTRACIÓN DE PEQUEÑAS Y MEDIANAS EMPRESAS; Quinta Edición; pág. 94.

The website is directed to encourage negotiations and the economic growth of the industries involved through the **B2B** platform (*Business to Business*), a specialize platform oriented on the interaction between commercial companies.

This web portal will have a worldwide electronic directory from all users, and potentials buyers, you will be able to find information of the national industries representatives and their products. Any industry that wants to be include in this directory must pay, counting as a membership or subscription cost; in this portal they can publish any information about the company or the products they sell, giving them some extra benefits too.

For this project to have effect, a very strong advertising campaign will be promoted. This web portal will be promoted through television, newspapers, as well as through non-traditional media such as social networks, virtual exhibitions, among others. With a proper campaign the main goal of this web portal is to become a reference industrial directory to generate new business opportunities, in this way, if a person or company need information about Ecuadorian industrial products or services, their first choice will be to visit this website, generating a benefit for both sites, the creators of the project and for companies that use this website as a platform for economic growth.

### **1.1.2 The Product**

A product is anything that can be offered to a market for attention, acquisition, use or consumption and that might satisfy a need or a desire.<sup>2</sup>

In exchange processes, the consumer, who has previously identified a need, tries a given product that the other party has. Since the product becomes the means by which consumers satisfy their needs, this motivates the exchange process. The product, therefore, constitutes the means by which the company or any human organization meets the consumer's needs. Although in real life a product can be shown in different ways such as: goods, services

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<sup>2</sup> Philip Kotler – Gary Armstrong.- FUNDAMENTOS DE MARKETING; Sexta edición; pág. 278

and ideas. From a marketing perspective, therefore, the product is any material good, service or idea that is capable of satisfying a consumer need and also has a value for it.<sup>3</sup>

A company offers usually both goods and services. Each component can be a minor or major part of the total supply. At one hand the offer could be a pure tangible good, in which no service accompanies the product. On the other hand are pure services. However, between these two sides there can be many combinations of goods and services.<sup>4</sup>

For this project is necessary to establish clearly two different circumstances, they are, the service that the web portal will provide to Ecuadorian industries, and the products and / or services that will bid them through the portal. As you can clearly see it is a string that will release a major economic activity.

A service is any activity or benefit that one party can offer to another party that is essentially intangible and as its result is not obtaining ownership of something.<sup>5</sup> Based on this concept, the website will offer Ecuadorian industries through an annual subscription, the opportunity to make, advertise and promote their image, products and services, besides it will allow them to enjoy the benefits of specific and exclusive section for subscribers, and also found several new tools at their disposal for this purpose.

## **1.2 Market research**

The marketplace, in marketing, consists in a group of individuals and organizations that have a need that can be satisfied through the use or consumption of a particular product, that the consumer has or may have the desire to buy, and who have the ability for this acquisition.<sup>6</sup>

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<sup>3</sup> Inma Rodríguez Ardura.- PRINCIPIOS Y ESTRATEGIAS DE MARKETING; Primera edición; pág. 25

<sup>4</sup> Philip Kotler – Gary Armstrong.- FUNDAMENTOS DE MARKETING; Sexta edición; pág. 278

<sup>5</sup> Philip Kotler – Gary Armstrong.- FUNDAMENTOS DE MARKETING; Sexta edición; pág. 278

<sup>6</sup> Inma Rodríguez Ardura.- PRINCIPIOS Y ESTRATEGIAS DE MARKETING; Primera edición; pág. 30

To define a marketing strategy that can be applied in a particular market, it is necessary to previously define it. If you specify your physical limits, you get local, national or international. You can also set limits on consumer's basis characteristics or by the way in purchasing or using the product.<sup>7</sup>

Market research includes investigating social and economic variables that affect the project that are internal and external causes. Among them factors such as the degree of need or the amount of the demand for the goods or services to be produced, the ways in which these needs or demands have been serving, the influence that these aspects have instruments such as prices or tariffs.<sup>8</sup>

Considering the above, for the implementation of the web portal, it is necessary to determine the product's acceptance in the Ecuadorian industrial market coming up with some questions that will allow us to define the success of the project: Which is the market that we will be directing to? Is there a company that offers the same service, or otherwise has the same competitive advantage? , What is the price that consumers are willing to pay for the service? What unmet needs are may be filled by the web portal?

The Ecuadorian industry according to a report issued by the Minister of Industry and Productivity, Econ. Veronica Josse Zion, the Ecuadorian industry has been growing at 6.8% in 2012 compared to previous years, a market that has been growing and still needs to be strengthened to stop the dependence on oil marketing.

Market research is one of the first steps in evaluating a project, which aims to *"verify a real possibility of penetration in a given market"*, this phase of the evaluation will help us to determine and quantify supply, demand, creating a base to create a pricing and marketing policy based on objective market reality.

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<sup>7</sup> Inma Rodríguez Ardura.- PRINCIPIOS Y ESTRATEGIAS DE MARKETING; Primera edición; pág. 30 y 31.

<sup>8</sup> GUÍA PARA LA PRESENTACIÓN DE PROYECTOS; Siglo XXI editores S.A.; Primera edición; pág 71.

### **1.2.1 Design of tools for market research**

In the market, there are several sources of knowledge that can help us to do a study of information, which will determine the viability of the project. The use of each of these sources will directly depend on the gathering of information needed depending on the project that is to be established.

The primary data is the result from the research itself, and secondary data, is the one which is already collected for some other purpose or by some other mechanism.<sup>9</sup>

For this project both primary and secondary data sources will be used. The information collected from secondary sources consists in statistics, figures and information provided by the Ministry of Industry and Productivity.

To obtain primary information I will use the surveys technique, which is one of the main techniques, and electronic surveys will be directed to people involved in the area of marketing of each industry, they can have access to this survey entering to this link: <http://www.vimocon.com/encuesta/>, previously a visit or conference will be held with industries representatives to inform potential customers of the project.

Surveys allow collecting current specific and specialized primary information and in no time you can gather a lot of information.<sup>10</sup>

#### **Designing surveys:**

The questions that make up the body of our survey (Annex No.1) will be based on the following information:

- To determine the types of industry in the country and their size in relation to the capacity to invest in the web project.

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<sup>9</sup> Roberto Dvoskin.- FUNDAMENTOS DE MARKETING:TEORÍA Y EXPERIENCIA.- Primera Edición; pág. 141

<sup>10</sup> Ángel Fernández Nogales.- INVESTIGACIÓN Y TÉCNICAS DE MERCADO.- Segunda Edición.- 100

- To determine the cities where the administrative offices are concentrated which will be analyzed and it will allow establishing a good sales force distribution and investment of resources.
- To determine the nationality of major customers, which will develop marketing strategies that fit the company's reality.
- Analyze and determine in what level are Ecuadorian companies promoted and the traditional or non-traditional means of communication that are used to promote themselves with their products.
- Analyze and understand, about the position of the national industry regarding to the new era of information of technologies, as tools for macro media marketing or promotion.
- Analyze and determine the level of acceptance of the project among industrial companies.
- Establish a membership price that companies will be willing to invest to be part of the project.
- Contact details, for a second approach in the future, with the aim of promoting the product, in its implementation phase.

**Population and sample size:** The degree of confidence of the market research depends entirely on the size of the sample. Some doctrinaires confirm that there is no general rule to determine the sample size that can be used in all surveys. The sample size basically depends on the resources, both financial, professional and availability.



The formula used by most academics on the calculation of sample size, as long as we are clear about the size of our universe that we are facing known as *finite populations*<sup>11</sup> (total number of potential respondents), as it follows<sup>12</sup>:

$$n = \frac{k^2 \cdot p \cdot q \cdot N}{(e^2 \cdot (N-1)) + k^2 \cdot p \cdot q}$$

The variable "**N**" reflects the size of the population, meaning the total number of respondents. In the present case, respondents are potential customers for this project and Ecuadorian industry representatives. According to data collection from the official site of the National Institute of Statistics and Census (INEC), it was determined that in Ecuador there are 47,867 recognized and registered industries, data that allows us to consider this issue as the size of our universe. **Example:** N = 47,867.

The variable "**k**", depends on the level of trust to assign for the research. The confidence level indicates the accuracy of the results of our investigation, according to the tables of the standard normal distribution. The "k" values most common for their confidence levels are<sup>13</sup>:

**Table 1.1. Variable value K, as confidence level market research**

<b>K</b>	1,15	1,28	1,44	1,65	1,96	2	2,58
Confidence level	75%	80%	85%	90%	95%	95,5%	99%

METODOLOGÍA DE LA INVESTIGACIÓN; Quinta edición; pág. 85.

Considering the resources available for research at the national level, a confidence level of 85% will be considered from the results, for that a value of 1.65 will be given for k.

**Example:** k = 1.44

<sup>11</sup> Ernesto A. Rodríguez Moguel.- METODOLOGÍA DE LA INVESTIGACIÓN; Quinta edición; pág. 85.

<sup>12</sup> <http://www.feedbacknetworks.com/cas/experiencia/sol-preguntar-calculador.html>

<sup>13</sup> <http://www.feedbacknetworks.com/cas/experiencia/sol-preguntar-calculador.html>

The variable “**e**” means estimation error, meaning the maximum level of error acceptable. The estimation error is used to estimate the precision required to determine the most appropriate sample size.<sup>14</sup> If we have a margin of error of 5 % of the sample that tells us that 100 people buy a product, this will determine the number of buyers that would be between 95 and 105<sup>15</sup>.

**Example:** In our case the estimation error we will fix it at:  $e = 7\%$

The variable “**p**” represents the “probability of success”<sup>16</sup>, or the amount of individuals who own property in the study population. This data is usually unknown and is usually assumed that  $p = q = 0.5$  which is the safest option <sup>17</sup>.

The variable “**q**” represents the “probability of failure”<sup>18</sup>, or the proportion of individuals who do not have that feature, is  $1-p$ .<sup>19</sup>

Equation:

$$n = \frac{1,44^2 (0.5)(1 - 0.5)(47867)}{((0.05)^2(47867 - 1)) + (1.44)^2(0.5)(1 - 0.5)}$$

The variable “**n**” is equal to 106. That is, 106 interviews were conducted the same as have a low margin of error and thus greater reliability.

### 1.2.2 Tabulation and analysis of market research

The following shows the results of data processing surveys some industries of the country, along with reading and interpreting them.

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<sup>14</sup> Ernesto A. Rodríguez Moguel.- METODOLOGÍA DE LA INVESTIGACIÓN; Quinta edición; pág. 85.

<sup>15</sup> <http://www.feedbacknetworks.com/cas/experiencia/sol-preguntar-calcular.html>

<sup>16</sup> Ernesto A. Rodríguez Moguel.- METODOLOGÍA DE LA INVESTIGACIÓN; Quinta edición; pág. 85.

<sup>17</sup> <http://www.feedbacknetworks.com/cas/experiencia/sol-preguntar-calcular.html>

<sup>18</sup> Ernesto A. Rodríguez Moguel.- METODOLOGÍA DE LA INVESTIGACIÓN; Quinta edición; pág. 85.

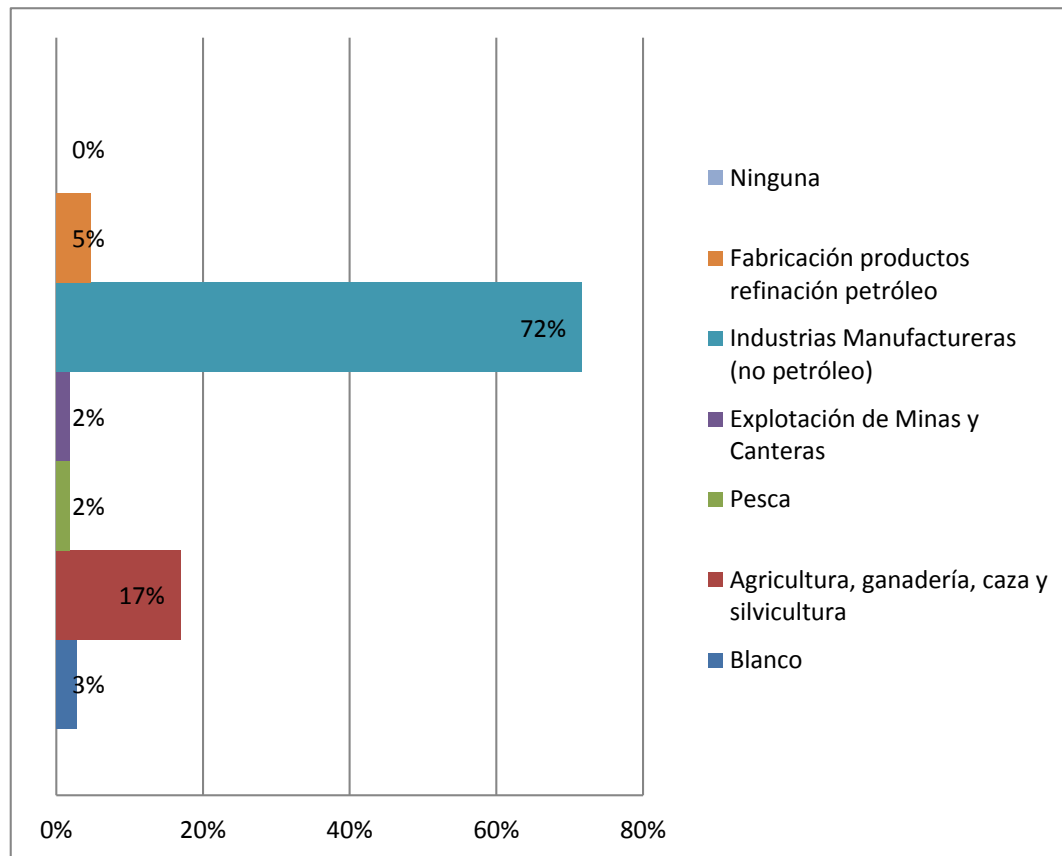
<sup>19</sup> <http://www.feedbacknetworks.com/cas/experiencia/sol-preguntar-calcular.html>

**Table 1.2. Tabulation of Question 1**

<b>¿En qué categoría se encuentra su empresa?</b>		
	#	%
Blanco	3	3%
Agricultura, ganadería, caza y silvicultura	18	17%
Pesca	2	2%
Explotación de Minas y Canteras	2	2%
Industrias Manufactureras (no petróleo)	76	72%
Fabricación productos refinación petróleo	5	5%
Ninguna	0	0%
<b>Total</b>	<b>106</b>	<b>100%</b>

www.vimocon.com/encuesta/ by: Pablo Vicuña

**Chart 1.1. Tabulation of Question 1**



www.vimocon.com/encuesta/ by: Pablo Vicuña

The manufacturing industry after trade is the sector that contributes to the economy of our country. The branch that most contributes to the production of this sector is the food and drinks. However, many products are in this industry, such as seafood, vehicles and parts, extracts and vegetable oils, metal manufactures, juices and preserves, etc.

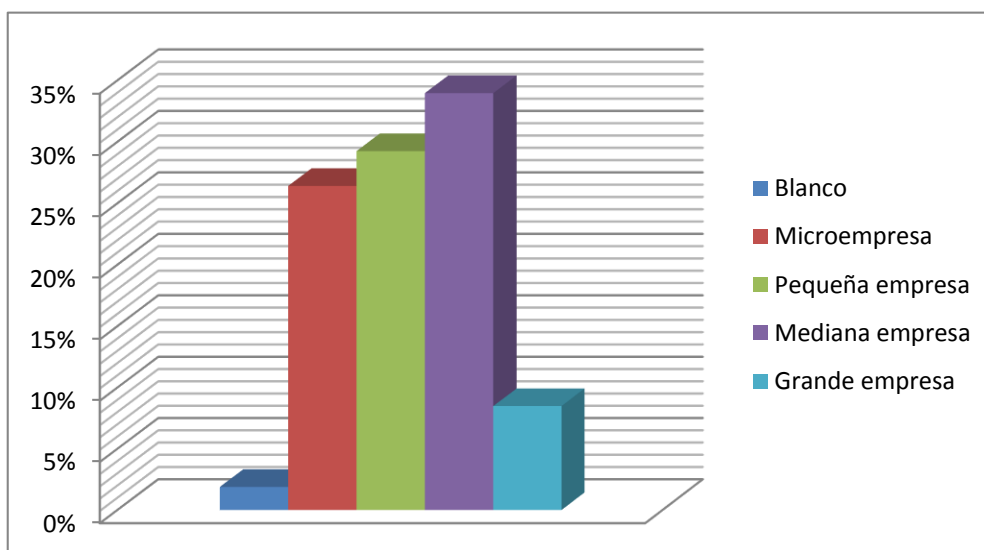
The 72% of respondents are manufacturing, followed by industry devoted to Agriculture, hunting and forestry with 17%, and 5% manufacturing industries of oil refining.

**Table 1.3. Tabulation of Question 2**

<b>¿Cuál es el tamaño de su empresa?</b>		
	<b>#</b>	<b>%</b>
Blanco	2	2%
Microempresa	28	26%
Pequeña empresa	31	29%
Mediana empresa	36	34%
Grande empresa	9	8%
<b>Total</b>	<b>106</b>	<b>100%</b>

[www.vimocon.com/encuesta/](http://www.vimocon.com/encuesta/) by: Pablo Vicuña

**Chart 1.2. Tabulation of Question 2**



[www.vimocon.com/encuesta/](http://www.vimocon.com/encuesta/) by: Pablo Vicuña

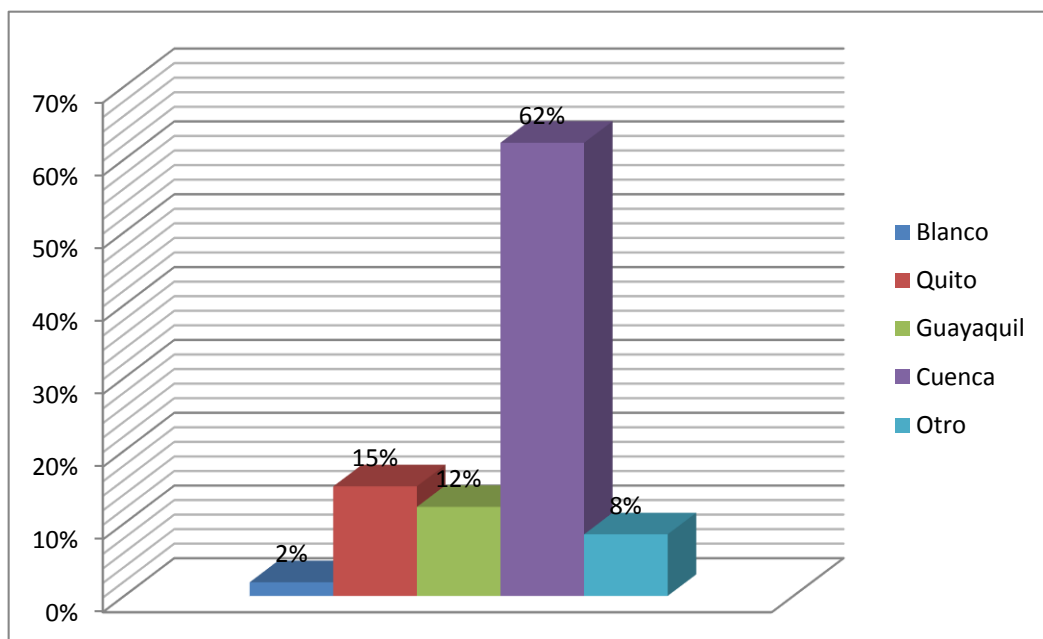
As the graph shows, most of the industries that helped with the surveys are middle (34%), small (29%) and micro enterprises (26%), a fact which I think is due to the need for these industries to find equal conditions in the competitive market, it are these firms that have greater desire to find a service that will allow their products to compete with the big industries that have monopolized the market nationwide.

