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Graduation thesis for International Studies, with a bilingual Minor in International
Commerce

**“BENEFITS THAT EXPORTA FÁCIL HAS GIVEN TO SMES (SMALL
AND MEDIUM-SIZED ENTERPRISES) IN CUENCA”**

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DEDICATORY

- To my mother Galiela, who has pushed me through this learning path I have taken. Also, she has guided me and helped me get through the various situations that have arisen. Without the intervention of this noble woman I probably wouldn't be here writing this today.
- To my grand family, they have been the force which has helped me improve daily and become a better person.
- To my stepfather Diego who has been a great person who knew how to give me advice when I needed it. He has been like a father to me.
- Finally my soul mate and girlfriend Isabel Margarita. Undoubtedly love plays an imperative role in the course of our lives. She has been the motor in this step forward that I am taking and thanks to her unconditional love and support I was able to get through this with ease.

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SUMMARY

Since some years ago Ecuador has had certain complications when it comes to sending products to foreign countries; some of these are barriers like price rates and high tax rates. Also, high costs are related to the shipping. As the years have passed with the various governments the situation has changed for the better and for the worse. With the creation of the Exporta Fácil program by the Ministry of Productivity (MIPRO) the situation for the SMES has improved to a certain extent. The program possesses a variety of options to be able to send merchandise to various countries in the world without the necessity to pay high taxes or rates. The general objective of this investigation is to detail the origin of SMES, identify their trajectory in time and by doing this identifying the benefits received by SMES that have used the export program. With the results obtained thanks to the surveys I will define the second and third chapters. And, according to the results we will know the benefits and problems that were met while using the Exporta Fácil program. Based on the information obtained I will make the respective conclusions and suggestions that will benefit the SMES.

GENERAL INTRODUCTION

There are small and medium-sized enterprises that have impelled the progress in certain areas of this country. Whether they are of artisanal, cultural, economic or social origins, they have inspired the entrepreneur spirit in Ecuador with new products and innovations. These SMES have limited production capabilities with few employees, but always have an industrious and entrepreneurship philosophy.

Ecuador's economy has changed among the years, it has diversified. There has been a focus on the national production and for this reason the SMES have grown at an accelerated rate adding to the development in the region. With the implementation of various state entities the change has been profound and continuous. MIPRO (The Ministry of Productivity) has started a program directed to people and businesses that want to send their products to foreign countries safely and securely with low costs including low rates.

Sending products to foreign countries is known as exporting. According to the SENAE (Customs- National Customs Service of Ecuador) it is defined as "the customs regime that allows the permanent departure of legal merchandise to a special development zone outside of Ecuador's customs territory, subject to the dispositions established in the law. (SENAE, 2012) the opposite of this is importation which according the Ecuadorian customs is "the act of receiving merchandise from foreign countries that have complied with all of the customs formalities and obligaciones, depending on which of the customs regime was imported. (SENAE, 2012)

Being International Studies students, it is necessary to understand the benefits Ecuador has for its inhabitants, also how we can improve our economy quickly with the entrepreneur spirit in mind.

We should remember that years ago it was much harder to send goods and merchandise to foreign countries because of the high costs related to this activity. Some of the reasons for this high costs were high tax rates as well as obstacles that made it hard to export and grow. I will use statistics and analysis which will allow us to prove the benefits of this program for some businesses and for the country's economy. However, as a whole I will prove that the program has not been as

beneficial as one would believe. I will analyze all of the benefits that Exporta Fácil has given to its users, including technical support, a variety of options for exporting, tracking services, costs, promotions, free customs support, commercial opportunities and more. Also, learn about the process, capabilities and difficulties that these businesses have gone through using the Exporta Fácil program.

CHAPTER 1 MIPRO AND EXPORTA FÁCIL

1.1 MIPRO and general information

The initiative to promote development and increase production have been present for some time now, also we should mention that “the Ministry of Industries was formed with an executive decree 162 published in the official registry 253 the 23rd of February 1973”. (CONTRALORIA GENERAL DEL ESTADO, 2010) As you can see the Ministry of Industries was created many years ago and it has made Ecuador to take great steps forward in productivity forging the trail for Ecuador to follow. The Ministry of Industries has changed its name and we will learn about its brief history below to better understand its present actions.

The Ministry of Industries, Commerce, and Integration with the presidential decree 1614 the 14th of March in 2009, published in the official registry 558 the 27th of March of 2009, changed its name to the Ministry of Industries and Productivity MIPRO. (CONTRALORIA GENERAL DEL ESTADO, pág. 10) As the years have passed there has been minor changes to the ministry and its denomination to adapt to its new objectives. In 2009, on March 20th with the presidential decree 166 published in the official registry on April 8, 2009.

Many things have changed as years have passed, now with our new productive regime we have made a decisive change of track. The new productive regime focuses on national production and tries to give incentives for national producers. Also, there is an effort not to consume or import merchandise from other countries and by doing this, there is hope to help local small and medium sized companies grow here in Ecuador. This is done to eventually make Ecuador self-sufficient and competitive world wide.

To conceptualize this idea it is necessary to mention the MIPROS mission which is:

“To impulse development in the productive, industrial, and artisanal sectors, by the formulation and execution of policies, plans, program, and specialized programs that give incentive to investment in technology to produce high quality, high added value products. This mission should be completed in harmony with the environment, to create decent jobs, and to permit the insertion in the national and international markets.” (Ministerio de Industrias y Productividad)

As mentioned before the MIPRO mission is to develop the industrial sector on a great scale to be able to lower the number of imports and to substitute them with national products. This will increase the number of exports and change the commercial balance drastically. On the other hand, they will put emphasis on the artisanal sector giving the SMES incentives to increase their capabilities with consulting and programs designed to help them in their economic activities maintaining focus on entering the international market.

To admire what the ministry is trying to do we should review this public entity's vision which is "To be the model public institution to define/execute industrial and artisanal policies. These policies will apply to a successful productive model." (Ministerio de Industrias y Productividad) Now we gave a clearer concept of what the MIPRO intends to do.

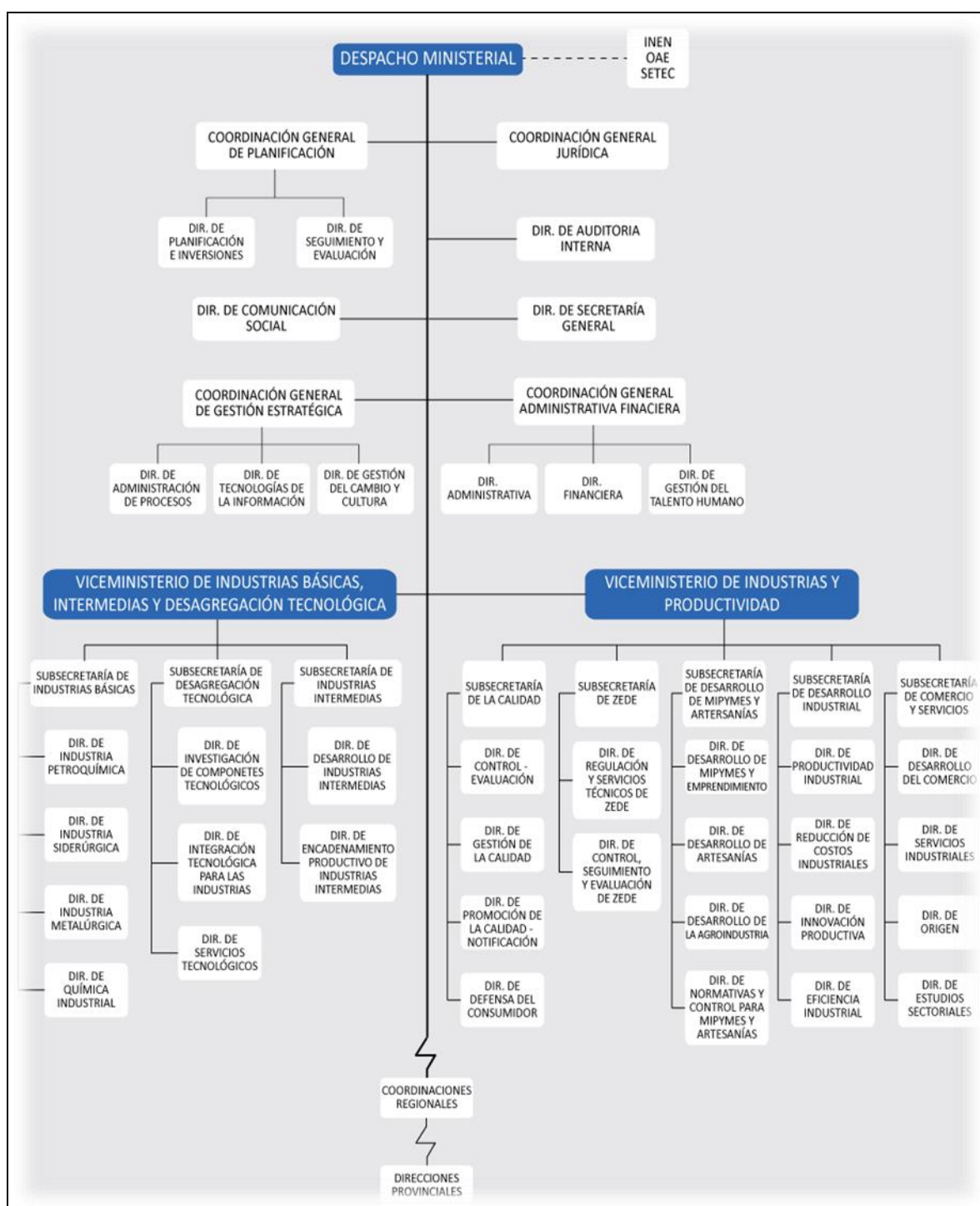
The MIPRO has values many of which are the important sum of what makes up the ministry and they can be summarized in the following way:

Effectiveness in management always trying to work in groups and maintain ethical behavior to realize the activities that direct the productivity in the best manner. Also, the MIPRO gives great importance and concern to the environment, by promoting responsibility and protection.

The fulfillment of the laws and regulations focusing on the application of new technologically advanced tools to have a better management on a basis.

To clarify any doubts the following chart shows the structure and the hierarchy of the various sections of the MIPRO:

Illustration 1 Organization chart MIPRO



Source: (MIPRO, 2015)

As we can see it is all divided from the ministry dispatch which includes the INEN (The Ecuadorian Institute of Normalization), OEA (The Ecuadorian organization of accreditation), SETEC (the General Secretary of Capacitating and Forming Professionals.) Then we have the general coordinators of planning and judicial

abiding. Below the general coordinators we have the strategic management and financial administration, the vice ministers of basic industries and productivity, and finally, the regional and provincial coordinators.

1.2 MIPRO`S Objectives

The Ministry has a number of objectives that are focused on the development of society and improving the productive regimen. The Ministry plans on doing this while taking a more productive path that will lead to success, and will position Ecuador in the global market. The objectives include lowering imports and increasing exports while generating a high added value VAE (Ecuadorian added value).

These are the MIPRO`S objectives:

- ***Strategic objective: 1. Increase the national production for the area of importations for prioritized sectors.***

This will reduce imports and increment the national production. New products will arise and a variety of options will be able to be commercialized here in Ecuador. This process will increase the number of job opportunities for Ecuadorians and strengthen the economy of the country.

- ***Strategic objective: 2. Increment the offering of products with an emphasis on the prioritized sectors.***

By offering more products, we open doors for a variety of goods in the sectors that mostly need change. For instance, in the food industry the MIPRO motivates the national production and this will be seen in the number of products offered. Also, the number of crops planted and harvested generates new options for people to choose from; furthermore this will create a more competitive market.

- ***Strategic objective: 3. Increase the productive capacity to improve productivity with an emphasis on the prioritized sectors.***

By improving the productive capacity in certain products specialization will be a result and the fact that new products will be offered with better quality, therefore the demand will increase as well.

- ***Strategic objective: 4. Improve the quality of the products offered by the national industry with emphasis on the prioritized sectors.***

By improving the quality of the products exports will increase.

- ***Strategic objective: 5. Improve operational efficiency.***

All of the processes will be improved and executed in the least amount of time.

- ***Strategic objective: 6. Increase the development of human talent.***

By improving human talent the products will improve in quality and this will almost guarantee the sales. When something is scientifically proved, it is always better than when something has not been scientifically proved.

- ***Strategic objective: 7. Increase the efficient distribution of the budget.***

By prioritizing costs and optimizing time.

1.3 Ecuador`s primary necessities in respect to the productive regime.

First, we will review the generalities of the productive regime. The productive regime is the way that society organizes itself to produce goods and services giving them added value. As a result of the mentioned above, the final production will obtain a high sales price and income.

Since the latest government of Rafael Correa along with his civil/political “Revolution” they have invested their time in this ambitious project that intends to change the productive regime from the traditional import based economy to a new export based economy. Also, Ecuador has been a country where the majority of the exports have been raw materials with little or no added value. Now, the new productive regime proposes to change into an exporter of elaborated products that has a high added value.

Ecuador is rich in raw materials, but other countries are even more developed because they take advantage of the raw materials by giving them added value accompanied by a strong sophisticated production chains. These countries produce in mass, they have advanced technology, and processes with quality control giving them a huge advantage in the world market. We should mention that this disparity

has always existed and the reason we are exploiting these materials is to cover costs that have arisen because of poor administration.

The existing productive regime is one of the main reasons that Ecuador has not been able to reach the common good. As a nation we must overcome this existing structure and configure the new one to fit the standards of the government of the Civil Revolution.

1.4 The transformation of the productive matrix to reach the well-known “Buen Vivir.”

The plan is to cause great change in the productive regime by combining the entrepreneur spirit with the human talent necessary to carry out these new economic ideas that will make the economy grow and become sustainable. As a result of this the country's budget will increase as well as the size of its economy. With this future paradigm, Ecuador plans on redistributing the wealth and tending to various sectors in the country that need special attention. This will create more parity in the economy of Ecuadorian citizens.

Also, this plan will include support for the productive sectors that have been neglected before to strengthen their activities, and by doing so, the economy will grow even more. The plan intends to change Ecuador from the traditional economy that it has had into a new 100% productive green friendly type economy. On the other hand, the other main goal is to possess the knowledge necessary to make new innovations with new nontraditional materials.

For the new productive regime to be successful there has to be a joint effort between all of the public entities. These must work together to harmonize and execute this plan to have a more productive economy. Thanks to the SENPLADES (The National Secretariat of Planning and Development) we can observe the main points of transformation of the productive regime in an edition that they released in 2012.

These are the main axis in the plan to change the productive regime that the different government institutions have to follow in order for the plan to make a change. This plan is thought out for long term execution, and requires the effort of all of the government institutions.

AXIS OF CHANGE

“1. Diversify production and to develop strategic industries: refinery, petrochemicals, metallurgy, iron and steel works. Also, to establish new areas of production like bio combustibles, and elaborated wood products to reduce the dependence of Ecuador in the world market.

2. To give added value to the existing production and incorporate new technologies. These new technologies will be incorporated into productive processes such as, biochemistry and bio-medicine, in renewable energies, and in environmental services.

3. To substitute imported goods with goods produced here this will be done immediately and in the following industries: pharmaceuticals, metal mechanics, and technology (software, hardware, and services).

4. Strengthen exports and give incentives for new entrepreneurs in the lower social status to start exporting new products that have added value: fresh food, processed food, textiles, shoes, and tourism. With the aim set to widen our product international destinations.” (SENPLADES, pag. 12)

What these axis plan to do is to create an organized Ecuadorian society based on knowledge and capabilities that include the rest of suppliers that are in the growing process as well. By combining knowledge and fusing capabilities under one body working together to lever up into becoming known for being number one fabricators of products and providers of services on the world stage.