**Table 1.4. Tabulation of Question 3**

<b>¿En qué ciudad está ubicada su Matriz?</b>		
	<b>#</b>	<b>%</b>
Blanco	2	2%
Quito	16	15%
Guayaquil	13	12%
Cuenca	66	62%
Otro	9	8%
<b>Total</b>	<b>106</b>	<b>100%</b>

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**Chart 1.3. Tabulation of Question 3**



[www.vimocon.com/encuesta/](http://www.vimocon.com/encuesta/) by: Pablo Vicuña

Most survey respondents industries have their headquarters in the city of Cuenca, followed by the city of Quito and Guayaquil. But there were also companies that have their headquarters in other cities such as: Paute, Macas, Suscal, Manta, Sangolquí, and even became involved in this process a company whose headquarters is located in Mexico City.

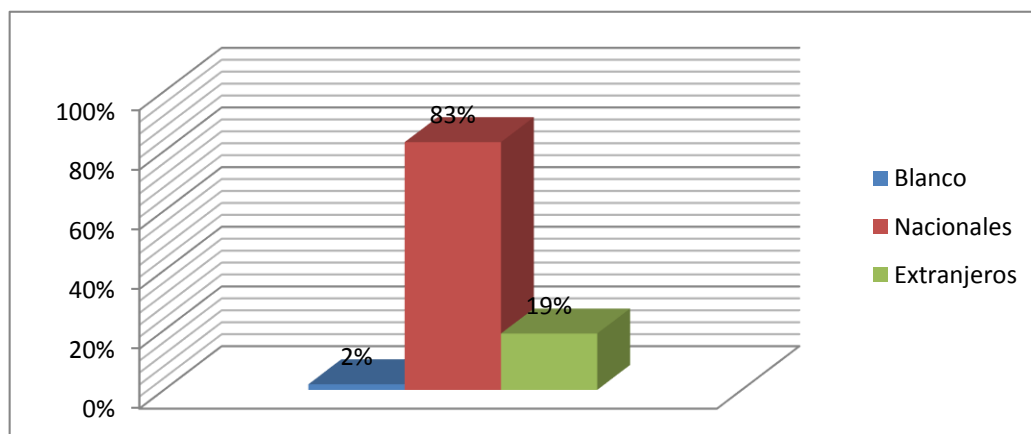
These results reflect the opening nationwide that have the web portal project. Although a large percentage corresponds to the city of Cuenca, it is equally true also that there is need for other national companies that successfully respond to an offer of a new service. It should be noted further that all companies that participated in the surveys, were previously reported and informed of this project, which in turn expressed interest in it.

**Table 1.5. Tabulation of Question 4**

<b>¿Sus principales clientes son?</b>		
	<b>#</b>	<b>%</b>
Blanco	2	2%
Nacionales	88	83%
Extranjeros	20	19%

[www.vimocon.com/encuesta/](http://www.vimocon.com/encuesta/) by: Pablo Vicuña

**Chart 1.4. Tabulation of Question 4**



[www.vimocon.com/encuesta/](http://www.vimocon.com/encuesta/) by: Pablo Vicuña

These statistics allow us to see clearly that the majority of customers or consumers of the Ecuadorian industry are national, meaning they prevail and depend on its economy of purchases that Ecuadorians do. However, there were also companies that have international clients, and among those we can mention mainly United States, German and French consumers.

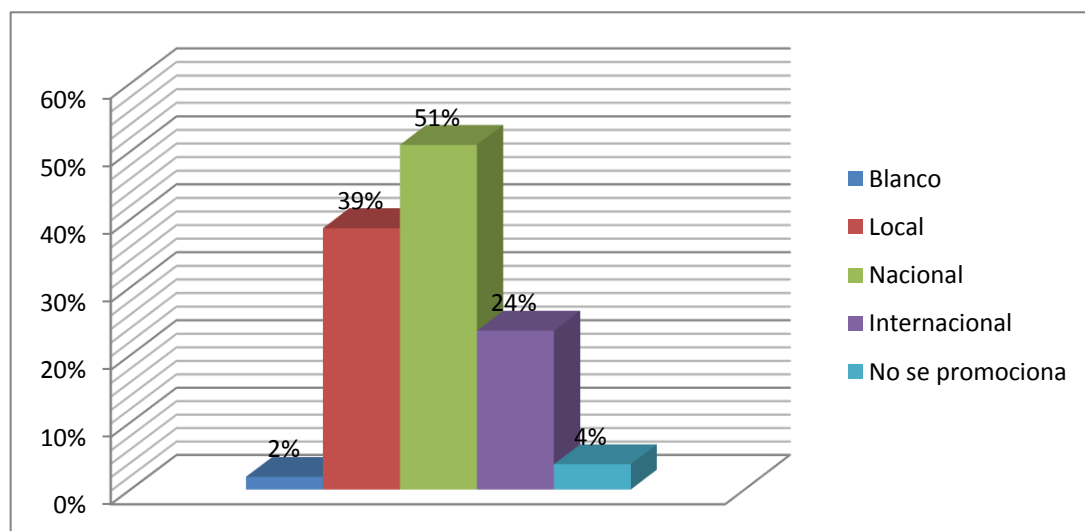
The project will help the industry to reach a much wider market, achieving an international production, where you only need to have Internet access and of course a space where they can do this effectively, counting for this with the web portal I intend to implement.

**Table 1.6. Tabulation of Question 5**

<b>Su empresa se promociona junto con sus productos a nivel:</b>		
	#	%
Blanco	2	2%
Local	41	39%
Nacional	54	51%
Internacional	25	24%
No se promociona	4	4%

[www.vimocon.com/encuesta/](http://www.vimocon.com/encuesta/) by: Pablo Vicuña

**Chart 1.5. Tabulation of Question 5**



[www.vimocon.com/encuesta/](http://www.vimocon.com/encuesta/) by: Pablo Vicuña

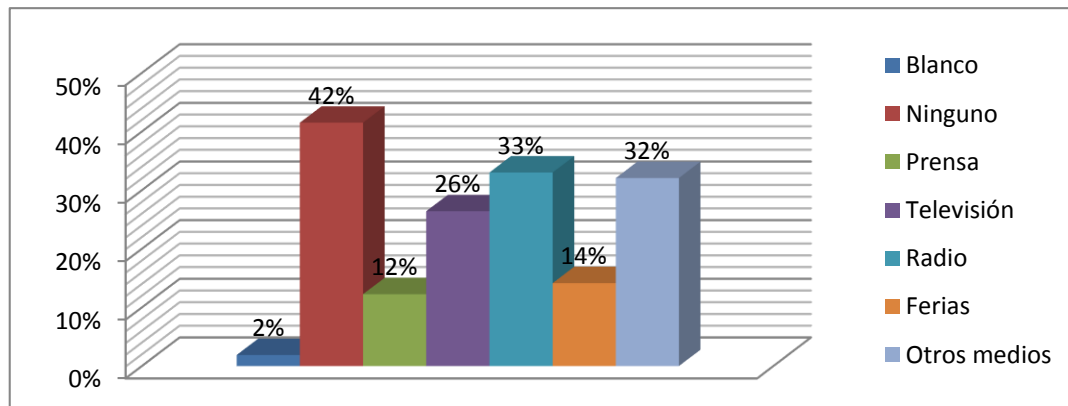
Most surveyed companies or industries are promoted primarily in a local level, but there is a smaller percentage in which the companies have tried to advertise their products internationally through various mechanisms. But we can also see that 4% of industries are not promoted due to lack of income, lack of counseling, or high costs of services currently available.

**Table 1.7. Tabulation of Question 6**

<b>En caso que su empresa si se promocione, ¿Podría indicarnos los medios tradicionales que utiliza su empresa para promocionarse?</b>		
	#	%
Blanco	2	2%
Ninguno	44	42%
Prensa	13	12%
Televisión	28	26%
Radio	35	33%
Ferias	15	14%
Otros medios	34	32%

[www.vimocon.com/encuesta/](http://www.vimocon.com/encuesta/) by: Pablo Vicuña

**Chart 1.6. Tabulation of Question 6**



[www.vimocon.com/encuesta/](http://www.vimocon.com/encuesta/) by: Pablo Vicuña



Television is the mean in which is spent the most on advertising according to statistics of the country; however is not the main or only mean used probably for cost and process, reaching in this particular case 26%, followed by 33% of broadcasting, for further consideration to the press and fairs for this purpose. But a lot of the industries surveyed do not use these conventional means to publicize and disseminate its company and products, using other means that are currently booming and represent lower costs with greater benefits.

Among the various non-traditional promotional media most used are social networks like (Facebook, Twitter), blogs, but still maintained the pop material, flyers, catalogs, business cards, yellow pages, etc.

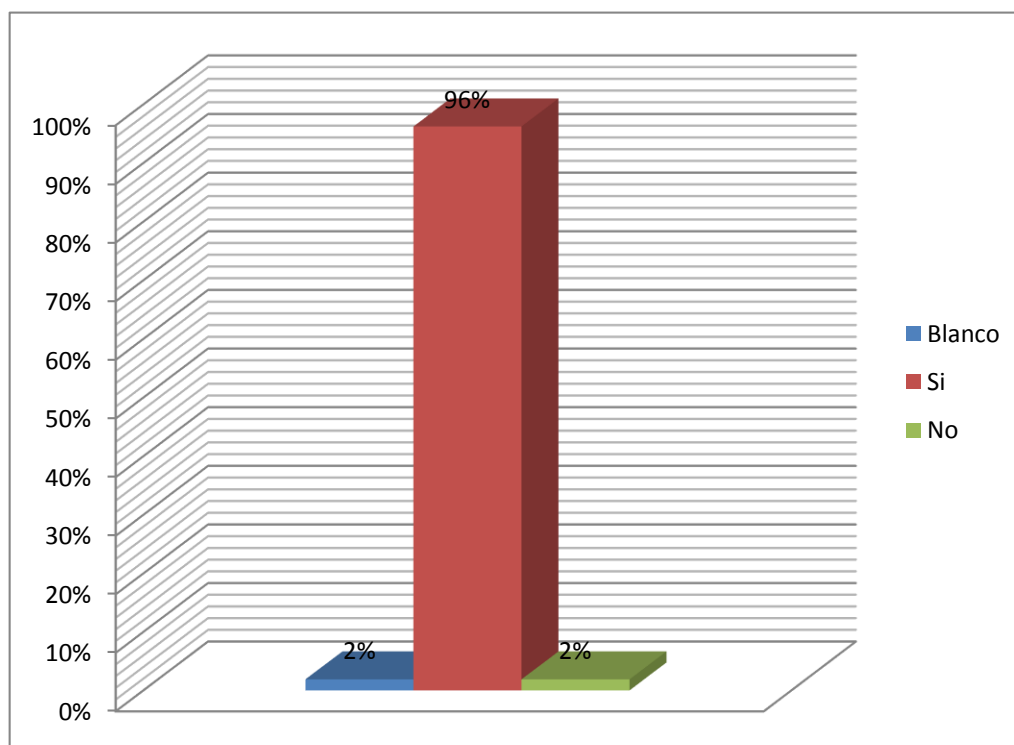
**Table 1.8. Tabulation of Question 7**

<b>¿Considera Ud. que la presencia en internet es importante para su empresa y sus negocios?</b>		
	<b>#</b>	<b>%</b>
Blanco	2	2%
Si	102	96%
No	2	2%
<b>Total</b>	<b>106</b>	<b>100%</b>

[www.vimocon.com/encuesta/](http://www.vimocon.com/encuesta/) by: Pablo Vicuña

Arguably the Internet has now become an indispensable tool for performance and productivity of a company and for this undeniable fact is that we have thought of this entrepreneurial and innovative project to boost the economy of the Ecuadorian industry.

**Chart 1.7. Tabulation of Question 7**



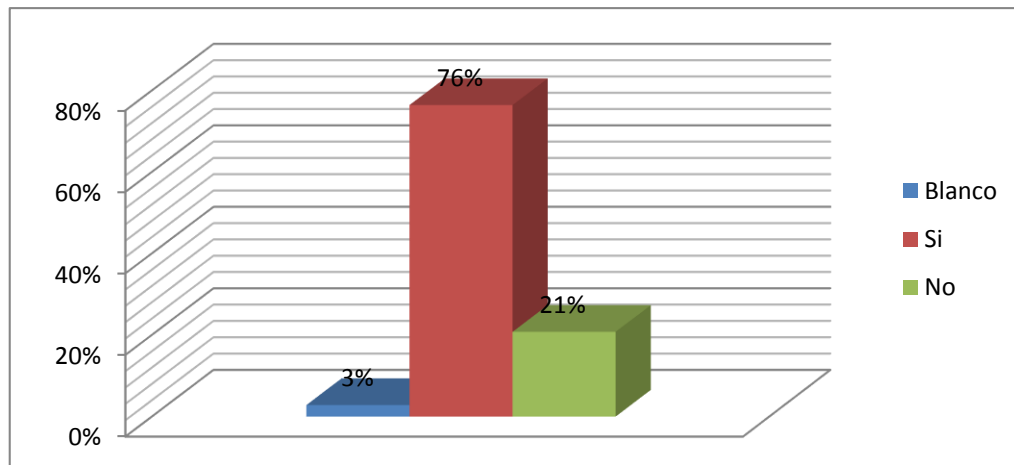
[www.vimocon.com/encuesta/](http://www.vimocon.com/encuesta/) by: Pablo Vicuña.

**Table 1.9. Tabulation of Question 8**

¿Su empresa tiene presencia en el internet?		
	#	%
Blanco	3	3%
Si	81	76%
No	22	21%
<b>Total</b>	<b>106</b>	<b>100%</b>

[www.vimocon.com/encuesta/](http://www.vimocon.com/encuesta/) by: Pablo Vicuña

**Chart 1.8. Tabulation of Question 8**



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Only 76% of companies surveyed have used the Internet to advertise or to present their products to the market, which means that although this has been considered as an important mean of communication, there are still industries that have not used it in order to improve its economy, this will be our main market objective.

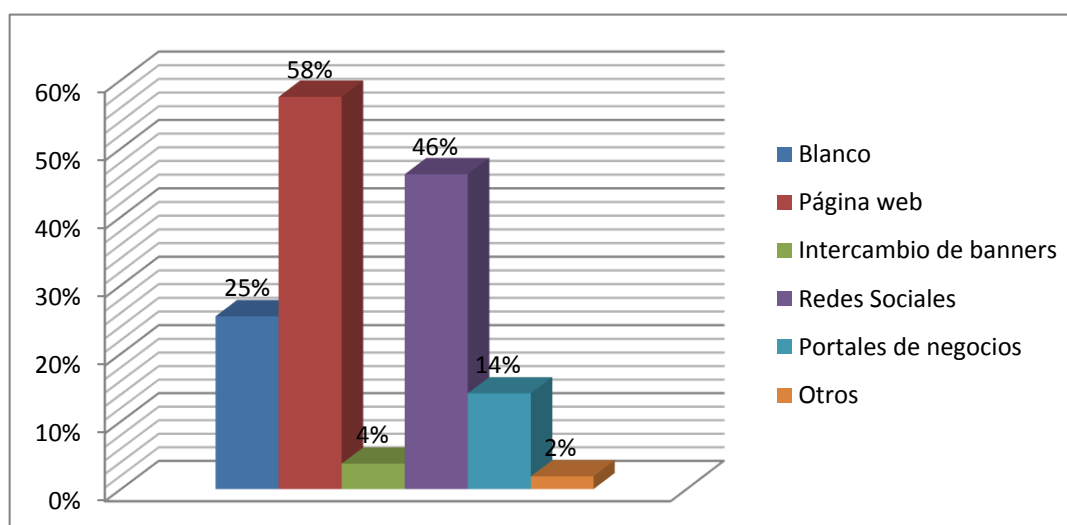
The reasons for not using it are several (question 8b), some are companies that are just starting their activities, are small, lack of budget, lack of knowledge and information, they have their own website, or that there are not web pages seriously engaged to web promotion in the country, an attractive reason to develop this.

**Table 1.10. Tabulation of Question 8a**

¿Cómo genera presencia en el internet?		
	#	%
Blanco	27	25%
Página web	61	58%
Intercambio de banners	4	4%
Redes Sociales	49	46%
Portales de negocios	15	14%
Otros	2	2%

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**Chart 1.9. Tabulation of Question 8a**



www.vimocon.com/encuesta/ by: Pablo Vicuña

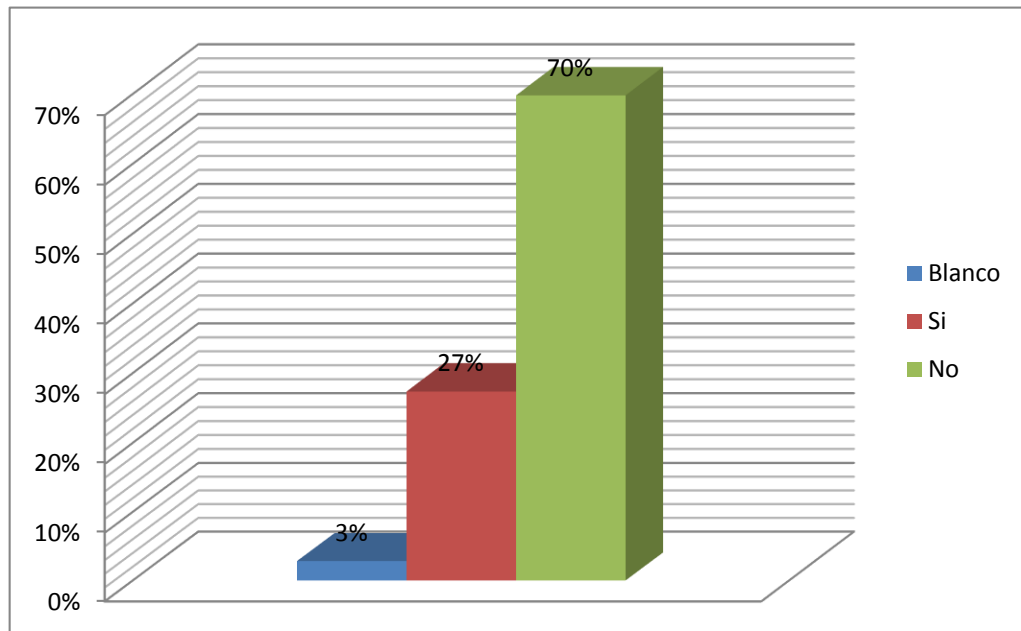
The website in a company is used to do publicity, 58% of companies surveyed have noted this as well, however the use of social networks also prevail, and only 14% used business portals.

**Table 1.11. Tabulation of Question 9**

<b>¿Conoce algún portal de negocios, dedicado a la difusión y promoción de la industria ecuatoriana y su producción?</b>		
	<b>#</b>	<b>%</b>
Blanco	3	3%
Si	29	27%
No	74	70%
<b>Total</b>	<b>106</b>	<b>100%</b>

www.vimocon.com/encuesta/ by: Pablo Vicuña

**Chart 1.10. Tabulation of Question 9**



[www.vimocon.com/encuesta/](http://www.vimocon.com/encuesta/) by: Pablo Vicuña

Only 27% of respondents know of the existence of some business portals dedicated to your personal judgment, to promote and disseminate the Ecuadorian industry and production. Among them mentioned to some websites, they consider these functions meet (ask the 9th), for example: [www.ecuadorprimero.com](http://www.ecuadorprimero.com), [www.cuencanos.com](http://www.cuencanos.com), [www.portalpetroleroecuadoriano.com](http://www.portalpetroleroecuadoriano.com), [www.acambiode.com](http://www.acambiode.com), [www.elemprendedor.ec](http://www.elemprendedor.ec), [www.ecuadorenventa.com](http://www.ecuadorenventa.com), etc. The 70% of respondents did not know of the existence of these portals.

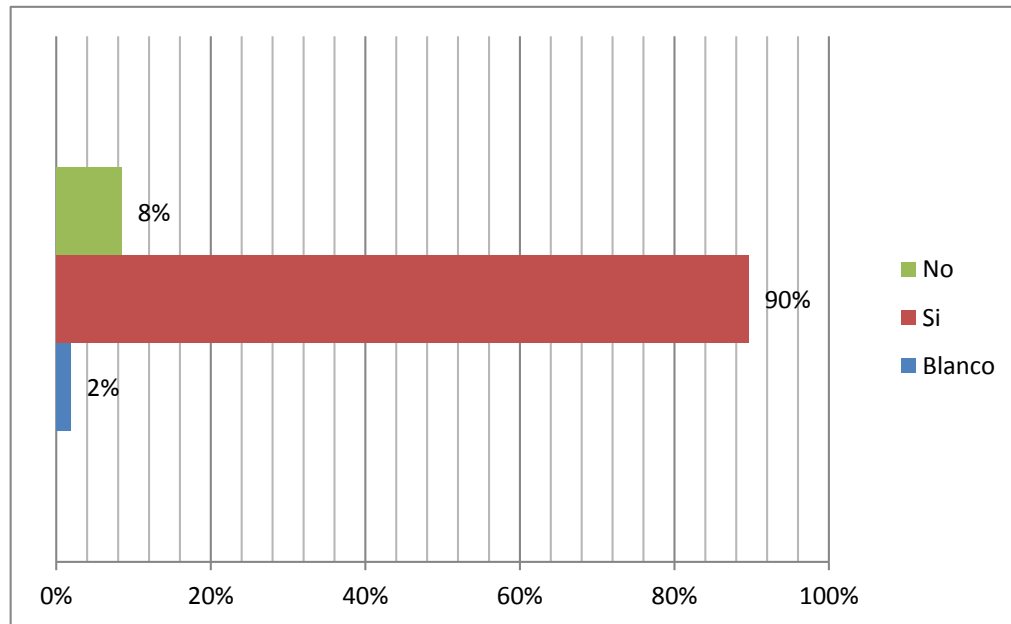
After reviewing the websites they use to promote the products of the industry and then compared to the proposed project, you can determine that none of these are about the features that are to be set for the website, which will help us to strengthen the supply and demand for the service, since there is no direct competition or option that can be considered as a substitute for our project.

**Table 1.12. Tabulation of Question 10**

<b>¿Estaría interesado en usar un nuevo portal web para promocionar su empresa y sus productos, a nivel nacional e internacional?</b>		
	<b>#</b>	<b>%</b>
Blanco	2	2%
Si	95	90%
No	9	8%
<b>Total</b>	<b>106</b>	<b>100%</b>

www.vimocon.com/encuesta/ by: Pablo Vicuña

**Chart 1.11. Tabulation of Question 10**



www.vimocon.com/encuesta/ by: Pablo Vicuña

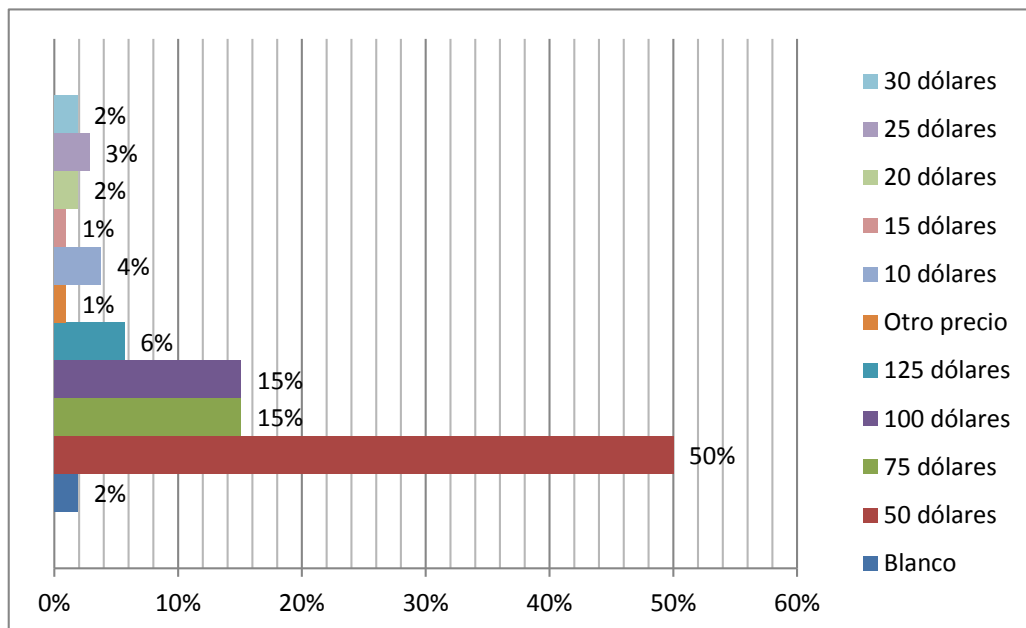
The 90% of companies surveyed have an interest to use a website that meets their needs, to promote their products and spread the name of the company, in a national and international level. Only 8% of respondents did not consider it an option, for several reasons mentioned (question 10b) including: lack of funds, limited advertising quotas, already have a website, do not need to constitute very small companies, other priorities.

**Table 1.13. Tabulation of Question 10a**

<b>¿Podría indicar hasta cuanto estaría dispuesto a invertir, para unirse a un portal web con estas características?</b>		
	<b>#</b>	<b>%</b>
Blanco	2	2%
50 dólares/mensuales	53	50%
75 dólares/mensuales	16	15%
100 dólares/mensuales	16	15%
125 dólares/mensuales	6	6%
Otro precio	1	1%
10 dólares/mensuales	4	4%
15 dólares/mensuales	1	1%
20 dólares/mensuales	2	2%
25 dólares/mensuales	3	3%
30 dólares/mensuales	2	2%
<b>Total</b>	<b>106</b>	<b>100%</b>

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**Chart 1.12. Tabulation of Question 10a**



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The 50% of respondents considered a reasonable investment of \$ 50.00 per month to be part of a web portal that will allow it to improve its industry advertising. There are also those who believe that investment should be a little higher and 15% opted for \$ 75.00 a month, another 15% for \$ 100.00 a month and 6% for \$ 125.00 monthly. Only 1% disagreed with the values raised and made them their own bids ranging from \$ 10.00 up to \$ 30.00 monthly. The value of subscription to the web project is raised by \$ 50.00 USD monthly, but payment would raise an annual basis in order to avoid conflicts consisting of the monthly charge, the annual subscription to the website, will be worth from \$ 600.00 USD per year.

### **Tabulation of Question 11**

**What needs do you think should a website that promotes your company and products cover?**

To this question, respondents had several points of view, the same as can be summarized as follows:

- Training the use of new technologies to promote their production.
- Cover and become known in the international market.
- To publicize the company and its products locally.
- To organize international fairs.
- Organize events where they can present products more realistically.
- Provide clients rapid and timely information about their products, through a user-friendly website.
- To promote in detail the products and / or services.
- The ability to customize the portal every time the customer or subscriber considers necessary from anywhere.
- Improve marketing of the company.



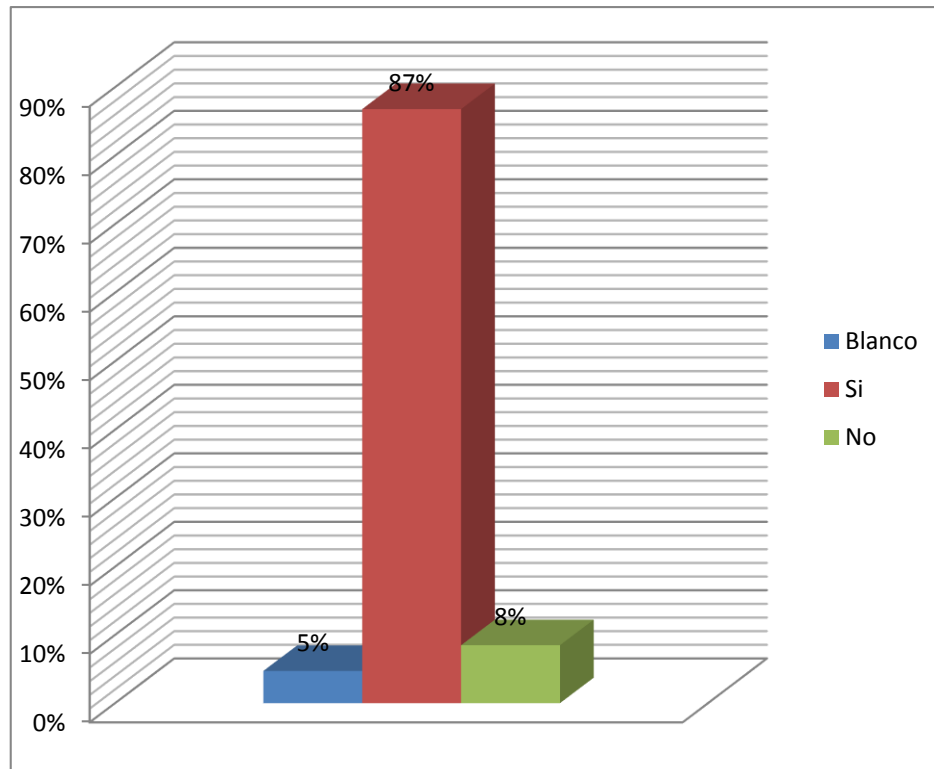
- Position the company and identify consumer needs.
- Having direct contact with customers with quick responses.
- To publicize the institutional part of the company, products, services, contacts, comments, suggestions, projections.

**Table 1.14. Tabulation of Question 12**

<b>¿Estaría interesado en recibir información futura sobre este proyecto y los beneficios que tendría para su empresa?</b>		
	<b>#</b>	<b>%</b>
Blanco	5	5%
Si	92	87%
No	9	8%
<b>Total</b>	<b>106</b>	<b>100%</b>

[www.vimocon.com/encuesta/](http://www.vimocon.com/encuesta/) by: Pablo Vicuña

**Chart 1.13. Tabulation of Question 12**



[www.vimocon.com/encuesta/](http://www.vimocon.com/encuesta/) by: Pablo Vicuña

The 87% of respondents reported having the desire to receive notifications about the progress of the project, clearly a potential market, which is able to collect contact details for the database that handled business advisers.

### **1.2.3 Market Study Conclusions**

This market study was performed in order to determine the commercial viability of this project to establish to it as an economic activity that generates multiple benefits for Ecuadorian industries and national and international consumers. The surveys determined that the Ecuadorian industry has many needs to be met, including transcend their products internationally. It is common knowledge that to internationalize a company or a product is not an easy task, it is a task that requires dedication, enthusiasm, and strategies to become a good exporter, it is precisely what is sought with this project, and then by analyzing the statistics obtained, we can determine that the service offered by the web portal Ecuadorian industries will be the right strategy to achieve the internationalization of products each.

Additionally, in every business the Internet is a basic service for its operation, the use of technology is essential in the production and management processes and especially in obtaining information as promoted in the form of industry or company throughout the globalized world, and what is minimally required to maintain latency channel communication with the foreign customer. However according to the surveys, not all industries use it, or do not see it as an advertising medium and all the advantages that are offered by the Internet to meet this objective. Although it is a much more economical and versatile compared to television or radio, some maintain a weak presence in the computing world, exclusive portals do not know who to advertise and promote their companies and products to using various tools created solely to fulfill this function.

Several companies have expressed to know certain websites that meet their criteria in a way to promote national products, but they cannot be considered true business portals that will generate direct income subscribers industries, because they are pages mainly

dedicated to promote tourism in some regions or the entire country. Additionally they have an abstract information about certain companies or businesses. Having a website that provides a service to the characteristics listed above, becomes increasingly imperative to publicize a product and thus capture business opportunities that will undoubtedly improve the economy not only of industry but of the entire country of Ecuador, it is lack of utilization, not due to lack of interest, because as reflected by the survey results, it is mostly due to lack of knowledge, or lack of advice about it, but mostly lack of serious bidder devoted to this activity.

Therefore, and as there are many unmet needs of advertising and internationalization, the same that should be covered in the shortest time possible, respondents felt that they could make a potential investment, giving their views on the amount of money that they would be an affordable amount to justify it, the majority of respondents thought that Americans spending \$ 50.00 will be pretty accurate to their ability, so will the amount to be worked on, in order to establish the financial study is concerned. All statistics obtained, are a positive outcome for undertaking this project, as several of the industries were surveyed through their representatives, after having been informed of this initiative, they were very interested and they wished to receive news and proposed to form part of the portal web.

### **1.3 Analysis of Supply and Demand**

In a market economy, each good is bought and sold by individuals who are grouped as buyers and sellers in the markets.<sup>20</sup>

The market you intend to deal with the implementation of this project, is a new market, a market that will be on a totally innovative, then buyers will be well informed to open access to service providers, both as plaintiffs and to make decisions through possible external independent guesses.

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<sup>20</sup> Irvin B. Tucker.- FUNDAMENTOS DE ECONOMÍA; Tercera edición; pág. 51

The basic laws of supply and demand have an obvious influence on the price strategy <sup>21</sup>, the study together with the results of the surveys will allow us to define the same, subject to be discussed later.

### **1.3.1 Offer**

The Marketing Dictionary of Cultural SA, defined as the quantity supply of goods and / or services that producers are willing to sell in the market at a given price. Also with this term designates the proposed sale of goods or services, either verbally or in writing, indicating in detail the conditions of the sale.<sup>22</sup>

The Dictionary of Economics defines supply as the set of price proposals made in the market for the sale of goods or services. Complementing this definition, Andrade added that in the language of commerce, using the term to be on offer indicates that for some time a number of products are priced lower than normal in order to stimulate demand.<sup>23</sup>

The website aims to implement a platform for each of the industries can offer their products and / or services both domestically and internationally , through the use of several tools that will be found in the portal, the same that will be exclusive to subscribers, considering that not only is being offered a space in that platform but also are making available to the industry a number of benefits ranging from generating sales worldwide with just implementing system purchase via online to the most cost effective form of advertising only through a screen, all thanks to the new information , taking into account not only the industries that project members will be announced at the international level some or all of its products , but their picture will also transcend the national and international market . We are therefore talking about a new product, and little market with too many needs to be met by the applicants.

This service will be sold to the Ecuadorian industry market at a certain price and that it will be affordable for the plaintiffs.

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<sup>21</sup> O. C. Ferrell, Michael D. Iartline.- ESTRATEGIA DE MARKETING; Tercera Edición; pág. 192

<sup>22</sup> Diccionario de Marketing, de Cultural S.A., Pág. 237

<sup>23</sup> Diccionario de Economía, Tercera Edición, de Andrade Simón, Editorial Andrade, Págs. 438.

After market research I became aware that a service like this is not yet offered in the country, although there are similar projects so, basically do not generate the benefits generated by the project web portal. Internationally we find services like this, they have had an undoubted success and its customers or applicants choose this as one of the main means of marketing, advertising and sales of their companies.

### **1.3.2 Demand**

The Marketing Dictionary of Cultural SA, defines demand as the global value expressed purchase intent of a community. The demand curve shows the quantity of a certain product that individuals or society are willing to buy in terms of price and income.<sup>24</sup>

The Dictionary of Economics defines demand as the amount of goods or services that the purchaser or consumer is willing to purchase at a given price and at a specified location, with whose use may partially or fully meet their particular needs or can access their intrinsic value.<sup>25</sup>

In the present case, there is no national service as offered, so we cannot speak of a direct action towards obtaining this service, however, there are many needs to be met, they have not been covered despite existing alternatives, and therefore relative to the market study we can determine that there is a potential market of 90%, the same will be interested in trying the service and try to cover their unmet needs.

## **1.4 Analysis of 4C Marketing**

Marketing in order to meet the needs of consumers has created a series of tools, which initially synthesized in the "4Ps" (product, promotion, place, price.). However, the evolution and sophistication of the market has led to a different formulation of the same concepts, with the difference that this conceptualization is more in line with contemporary

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<sup>24</sup> Diccionario de Marketing, de Cultural S.A., Pág. 87

<sup>25</sup> Diccionario de Economía, Tercera Edición, de Andrade Simón, Editorial Andrade, Págs. 215.

reality, so, you have replaced the "4P" for "4C", changing the vision of "4P" from the supply perspective to "4C" a demand perspective.

The price of the good to consume is much less relevant than the cost of their consumption represents. The industry should be more focused on the consumers' needs than only on the product, looking to give them more facilities, like shopping online (comfort). Similarly, the promotion is just one of the ways in which circulates the broader concept of communication.<sup>26</sup>

The website is designed in compliance with the guidelines of the "4C", we analyzed the existing unmet needs in advertising Ecuadorian production, a service that consumers can purchase in the comfort of their homes, a cost that does not represents that much compared to the benefits you get.

#### **1.4.1 Consumer or client**

The client will give value to the product or service that takes into consideration the utility that represents their ability to meet their needs and desires.

The era of industrialization came a little late to Ecuador compare to other Latin American countries, activity which was not profitable for the national economy, for this it wasn't consider a source of employment either. But today this picture has changed completely, taking the words of the ex-minister of Industries, Mr. Xavier Abad, who said the Ecuadorian Industry is going through a good time compering to the past.

What was mentioned before is one of the reason that this project came out, to be a new option to cover the unsatisfied needs that are not cover yet for the actual market, giving the industries an innovative way to advertise and do marketing.

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<sup>26</sup> Roberto Dvoskin.- FUNDAMENTOS DE MARKETING: TEORÍA Y EXPERIENCIA; Primera Edición; pág. 284.

### **1.4.2 Cost**

The cost is not only the money that the customer pays for the product or service they get, but it also includes all those costs that have been incurred to access the service or to obtain the desired product.

Once the surveys have been performed and analyzed, it was determined that; the customers, would be willing to pay \$ 50 USD for the service offered. Nevertheless, based on what was studied, we must remember what it should be considered, not only the price of the service, but all the additional costs that you go through to get to the final customer. To access to our service, customers must have Internet access, a cost that is not excessive considering that Internet is now globalized, even in the case of industries has become an indispensable service for internal and external functioning.

In this portal the client does not need to cover costs such as transportation for example, because all the information that is required will come directly via email, and if it is necessary, the company that is providing the service will go door to door to give information about the portal that is offered.

After giving the examples mentioned before, I can guarantee the cost of the service is not at all excessive, comparing to the benefits and advantages it will give to the subscribers.

### **1.4.3 Convenience and comfort**

Thanks to the new means of communication, the client does not have to move from one place to another to get an offer. This project will not only cover an unsatisfied need, but it will also provide the necessary comfort, so that once you are enjoying the product or service, the customer will have the freedom to use all the tools available on the web site, from any place with internet access, that nowadays is not considered a big problem in the country.

#### **1.4.4 Communication**

The communication between the service provider or supplier and customer, consumer or complainant is bidirectional, discussing about their specific needs and expectations.

The idea of this project was born after listening from several industrial representatives in our territory their unmet needs, and despite the use of other means they have failed their intentions to cover their entire needs, reason to undertake this project, and now after also knowing the costumers expectations, we now can develop this project by coupling both the industrial needs and the costumer expectations for mutual benefits.

The project is dynamic and it will be in continuing evolution, depending on the needs that will arise from companies within their area of advertising and marketing.

#### **1.5 Financial Study**

The financial study is performed in order to assess the financial viability of a project, taking into consideration the data and information obtained from money-based market research.