The COPCI (Organic Code of Production) is the legislation that organizes and regulates the commerce and production in the country. Also, the Organic Law of Regulation and Control of the Power in the Market was created with the idea that this would regulate and give a chance to small and medium-sized enterprises. As we can see, everything relating to the commerce and production in the country is specified in the law.

An interesting fact about the productive regime is that much of the money invested is going into primary schools, profesional preparation, and science. Thanks to this the citizens will be prepared in different areas and will contribute to the country in the

best way possible. This knowledge will be applied in their daily lives and much more in the productivity of the country. All of this serves as a base for the new productive regime and the common good.

As mentioned before, the change in the productive regime will encourage the elaboration of new products. These new products will possess added value. In order for this to happen, the government has chosen certain strategic industrial zones and prioritized sectors to start to pave the path for the change proposed.

According to the SENPLADES chart we can observe the prioritized sectors that will serve to improve national economic situation:

Table 1 Prioritized Sectors for the Change of the Productive Matrix

SECTOR	INDUSTRY
PRODUCTS	1. Fresh and processed foods
	2. Biotechnology (biochemistry and biomedicine)
	3. Textiles and shoes
	4. Renewable Energy
	5. Pharmaceutical industry
	6. Metallurgy
	7. Petrochemicals
	8. Elaborated Wood products
SERVICES	9. Environmental services
	10. Technology (software, hardware and virtual services)
	11. Vehicles, auto motors, chassis, and parts
	12. Construction
	13. Transportation and logistics
	14. Tourism

SOURCE: Secretaria Nacional de Planificación y Desarrollo (SENPLADES), www.planificacion.gob.ec, Pág. 15, May 15, 2015.

- As we can see in the products section, food goods is number one on the chart and this is where changes will be made to elaborate products with high added value contributing to the economy.
- Also the pharmaceutical industry plays an important role, as the second most important sector. This sector will be developed and maintained by the people that will benefit from the investment the government is making in education. The intention is to stop importing medicine to start producing it here, and not only generics, new medicines will be produced as well.
- As time has passed, Ecuador has developed an industry in textiles and shoes. These products are made from materials that are found here like the leather used to make shoes. These products have excellent quality and competitive prices with help from the new productive regime the MIPRO will help these producers reach foreign countries with their products at a competitive price.

As far as services, there are industries that are outstanding and in the future with help from the new productive regime they will have success.

- This is the case in the technological industry the market has grown because of the demand created by the government institutions that need systems to handle their information. These systems will no longer be bought in foreign countries they will be produced here in Ecuador

The countries current situation is to export raw materials so that other countries can elaborate them and we can buy them back at a much higher price. What the productive regime proposed to do is use the materials and the human talent to elaborate these products here in Ecuador in a fast, efficient, and technically advanced way.

On the other hand I think it is interesting to know what institutions will support the change in the productive matrix:

Table 2 Entities Participating in the Change of the Productive Matrix

AREA	DIRECTORY
Innovation	<ul style="list-style-type: none"> • SENESCYT
Companies	<ul style="list-style-type: none"> • MIPRO

Agricultural development	<ul style="list-style-type: none"> • MAGAP
Communications	<ul style="list-style-type: none"> • Ministry of Telecommunications and Information Society
FDI	<ul style="list-style-type: none"> • Ministry of Foreign Trade and Integration
Infrastructure	<ul style="list-style-type: none"> • Several ministries
Financing	<ul style="list-style-type: none"> • Ministry of Security Coordinator
Labor	<ul style="list-style-type: none"> • Ministry of Labour Relations.

Source: Secretaria Nacional de Planificación y Desarrollo (SENPLADES), www.planificacion.gob.ec, Pag. 20, May 15, 2015.

If the plan works out, Ecuador will be in a great position in Latin America thanks to the various institutions that will participate.

To finalize this section of Ecuador's transformation from being an exporter of raw materials to being an exporter of elaborated products, the MIPRO will play the primary role in the effort. The tool that will be created is the Exporta Fácil program that will allow the small and medium sized producers to export at a low price with assistance throughout the process. The slogan of the program is *Ecuadorian production for the world*.

1.5 The creation of the Exporta Fácil program.

It is necessary to look back at 1999 where this tool emerges in Brazil where they used it primarily for large producers. The smaller producers were not included in this program. Then in the year 2000 in Brasilia there was a reunion where the nation's leaders met to discuss this program. This was an integration conference for the South American states. Later in Lima, Peru there was a treaty approved for it to be permitted to export on a small scale through regular mail. This was intended for the SMES (Small and medium-sized enterprises).

In 2008 the Brazilians visited Ecuador to discuss the possibility of implementing the program Exporta Fácil and this gave way for the program to go underway.

Exporta Fácil

It is necessary to define this program and to have a clear idea about what it is, for this we can refer to the definition provided by the Exporta Fácil web page which is a service of the MIPRO.

“A government program to facilitate exports for micro, small, and medium sized businesses (MSMES). These participants in the economy from the popular sectors of the social stratus will be given assistance by a new system that will be simple, agile, and inexpensive. This assistance will be given by the public operator Correos del Ecuador exporting through postal services. The MSMES that benefit from the program will enjoy the benefits given by the program and by the different services offered by the entities participating as well”. (GOBIERNO NACIONAL DE LA REPUBLICA DEL ECUADOR)

In my opinion I think the Exporta Fácil program created by the MIPRO will benefit many businesses and help increment the size of the national economy.

1.6 Explanation of the export programs objectives

Below we will mention the objectives of the Exporta Fácil program:

- “To implement a simplified, agile service, at a low cost while using the web page www.exportafacil.gob that will have information platforms of the entities that intervene in the exporting process: the Ministry of Industry and Productivity (Registry and Certification of Origin), Correos del Ecuador (Applies the Simplified Customs Declaration), the National Customs Service of Ecuador (Validates information and assigns the referendum number), also it facilitates exports for the MSMES and the artisans from anywhere in Ecuador. Correos del Ecuador has offices all over Ecuador.” (ECUADORS NATIONAL GOVERNMENT)

With the simplified agile service the paperwork is done faster and exports are done easier. Also, this will provide access to a great number of suppliers. The web page can be accessed from anywhere in the world and you can make all kinds of processes. On the web page you can find the contact information, receive assistance, and consulting.

- “The plan also intends to help the insertion of the MSMEs and artisans in the international markets by contributing to the competitiveness of Ecuadorian products.”
(GOBIERNO NACIONAL DE LA REPUBLICA DEL ECUADOR)

With the access of more businesses and artisans the country's products will be more competitive and diverse giving a wider selection of products as well as services. The quality standards will also rise with the new productive matrix and this will help position Ecuador in the world market.

- “Give service through the institutions like through the national government that help generate added value to the Exporta Fácil program. Also give training and technical assistance while using this tool to export to the world market”.
(GOBIERNO NACIONAL DE LA REPUBLICA DEL ECUADOR)

The virtual training as well as the hands on training will be of great help to the different producers that will utilize the program. The national government will have to help to be able to eradicate the different errors that can present themselves and optimize the use of the program.

1.7 Explanation of the benefits of the program

Exporta Fácil can give a number of benefits to the SMES OF Ecuador and to the country itself. In the SMES case with the technical assistance, training, and consulting they will be able to export and be competitive world wide specifically the program will give great benefits to the users when they meet the requisites and these are:

1. **Possess a tax ID number or (RUC).**
2. **More importantly to register on the web page** www.exportafacil.gob.ec **with their RUC.** This way they can use the program and enjoy all of the benefits.
3. **To fill out the simplified customs declaration or (DAS),** this is a requisite that will contain the information of the exporter and importer so the rates can be calculated.
4. **Obligatory documents:** certified receipt and a packing list.
5. **Permits and accompanying documents:** these documents will serve for the receiving country and they specify the type of treatment the merchandise

should receive. These documents can be sanitary certifications, technical certifications, and any of the certifications mentioned above.

6. **Optional:** The certification of origin. This requisition is to confirm where the merchandise is from originally.