A financial study is to demonstrate that there are enough resources to carry out the investment project as well as the benefits desire, in other words, that the cost of capital invested will be lower than what is hoped to be obtained with such capital on the economic horizon (time period within which it is considered that the effects are significant investment).<sup>27</sup>

This study will determine the viability of the proposed project, which will specify whether to implement the web portal will be economically profitable, it will also allow to have a general a vision of how the project will display later on, plus it will point out the actual cost to operate the project lead, etc.

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<sup>27</sup> Macial Córdova Padilla.- FORMULACIÓN Y EVALUACIÓN DE PROYECTOS; Ecoe Ediciones, pág. 26



For this study we used Microsoft Excel as an electronic tool, application developed by the Econ. Fabian Carvallo C; Universities teacher.

### 1.5.1 Income

Revenues are the values that a company receives from the sale of products and / or services offered.

**Table 1.15. Projection Subscriptions to the Project**

<b>1. VENTAS</b>				
<b>PRODUCTOS</b>	<b>UNIDADES MENSUALES</b>	<b>UNIDADES ANUALES</b>	<b>PRECIO DE VENTA</b>	<b>VENTAS ANUALES</b>
Subscription Annual al Portal Web	20	240	\$600,00	\$144.000
		0		\$0
		0		\$0
		0		\$0
		0		\$0
		0		\$0
		0		\$0
<b>TOTALES</b>	20	240		\$144.000

Financial Technical Study by: Pablo Vicuña

The service that is been offered to Ecuadorian industries, is an annual subscription that will allow them be a part of the website, it will allow them to promote their businesses and products and / or services. After studying the market, the project would begin with 20 monthly subscriptions, obtaining 240 annual subscriptions. The surveys reflected that 50% of the industries surveyed would be willing to invest for the service around \$ 50.00 dollars, value that will be considered for this study, since it is an annual subscription of \$ \$ 50.00 multiplied by 12 months, gives a total of \$ 600.00 dollars, this is the total value of the annual subscription for the web portal, value that will be charged at the time of contracting the service, and will be valid for one year calendar.

### 1.5.2 Operating Costs

This money is giving out for the development of project activities, those intended to maintain its assets in its existing condition.

**Table 1.16. Direct Inputs Involved in the Project**

INSUMOS DIRECTOS				
PRODUCTOS	UNIDADES MENSUALES	UNIDADES ANUALES	COSTO UNITARIO	TOTAL ANUAL
servicio Luz, Agua, Telefono, Inte	1	12	\$150,00	\$1.800
Arriendo	1	12	\$350,00	\$4.200
seguridad Delux SSL	0	1	\$350,00	\$350
Dominio	0	1	\$14,00	\$14
Hosting	1	12	\$12,00	\$144
		0		\$0
		0		\$0
		0		\$0
<b>TOTALES</b>				<b>\$6.508</b>

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To provide the services offered on this project, the installation of a specific place to perform the work the following services will be needed: basic services, electricity, water and telephone, additionally services, such as of high-speed Internet, all together will cost about \$ 150.00 dollars per month, bringing an annual cost of \$ 1,800.00 dollars.

Considering the need for a physical space where computer engineers, sales people, administrative departments and clients will be finding, a higher value is needed to cover in terms of inputs are concerned. It will depend on the location and on the characteristics. After a brief study of the real state sector a budget of \$ 350.00 dollars a month has been allocated, which will be U.S. \$ 4,200.00 a year.

Domain Name: This is the name and web address with which you can access to the website. The provider of this service is the company Godaddy. The investment for this domain will be \$ 14.00 dollars annually.

Hosting Service: This refers to rent a virtual space on the server disk, the same that is connected to the Internet 24/7, where the portal website will be hosted. This service is priced at \$ 144.00 U.S. dollars per year.

SSL Security: This service allows a complete safe communication over the network, and is achieved through a digital certificate. This service is necessary as it will allow our customers and end users to exchange information without the risk of being hacked or intercepted. This service is priced at \$ 350.00 U.S. dollars per year and will also be provided by Godaddy.

**Table 1.17. Hand Labor Costs**

MANO DE OBRA DIRECTA				
DESCRIPCION	CANTIDAD	INGRESO MENSUAL		TOTAL ANUAL
Programadores y Diseñadores Web	2	\$700		\$16.800
				\$0
				\$0
				\$0
				\$0
				\$0
<b>TOTALES</b>				<b>\$16.800</b>

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The project initially will have two people to undertake and work on it, and together develop and design the web project. As the project is consolidated and as new needs arise, hiring more professional will be considered in order to provide a quality service.

Depending on the experience, training and work of the two people who will work on the project a value of \$ 700.00 dollars per month has been allocated which in the year will mean an amount of \$ 16'800 dollars.

**Table 1.18. Summary Direct Costs**

RESUMEN	TOTALES
Materia Prima /mercadería	\$0
Insumos Directos	\$6.508
Mano de Obra Directa	\$16.800
	\$0
	\$0
	\$0
<b>TOTAL COSTOS DIRECTOS</b>	<b>\$23.308</b>

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In other words, it can be determined that annually the direct costs would be able to cover, undertake and maintain this project which will reach approximately \$ 23,308.00 dollars, an amount of money that can be covered if we consider the projected income, therefore you can see that economically speaking it is a viable project.

### 1.5.3 Sales and administrative costs

These costs are not directly related to the production, but as their name suggests are related to the business administration such as sales, salaries, advertising expenses, etc.

Table 1.19. Administrative Costs

<b>GASTOS ADMINISTRATIVOS Y DE VENTAS</b>		
<b>DESCRIPCION</b>	<b>VALOR MENSUAL</b>	<b>TOTAL ANUAL</b>
<b>GASTOS ADMINISTRATIVOS</b>	<b>\$100</b>	\$1.200
<b>GASTOS DISTRIBUCION</b>	<b>\$200</b>	\$2.400
<b>GASTOS DE VENTAS</b>	<b>\$200</b>	\$2.400
<b>GASTOS DE PUBLICIDAD</b>	<b>\$1.200</b>	\$14.400
<b>SUELDOS PERSONAL</b>	<b>\$800</b>	\$9.600
		\$0
		\$0
<b>TOTALES</b>	<b>\$2.500</b>	<b>\$30.000</b>

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Administrative costs are those who have directly relation with the general administration of the business, not its operational activities; The costs of office stationery, also bonuses and incentives for staff were also considered, as a strategy to keep pleased the company`s staff better known as "internal customers".

Among the distribution expenses, purely mobilization for marketers was considered, making it easier for salesman to visit potential customers, taking into account that most industries are located outside the urban areas of the cities of Ecuador. Similarly, it is intended to handle an after sales service, which will be reflected in subscription renewals.

Selling expenses are all the tools that allow marketers to achieve their sales. Tablet mobile internet service, which can display real-time operation of the web site, likewise may create temporary accounts access to potential customers encouraging them to be subscribers. Nowadays there are plans from \$ 30, 00 USD monthly for mobile internet service including on Tablets, so there will be no need for a strong initial investment on this topic. Similarly, printed elements are considered like contracts, business cards and brochures of the services offered on the web portal.

Since is a complete new business in the market, you need to make a strong investment for advertising, and thus to achieve the projected revenues, which is why, the initially monthly

investment amount will be \$ 2,500.00 dollars, that will give us a total of \$ 30,000.00 dollars as the annual investment.

An additional administrative expense was also planned which includes staff salaries, expenses as I mentioned above will be considered as the business grows according to the needs that arise.

#### 1.5.4 Project Investment

The investment of the project in simple terms means, employing a certain amount of money and effort to get profits.

**Table 1.20. Fixed Assets**

<b>1. ACTIVOS FIJOS-OTROS</b>	
<b>Descripción</b>	<b>Valor</b>
<b>MAQUINARIA</b>	<b>\$3.500</b>
<b>HERRAMIENTAS</b>	<b>\$300</b>
<b>MUEBLES Y ENSERES</b>	<b>\$2.500</b>
<b>ADECUACION Y CONSTRUCCION LOCAL</b>	<b>\$3.000</b>
<b>Total Activos Fijos</b>	<b>\$9.300</b>

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The fixed assets that the business or project will include are: two computers of the latest technology, telephone, office furniture, tools for operation and maintenance of technological equipment, physical fitness facilities locally. Saying this the investment in fixed assets amount will rise to \$9,300.00 dollars.

Table 1.21. Work Capital

Factor Caja (ciclo de caja)	DIAS	60
		VALOR
		USD
<b>CAPITAL DE TRABAJO OPERATIVO</b>		
Costos directos		\$23.308
Costos indirectos		\$0
<b>SUBTOTAL</b>		<b>\$23.308</b>
Requerimiento diario		<b>\$65</b>
Requerimiento ciclo de caja		\$3.885
Inventario inicial		<b>\$0</b>
<b>CAPITAL DE TRABAJO OPERATIVO</b>		<b>\$3.885</b>
<b>CAPITAL DE TRABAJO ADMINISTRACION Y VENTAS</b>		
Gastos administrativos y de ventas que representan desemb		\$30.000
<b>SUBTOTAL</b>		<b>\$30.000</b>
Requerimiento diario		<b>\$83</b>
<b>CAPITAL DE TRABAJO ADMINISTRACION Y VENTAS</b>		<b>\$5.000</b>
<b>CAPITAL DE TRABAJO</b>		<b>\$8.885</b>

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Working capital is a measure of the project or business ability that will have to continue with their normal development in the exercise of their short-term. It will have a working capital of approximately \$ 8,885.00 dollars approximately. To calculate the net working capital you have to add operating working capital plus the administrative working capital as shown in Table 1.21.

Table 1.22. Summary Initial Investment

<b>TOTAL INVERSION</b>	<b>\$18.185</b>
<b>Activos Fijos</b>	<b>\$9.300</b>
<b>Capital de Trabajo</b>	<b>\$8.885</b>
<b>Activos Fijos Históricos</b>	<b>\$0</b>

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The total initial investment will be \$18,185.00 USD approximately. Part of this money will correspond to a personal contribution, however the other part will be bank financing, which will be analyzed in the following tables:

**Table 1.23. Project Financing**

<b>Inversión Total</b>	<b>\$18.185</b>	
<b>Activos Fijos</b>	<b>\$9.300</b>	
<b>Capital de Trabajo</b>	<b>\$8.885</b>	
<b>Inversión Total</b>	<b>\$18.185</b>	<b>100%</b>
<b>Financiamiento</b>	<b>\$12.800</b>	<b>70%</b>
<b>Aporte Propio</b>	<b>\$5.385</b>	<b>30%</b>

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As can be seen in Table 1.23, the local contribution corresponds to 30% of the total investment, and 70% through bank financing that is \$ 12'800, 00 USD; therefore I will start with a 70% as the initial investment to start the project. This will be repay the debt in a short time avoiding overpayment of interest that will be paid in 36 months, with monthly fees of approximately \$ 414.22 U.S. dollars, according to Table 1.24 of amortization. With this, the project will have liquidity, and will sometimes be necessary to reinvest in it.

Table 1.24. Amortization Table

TABLA DE AMORTIZACION				
	Capital		\$12.800	
	Tasa de interés anual		10,20%	
	Plazo en años		3	
	Forma de Pago		MENSUAL	
	Total Periodos		36	
	Periodos de Gracia		0	
	Periodos Normales		36	
	Valor Dividendo		414,22	
No. de Dividendo	Valor de Intereses	Amortización de Capital	Valor del Dividendo	Saldo de Capital
0				\$12.800
1	\$108,80	\$305,42	\$414,22	\$12.494,58
2	\$106,20	\$308,02	\$414,22	\$12.186,56
3	\$103,59	\$310,64	\$414,22	\$11.875,92
4	\$100,95	\$313,28	\$414,22	\$11.562,64
5	\$98,28	\$315,94	\$414,22	\$11.246,70
6	\$95,60	\$318,63	\$414,22	\$10.928,08
7	\$92,89	\$321,33	\$414,22	\$10.606,74
8	\$90,16	\$324,07	\$414,22	\$10.282,68
9	\$87,40	\$326,82	\$414,22	\$9.955,86
10	\$84,62	\$329,60	\$414,22	\$9.626,26
11	\$81,82	\$332,40	\$414,22	\$9.293,86
12	\$79,00	\$335,23	\$414,22	\$8.958,63
13	\$76,15	\$338,07	\$414,22	\$8.620,56
14	\$73,27	\$340,95	\$414,22	\$8.279,61
15	\$70,38	\$343,85	\$414,22	\$7.935,76
16	\$67,45	\$346,77	\$414,22	\$7.589,00
17	\$64,51	\$349,72	\$414,22	\$7.239,28
18	\$61,53	\$352,69	\$414,22	\$6.886,59
19	\$58,54	\$355,69	\$414,22	\$6.530,90
20	\$55,51	\$358,71	\$414,22	\$6.172,19
21	\$52,46	\$361,76	\$414,22	\$5.810,43
22	\$49,39	\$364,83	\$414,22	\$5.445,60
23	\$46,29	\$367,94	\$414,22	\$5.077,66
24	\$43,16	\$371,06	\$414,22	\$4.706,60
25	\$40,01	\$374,22	\$414,22	\$4.332,38
26	\$36,83	\$377,40	\$414,22	\$3.954,99
27	\$33,62	\$380,61	\$414,22	\$3.574,38
28	\$30,38	\$383,84	\$414,22	\$3.190,54
29	\$27,12	\$387,10	\$414,22	\$2.803,44
30	\$23,83	\$390,39	\$414,22	\$2.413,04
31	\$20,51	\$393,71	\$414,22	\$2.019,33
32	\$17,16	\$397,06	\$414,22	\$1.622,27
33	\$13,79	\$400,43	\$414,22	\$1.221,84
34	\$10,39	\$403,84	\$414,22	\$818,00
35	\$6,95	\$407,27	\$414,22	\$410,73
36	\$3,49	\$410,73	\$414,22	\$0,00
Totales	\$2.112,03	\$12.800	\$14.912	

Financial Technical Study by: Pablo Vicuña



### 1.5.5 Projected Income Statement

It is a financial systematic statement that details the financial profits or losses for a certain period of time. The project as it is exposed, will reach approximately 60% growth per year, as a service that is not offered anywhere in the country, being a complete monopolization in the market.

**Table 1.25. Projected Income Statement**

% Incremento Anual	60,0%
--------------------	-------

Descripción	Año 1	Año 2	Año 3	Año 4	Año 5	Año 6	Año 7	Año 8	Año 9	Año 10	Total
Ventas	\$144.000	\$230.400	\$368.640	\$589.824	\$943.718	\$1.509.949	\$2.415.919	\$3.865.471	\$6.184.753	\$9.895.605	\$26.148.279
(Costos Directos)	\$23.308	\$37.293	\$59.668	\$95.470	\$152.751	\$244.402	\$391.043	\$625.669	\$1.001.071	\$1.601.714	\$4.232.390
<b>Utilidad Bruta</b>	<b>\$120.692</b>	<b>\$193.107</b>	<b>\$308.972</b>	<b>\$494.354</b>	<b>\$790.967</b>	<b>\$1.265.547</b>	<b>\$2.024.876</b>	<b>\$3.239.801</b>	<b>\$5.183.682</b>	<b>\$8.293.891</b>	<b>\$21.915.890</b>
(Costos Indirectos)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>Utilidad Operativa</b>	<b>\$120.692</b>	<b>\$193.107</b>	<b>\$308.972</b>	<b>\$494.354</b>	<b>\$790.967</b>	<b>\$1.265.547</b>	<b>\$2.024.876</b>	<b>\$3.239.801</b>	<b>\$5.183.682</b>	<b>\$8.293.891</b>	<b>\$21.915.890</b>
Gastos de Administración y Ventas	\$30.000	\$48.000	\$76.800	\$122.880	\$196.608	\$314.573	\$503.316	\$805.306	\$1.288.490	\$2.061.584	\$5.447.558
Gastos Financieros	\$1.129	\$719	\$264	\$0	\$0						\$2.112
Depreciaciones y amortizaciones	\$1.030	\$1.030	\$1.030	\$1.030	\$1.030	\$1.030	\$1.030	\$1.030	\$1.030	\$1.030	\$10.300
<b>Utilidad antes de Beneficios</b>	<b>\$88.533</b>	<b>\$143.359</b>	<b>\$230.877</b>	<b>\$370.444</b>	<b>\$593.329</b>	<b>\$949.945</b>	<b>\$1.520.529</b>	<b>\$2.433.465</b>	<b>\$3.894.162</b>	<b>\$6.231.277</b>	<b>\$16.455.919</b>
15% Utilidades trabajadores	\$13.280	\$21.504	\$34.632	\$55.567	\$88.999	\$142.492	\$228.079	\$365.020	\$584.124	\$934.692	\$2.468.388
<b>Utilidad antes de impuestos</b>	<b>\$75.253</b>	<b>\$121.855</b>	<b>\$196.246</b>	<b>\$314.878</b>	<b>\$504.330</b>	<b>\$807.453</b>	<b>\$1.292.450</b>	<b>\$2.068.445</b>	<b>\$3.310.037</b>	<b>\$5.296.585</b>	<b>\$13.987.531</b>
25 % impuesto a la renta	\$18.813	\$30.464	\$49.061	\$78.719	\$126.082	\$201.863	\$323.112	\$517.111	\$827.509	\$1.324.146	\$3.496.883
<b>Utilidad Neta</b>	<b>\$56.440</b>	<b>\$91.391</b>	<b>\$147.184</b>	<b>\$236.158</b>	<b>\$378.247</b>	<b>\$605.590</b>	<b>\$969.337</b>	<b>\$1.551.334</b>	<b>\$2.482.528</b>	<b>\$3.972.439</b>	<b>\$10.490.649</b>

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Table 1.26. Projected Cash Flow

		% recuperación de ventas			100,0%							
Descripción	Año 0	Año 1	Año 2	Año 3	Año 4	Año 5	Año 6	Año 7	Año 8	Año 9	Año 10	Total
Ventas		\$144.000	\$230.400	\$368.640	\$589.824	\$943.718	\$1.509.949	\$2.415.919	\$3.865.471	\$6.184.753	\$9.895.605	\$26.148.279
(Costos Directos)		\$23.308	\$37.293	\$59.668	\$95.470	\$152.751	\$244.402	\$391.043	\$625.669	\$1.001.071	\$1.601.714	\$4.232.390
(Costos Indirectos)		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Gastos de Administración y Ventas		\$30.000	\$48.000	\$76.800	\$122.880	\$196.608	\$314.573	\$503.316	\$805.306	\$1.288.490	\$2.061.584	\$5.447.558
<b>Flujo Operativo</b>		<b>\$90.692</b>	<b>\$145.107</b>	<b>\$232.172</b>	<b>\$371.474</b>	<b>\$594.359</b>	<b>\$950.975</b>	<b>\$1.521.559</b>	<b>\$2.434.495</b>	<b>\$3.895.192</b>	<b>\$6.232.307</b>	<b>\$16.468.331</b>
<b>Ingresos no operativos</b>	<b>\$18.185</b>											<b>\$0</b>
Crédito	\$12.800											<b>\$0</b>
Aporte Propio	\$5.385											<b>\$0</b>
<b>Egresos no operativos</b>		<b>\$37.064</b>	<b>\$56.938</b>	<b>\$88.664</b>	<b>\$134.286</b>	<b>\$215.082</b>	<b>\$344.355</b>	<b>\$551.192</b>	<b>\$882.131</b>	<b>\$1.411.634</b>	<b>\$2.258.838</b>	<b>\$5.980.183</b>
Inversiones	\$18.185											<b>\$0</b>
Activos Fijos	\$9.300											<b>\$0</b>
Capital de Trabajo	\$8.885											<b>\$0</b>
Pago de dividendos		\$3.841	\$4.252	\$4.707	\$0	\$0						<b>\$12.800</b>
Gastos Financieros		\$1.129	\$719	\$264	\$0	\$0	\$0	\$0	\$0	\$0	\$0	<b>\$2.112</b>
Impuestos		\$32.093	\$51.967	\$83.693	\$134.286	\$215.082	\$344.355	\$551.192	\$882.131	\$1.411.634	\$2.258.838	<b>\$5.965.271</b>
<b>Flujo No Operativo</b>	<b>\$8.885</b>	<b>-\$37.064</b>	<b>-\$56.938</b>	<b>-\$88.664</b>	<b>-\$134.286</b>	<b>-\$215.082</b>	<b>-\$344.355</b>	<b>-\$551.192</b>	<b>-\$882.131</b>	<b>-\$1.411.634</b>	<b>-\$2.258.838</b>	<b>-\$5.980.183</b>
<b>FLUJO NETO</b>	<b>\$8.885</b>	<b>\$62.513</b>	<b>\$88.169</b>	<b>\$143.508</b>	<b>\$237.188</b>	<b>\$379.277</b>	<b>\$606.620</b>	<b>\$970.367</b>	<b>\$1.552.364</b>	<b>\$2.483.558</b>	<b>\$3.973.469</b>	<b>\$10.488.149</b>
<b>Flujo Acumulado</b>	<b>\$8.885</b>	<b>\$62.513</b>	<b>\$150.682</b>	<b>\$294.190</b>	<b>\$531.378</b>	<b>\$910.655</b>	<b>\$1.517.275</b>	<b>\$2.487.642</b>	<b>\$4.040.006</b>	<b>\$6.523.564</b>	<b>\$10.497.033</b>	<b>\$20.985.182</b>
<b>Flujo para VAN</b>		<b>\$58.599</b>	<b>\$93.140</b>	<b>\$148.478</b>	<b>\$237.188</b>	<b>\$379.277</b>	<b>\$606.620</b>	<b>\$970.367</b>	<b>\$1.552.364</b>	<b>\$2.483.558</b>	<b>\$3.973.469</b>	<b>\$10.503.061</b>

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### 1.5.6 Performance Analysis

**Table 1.27. Profitability Ratios**

<b>Valor Actual Neto (VAN) proyecto</b>	<b>(Positivo)</b>	<b>\$4.241.557</b>
<b>Índice de Rentabilidad (IR)</b>	<b>(Mayor a 1)</b>	<b>234,25</b>
<b>Tasa Interna de Retorno (Tir)</b>	<b>(Mayor a la T. Dcto)</b>	<b>381%</b>

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The Net Present Value (NPV) is the present value of current and future revenues minus the present value of current and future costs. The net present value of the project arises to approximately \$ 4,934.218 dollars, value to be considered in case there is any intention to sale the project during its execution. To determine the NPV of our project, first we determine the projected cash flow, which is nothing but the detail of the inflows and outflows of money that a company will have in a future; I estimate the project on time zero by a rate from the Weighted Average Cost of Capital and minus the initial investment.

Profitability Index (IR) is the ratio of the present value from future cash flows of a project with the initial cost of itself. A rate of return of more than \$ 1.00 U.S. dollars implies that the present value of the project exceeds the initial outlay which, at the same time means that the present net value is greater than zero<sup>28</sup>. In this project we can see that it will give us an income of \$ 234.25 USD for each dollar invested. To get the profitability index you divide the total cash flows for the project investment.

Internal Rate of Return (IRR) is the geometric average of expected future returns on the investment that helps us to compare the profitability of investments; in this case it represents a 381%, so I can deduce that it is an acceptable economically profitable project. You get IRR by calculating the sum of the cash flows to the initial investment.

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<sup>28</sup> James C., Van Horne, Jhon M., Wachowics.- FUNDAMENTOS DE ADMINISTRACIÓN FINANCIERA; Edición en español; pág. 340.

## **1.6 Conclusions of the project evaluation**

After we analyzed the implementation of the web portal, we can say that is a highly profitable opportunity for both business managers and for industries around the country and also for national and international consumers. After the market research and financial analysis, this project is not only viable in practice it was also shown from an informal financial research the profitability. This performance was confirmed by the financial study, reflecting the same important data for the same enterprise.

The Ecuadorian industry has grown quite positive; however it is essential to find an international promotion for Ecuadorian products, this necessity is not covered yet for the different reasons previously analyzed. The website will allow Ecuadorian industries not only for national but international consumers for their products and / or services, enabling them to improve their advertising and marketing plans.

This project is viable and profitable, according to all the studies made, and having the advantage of being in a globalized world, services and products can be known worldwide. The surveyed Ecuadorian industry representatives felt more interest and desire to engage the services offered in order to improve the performance and economics of their businesses.

Over time the project will not only be profitable for those directly involved, but also, it will become a potential source of work for other people. For all this the web portal is an entrepreneurial project which represents a great opportunity, socially and economically speaking.

## **CHAPTER 2**

### **IMPLEMENTATION OF THE PROJECT**

#### **2.1 Basic Definitions**

For the development of this chapter is necessary to analyze some basic concepts and definitions, allowing you to have a clear and precise concept of the service that is being offered with the implementation of this project. First, I begin with a brief but necessary distinction between the concept of a web page, a website and a web portal.

##### **2.1.1 Web page**

It is a composition gathering text, images, sounds and videos that make up a single window of material shown by an internet browser.<sup>29</sup>

##### **2.1.2 Web site**

A website contains many web pages and all are written in HTML. One of these web pages is the main of the site.<sup>30</sup>

##### **2.1.3 Web portal**

A web portal is an application that, through a simple interface, provides users (data consumers) access to different data sources (or suppliers), access to online information and services related to the information. Along with the above, web portals create an environment where users can easily navigate to find the information they need to develop their strategic or operational functions and take decisions.<sup>31</sup>

Nowadays, the Internet has become a nice place to administrative, exchange and to publish information. As a result of this, organizations that use web portals, to supplement replace, or extend their services are increasing every day. That is why people from around the world use internet as a way of communicating, having access

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<sup>29</sup> DICCIONARIO DE INTERNET; Varios Autores; Primera Edición española; pág. 304.

<sup>30</sup> DICCIONARIO DE INTERNET; Varios Autores; Primera Edición española; pág. 304.

<sup>31</sup> Coral Calero, Ma. Ángeles Moraga, Mario G. Piattini; CALIDAD DEL PRODUCTO Y PROCESO SOFTWARE., Primera Edición, pág. 568

to banking information, business portals, governments portals, etc.<sup>32</sup> People who use this kind of service are more and more every day. This indisputable reality is what this project is based on; creating a Web portal, focusing on business line negotiations, and become one of the most complete online services on the web.

Thanks to e-commerce, web portals have spread worldwide. Electronic commerce is also known by its abbreviation "e-commerce". E-Commerce is identified primarily with the use of the Internet as a way for conducting business (to buy, to sell, to exchange goods and services) and add value to an organization. E-Commerce is now recognized as a major source of income. The product set "online" makes available to millions of potential buyers. Companies are competing for a slice of the online market to attract and keep customers focused on their web sites.<sup>33</sup> In other words, e-commerce has everything concentrated in one place, the interaction with the consumer, in a business platform, taking in to account transactions and customer services.

There are several types of e-commerce portals, in the business area we can distinguish three types of portals, known as B2B, B2C, B2E, they are platforms for e-commerce business. The portal B2C or Business to Consumer has to do with retail. Example: [www.amazon.com](http://www.amazon.com). B2E portal or Business to Employee is a new form of relationship between the employer and a company along the employees in order to establish a commitment and loyalty relationship. For example an airline can offer tour packages to its employees through its own intranet and in addition to their offerings may include partner airlines.

The portal B2B or business to business will be the platform apply for this project, because it involves the exchange of products, services and information between companies. This service will provide Ecuadorian industries the possibility to promote their products and establish business relationship with them. In the portal <http://www.b2bbyte.com> are B2B sites around the world are listed, like we can see in this portal, most of the sites are from the United States, China, India, Korea, United

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<sup>32</sup> Coral Calero, Ma. Ángeles Moraga, Mario G. Piattini; CALIDAD DEL PRODUCTO Y PROCESO SOFTWARE., Primera Edición, pág. 567.

<sup>33</sup> Peter Rob, Carlos Coronel.- SISTEMAS DE BASES DE DATOS: DISEÑO, IMPLEMENTACIÓN Y ADMINISTRACIÓN, pág. 668.

Kingdom, however, there is not at a single site from South America, so as a long-term objective of the site is to expand and provide the service to all Latin American's countries. One of the largest portals worldwide B2B is [www.alibaba.com](http://www.alibaba.com), its popularity and acceptance has helped the possibility to organize successfully international fairs. Following this example, the goal of this project is to become a well-known portal in a national level, and then in an international level, a study that will be discussed later on.

For the implementation of this project, you need to get a complete e-commerce platform set, allowing the website appear online. In the market there are several systems, most of them are free and you can modify its source code. These systems are online shopping platforms, and the alternatives include:

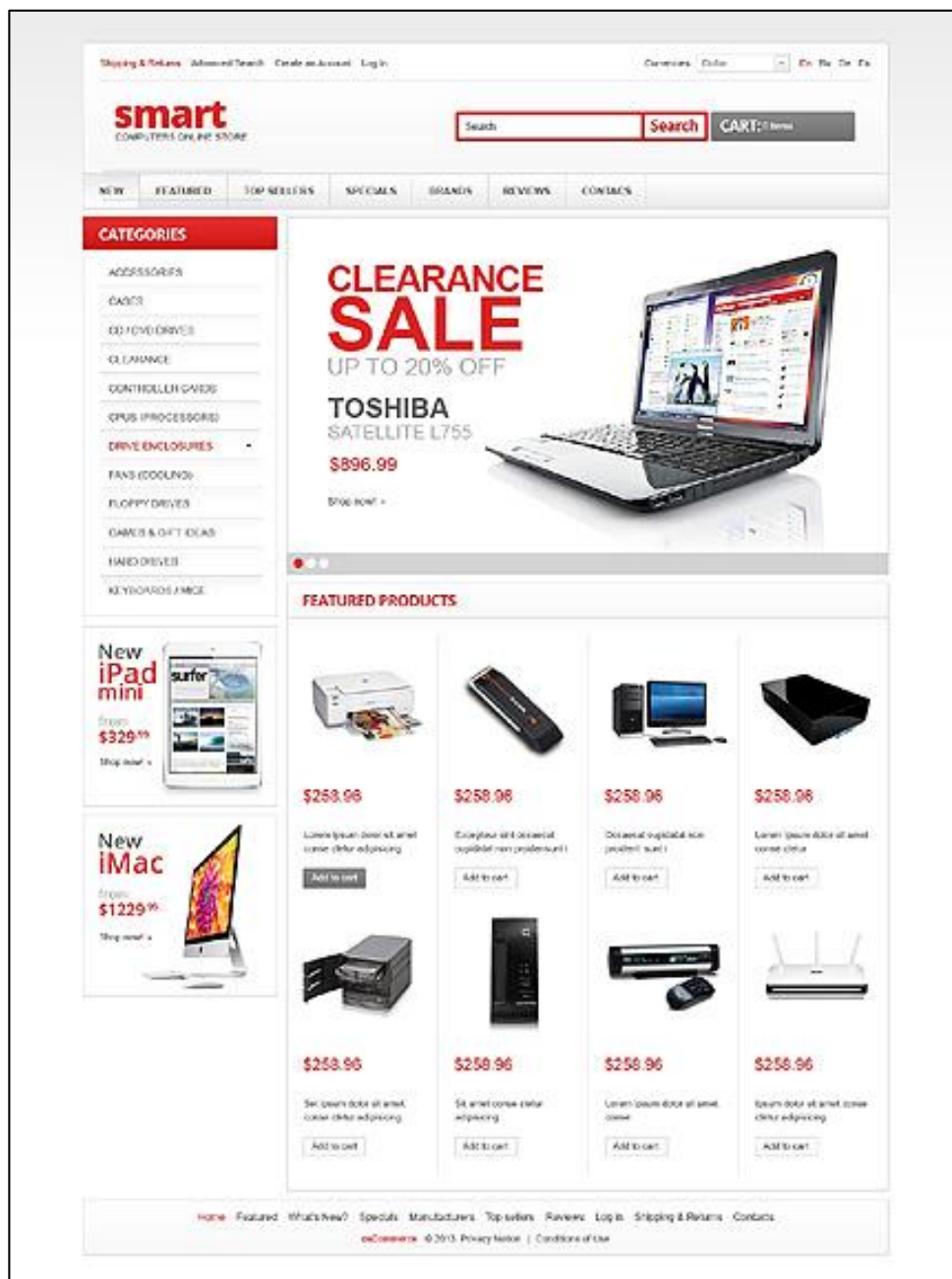
**OsCommerce:** It is an open source web application used to implement a virtual store. Consolidated by two parts: the main part is store management, where you can update products, publishing deals, change or adds languages, see orders, etc. It is easy to use, the user doesn't need to know about programming. Nowadays, OsCommerce is not updated, which is evident in its design and in its functionality, for this reason most users have preferred to use prestashop, is that so that OsCommerce computer programmers are currently developing for prestashop.

**Picture 2.1. OsCommerce Logo**



<http://www.oscommerce.com/>

Picture 2.2. OsCommerce Template



<http://www.templateosnter.com/>

**Creload:** It is an open source software program created along with a Content Management System developed in four languages, Spanish, English, French and German. Most of their templates occur in English. Most comprehensive program compared with OsCommerce.

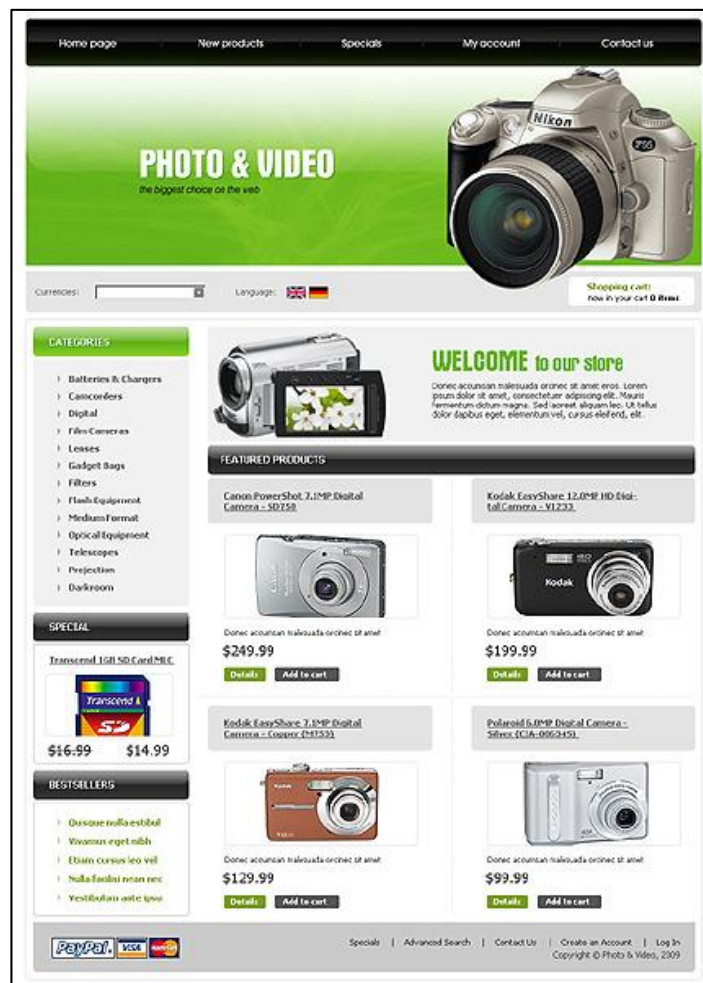


Picture 2.3. Creload Logo



<http://www.loadedcommerce.com/>

Picture 2.4. Creload Template



<http://www.templateosnter.com/>

**Magento:** It is an open source platform and it is opened to the public. This allows us to understand how the software works to fix things and the possibility to add new features. The free standard version contains some necessary functions to implement a good ecommerce store handling very basic concepts such as shopping cart, catalog

management, search, verification and management functions. It offers as an easy tool to handle multiple stores. However it is a very basic version.

Picture 2.5. Magento Logo



<http://www.magentocommerce.com/>

Picture 2.6. Magento Template



<http://www.templateosnter.com/>

It also has a full premium version that costs the same, the problem is the high cost and inaccessible especially for people who want to start this kind of business. In the present case, this is not economically viable, the features of the full version don't cover the needs of the web portal that is been offered.

**Prestashop:** It is a French Software ecommerce open source and free (open source). It has more than 125,000 stores and over 310 virtual functions. It allows creating or modifying existing templates and modules to customize the online store, there are creators who develop applications for this platform constantly.

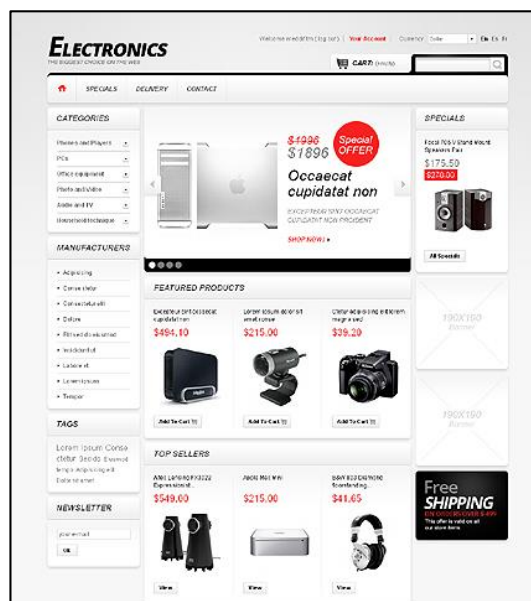
This platform meets the expectations of the project, it is easy to develop, since the user can develop applications that meet the needs of the website and it is easier to manipulate the graphical interface and adapt it to our cooperative image.

Picture 2.7. Prestashop Logo



<http://www.prestashop.com/>

Picture 2.8. Prestashop Template



<http://www.prestashop.com/>

It is through these types of portals, among others, that it has been possible to speak of ELECTRONIC COMMERCE, facilitating international trade, the importance of Internet in business trade, has reduced the limits established by national borders.

Electronic commerce in business refers to transactions that take place between companies through the network. Meaning the end user or customer is a company that can play simultaneously the role of seller and buyer. It is a fact that, despite the attention given to the marketing of articles on the net, the companies is ten times better than the first time.<sup>34</sup>

Business Portals reduce costs and delivery times; allowing companies that have transformed documents to digital information to automatize and improve the supply chain management. Therefore it permits making orders, downloading orders, exchanging contracts, comparing prices, checking the features and conditions of the products, including tasks.<sup>35</sup>

## **2.2 Selecting the name of the website and corporate image development site**

Antonio Quirarte, founder and CEO of Interplanet in Mexico, says that "The domain value is measured by its ability to be easily remembered, generating traffic to the website and thus profits for the entity that owns it".

Domain names as an identity in the network have become an important asset for the companies because they can get identified through Internet allowing users and consumers to associate their economic activity to a name that may or may not be the same in traffic off line.<sup>36</sup>

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<sup>34</sup> Salvador Ruiz de Maya, Javier Alonso Rivas.-EXPERIENCIAS Y CASOS DE COMPORTAMIENTO DEL CONSUMIDOR, Esic Editorial, pág. 112.

<sup>35</sup> Salvador Ruiz de Maya, Javier Alonso Rivas.-EXPERIENCIAS Y CASOS DE COMPORTAMIENTO DEL CONSUMIDOR, Esic Editorial, pág. 112.