Once the user completes all of these requisites they can enjoy the following benefits:

- **Competitive advantages:** for this, special prices are put in place for the merchandise to remain inexpensive and have this competitive edge against the rest of the producers around the world.
- **Free assistance for exporters:** all of the users will be assisted for free and they can obtain this service online (infoexportafacil@mipro.gob.ec), or at the distinct MIPRO offices.
- **Credits and discounts for corporative clients:** there are credits that are easily accessed and the payments can be adjusted to fit the needs of the different users.
- **The merchandise will be picked in a specific place:** The merchandise can be picked up at the exporter's warehouse or factory. This helps the exporter save money because they do not have to worry about the logistics of getting the merchandise to the post office. This is exclusively for users of the Exporta Fácil program and the SMES will receive great benefit from this.
- **Online tracking service:** This service is considered new and technological. This is the tracking service satellite; the user of the exporter program can access to the web of Exporta Fácil and be informed about the real location of their products. This service gives security and transparency to users.
- **To be able to export from anywhere in the country:** the national mail service has the capability to export from anywhere in the country and the capability to send merchandise anywhere in the world.
- **Permanent assistance and training:** assistance and training are key elements because at any moment they can help the user fully benefit from the program. The institutions that will give this assistance are: the Institution of Promotion, Exports, and Investments (PROECUADOR) and the Ministry of Industries and Productivity (MIPRO).

- **Call Center assistance for exporters 1700 Correos:** this is another way for exporters to receive assistance and clear up any doubts they may have.
- **The customs procedure is free of cost:** the program can assign specialized consultants to advise exporters and help them throughout the exporting procedure. Also, customs agents are not inexpensive and with the help of the consultants provided by the program exporters will save by not having to employ a customs agent. This aspect of the program is of great benefit for society.
- **The chance to participate in international fairs:** depending on the users frequency with respect to the use of the Exporta Fácil program they will have access to possibly participate in national and international fairs. This will allow them to reach new markets and participate competitively because of the benefits they receive from the program.
- **Commercial opportunities:** the user will have the opportunity to access information about commercial opportunities and this information will be provided by the PROECUADOR Institute.

1.8 The program limits:

It is necessary to learn the programs limits and possibilities along with the capabilities and prohibitions. Also, it is necessary to learn about what products are allowed and the characteristics involved in the program.

It is necessary to know what is prohibited by the Exporta Fácil program:

1. **Cash, coins, and jewels are prohibited** (the regulations of the countries where the merchandise is being sent should be consulted); these objects are not completely artisanal and do not have a considerable amount of added value. Jewels being made out of precious and semi-precious materials do not have much added value. That makes these not fall into the prioritized sectors of the economy that the MIPRO looks to fortify. On the other hand we have certain jewelers that are going to be affected negatively, and this could be a possible flaw in the program.
2. **Obscene and immoral objects**
3. **Firearms**

4. **Drugs o narcotics**

5. **Explosive materials, flammables or radioactive materials**

It is obvious that the last three objects are illegal and that would automatically make them prohibited.

Now we can review the programs limits. Each simplified customs declaration (DAS) corresponds only to one exportation. The limit in dollars is \$5000.00 us dollars. The exportation can be done in one package or several, but they must weigh less than 30 kg. In products with a FOB value of more than \$50 there must be insurance coverage on the exportation.

If the user does not possess packaging material the program will provide boxes coming in three different sizes; 25x25x15cm, 40x30x20, and 45x70x52. The packaging material will be charged to the user.

Correos del Ecuador has established a list of the weight limits set for every country in the world here is an example of some:

Country in Kilos

• ABU DHABI	50
• GERMANY	31,5
• SAUDI ARABIA	30
• ARGENTINA	20
• BOLIVIA	20
• BRAZIL	30
• CANADA	30
• COLOMBIA	30
• CHINA	30
• UNITED STATES OF AMERICA	31,5
• SPAIN	20
• GUATEMALA	20

1.9 The connection between Exporta Fácil and Correos del Ecuador

Exporta Fácil and Correos del Ecuador go by the hand. Exporta Fácil makes contact with the users, so that they can meet the requisites and later commercialize their products. Thanks to an agreement between Correos Ecuador and the MIPRO they are joined together in this effort. Correos del Ecuador is a way the users send their products to foreign countries at a low cost and in a competitive method.

Club Correos del Ecuador

Club Correos Ecuador was a program that the government terminated in 2015. This program was mainly for citizens to buy articles on the internet and to be able to import them at a low cost. Exporting was not the aim of this program that was terminated.

“The Club Correos Ecuador service was created with the aim to facilitate citizens shopping abroad on the internet and to make it possible at a low cost. The merchandise was sent to a P.O box in Miami and Correos Ecuador was in charge of bringing it to Ecuador and distributing it here. The packages that were less than four kg and \$400 did not pay rates. The abundant use of this program leads to an effect in the local textile and shoe market. 70 % of the imports people were making through this program were shoes and textiles. Correos del Ecuador is a company that is aligned with the government policies, but overall we are compromised with our clients; we are conscious that we must give incentives the national consumption to attribute to the change in the productive regime”. (CORREOS DEL ECUADOR CDE E.P, 2015)

Conclusions

To finalize this introductory chapter we should go over a few key points so that we can better understand the following chapters. SMES is a small and medium-sized enterprises. The SMES typically are characterized by having few employees, small amounts of cash flow, and being artisanal. They have aims to expand and reach the international market. As time has passed the MIPRO (Ministry of Productivity and Industries) has gone through changes, but has maintained its aim to create a more productive country.

Ecuador is changing its productive regime. The main goal is to give added value to its products and services. These products should be made by Ecuadorian hands with

the objective to change the perception the world has about Ecuador's products of being of low quality.

To make this change a reality many state institutions have become involved and created programs. The MIPRO specifically is the institution that has created this program and is guiding the current producers into a more promising future. Before sending the products to foreign countries the MIPRO realizes an investigation to determine where the best destination is for the products. There is no cost as far as rates go for exporters using the program.

Exporta Fácil uses Correos del Ecuador for the packages to get out of the country and these entities complement each other. The fact that the entities work together they lower the cost for the user and even though there are restrictions it is a great program that benefits its users.

The SMES can use the Exporta Fácil program and receive the benefits that the service provides. Later we will review more benefits provided by the program.

CHAPTER 2. SMES

Introduction

To begin it is necessary that we understand what a SME is and where the term comes from etymologically. In this chapter we will analyze the different classifications of the SMES and in Cuenca some of the users of the program.

2.1 SMES

There is some confusion when it comes to the term SMES. To be able to understand this chapter we should have a clear concept of what this term means. There are many exceptions for the term and the meaning depends on the focus and context it is used in.

Small/medium sized enterprises known by the acronym PyME in Spanish and SME in English, are all known as businesses with a small number of employees and certain restrictions that are predetermined by the respective states and or regions. They are agents with a unique logic, culture, and possess the entrepreneur spirit of course. Also, the MIP and ME acronyms in Spanish for Micro, small, and medium sized enterprises are expansions of the original term. (DICCIONARIO ABC, 2007)

Origin:

After the Second World War many cities were completely destroyed, and economies were left in ruins. In response to this situation the SMES appeared and played a huge role in the reconstruction of the economy. These businesses provided innovative ideas and helped transmit culture. More over these small and medium-sized enterprises created jobs and collaborated in the reconstruction of the countries' economies and financial markets. (Cervantes, 2012)

Concept:

- International conceptualization:

Thanks to the International Accounting Standards Board (IASB) this organism established that the SMES do not have to keep tax records. (UNIVERSIDAD AUTONOMA DE OCCIDENTE, 2012)

Another example of a conceptualization of a SME is the EU's perception. In Europe SMES have up to 250 employees and do not exceed 50 million Euros, the balance sheet does not exceed 43 million Euros a year. These businesses are a key part of the

European economy taking up 99% of the total number of companies in Europe and providing more than 73 million jobs. That is one of the reasons that Europe wants to promote the economic growth of this sector by assisting the SMES in Europe. (COMISION EUROPEA, 2003)

Table 3 SMES at the European Union

<i>The European Union's classification of SMES</i>			
Type of businesses	Employee s	Total sales (millions of Euros)	Total balance (millions of Euros)
Micro-businesses	<10	<=2	<=2
Small-businesses	<50	<=10	<=10
Medium sized-businesses	<250	<=50	<=43

Source: Based on the recommendation of the European Union on the 6th of May, 2003. This is based on a letter from a small business issued in the European Union commission in June 2000. And this went into effect in January 2005 (**Martínez Carazo**), May 2, 2015.

- National conceptualization

According to the perspective of the IRS (Internal Revenue Service) a SMES are: “the conglomerate of small and medium-sized enterprises that according to their size, sales volume, and capital share characteristics that make them this type of economic entity”. The SMES can be divided into legal entities or persons. Also, these entities can be private or public. (SERVICIO DE RENTAS INTERNAS)

According to the IRS these businesses have developed various types of economic activities and the following have prevailed:

- Commerce small and large scale.
- Agriculture, forestry and the fishing industry.
- Manufacturing.
- Construction.
- Transport, food industry, and communications.
- Real estate and services.
- Communal, social and personal services. (SERVICIO DE RENTAS INTERNAS)

The majority of the economic activity by the SMES is in the cities with the most concentrated population, like Quito and Guayaquil, where the 77% of the establishments are located. Another 15% are in the province of Azuay where Cuenca is the capital and the last 8% are in the other 17 provinces. SME has many different meanings according to the geographical position and the economic situation of the country. (SEMINARIO - TALLER: MECANISMOS DE PROMOCION DE EXPORTACIONES PARA LAS PEQUEÑAS Y MEDIANAS EMPRESAS EN LOS PAISES DE LA ALADI, 2011)

The SMES in Ecuador represent 90% of the productive entities and they generate 60% of jobs that exist in the country. This has created a certain level of productivity and flexibility for the changes underway. (ZAPATA, 2011)

The SMES have potential to employ cheap labor, and substitute imports by exports. This will be done while strengthening the Andean market and creating products with competitive edges.

SMES and their classification:

To classify SMES it is necessary to refer to the resolution SC-INPA-UA-G-10-005 of the Superintendence of Companies (SUPERCIAS) where the different types of companies are listed. The classification of this list is done with harmony with the regulations established in the resolution 1260 of the Andean Community (CAN). (Chacón, SUPERCIAS, 2010)

Based on the basic model to elaborate communitarian statistics and the Resolution 488 of the Andean Community (CAN), the following categories were made:

Micro businesses: between 1 and 9 employees less than \$100,000 in annual sales and less than \$100,000 in assets.

Small businesses: between 10 and 49 employees with annual sales between \$100,001 – 750,000.

Medium businesses: between 50-199 employees with annual sales between \$1.000.001-5.000.000 and total assets between \$750.001-3.999.999.

Large businesses: 200 or more employees annual sales between \$5,000,000.00 and total assets of \$4.000.000. (SUPERCIAS)

Table 4 Company Classification

Variables (**)	Micro businesses	Small businesses	Medium businesses	Large businesses
Employees	1 – 9	10 – 49	50 – 199	≥200
Annual sales	< 100000	100.001 - 1.000.000	1.000.001 - 5.000.000	>5,000.000,00
Assets	US \$1000.000	\$ 100.001 - \$750.000	750001 - \$3,999.999	≥US \$ 4.000.000

Source: CAN Resolution 1260, www.supercias.com , May 4, 2015.

2.2 SMES in Cuenca

Thanks to the information given by the MIPRO we have access to the information of all of the SMES that exist at the moment and are registered in the MIPRO database. There are 94 SMES in Cuenca – Azuay, and they are in a wide variety of economic activities such as: alcohol and derivatives, bread making, pharmaceuticals, textiles and tailors among others. (MIPRO, 2015)

On the other hand, we have a different source the (SUPERCIAS) last updated in 2012, and these are catalogued according to the (CIU). In Cuenca there are 2,326 businesses which work in areas such as: agriculture, cattle farming, forestry and fishing industry, mining, manufacturing industries, electricity supply, gas supply, steam supply and air conditioning supply, water distribution, sewage, waste management, construction, commerce, repairing of automotive vehicles, transport and storage, restaurant and hotel services, information and communication, science and technology, social, health services, and producers of goods and services that are made for their proper use. (SUPERCIAS)

Table 5 Industrial Classification

Industrial classification according to the (CIU)		Am bato	Cue nca	Guaya quil	Loj a	Mach ala	Portovi ejo	Quit o	Total
A	Agriculture, cattle raising, forestry and fishing industries.	79	46	1.776	16	365	196	546	3.024
B	Mining.	5	49	88	28	80	4	265	519
C	Manufacturing industries.	180	234	1.583	39	48	128	1.532	3.744
D	Electric, gas , air-conditioning	15	6	75	16	11	16	124	263
E	Water distribution; sewage, waste management.	1	2	113	3	1	10	71	201
F	Construction.	148	159	1.729	148	107	395	1.204	3.890
G	Commerce; motor vehicle repair.	356	635	5.411	105	308	377	4.462	11.654
H	Transportation.	475	551	1.190	183	164	182	1.783	4.528
I	Hotel and restaurant service.	23	51	362	10	12	42	398	898
J	Information and communication.	20	49	471	33	28	41	745	1.387
K	Financial and insurance services.	2	42	242	1	2	11	169	469
L	Real estate.	27	99	4.008	18	33	125	890	5.200
M	Science and technology.	40	145	1.771	78	37	106	2.301	4.478
N	Administrative services and consulting.	159	153	911	56	64	130	1.378	2.851

O	Public administration and defense; social security.	0	0	2	0	0	0	0	2
P	Teaching.	20	33	180	14	17	20	206	490
Q	Social and health services.	25	53	285	11	8	37	293	712
R	Arts and recreation.	5	7	67	0	2	2	53	136
S	Other service activities	9	11	112	3	4	10	101	250
T	Domestic activities, and products made for home consumption	0	1	0	0	0	0	1	2
U	Activities of extraterritorial organizations.	0	0	1	0	0	0	0	1
Total		1.589	2.326	20.377	762	1.291	1.832	16.522	44.699

Source: Superintended of Companies and Values web page search by: type, activity, region, active legal status. <http://181.198.3.71/portal/cgi-bin/cognos.cgi>, May 7, 2015.

SMES that have used Exporta Fácil

Thanks to the Ministry of Industries and Productivity-Zone 6 the Direction of the MSMES and ARTISANS, I was able to obtain Access to their database used to store the information of the SMES that have used the program. These SMES are involved in a number of activities such as: hat making, crafts made out of straw and tagua, gold jewels, knitted items, leather and wood products. In total there are 16 businesses that have used the program it is necessary to mention that they have received some benefits from this program. In the following chart we can check the list:

Table 6 Businesses that have used the Exporta Fácil program in Cuenca, Ecuador

N°	NAME	RUC	PRODUCTOS
1	NEIRA CEVALLOS JUAN	0100060060001	Straw hats (Panama hats)
2	TAFUR ABAD	0804466175001	Straw and tagua products

3	LOJANO PUNIN JOSE	0101259257001	Straw hats (Panama hats)
4	HOMERO ORTEGA	0101553634001	Straw hats (Panama hats)
5	GUZMAN LOPEZ CÉSAR	0918374901001	Straw hats (Panama hats)
6	FERNANDO MORENO	0190367932001	Straw hats (Panama hats)
7	EXPORTADORA K. DORZAUN	0190020304001	Straw hats (Panama hats)
8	CEDILLO FARFÁN MARIO EDMUNDO	0101553634001	Straw hats (Panama hats)
9	JOYAS LA PIRAMIDE	0102752839001	Gold jewels
10	VANDOSELAAR HERMAN TJALKE	0150543320001	Straw hats (Panama hats) and jewels
11	CENTRO DE BORDADOS CUENCA	0190149897001	Knitted and textile products
12	GREEN EDUARD REY	0150442614001	Knitted products
13	MALO AGUILERA JUAN FERNANDO - CUEROTEX	0102288073001	Leather products
14	AVILA TORRES JORGE	0102808649001	Wood artisanal products.
15	ARIAS GUAMAN SEGUNDO SALVADOR	0103750535001	Straw hats (Panama hats)
16	BERNAL CAMPOVERDE HUGO	0100720622-001	Straw hats (Panama hats)

Source:(MIPRO, 2015), Econ. Ramiro Oswaldo Ordoñez, Oficio Nro. MIPRO-CZ6-2015-0028-OF, Cuenca, February 3, 2015.