<sup>36</sup> María Arias Pou.- MANUAL PRÁCTICO DE COMERCIO ELECTRÓNICO, Primera Edición, pág. 305

In marketing, positioning experts agree about the importance of choosing a good domain name or web project, since this will be the identity of the project within and outside the network, playing the same function as a brand of a particular product off the web.

Thus it is necessary to emphasize that importance of selecting a specific domain name for our company. It will be our identifier on the Internet and for this reason; we want to get a domain name easily to be remembered and that associate directly with our company, our service and our products.<sup>37</sup>

To choose the domain name or web portal, it is necessary to consider some factors that will cause the desired impact, such as knowing the type of products and / or services that will be offered through the portal, knowing the target market and establishing clear differences with companies or businesses that represent competition, if there is any.

Taking into account all these aspects, the name should have the features needed to represent the service that will be offered , and the domain that is chosen will be easy to read , to remember, to spell and to pronounce, not creating confusion with products and / or even the exact services that can offered for some competitors, the same consumer or customer will be the one who generates publicity for the web portal known as the “mouth to mouth” on the Web 2.0 which is one of the most important means of communication today , if people are confused , or do not remember exactly the name of the portal , we will not have the effect desire, and that will be reflected for web site visitors.

Another website major media succeed on the search engine rankings, this is an online marketing service that ensures natural visibility (organic rankings) , that is, that if you appear up at the top of the results is because the search engines , mainly Google , Bing and Yahoo , recognize the quality in the structure and the contents . The most effective way of promoting a website or an online business is trying to make it accessible from these search engines. That is why it is important to prepare the site properly, and be indexed by them. There are still many companies that believe that “being on the

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<sup>37</sup> María Arias Pou.- MANUAL PRÁCTICO DE COMERCIO ELECTRÓNICO, Primera Edición, pág. 305.

Internet” is limited to have a website hosted on a domain and exchange emails with customers and suppliers. They invest in a new design every two or three years neglecting aspects such as optimization, usability, search engine optimization, traffic analysis or customer loyalty.<sup>38</sup>

Many entrepreneurs do not give enough attention to this issue, causing considerable losses to their business not only economic but also structural.

### 2.2.1 Selecting the name for the website

The selection of the name or domain, as stated above, is a very important process because this will also depend on the success of the project, therefore it is advisable to follow some criteria or consider some aspects before registering a domain.

An example of the domain name might be: <http://www.midominio.com>, wherein:

- *http://*: It is the communications protocol used on the Internet and allows the user to view web pages in the browser screen.
- *www*: It is a stands for World Wide Web.
- *Midominio*: It is the name that is registered under the domain chosen by the user and is associated with it, and that allows the website has a registered entity.
- *.com*: it is the domain extension that reflect the interest of the business.<sup>39</sup>

There are some basic rules to properly choose a domain name, and achieve an effective positioning on the web, for the present case, we will apply certain rules available on the web<sup>40</sup>; which summarizes a practical and simple criteria to achieve the appropriate name to find considering the service aims to provide these criteria or recommendations are:

- a. Objective Service:** To include keywords in your own domain name is a good way to improve the position of the website. Therefore it is necessary to know

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<sup>38</sup> <http://www.iniziar.com/blog/link-building/15-consejos-para-la-optimizacion-de-los-dominios-y-urls-de-tu-web>

<sup>39</sup> María Arias Pou.- MANUAL PRÁCTICO DE COMERCIO ELECTRÓNICO, Primera Edición, pág. 305.

<sup>40</sup> Las reglas a las que hago referencia las pude ubicar en la página web <http://www.seotalk.es/elegir-nombre-dominio/>. En esta página basé las directrices y redacción para definir las mismas y escoger el nombre de dominio de mi proyecto.

the targeted audience by the company or project.<sup>41</sup> Therefore it is necessary to consider the addressed market and the service that is being offered, with this, some words will be chosen to describe the service and making combinations between them.

Example: For this project we thought in 5 words (Vicuña, communication, industry, wireless, e- commerce), after a breakdown VIMOCON was created.

- b. Find a unique name:** To choose a domain name that is unique or at least is not a plural or singular version of a domain that is already established, there are many cases of companies that had to buy several domain names so the traffic will not go to another site for a possible typing error, an example of it are youtube pages, which bought yourtube or porntube domains<sup>42</sup>. VIMOCON is a name created from the decomposition of several words that represent the project, a totally new and innovative name that so far doesn't have any presence on the web.
- c. .com domain as a first option:** Most people who surf the web almost immediately remembered domains that end in the extension.com so it is advisable to have it as a first choice. Example: [www.vimocon.com](http://www.vimocon.com)
- d. A domain easy to spell and remember:** A domain should be easy to write, verbalize or spell, with this we go in the costumer's minds in a simple and dynamic way. If the site has a good context, it will be concur it is important to know that in business it will be common the necessity to write it in a piece of paper, o dictating by phone, which is why it should be short and simple. Example: Vimocon, in addition to being very easy to spell, pronounce or spell, is short and you can easily remember.
- e. A name that identifies the service:** It is necessary that the domain name somehow reflects the type of service or activity of the portal. The more the

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<sup>41</sup> <http://www.iniziar.com/blog/link-building/15-consejos-para-la-optimizacion-de-los-dominios-y-urls-de-tu-web>

<sup>42</sup> <http://www.seotalk.es/elegir-nombre-dominio/>

domain name represents the service offer, the faster the web portal will be positioning on the search engines. As mentioned earlier five words that were related to the service, came out with VIMOCON.

- f. Copyright:** It is advisable to register and own all options of the chosen domain, as the variation of the extensions (.com, .ec, .net, .org), also the plural and singular domain. All of this in order to prevent other people that try to buy a similar domain, directing potential customers to other locations. The domain [www.vimocon.com](http://www.vimocon.com) and its variations, along with the logo and name of the website are registered in [www.copyrighted.com](http://www.copyrighted.com) to avoid plagiarism or any other problems that may arise due to their lack of registration.
- g. Avoid numbers and / or hyphens:** Using this, could lead to confusion, and even more if they are not easy to remember, always keep in mind the importance that it should be short and simple. In this rule also include words that have many spelling to apply, it may be that people do not know his writing, and directions to other websites. Example: [www.vimocon.com](http://www.vimocon.com).

### **2.2.2 Development of corporate image**

The corporate image project is extremely important because it will determine which customers (Ecuadorian industries) recognize and identify it just by displaying the logo and other parts of the image. For this it is necessary to have professionals in this field that will be also designing the image by combining various elements such as typography and color, so that together release the desired message to the Ecuadorian industries. Therefore it is vital to have a good corporate image, allowing the website to extend through the virtual world and gained credibility that any formal and serious should create, being an essential element that will cause the difference and positioning of the project.

To design the corporate image VIMOCON website have the help, we will getting the advice of the company SCIC ADVERTISING COMMUNICATION, who will design the corporate image of the portal, thanks to the interchange of services performed. The company developed a "code of conduct" or "manual" (more info, Annex No. 2), which explains every detail, color and size variations of the logo, also the impact of the colors



chosen for the corporate image, in addition it will explain what should not be done with the logo as variations in design, color, shape, etc; the manual additional explains the details to make a proper impression of the project stationery such as business cards, envelopes, leaf letterheads and folders.

The logo is the signature of a company that can be applied everywhere to identify and it can be printed material such as graphics or visuals. The company has created design the logo taking into account elements that are related to the services offered, it uses typographical elements that will allow the website visitors to see it as the first option for the purchase of products and / or services from industry in our country. So the design proposed by SCIC ADVERTISING COMMUNICATION is:

**Picture 2.9. VIMOCON Logo**



By: SCIC PLUBICIDAD COMUNICACION

The colors used in this design are far from representing a bizarre concept, however, the company chose it basing on the studies in the field, the orange color transmits confidence and elegance, the black transmits nobility, and gray which creates balance in the mixture creating “qualities of remembrance and market positioning”.

Aspects of the logo and more will be found in detail in the “Corporate Identity Manual Vimocon”, which will give a correct use of the different graphic elements presented to us, to shape the corporate image Vimocon keeping a visual communication via online and in printed material, in internal communications, etc.

## **2.3 Analysis of the 4c of content marketing**

Content Marketing refers creating a relevant content for a specific audience through internet communication for no cost with the idea to convert potential consumers to real costumers.<sup>43</sup>

In order to develop content marketing a portal or corporate website is needed to deliver digital content through various formats such as newsletter, videos, info graphics, etc. Often increasingly, online businesses base their communication strategy through a blog where it shares relevant information to visitors and customers, thus adding content, positioning benefits in their website by increasing their visibility, becoming more easily and more quickly to do commerce.<sup>44</sup>

The Content Marketing nowadays is present in all media and communication, defining the new consumer trends and positioning brands, products and businesses. Therefore, and considering its indisputable relevance is that content marketing reinvents the 4C (context, channel, connection and commerce) to properly implement their proposals.

### **2.3.1 Context**

The ability to place the information in the context of the life of our potential customer has become a basic marketing strategy.<sup>45</sup> In the context of the brand elements integrate that will create a meeting point or a client connection and it will select the appropriate broadcast channel as a marketing strategy which will be needed for the promotion and an effective and appropriate advertising.<sup>46</sup>

To apply the context of this project , we conducted an analysis of other existing worldwide web portals, including [www.alibaba.com](http://www.alibaba.com), setting information that is useful for customers or visitors (production capacity, certificates, time delivery, etc. ), eliminating information that is not which will help the customer to clear up any

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<sup>43</sup> Ricardo Palomares Borja.- MARKETING EN EL PUNTO DE VENTA: Cien ideas clave para vender más; Primera Edición; pág. 425.

<sup>44</sup> Ricardo Palomares Borja.- MARKETING EN EL PUNTO DE VENTA: Cien ideas clave para vender más; Primera Edición; pág. 426

<sup>45</sup> <http://www.conceptiagroup.com/las-4-c-del-marketing-actual.htm>

<sup>46</sup> Basado en el estudio realizado en <http://www.puromarketing.com/42/11959/descubriendo-marketing-contenidos.html>

concerns at the moment the website is being visited, taking out any irrelevant data that will make the consumers lose their attention, so that the communication with the advertiser or seller will be direct to establish business relationships, which will save the visitor's time, it will also save resources for the advertiser generating more profits for portal administrators.

### **2.3.2 Channel**

Currently online relationships and processes are going through a multiplatform and multichannel cycle. The strengths of each of them will be taking out to develop efficient strategies, achieving visibility and penetration. The use of social platforms to a kind and a firm tone voice on the phone, or any other channel through which communication is established between the brand and its customers; it is an optimal content marketing strategy.<sup>47</sup>

VIMOCON web portal will also be performing in social networks taking in to account the abysmal popularity and impact in advertisement, looking to expand a potential connection between customers and advertisers.

### **2.3.3 Connection**

Today it is not enough to capture the attention of customers and convert them. It is also necessary that brands are capable of delivering a high volume quality. The attraction and interaction are at the heart of long-term bonds, which is what new social business must be looking for.<sup>48</sup> Therefore, new marketing is based on connections with the final goal to get attraction by interaction.

VIMOCON will be interactive, giving users the feeling that they found the information they were seeking for, the visitor will feel accompanied; the platform will look and relate products according to the previous criteria search which will be automatically stored, for example, if an "x" customer sought or acquired a cabinet and search a shelf to accompanied it, future visitors or search for same cabinet or similar characteristics, the portal immediately will suggest the shelf to complement the purchase and so give the customer expectation he found everything it was needed on time.

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<sup>47</sup> <http://www.puromarketing.com/42/11959/descubriendo-marketing-contenidos.html>

<sup>48</sup> <http://www.puromarketing.com/42/11959/descubriendo-marketing-contenidos.html>

### **2.3.4 Commerce**

An efficiency trade depends on the proper functioning of customer service. The presence is the key in trade analysis. Monitoring the process through social networks, it is essential to prevent any difficulty. The scene of a user interchanging from his Tablet while he is sitting in a restaurant or watching TV in bed is increasingly habitual.<sup>49</sup>

Many people seek information about industries and their products on the internet or yellow pages to meet their needs, yet both webpages as yellow pages do not have a complete and updated information to provide consumers with the assurance of needed, and that ends by discouraging the client, thus losing the opportunity to complete the sale.

VIMOCON will give complete, detailed and current information of the products and / or services offered by the subscribers, which will allow a direct trade relationship, the client will decide for a given product without seeking additional information. Ecuadorian industries may also be able to monitor the trading process of their products and / or a service, maintaining a presence in the purchase stage, been a monitor the only thing that separates consumers to. This relationship and monitoring will also be maintained between portal administrators and users (industries), letting us know the conformity of our customer, and also a possible prognostic of unmet needs that we seek to cover in the shortest time possible.

## **2.4 Analysis of Online marketing 4F**

Thanks to the synergy between marketing and technology, marketing has developed an aspect which can be synthesized by: MK digital, interactive, online or cybernetic.<sup>50</sup> The internet has generated enormous global changes in every aspect including marketing studies, trying to fit the realities that arise. Marketing online emerges from the necessity to attract the consumer or client to the message to be broadcast through the web. There are several important aspects to take it as an advantage from marketing

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<sup>49</sup> <http://www.puromarketing.com/42/11959/descubriendo-marketing-contenidos.html>

<sup>50</sup> Ignacio Soret los Santos.- HISTORIAS FABULOSAS DEL MARKETING; Esic Editorial; pág. 36.

online generating the desired results, these aspects are also known as the 4F of marketing online “internet advertising”<sup>51</sup>, among them are: flow, functionality, feedback and loyalty.

#### **2.4.1 Flow**

Waking up a person's flow is to create a mental state of mind, which makes you capture the information you receive. Awakening flow on the mid will depend on the creativity of the advertiser.<sup>52</sup> In other words, when people go on line to navigate on the web, they put a 100% of concentration on finding information, seeking entertainment, contacting people and if they find the information they are looking for it will be our product and / or service that will capture their full attention, allowing us to involve in what we wish to offer, not to mention that the interaction with visitors is extremely important to involve them with the message we want to deliver.

The portal VIMOCON will be creative enough to awake the flow of users (both portal customers, from Ecuadorian industry and visitors of the portal), in a considerable way to not create a fatigue propaganda. The concentration that the customer will have on the national products that will be main objective, satisfying all their needs in one place, so the site will supply a variety of products and / or services from Ecuadorian industries by subscribing to the site and promote themselves.

VIMOCON will also include necessary and relevant information for those who wish to start a new business, so not only will be the right place to get the right equipment, but it will include information and tips to start or improve a business. This will convert the portal in the primary reference source, and obtaining the desired flow.

#### **2.4.2 Functionality**

The second F refers, that things regarding to the consumer should be practical and functional. We must facilitate communication and hook in a fun way, to make consumers stay on line and buy, also buy easily, with just a click.<sup>53</sup>

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<sup>51</sup> Término acuñado por Paul Fleming, en su obra “Hablemos del maketing interactivo: reflexiones sobre el marketing digital y comercio electrónico”

<sup>52</sup> Ignacio Soret los Santos.- HISTORIAS FABULOSAS DEL MARKETING; Esic Editorial; pág. 36.

<sup>53</sup> Ignacio Soret los Santos.- HISTORIAS FABULOSAS DEL MARKETING; Esic Editorial; pág. 37.

It is necessary to find the right balance between what is presented on the website to embellish to the functionality, it would be useless if the portal have very attractive graphics, videos of a very high resolution, animations, audio, etc. , and the portal is going to have trouble on loading, users will come out impatient and most likely will not visit the site again, this will generate losses for the industries, making us lose them as costumers, not seeing VIMOCON as a tool to promote and sell their products and / or services.

VIMOCON portal appearance will be simple , but not plain, the colors are basic, maintaining harmony with the corporate image chosen, its structure will allow users to navigate easily and quickly , without generating difficulties in the main page and other sections of the portal like categories , brands, prices, etc., the view of the visitor or industries will remain dynamic, providing practical guidance entrants through attractive headers , which motivate users to visit the site again with the least expenditure of energy and time.

### **2.4.3 Feed-Back**

The term feed -back implies a real-time communication, knowing and feeling what the client feels. This requires being in contact and always aware to suggestions, opinions or even complaints and claims. The main idea is that the customer is a more like a friend or a partner. Thus, a full feed-back meets the equation, or rather identity, client = partner.<sup>54</sup>

The portal will provide visitors the ability to maintain an immediate and direct contact with administrators and advertisers product industries, through online chats, reducing time, and avoiding the possibility to lose the interest from visitors.

### **2.4.4 Fidelity**

To ensure that a customer is loyal to the brand and not be abandoned for our competitors we don't have to be just creative and dynamic, we have to give something in return for loyalty: something fun, that contains a playful component like distributing

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<sup>54</sup> Ignacio Soret los Santos.- HISTORIAS FABULOSAS DEL MARKETING; Esic Editorial; pág. 37.

gifts and creating attractive promotions. Generate an offer of permanent advantages in time for the client.<sup>55</sup>

One of the web biggest problems that avoids getting loyalty of both customers and visitors, is that they have no incentives, especially in regards to the information they seek, that is why VIMOCON will be always updating, with truthful information becoming the first data concerning the activity of the Ecuadorian industry, generating customers and users the interest and the need to return to the site because there, you will find what you are looking for. Besides VIMOCON will not forget their subscribers recognizing the loyalty and perseverance of those industries that have chosen the site to promote their business and production, through a reward program that will develop as the portal is consolidated.

## **2.5 Structure of the website**

Before starting the implementation of the web project, it is important to establish a concise written and clear structure of the sections in which to divide the portal. This is very important when optimizing a website, as it allows continuing a series of measures regarding the organization of the files. It is also important to the portal administrator, when making changes in the content and website maintenance, saving time and making the job easier.

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<sup>55</sup> Ignacio Soret los Santos.- HISTORIAS FABULOSAS DEL MARKETING; Esic Editorial; pág. 37.