2.3 Benefits the Exporta Fácil program has given to the SMES

Each business was surveyed and 8 out of the 16 businesses no longer work in the activity that they registered in the program for. They don't work with the Exporta Fácil program anymore because it was not productive, and they consider that there are better ways to commercialize their products. In the MIPRO database as well as the IRS (Internal Revenue Service) and the SERCOP (National Service of Public Recruitment) these businesses are in the data bases, but no longer have an active

status. The IRS has canceled their tax ID numbers as well. In article 19 of the Organic Law of the National Public Contracting the following is stipulated:

Art. 19. - “Reasons for suspension RUP. - The following are reasons for temporary suspension RUP:

1. That the supplier has been declared incompetent contractor during the time of five (5) years from the notification of the unilateral cancellation resolution of the contract.
2. That the supplier have wrong or incomplete information required to register at the SERCOP, suspension that will continue until update.
3. That the supplier has been disabled by the second and third subsection of the article 100 of the same law.

Once that the penalty time is over the SERCOP will rehabilitate the contractor automatically.

A cause for definitive suspension is to have declared adulterated information when a contract is on the final awarding process”. (SERCOP, 2008)

All the contractors mentioned before are not habilitated by the SERCOP and cannot participate at any public contracting for not updating their information. Also, they have changed their economic activity at the IRS and others have closed their RUC for uncertain reasons.

For this reason we have to survey the 8 remaining companies to obtain relevant information that will point out the benefits that SMES obtained through Exporta Fácil.

SMES benefits

We should mention that SMES have obtained benefits from the program and they have followed long processes to reach a strategic point in the market. These processes have not been easy and they have been made more difficult because of the inefficiency of the program. These companies do not exclusively use the Exporta Fácil program they also use other carriers. The benefits that have been obtained are mentioned below:

Exporta Fácil as a low cost tool: all eight companies informed that the program is less expensive than other carriers. The shipping time is between 10 days and 2

months depending on how efficiently the program is being executed at the time and it depends on the size of the shipment as well. It is a great tool to send merchandise and products to foreign countries and it is offered at a low cost.

International Recognition: 5 companies agree that they have reached a level of international recognition because of the program's assistance, but not in the way that they expected like having a lot of buyers to commercialize their products.

Exporta Fácil Value:

After running the inquiries, this investigation has discovered that the program of Exporta Fácil has not resulted as beneficial for the users. The Exporta Fácil program has shown difficulties throughout its development. All the SMES surveyed have manifested that Exporta Fácil has not provided all of the benefits that were offered initially, or at least it has not accomplish the benefits that we have shown at the end of the first chapter. The most common problems according to the SMES surveyed are:

- Limited geographic location.
- Product packaging, other boxes were not received for presenting incorrect packaging.
- The system is not linked to the Ecuadorian customs software ECUAPASS.
- Lack of service and promptness.
- You cannot use the encrypted signature, delaying important paperwork.
- The lack of trust people has towards Exporta Fácil services, because of its daily services, users has used other companies that offers the same services.
- Delayed paperwork.
- They do not show interest in the export companies.
- Lack of promoting the program and lack of promoting the companies that use the services.

- They did not pick up the goods at customer's door.
- The tracking service is useless producing interference in the telephone line and in the internet.
- The permanent training offered was only implemented in two occasions.
- The call center 1700-CORREOS presented poor client service; it did not work most of the time.
- The international fairs participation was not accomplished. Fairs that were implemented failed to invite all of its members and users.
- Lack of broadcasting commercial opportunities developed by PROECUADOR.

As we have shown the exporter program could not technically achieve all the benefits listed in the beginning by the MIPRO web site www.exportafacil.gob.ec. For this reason this investigation will establish important recommendations for the evolution of the program.

Conclusions

Now we can bring out most of the principal concepts of the chapter. The term SMES is considered to be the group of small and medium-sized enterprises that in terms of its sales volume, number of workers, patrimony, and production level share these characteristics as an economic entity. SMES can be formed by natural persons, and institutions; the institutions can have public, private, and mixed capitals. SMES in Ecuador are engaged principally in the following activities: whole sale/retail trade, agriculture, forestry, fishing, small industries, construction, transport, and other services.

We should mention that SMES in Ecuador represented almost 90% of the production unit formed in the country and representing almost 60% of the total production. This helps to promote the change of the productive regime. We must take into account that according to data in the resolution 488 of the Andean Community (CAN) the classification of SMES are Micro businesses, Small businesses, Medium businesses, and Big businesses. All of them are categorized by its working personnel, gross

annual sales, and by its total assets. In Cuenca there are 2,326 active business engaged in several activities.

As reviewed, we have interviewed sixteen businesses that have used the services of Exporta Fácil frequently, and we could observe that eight out of the sixteen businesses are not working in the same economic activity that the MIPRO has registered in its database. With this important information we could know some of the different situations regarding the services of Exporta Fácil, and we could consolidate important information, as a result, we are confirming that Exporta Fácil has not accomplished the objectives stated in their initial plan.

We can make it clear that businesses have received the following benefits:

- International recognition
- Low shipping costs

The Exporta Fácil program services according to the businesses were not prompt or efficient. The benefits promised were not met, nor was the program executed in a technical way. The businesses complained that the paperwork was always taking longer than it should have.

CHAPTER 3. CASE STUDIES

3.1. Business that used the most out of the program, brief reviews.

Table 7 Business that used Exporta Fácil

NAME	RUC	PRODUCTS	AMOUNT
HOMERO ORTEGA	0190008886001	STRAW HATS	US\$ 150,000.00
EXPORTADORA K. DORFZAUN Cia. Ltda.	0190020304001	STRAW HATS	US\$ 20,000.00
ARTESANIAS JOSELO	0101259257001	HANDCRAFTS/ STRAW HAT	US\$ 1,000.00
CENTRO DE BORDADOS CUENCA	0190149897001	EMBROIDERY	US\$ 2,000.00
EC / Edmundo Cedillo	0101553634001	STRAW HATS	US\$ 2,500.00
CURTEZA / QIWA	0102288073001	LEATHER	US\$ 16,000.00
AVILA TORRES JORGE FERNANDO	0102808649001	WOOD HANDCRAFTS	US\$ 550,00
BERNAL HATS	0100720622001	STRAW HATS	US\$ 1,500.00

SOURCE: (MIPRO, 2015), Econ. Ramiro Oswaldo Ordoñez, Oficio Nro. MIPRO-CZ6-2015-0028-OF, Cuenca, February 3, 2015.

Elaborated by: *Sebastián Francisco Cueva Cordero*

All of these businesses have used Exporta Fácil frequently. Some of them are still in constant activity maintaining a relationship with the Ecuador Mailing Service. Eight businesses are using the export program at a lower rate and two businesses are no longer using the services.

3.2 Case analysis

The following analysis will be about the situation of three particular businesses among which we will address all the activities that these Ecuadorian companies have made through Exporta Fácil in order to learn about the commercial activity, the impact of shipping, and shipping time. Following this, we will establish advantages and disadvantages of the general situation noting that the cases presented below are selected according to it levels of shipments, assets and size of the company in the SMES market.

Specifically we will make public the companies' situations that have done more important shipments, the company's total assets, and the companies that have executed a minimum quantity of shipments including amounts, and the interest of Exporta Fácil to advertise and help the company leverage on the program to arise as a small or medium enterprise.

3.2.1 Study case 1

HOMERO ORTEGA

Illustration 2 Web page HOMERO ORTEGA



Source: <http://www.homeroortega.com/>, June 25, 2015.

The company selected for this case has the following characteristics:

The company has a national identity and is listed as a legal entity having a limited liability company status. The company's name is **HOMERO ORTEGA PEÑAFIEL E HIJOS CIA. LTDA.** It is better known by its familiar commercial name> HOMERO ORTEGA. Its tax ID number is 0190008886001. The company's web page is www.homeroortega.com. Its activities started in the year 1972 and they belong to the Chamber of Commerce of Cuenca since 1972.

The president of the company is Alicia del Rocio Ortega Salamea she is also the administrator. The company's activity is to elaborate, retail, and export straw hats. Straw hats are an important part of the Ecuadorian culture and of our own national identity. This is considered a real tradition demanded and they are exported to foreign countries as well.

The company is also listed in the database of the Ecuadorian public contract system, so it can participate of public tenders having a central classification number level 5

28362 for: (Hats and others items of headdress, of felt, or weave or done by union of straws of any material, or crocheting, or dressmaking with lace in pieces or nets for hairdress).

HOMERO ORTEGA is considered a medium sized enterprise with 49 permanent workers. Sales on the last tax year reached an accumulated 2.4 million dollars and this tax year sales are closing with more than 7 million dollars. The percentage of sales exported reaches 60% building up assets of 3 million dollars. The origin of added values or the percentage of Ecuadorian natural resources is 80% in all of the final products completing the requirements for public contracting, and manufactured under the motto: much better done in Ecuador.

We can review a brief history of the product at their web page to appreciate and emphasize that the straw hat is the best: “Mentioning the Straw Hat is to enter in a magic world where the natural straw and the incredible creativity of the hands of our people are fused to create fine jewelry that contributes to our city’s cultural heritage. Within this handcrafted Ecuadorian symbol are intertwined diverse spaces the creation requires skills to obtain a unique product that can be recognized and appreciated in all five continents.”(*HOMERO ORTEGA ECUADOR*)

Illustration 3 Museum of the Hat History HOMERO ORTEGA



Source: (HOMERO ORTEGA ECUADOR) <http://www.homeroortega.com/> June 25, 2015.

HOMERO ORTEGA is dedicated to produce a series of straw items that have contributed to the diffusion of the Panama Hats and the positioning of it in the

international market. The familiar company has five generations of members dedicated to this activity, where they represent the face of the company because of the experience and quality in their productive process.

The founder's life of the company, HOMERO ORTEGA, turns around the production process of the straw hat. His affection respected activity was raised by his father Aurelio Ortega García. Together they travelled over the Cajas National Park to reach the port of Guayaquil where they sold hats "on board" to the merchants that took them to Panama.

In 1972 they established their first limited liability company. Their success was based on their capability of adapting to new trends and conceiving the "Panama Hat" as a sublime form of popular expression. The hatch of the "Panama Hat" is intertwining with the manual skills, the fine natural straws, and the cultural heritage of the Ecuadorian people. (HOMERO ORTEGA ECUADOR)

- They are producers.
- Over 40 years of experience exporting to countries over the five continents.
- ISO 9001/2000 Quality certification for the designs, the production and the exports logistics of hats and straw products. (HOMERO ORTEGA ECUADOR)

PRODUCT

- Straw Hat – "Panama Hat"

As we mentioned before, the hats have an important Ecuadorian origin and they are 100% produced by the company HOMERO ORTEGA where they have decided to participate in the programs offered by the MIPRO: Exporta Fácil.

DESTINATION

The Company has shipped to:

- France
- US cities like: Miami, New York, and California
- Sydney, Australia.

SHIPPING TIME

Shipping times with Exporta Fácil take approximately 10 working days for international destinations. At the interview, the person in charge of the shipments told us that the destination time depends on which shipping service is chosen. In this case, if you choose the EMS service it could take less than 8 days with extra costs, but if you choose the normal certificated mail it takes around 11 days with cheaper costs. If they are pressed by time, they use other mail services like DHL where the cost is higher, but they can send products to the destiny in 3 working days.

IMPACT

The result of using the Exporta Fácil service has benefited HOMERO ORTEGA in the following aspects: First, they have saved costs on the shipments of goods by exporting them with fair prices. This has helped the company achieve a good international reputation. Second, with the low costs of Exporta Fácil the company has used the service frequently around 60 times since they initiated the program representing over \$150.000.00 dollars for Exporta Fácil. The quantity is not as big as expected for the five years the program is running, but it shows some interesting facts that suggest that the implementation of this export tool was well received by this company. Now the company is using the service with approximately three shipments a week.

It is necessary to emphasize that the biggest challenge for Exporta Fácil was poor customer service because it lacked the agility to properly serve customers. Calls were never answered at neither Correos del Ecuador or MIPRO's call centers. Some intern processes just resulted in delayed shipments. Correos del Ecuador web pages tracking service was inaccurate.

Advantages and disadvantages of the Exporta Fácil use:

Advantages:

- One time training.
- Low service rate.
- Company is currently using one of the cheapest exporting tools on the market.
- They can pick up the goods at customer's door.

Disadvantages:

- Training was so insufficient that paperwork always presented inconveniences.
- Being the cheapest rate Exporta Fácil reflected a poor quality service and longer shipping times Correos Del Ecuador.
- The unstable service at Correos Del Ecuador represents a problem for the company.
- Instability at the Exporta Fácil call center.

3.2.2 Study case 2

CUEROTEX – CURTESA - QIWA

Illustration 4 Web page Qiwa “Expertos en Cuero”



Source: QIWA, Expertos en Cuero, <http://www.qiwacueros.com/>, June 23, 2015.

The company is dedicated to the manufacturing of leather products since 1993 and was founded with the name of Cuerotex in 1996. Everything started with a North American citizen requiring an order of 700 leather jackets a month, so the company had to look for capital coming from an investor from Spain. Moreover, the US citizen facilitated a credit line helping the company achieve economic stability and support in order to manufacture the requested orders. The company managed to improve their productivity with some good project implementations. They changed their marketing strategy to start a new brand called QIWA that is integrating a series

of SMES to the production process. The company is local and originated in Cuenca – Ecuador. They are registered at the SERCOP and their information is in this public database.

PRODUCT

Illustration 5 Product QIWA



Illustration 6 Product QIWA



Source : (Qiwa Cueros) <http://www.qiwacueros.com/>, June 23, 2015.

- The product is based on a wide range of products and their portfolio includes: jackets, long pants, short pants, purses, shoes, wallets, handbags, wristbands, hats, and other leather wearables that have now some high prestige abroad. Most of these products have been shipped abroad using the services of Exporta Fácil.

DESTINATION

- These products have been shipped to the US, Peru and Sweden. They have bigger orders in big cities and they send some samples to other smaller cities. Shipments have been significant in relation to quantities depending most of the time on the international client requests.

SHIPPING TIME

- The company took approximately one month to ship the goods for the first time, because in general the paperwork was difficult to present and always delayed. Similar to our first case study they complained about the web page not being stable for shipments. Also, the company did not trust much on the service of Correos del Ecuador because they sometimes changed their shipping method to other companies delaying the departure of goods.

IMPACT

- Qiwa considers that the export tool of Exporta Fácil is a great support for them. They were satisfied with the one time training they receive at the beginning of the program considering the tool was the cheapest way to ship their products abroad. Some of the benefits obtained are: program use at fair prices which promotes saving and international recognition, information obtained from the ministry was always very well supported.
- The company has used Exporta Fácil to ship abroad around ten times since the beginning of the program purchasing an amount of \$16,000.00 dollars.
- The biggest challenge for the company was that they were pushed by the client abroad to start using other mailing services different from Correos del Ecuador, because of the lack of confidence they had. They wanted on their shipments process security, agility and seriousness.

Advantages and disadvantages of the Exporta Fácil use

Advantages:

- Training.
- Low costs.
- Money savings.
- International recognition.
- Clear information for the user.