## Portal Web Structure “VIMOCON.COM”

### Online Catalog

1. Initiation
  - a. *Menu Navigating the Online Catalog section*
  - b. *Corporate Image*
  - c. *Product Categories*
  - d. *New Products*
  - e. *Most Viewed Products*
  - f. *Special promotions*
  - g. *Newsletter*
2. Site Map
3. About us
  - a. *Mission , Vision , Objectives*
  - b. *The company*
4. Manufacturers
  - a. *Manufacturer Corporate Image*
  - b. *Company information and contact details*
  - c. *List of Products*
  - d. *Product Data*
5. Terms of Use and Privacy Policy
6. Contact Us
  - a. *Contact Form*
  - b. *Map of offices, contact information of the company.*

### Site Manager

1. Initiation
  - a. *Menu Navigating the Site Administration section*
  - b. *Summary statistics of visits by manufacturer and product*
2. Management web portal banners
  - a. *Registration, suspension or deletion of accounts of manufacturers.*
  - b. *Suspension or removal of products*
  - c. *Management Newsletters*
  - d. *Registration, suspension or removal of administrator accounts*



- e. Statistics*
- f. Statistics by manufacturer*
- g. Product Statistics*
- h. Statistics page*

## **Manufacturers**

1. Initiation
  - a. Menu Navigating the Site Administration section Manufacturer*
  - b. Summary statistics for page visits and Product Manufacturer*
2. Adding, Editing, or Deleting Suspension products.
3. Registration, suspension or removal of administrator accounts.
4. Statistics
  - a. Statistics by manufacturer*
  - b. Product Statistics*
  - c. Statistics page*

## **2.6 Preparation and implementation of the portal web**

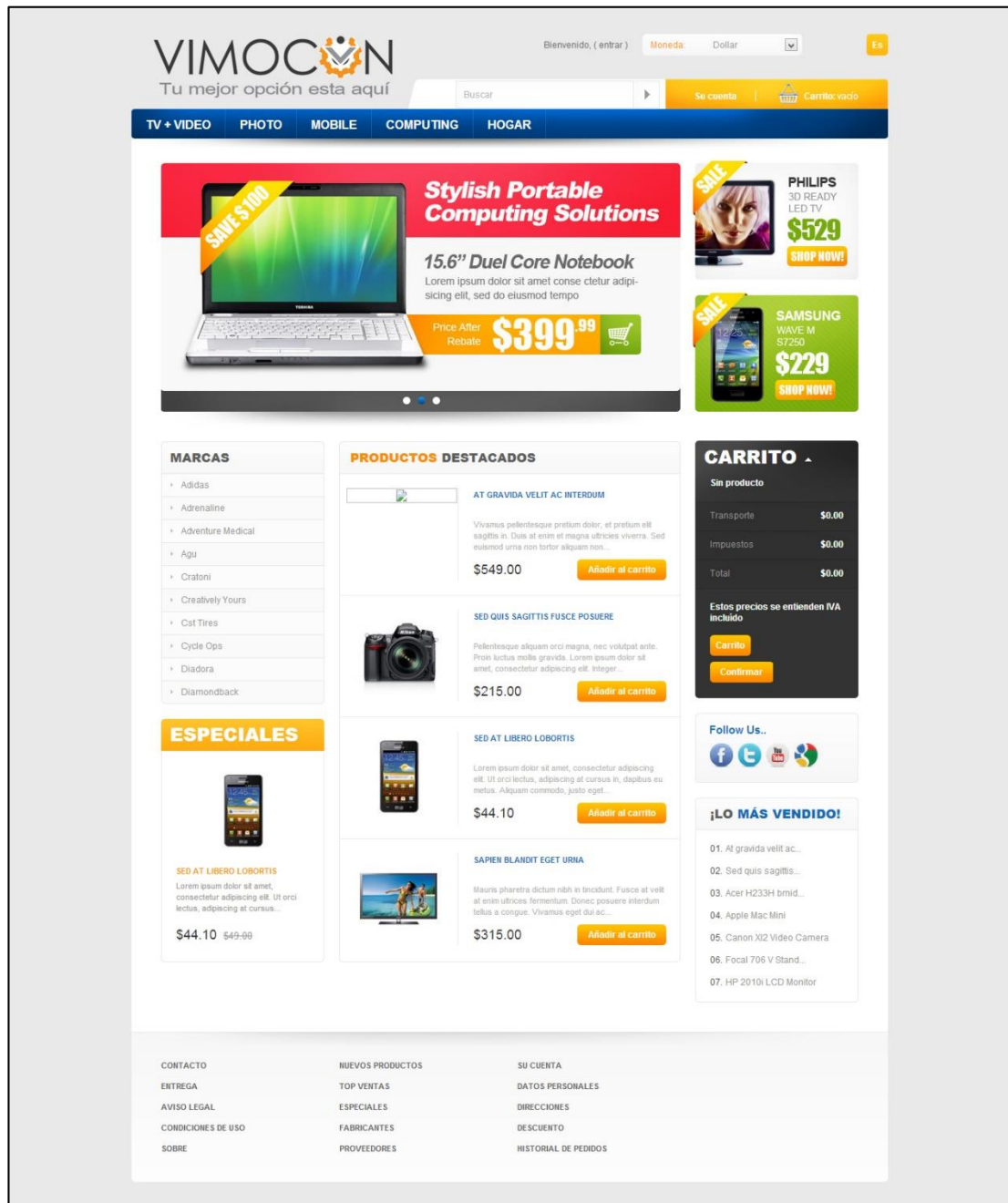
After the analysis done prior to the preparation and implementation of the website, it was established two options. The first option involves developing a web platform from scratch, which would imply high costs and a development period of at least 6 months, while the second option is to use a platform with similar features and functionality, which will have to adapt and deploy.

For reasons like time, cost and benefits, it was decided to use PRESTASHOP platform, the same that will suit the project, for an optimal performance. But as a medium term objective we want to develop it from scratch that along with marketing strategies it will be promoted and launched as an updated platform with better services.

### **2.6.1 Preparation**

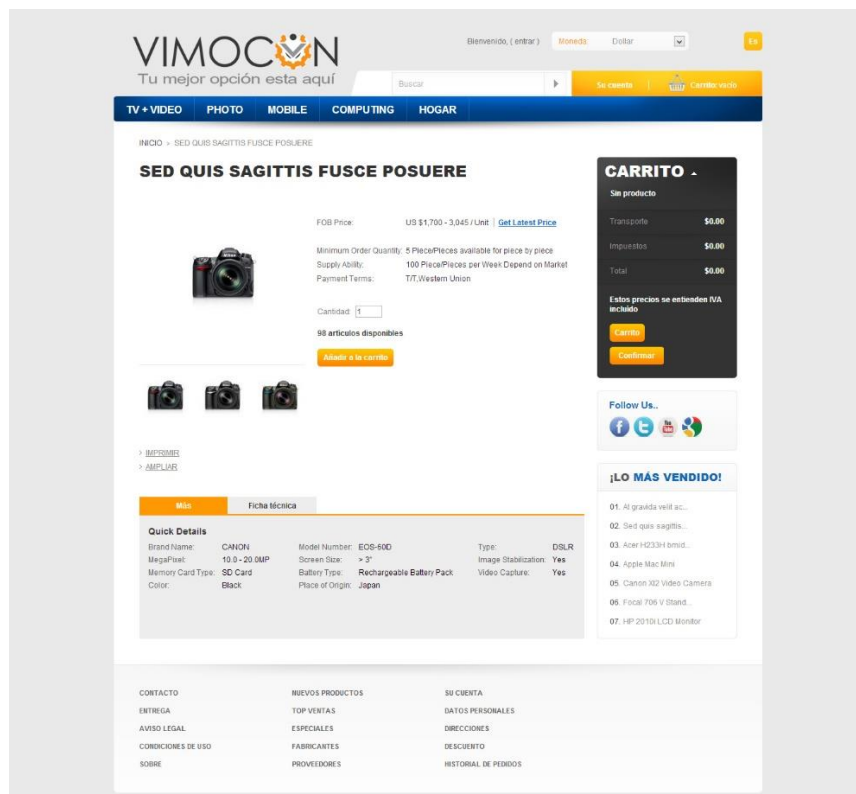
As it was said we will use to start PRESTASHOP platform for which is necessary to develop a template that fits the corporate image created for the project. For this process it is important to have basic knowledge of graphic design, using tools like Photoshop and middle level programming in PHP.

Picture 2.10. VIMOCON Main Web Template



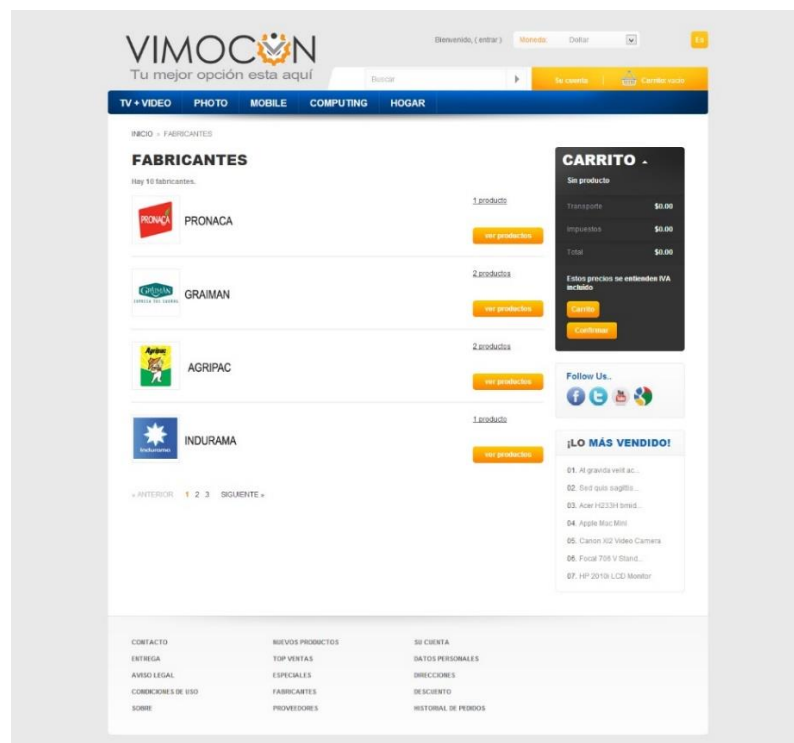
By: Pablo Vicuña

**Picture 2.11. VIMOCON Products List Section Template**



By: Pablo Vicuña

**Picture 2.12. VIMOCON Product Details Section Template**



By: Pablo Vicuña

**Picture 2.13. VIMOCON Manufacturer Details Section Template**



By: Pablo Vicuña

### 2.6.2 Implementation

For the implementation of the site, you need to have a basic knowledge in web servers and hosting providers, this is due to the technical criteria to choose the provider and domain hosting package that best suits the project's needs. Likewise, intermediate knowledge of database and content management consultants, without these rules it will be impossible to install the web portal or the corporate image template.

For the implementation of this project it was decided to hire the services of hosting and domain with SSL security to foreign company Go Daddy Operating Company, LLC. This choice was made based on personal experiences of over 10 years.

After choosing the project's name we bought the domain [www.vimocon.com](http://www.vimocon.com). For a three year period, the hosting or web hosting was acquired for the same period of time, in the same company. Before purchasing the hosting, we analyzed the characteristics that the website demanded. The server must be physically located in the United States, this will facilitate the responses of users who visit the website regardless of the country they are connected from; it must have the engine database MySQL, as a SSL certificate to ensure a secure, encrypted communication between the server and users, and last but not least, it should also have an Apache server technology support PHP.

Once enabled and configured the server to be processed prestashop will install the system and configure the database, configured as VIMOCON creating the template shown in Figure 10. Finally, as you can see in the images 11, 12, 13, several tests were conducted to measure their operability, if it is easy to use, the response times, and the interface and corporate image quality; after checking all the above, and verifying that there were no errors or changes to be made it is determined that VIMOCON website is ready to be promoted and marketed.

## **2.7 Portal Web Operability**

Prior to the promotion and marketing of the website is important that the administrative and sales department understand the process of selling subscriptions, the services and the functions offered in the web portal, so that it can transmit and sell the idea without offering more or less with respect to the scope of the project.

### **2.7.1 Customer Register**

Ecuadorian industries that wish to join VIMOCON web portal have to follow this process:

Give a copy of the following documents\*:

- Copy of the legal representative document.
- Copy the Tax payer number.
- Copy of the quality standards in production processes.

- The certificate of the trademark registration in IEPI or the initiating proceedings for trademark registration.

Accept terms of use and privacy policies of the web portal.

Set the payment method \*\*

Signature of an annual subscription contract.

Providing an email, of the person responsible for managing and administrating the account in the website.

In a period of up to 6 business days after the customer has submit all the document required and the method of payment has been chosen, the link to access will be sent by email, with its own username and password to login the system \*\*\*

\* The purpose of these documents is to ensure the accuracy of the information that the web portal will contain, safeguarding the interests VIMOCON visitors, in case of renewal, the customer must submit the same information for verification.

\*\* The contract will be raised the following forms of payment: Cash, Check or Bank deposit to the company's account, the terms of payment can be: A single payment of the total annual subscription, two payments, the first one when signing the contract and the other one after 30 days. The customer will have a maximum of 30 days calendar after receiving the email with the link, username and password information to request a refund of the investment, the tax paid with the subscription will not be return. After 30 calendar days, there will not be any refund.

\*\*\*The email sent with the web portal access, include also a manual in PDF format, which will guide in VIMOCON system.

Additionally, a monthly online course will be giving, where you can understand how the system works, asking questions they might have; it will be also use as a way to promote the improvements within the website.

### **2.7.2 Services and functionality of the portal web**

The portal web is designed thinking on its improvement, implementation of new services and features that allows it to be competitive in the national and international

market, but it is important to define what services will be offer to start with, so that retailers know where they can engage sales.

Among the services and functionality to start VIMOCON are:

- Corporate and contact details.
- Detailed information of their products
- Direct Messaging on the site, to contact potential customers.
- A visitor section statistics of their products.
- An Inventory management and ability to put together promotional packages.
- Permanent training on system tools.
- Permanent improvements to manage the system.

### **CHAPTER 3**

#### **DEVELOPMENT AND DISSEMINATION OF WEB PORTAL NATIONAL AND INTERNATIONAL**

After having done the entire process of implementation of the Web Portal, you need to publicize it and promote it nationally and internationally in order to achieve all the objectives previously analyzed, therefore it will apply for 12 targets of VIMOCON on its diffusion in the market, as it is said "without goals, there is no basis for measuring the success of a marketing activities plan " The success to be achieved will be measured on the ability to attract customers and users of the website, and even future investors, who are attracted by the service they provide. This portal has an useful innovation for the entire Ecuadorian industrial market.

This chapter will be about the analysis, determination and specification of the mode of application of each of the 12 objectives in a marketing plan that will surely define the strategies needed to achieve the expected success, relying on a number of specialized tools, such as the Product Portfolio and their Lifecycle.

More than the explanation of the 12 goals also gives the strategies to be applied within each one of them, considering the type of service that VIMOCON wants to provide, and the products that subscribers may want to know through the portal.

#### **3.1 Implementing marketing objectives for the promotion and distribution of the national and international web portal.**

##### **3.1.1 Market Share**

The sales of a company does not reveal its performance over competitors. To get this information is necessary to track the market share. This can be calculated in three ways: The total market share is the company's sales expressed in percentages .the The market is formed by all buyers who are able and willing to buy the product. Served Market share is always larger than the total market. The relative market share can be expressed as the market share of the company with respect to the leading competitor. A relative market share greater than 100% means that the company is a leader.



To determine the market share VIMOCON portal, we shall apply the market Participation, collecting market research data shows that 90 % of people surveyed would be willing and able to hire the service offered by the website to promote their companies and products locally and internationally. Considering the relative market share, VIMOCON has a 100% interest in the local market when there is no company that offers such a service which seeks to implement this project, after studying that there are certain web pages that maintain small spaces to supplement advertising are not true business portals, making VIMOCON as the only national website with these features.

There will be Commercial Advisors, they will be in charge of spreading and publishing VIMOCON advantages to the industrial market as the only business portal nationwide. It is indeed to have people with skills, so constantly training will be important for the new tools to be created, with the purpose to get an extensive knowledge about the product. This will be crucial in positioning website in the market. They will also provide all the basic tools and technology that are required, so that the customer has a direct contact with the company and therefore a successful sale of the subscription to a portal that offers a number of benefits for industries nationwide.

All this means that the project will have a high presence in the market, becoming an icon in the domestic market, seeking international coverage strategies. The market share is certainly a key factor in the success of every business.

### **3.1.2 Growing**

To measure the opportunities of growing is needed to create more businesses, reduce others and forget about the old ones. A company develops strategies for each business in order to focus on future sales and utilities. If the sales are less than it was expected the company will have to change procedures or reduce these businesses.

The portal VIMOCON's main objective is to increase the consumption of the different products or services offered by national or international industries as a reference to obtain the expected growth. The benefits will be for the portal web as well as for the local industries that will choose this way to make businesses.

Additionally it will reinvested on a yearly basis to contribute to the growth of the project, in a way that the national and international market served by VIMOCON, so it will be able to invest in the latest technology, a key factor for the web portal. As you can see, the project is created with the intention to keep it in constant evolution, improving and providing new tools to its subscribers.

One of future activities is the implementation of a CRM allowing giving real after-sales service to measure the costumer's satisfaction to each of the subscribers of the portal.

The goal of CRM is to increase opportunities to improve communication with the appropriate customer, offering the right amount (of product and price), through the appropriate channel and at the right time.

The important thing is to keep in mind the unsatisfied customers, in that way the company will be able to better the service finding new tools that cover their needs efficiently.

### **3.1.3 Sales Levels**

Being a project that is just going to enter the market it is hard to speak about sales levels, looking forward to achieve the proposed objectives. After a market analysis, it is possible to predict sales according to the marketing plan that will be established. This will be the main strategy to raise levels of sales of subscriptions to the website in the future. In addition sales will be applied to stimulate the effort invested versus the achievement of the goals and levels established.

A sales quota is the sales target which is fixed for a product line, a division or a seller. It is, essentially, a management tool to define and stimulate the sales effort. The directory sets quotas based on the forecasts of the company sales' forecast motivating their achievement. Sales fees are usually set slightly above the planned; sales required the effort of sales department. The project will have three business advisers, which will have besides their salary (which won't be less than the basic) a bonus for sales commission nearly 15% for every contract signed. The sales quota will be at least 10

contracts obtained in the month, if they achieve 20 contracts or more they will receive an extra bonus of around \$1'000,00.

**Table 3.1. Table Sales Commissions**

<b>Valor recaudado por la venta de 10 contratos de suscripción anual*</b>			
\$ 6,000.00			
<b>Valor del contrato de suscripción por un año*</b>	<b>Comisión por Venta 15%*</b>	<b>Ganancia para la empresa*</b>	<b>Total Comisión Ganada</b>
\$ 600.00	\$ 90.00	\$ 510.00	\$ 900.00
<b>Valor Total Ganancia VIMOCON</b>			
\$ 5,100.00			
* Valores no incluyen IVA.			

By: Pablo Vicuña

It should be noticed that commercial advisers will also generate Commission for sales in case of renewable contracts by subscribers or customers, in order to promote after-sales services to clients, to keep track of the sales in order to measure the satisfaction of consumers which will allow to identify any weaknesses or strengths to achieve an optimum place in the market.

The percentage won by each renewal represents a 7.5%, and should achieve 20 renovations or more, and also will be awarded with a bonus of excellence for an amount of five hundred dollars (\$500.00).

**Table 3.2. Table Commissions Renovations**

<b>Valor recaudado por la renovación de 10 contratos*</b>			
\$ 6,000.00			
<b>Valor del contrato de suscripción por un año*</b>	<b>Comisión por Renovación 7.5%*</b>	<b>Ganancia para la empresa*</b>	<b>Total Comisión Ganada</b>
\$ 600.00	\$ 45.00	\$ 555.00	\$ 450.00
<b>Valor Total Ganancia VIMOCON</b>			
\$ 5,550.00			
* Valores no incluyen IVA.			

By: Pablo Vicuña

Another strategy to be applied will be the expansion of the market, co-ordinated and progressive expansion of services offered, allowing the customer (Ecuadorian industry) to have and enjoy more choices that will benefit the promotion of its industries their products and services within the national and international market. Additionally we will try to mitigate the competition that may arise in the future, either at the national or international level looking for alliances or mergers, aiming to be the only company offering this service, and as a result of it, increase sale levels.

### 3.1.4 Profitability

According to statistical and economic data obtained from the study of market and financial analysis with opportunity (chapter I), the web portal VIMOCON promises to be a profitable project, whereas the lack real competition in the market, and consequently the existence of demand for the service, there are great possibilities to meet all projected studies, even to reduce costs in the medium term. As a strategy calculations and analysis of the profitability will be applied constantly, in order to make more accurate projections.

It is necessary to calculate the profitability of different products, territories, groups of customers, segments, commercial channels and volume of orders. This information

can help to determine if you must expand, reduce or eliminate any product or marketing activity.

When we studied the rate of profitability (IR) in the first chapter of this project, it was determined that it give us a reference utility of \$234, 25 for every dollar invested.

### **3.1.5 Positioning**

VIMOCON position in the national market will be due in large part to the innovative service that will offer a service aimed at satisfying a number of unmet needs, allowing you to generate a path to national level positioning itself as the first business portal of the Ecuador, serving small, medium and large industries.

*"The positioning begins with a product: a good, a service, a company, an institution or even a person..." But positioning is not what is done with the product. Positioning is whatever people construct in their minds. In Another words is the product positioned in the mind of the market goal".*

The first step is to constitute VIMOCON Portal in an active participant in trade fairs at the national level, including "Industrial Ecuador", an exhibition that has been carried out annually in the city of Guayaquil, organized by the Chamber of Industries of the city, which has been massively attended by industries around the country, buyers, national and foreign, visitors, suppliers, etc., all with a common interest: successful and profitable negotiations processes. Thus VIMOCON, will show the market the advantages and tools that are endowed with, which will enable national industries settle up businesses that generate profitability and growth in short, medium and long term.

To understand the importance that have these fairs, in the task of promoting products, then, I reproduce some images and data showing the Grand opening which took the Feria Inversa " Ecuador Industrial " fair, in its first two editions:

- **I Feria “ECUADOR INDUSTRIAL”**

**Picture 3.1. “El Universo” Journal - 2011 - Economy Section**



**Source:** Ecuador Industrial

The 100% of the exhibitors at the 1st edition said they will return to participate. Providers and large enterprises generated more than \$70'000.000 in business prospects.

- **II Feria “ECUADOR INDUSTRIAL”**

Date: September 2nd to September 4th, 2012

Visitors: 5,700

Exhibitors: 45

**Picture 3.2. Exhibitors of the Second Trade Fair “Industrial Ecuador”**



Source: Ecuador Industrial

**Picture 3.3. Displayed Products of the Second Trade Fair “Industrial Ecuador”**



Source: Ecuador Industrial

- **Third Edition**

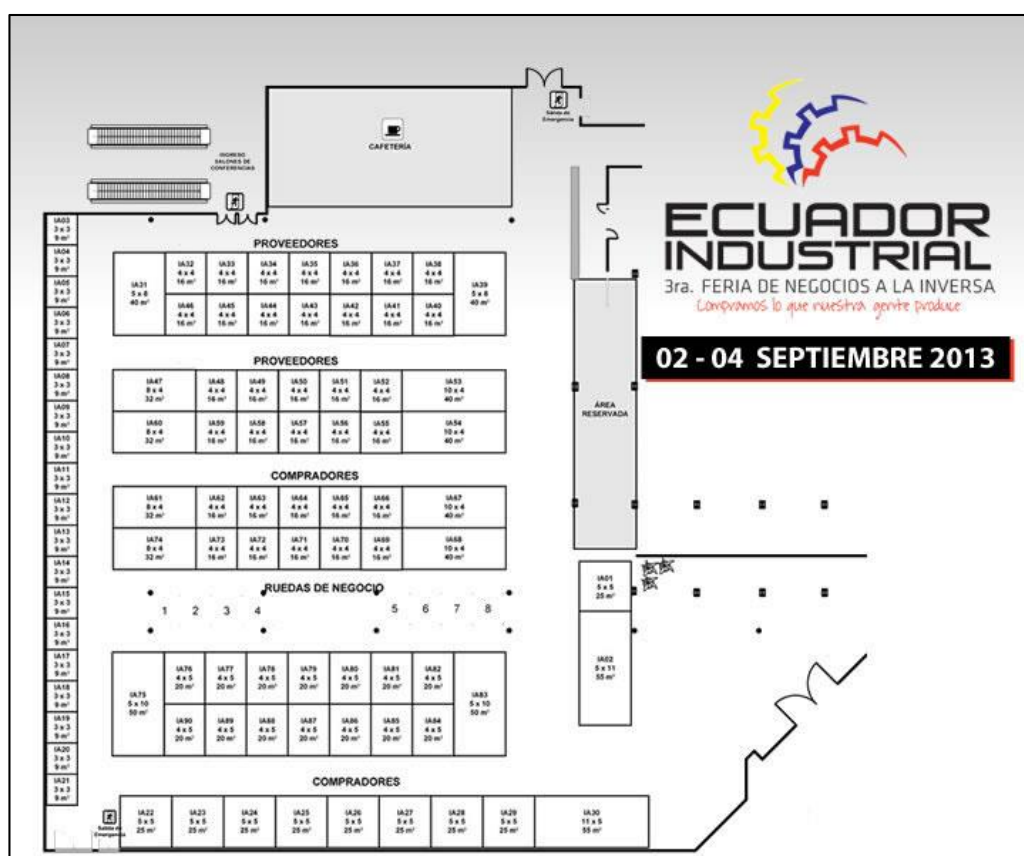
The third edition of Feria Inversa Ecuador Industrial will be held in the month of September 2013.

**Picture 3.4. Promotional Art of the Third Trade Fair “Ecuador Industrial”**



Source: Ecuador Industrial

**Picture 3.5. Physical Distribution of Stands for the Third Trade Fair “Ecuador Industrial”**



Fuente: Ecuador Industrial



VIMOCON possess a challenge more demanding, to become organizer of similar events that provide benefits for their economies to major participants, implying a growth in our country's productivity, creating a chain in which not only grow the industries, but the economy of each home, to generate increased demand, greater productive work and therefore labor requirement or creation of jobs at the national level.

**Picture 3.6. Visitors of the Second Trade Fair “Ecuador Industrial”**



**Source:** Ecuador Industrial

### **3.1.6 Differentiation**

The differences are attributes or benefits that consumers closely linked to a brand, positively, and believe that they cannot find brands from the competition in the same way or to the same degree.

Differentiation is a type of strategy which is based on achieving superior performance relative to any competitive advantage, valued by the market so that the product is perceived as unique.

It is necessary to be clear that "while differentiation is related to the product itself, positioning is the perception of consumers about the product's real or imagined benefits".

VIMOCON will offer a unique service in Ecuador, that is, the possibility that Ecuadorian industries give to know their businesses and their products or services, advertising them, promote them and market them through a real business portal, from the comfort of their offices or homes. This service does not exist at the national level, for small spaces or ads only have been created in web pages to promote tourism, or even in social networks, what not resembles the service that is intended to provide.

### **3.1.7 Brand building (brand / country)**

The marks are the main defense against price competition. Strong brands generate more confidence and feeling of comfort and an image of better quality than lesser-known brands. People are willing to pay a premium for the strongest brands. However it must be understood that a mark is not strong, simply because you spend a lot of money on advertising. The main strength of a brand is based on their performance, not on their promotion. A trademark is initially constructed by advertising and is maintained by its performance.

The brand will be represented by the name of the portal VIMOCON, and be built through strong advertising campaigns in the Ecuadorian industries, will represent strength, and image to be presented will be of a company committed with their clients and their products, in order to ensure that each and every one of them can have impact on the national and international market.

VIMOCON slogan will be "Your Best Choice Is Here", this motto will provide customer the feeling of closeness, security and confidence, feeling that their industries will be serviced by the best business platform in the country that their products reach the desired markets, agile and effectively.

### **3.1.8 Development of new (Products / Services)**

The development of new products or services is closely linked with the survival and even the leadership of the companies. The Organization must evolve at least to the

rhythm of the environment socio-economic, obtaining, if it does, a competitive advantage that is difficult to match.

VIMOCON is a business portal with multiple tools available to subscribers to be able to commercialize effectively each and every product and/or service. However, these tools will expand gradually, to business portal service engages to the needs identified in real time, and subscribers will not feel the portal provides tools and outdated facilities and that they cannot comply with your expectations, since "innovations allow people to adapt to the changing that environmental conditions are vital for survival".

### **3.1.9 Internationalization**

VIMOCON will optimize its functions and tools in the Ecuadorian market, to subsequently search for expansion internationally, through mergers or alliances with companies abroad which have become true portals of business around the world, in order to mitigate the competition. After having consolidated in national territory, international markets that will be addressed in the first instance will be: Peru and Colombia, through social networking and participation in their fairs of production, due to the similarities in terms of economy in comparison to our country.

Step by step VIMOCON will become a reference point for information and marketing of the Latin American industry, will become the first business portal useful enough to find investment opportunities and start bargaining relationships beneficial to all parties involved in the process.

### **3.1.10 Competitive Advantages**

A company has competitive advantage when their products or brands have characteristics that confer a privileged position compared to competitors (Porter, 1980). Competitive advantages can be of many types, but we can group them into two: the internal advantages, which originate in the processes of purchasing and supply, manufacturing, management, or distribution of the product, allowing to have a unit cost less than the most direct competitors; and the external competitive advantages, which occur as a result of the existence of a quality product, which distinguishes it from the competition and that the consumer is able to identify and

value as an advantage. Following the existence of an intrinsic quality of the product, which distinguishes it from the competition and that the consumer is able to identify and value as an advantage.

VIMOCON will constantly innovate tools and functions implemented in the portal, becoming the only nationwide with first features, achieving accurate results that will be reflected in the economy of each of its subscribers. The indisputable advantage of VIMOCON will be its positioning and its exclusive market share, accompanied by a good service, giving reputation and inspiring confidence among customers and potential investors.

### **3.1.11 loyalty**

A consumer is loyal or faithful to a brand when is bought regularly, so even having other alternatives of choice always choose the same. This fact can lead to understand loyalty as a repetitive purchase behavior, but in reality is something else. The reasons that lead the consumer to choose the same brand, in a continuous manner may be different. And this is really the true meaning of loyalty is established and where the factors are that differences one loyal behavior of others who, at first glance, may be similar. Thus, with a dimension of behavior related to the repetition of the purchase, loyalty shows another emotional dimension, and is in fact, the latter which motivates and really determines behavior developed by the consumer to the brand.

To achieve the loyalty of subscribers, facing possible options that represent competition in the future, VIMOCON will implement "loyalty marketing programs" and a bonus program, rewarding subscribers who renew their membership in frequent way, through improved and additional benefits to be reflected in the web portal, which will represent a total advantage for the industry that occurs through the same. Subsequently and as the portal is developed, will be launched to the market a card that will provide a series of privileges with companies allied to those industries subscribers that have been stalwarts with the VIMOCON family.

Is in addition to that in the medium term, this card allows subscriber to make agreements with different companies to benefit from discounts on training for its staff,

in participation of productive fairs, etc. Loyalty marketing programs aims to establish lasting and relations of mutual use between a company and its main clients.

### **3.1.12 Fidelity program**

In service companies, when talking about customer loyalty, is to talk about how to extend the time, the maximum of the relationship with customers. The relational direct link established between customers and companies acquire crucial. If that link is not managed properly, the possibility that the relationship extends over time is in serious danger. Fidelity program can be implemented directly through benefit programs and the like, or implicitly, by providing excellent service that exceeds expectations and demonstrates a healthy relationship with the customer.

VIMOCON will put special emphasis on the direct relationship maintained with each of the subscribers. Thanks to this communication is possible to obtain current and useful information to the general public, creating a chain reaction. VIMOCON will seek to be the first data concerning the activity of the Ecuadorian national industry, this will generate interest and need to return to the web portal between customers and users, because within this site, visitors will find what they are looking for. Industries may show economic growth directly. As explained in previous lines, through the sales management carried Commercial Advisors, will always keep the relationship with the customer or subscriber, identifying the needs that are still unmet, and studying the mechanism will choose to cover the shortest possible time. This no doubt help the website to the subscriber loyalty and make them feel part of the family VIMOCON.

## **CONCLUSIONS AND RECOMMENDATIONS**

After the application of each of the studied strategies, the web portal VIMOCON will come to establish a successful growth process, managing to obtain in the domestic market as the benchmark for a business portal at the service of the Ecuadorian industry, taking as flag a vision of growth and competitiveness for each Subscriber and the project itself.

VIMOCON will not stop growing, in terms of services and tools offered to its subscribers, in order to benefit them consistently and effectively. This is a fact that will be directly reflected in the economic growth of its customers. This will not allow only catapulting the portal in the Ecuadorian industry market, but it will also progressively seek to expand their sales translated into subscriptions to the outside.

If the portal would be applied properly each of the proposed strategies, the positioning of the company will be so strong that it would be difficult to establish in the domestic major competition, however this does not mean that it will eliminate efforts to try to counteract, on the contrary, always be working to achieve a positioning increasingly imposing, mitigating the effects which the emergence of new companies that represent competition (however minimal it may seem) on the market.

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## **ANNEXES**

1) En que categoría industrial se encuentra su empresa?

- ☐ **Agricultura, ganadería, caza y silvicultura**
- ☐ **Pesca**
- ☐ **Explotación de minas y canteras**
- ☐ **Industrias manufactureras (Excluye refinación de petróleo)**
- ☐ **Fabricación de productos de la refinación de petróleo**

2) En que categoría entra su empresa? ☐ Pequeña Industria ☐ Mediana Industria

☐ Gran Industria ☐ Ninguna

3) En que ciudad esta su Matriz? ☐ Cuenca ☐ Guayaquil ☐ Quito ☐ Otro: \_\_\_\_\_

4) Sus principales clientes son: ☐ Nacionales ☐ Extranjeros: \_\_\_\_\_

5) Su empresa se promociona junto con sus productos a nivel: ☐ Local ☐ Nacional

☐ Internacional ☐ No se promociona

5a) Si su empresa no se promociona, podría indicarnos el motivo:

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6) Que Medios Tradicionales, utiliza su empresa para promocionarse? ☐ Prensa ☐ Televisión

☐ Radio ☐ Ferias ☐ Ninguno ☐ Otros: \_\_\_\_\_

7) Considera Ud. Que la presencia en internet es importante para las empresas y sus negocios?

☐ Si ☐ No

8) Su empresa tiene presencia en el internet de cualquier índole? ☐ Si ☐ No

8a) Si la respuesta a la pregunta 8 es sí; Como genera presencia en el internet?

☐ Pagina web ☐ Intercambio de banners ☐ Redes sociales ☐ Portales de negocios  
☐ Otros: \_\_\_\_\_

8b) Si la respuesta a la pregunta 8 es no, podría indicarnos el motivo?

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9) Conoce alguna portal de negocios, dedicada a la difusión y promoción de la industria ecuatoriana y su producción? ☐ Si ☐ No

9a) En caso de la respuesta en la pregunta 9 ser positiva, podría mencionar los portales de negocios que conozca, dedicadas a la difusión y promoción de la industria ecuatoriana y su producción?

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10) Estaría interesado en usar un nuevo portal web para promocionar su empresa y sus productos a nivel nacional e internacional?

☐ Si ☐ No

10a) En caso de la respuesta de la pregunta 10 ser positiva, podría indicar hasta cuanto estaría dispuesto a invertir, para unirse un portal web con estas características?

☐ \$ 50 USD/mensual ☐ \$ 75 USD/mensual ☐ \$ 100 USD/mensual ☐ \$ 125 USD/mensual  
☐ Otro Precio: \_\_\_\_\_

10b) En caso de la respuesta de la pregunta 10 ser negativa, podría indicarnos el motivo por el cual no estaría niteresado?

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11) Que necesidades cree que debería cubrir un portal web dedicado a la promoción de su empresa y sus productos. *Ejemplo: promocionar la producción nacional en ferias internacionales*

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12) Estaría interesado en recibir información futura sobre este proyecto y los beneficios que tendría para su empresa? ☐ Si ☐ No

Empresa: \_\_\_\_\_

Ciudad: \_\_\_\_\_

Nombre de Contacto: \_\_\_\_\_

Teléfonos de Contacto: \_\_\_\_\_

Correo Electrónico: \_\_\_\_\_

\*la información proporcionada en la pregunta numero 11, será manejada con total confidencialidad, para información y promoción del proyecto y sus beneficios en la Industria Nacional.

## Manual de Uso de Identidad Corporativa de VIMOCON

### Identificador Visual



El Identificador Visual de VIMOCON comprende el diseño aquí presentado, el cual, combina elementos que permiten una correcta transmisión del mensaje deseado, reduciendo al mínimo la posibilidad de distorsión del mismo.

El uso de elementos que evocan el concepto industrial, como lo es el ícono del engrane, el cual esta provisto de elementos complementarios que ayudan a nutrir el contenido de servicios relacionados al sector industrial que favorece a la marca establecida.

Por otro lado, el uso de tipografías variadas ayuda a denotar el objetivo primario de esta institución, un complemento entre distintos y variados criterios que ayuden a entregar una propuesta sólida acerca de temas específicos.

El uso de una tipografía sobria en la primera parte del elemento tipográfico de la marca (VIMOCON) permite entregar la seriedad necesaria a la misma, ayudando de esta forma a reforzar el mensaje.

Una tipografía un poco mas informal en el segundo elemento tipográfico de la marca (SLOGAN “Tu mejor Opcion esta aqui”) permite facilitar la identificación y posicionamiento; insentivando al visitante a usar nuestro proyecto web como primera fuente de recursos industriales.

Además, permite realizar una denotación visual explícita de frescura e informalidad que permite ampliar el campo de acción de la institución y los temas que tratará en un futuro.

De igual forma, el uso de lenguaje cromático (basado en los estudios de Starch) mediante la aplicación de colores que denotan naturaleza, simboliza entusiasmo (naranja), transmite sensaciones de elegancia, nobleza y confianza (negro) y el gris como un nivelador de manera que se reforzaría la solidez de la marca, lo que, a su vez, permitirá que la misma vea incrementadas sus cualidades de recordación y posicionamiento en el mercado local.

Finalmente, la concepción gráfica de la marca, al posicionar elementos tipográficos de estilo similar en un mismo hemisferio permite realizar un complemento al momento de la lectura, permitiendo de esta forma, que el mensaje se fortalezca y se maneje un equilibrio de estilo en la identidad de la misma.

## Variaciones de Logotipo

### Color

Fondo Claro



Fondo Oscuro



### Escala de Grises

Fondo Claro



Fondo Oscuro



### Monocromático

Fondo Claro



Fondo Oscuro



## Espacio Libre



## Uso de Elementos de la Marca

Se podrá aplicar por separado, únicamente, el símbolo icónico que forma parte de la marca, en las variaciones de color ya establecidas, siempre y cuando no altere la armonía visual del soporte sobre el cual se vaya a aplicar.

Se podrá, además, aplicar este elemento como transparencia, en caso de ser necesario, con un porcentaje no menor al 20% de su color real.

Color 100%



Color 20%



## Uso Incorrecto de la Marca

1. No se debe cambiar la apariencia, forma o tamaño de ninguno de los elementos que componen la marca.
2. No se deben utilizar variaciones de color distintas a las establecidas.
3. No se debe cortar ninguna de las partes de la marca.



## Tipografías

Para el identificador visual se aplica la tipografía propia realizada para la primera parte del elemento tipográfico de la marca (VIMOCON), la misma que se aplicará sin ningún tipo de variación, no se podrá realizar, en caso de ser necesaria modificación por cuestiones de estética visual, para el cuerpo de texto de los membretes y demás aplicaciones.

De igual forma, se aplica la tipografía propia realizada para la segunda parte del elemento tipográfico de la marca (Tu mejor opción esta aquí).

VIMOCON

Tu mejor opción esta aquí

## Paletas de Color (Solid Coated)



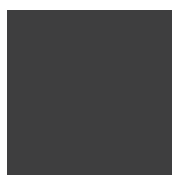
### CMYK

C	0%
M	50%
Y	100%
K	0%

### RGB

R	243
G	144
B	29

Black 90%



Black 50%





## Membretes

### 1. Tarjetas

Las tarjetas de presentación se imprimirán en cartulina MARFIL LISA blanca de 130 g.

Las dimensiones (9 x 5 cm) no deben ser cambiadas ni tampoco alterado el modelo o plantilla establecido.

Las tarjetas se manejarán en tiro y retiro como se especifica en la gráfica.



### 2. Sobres

Se emplearán sobres de color blanco, #10 de 90 g.

Las dimensiones (24 x 11.5 cm) no deben ser cambiadas ni tampoco alterado el modelo o plantilla establecido.



### 3. Hojas Membretadas

Se emplearán hojas de color blanco, tamaño A4 de 75 g.

Las dimensiones (21 x 29.7 cm) no deben ser cambiadas ni tampoco alterado el modelo o plantilla establecido.