Disadvantages:

- The Exporta Fácil service took longer shipping times than other mailing companies.
- Their international customers distrusted Exporta Fácil.
- They did not use the Exporta Fácil program as a whole.
- Longer shipping times.

3.2.3 Study case 3**DISEÑO Y TALLADO**

The company is dedicated to the manufacturing of wood articles since 1997. Their products differ in size and quality, but we can name some of them: wood marquetry and inlaid, jewelry cases and cutlery, statuettes, ornaments, furniture, lithographs, sculptures, and other items. The store was founded in Cuenca-Ecuador. Their legal status is a natural entity represented by Avila Torres Jorge Fernando located at Las Herrerias Street and 2-91 Retamas Street on the Huayna-Capac parish. The store opens to the public on normal office hours and has a variety of beautiful wooden items. DISEÑO Y TALLADO is affiliated to the artisan board since 2006. They have taken part in fairs across the country organized by this trade union that has helped them introduce products in this great cultural and traditional business. Similar to the other case study this artisan is registered in the SERCOP to participate in public contracting in order to maximize their sales. According to the artisan union this company is considered a Micro company with annual sales of \$12,091.00 dollars and they use 100% of raw materials made in Ecuador.

This case was subject of analysis because they used only two times the services of Exporta Fácil. At the interview the artisan told us that Exporta Fácil did not present much interest on them as clients witnessing some displeasure toward the program.

PRODUCT

- The products that DISEÑO Y TALLADO has shipped abroad are wood items of different sizes and quality: wood marquetry and inlaid, jewelry cases and cutlery, statues, ornaments, furniture, lithographs, sculptures, and others.

DESTINATION

- Shipments were sent to Miami and New York. One time only to each city.
- Both packages were not economically significant shippings.

SHIPPING TIME

- The Shipment took approximately one week to arrive using the Exporta Fácil service provided by Correos del Ecuador with minimum rates and satisfying one time necessity.

IMPACT

- The user agrees that the tool is great to save money because if they had used other service should have been twice as much. They consider that the location of Correos del Ecuador is somewhat difficult to access to leave the products.
- The two shipments charges were around \$550.00 dollars.

Advantages and disadvantages of the Exporta Fácil use:

Advantages:

- Saving money.
- International recognition.

Disadvantages:

- Problems with the packaging offered by Correos del Ecuador.
- Correos del Ecuador location is difficult to access.
- Lack of space to participate more frequently in fairs.

Conclusions

To summarize it is necessary to emphasize that in the beginning there were sixteen companies making up the MIPRO database, but as the investigation took place we could verify that just eight of them were in actual operation the rest had closed their economic activity definitely. That is why we proceeded to interview and survey just the eight companies that are now working: **HOMERO ORTEGA, EXPORTADORA K. DORFZAUN Cia. Ltda., ARTESANIAS JOSELO, CENTRO DE BORDADOS CUENCA, EC / Edmundo Cedillo, CURTEZA / QIWA, AVILA TORRES JORGE FERNANDO and BERNAL HATS.**

The most common activities of these companies are: straw hats, handicrafts, knitting, embroideries, leather items, and wood hand crafts. In order to know the benefits of Exporta Fácil and know how profitable the use of the program has been, we have chosen three specific cases to survey according to the levels of shipments, amounts, and size of the company.

HOMERO ORTEGA is dedicated to elaborate fine straw hats. Their level of exports is around 60% of all their sales. Using Exporta Fácil the company could complete around 80 shipments for a total of \$150,000 dollars. In other words we could state that the company has used the export program correctly, getting great benefits on shipment rates and shipment times offered by Correos del Ecuador. They only had a few problematic issues regarding the export paperwork, because of the lack of training since the beginning of the program.

The second case is QIWA dedicated to the manufacture of leather products like: jackets, long pants, short pants, purses, shoes, wallets, handbags, wristbands, hats, and other leather items. They have completed ten shipments with Exporta Fácil to countries like USA, Peru, and Sweden for a total of \$16,000.00 dollars. The shipping time took approximately one month. On the other hand, clients abroad did not trust enough in Correos del Ecuador and they had to hire other courier services where customers felt more reliability. This was the biggest challenge for the company, because going to a different courier meant improving safety, agility, and reliability.

Our final case study was DISEÑO Y TALLADO a business dedicated since 1997 to the manufacture of carved wood articles in different sizes and qualities. This small business has made only two shipments totaling approximated \$550.00 dollars since

the beginning of Exporta Fácil. This is the most disturbing case since apparently the MIPRO has not paid much interest on this producer. According to him they had had training in two opportunities, but it has not been enough to know exactly what to do in some cases. Jorge Avila, owner of the business, indicated that the biggest challenge of the program was the packaging and presentation, because sometimes Correos del Ecuador returned their goods as they did not meet their packaging norms which postponed the export. On the other hand the location of Correos del Ecuador is very difficult to access and deliver products, so Jorge Avila is asking for a better space to participate and sell abroad his cultural and traditional wooden products more frequently.

GENERAL CONCLUSIONS

As a conclusion we can state that there are 2,326 active companies in the city of Cuenca that have the following general business activities: agriculture, forestry, fishing, mining, quarrying, manufacturing products, electricity, gas, steam, air conditioning, water distribution, sewerage, waste management, remediation activities, construction, whole sale/retail trade, and others like producers of goods and services.

Small and medium companies have been around for several years emphasizing that they were created with the reason of developing countries. After World War II this SMES played a big role helping the conflicted zones reconstruct their States in several ways, but principally economically which has a series of social and cultural repercussions.

We must denote a clear concept that the small and medium sized enterprises share their economic, social and cultural ideals. They are born for profit, meet needs, and create new products and services. Without neglecting social responsibility, this is to have harmony with the environment and social participation. The SMES can be divided into legal entities or persons. Also, these entities can be private or public.

Ecuador has been improving with big steps in the productive and occupation scope. The Industry Department and the Trade Department of Ecuador have been establishing guidelines such as import restrictions that will be followed by this SMES towards the development of our industrial and artisanal sector into scale economies that could export abroad and change our negative trade balance. The primary objective is to boost our principal economic sectors, specially the artisan sector, SMES arising from small to medium size producers with limited productivity indicators that need constant training and new innovative tools that could improve its market performance. In other words, export Ecuadorian products to the international merchandize flows.

We must denote an important change in the productive matrix that nowadays Ecuador and the MIPRO are accomplishing. The evolution of the Ecuadorian society from the extractivist exporting economy it was, into a country characterized by an eco-friendly production process with high added valued.

The most important aspect of this thesis assignment is the exporting tool Exporta Fácil, that was created by the MIPRO five years ago, in order to advice and encourage the development of small and medium sized enterprises. Entrepreneurs were also taken into consideration, because both had the unsatisfied necessity of marketing products and services internationally with the support of a public operator like Correos del Ecuador. The low costs of the service with zero taxes helped to develop around Ecuador new economic and working units, which have gained international recognition by promoting abroad high value added products.

The Exporta Fácil service had a problematic issue on February 2015 when they presented a statement informing that Club Correos del Ecuador will be definitely closed causing some sort of uncertainty in SMES and citizens in general. We must note that the mentioned Club was specialized in online shopping as a service for Ecuadorians to bring goods acquired by electronic means.

From the total of sixteen companies that have used Exporta Fácil in Cuenca eight are still running, and the other eight have closed their legal activity or have changed their economic activity. From the eight companies surveyed, we can conclude by tabulation that the program Exporta Fácil as a whole has not been proven to be fruitful, because some companies have stated their unconformity over the following aspects: lack of training offered by the MIPRO, unstable web service, bad customer service, constant call center congestion with no user support, delaying exports because of complex paperwork, and some exclusions of fairs organized by the MIPRO. Entrepreneurs clarify that more can be done from the part of the public administration in order to boost the Exporta Fácil users. With a better participation in the program the income of SMES around Ecuador will rise with new necessities to satisfy. This also depends on the general administration of Exporta Fácil at the MIPRO.

The study cases presented in this project were object of analysis according to the following approaches: shipments accomplished monetary amounts, times towards destination, and shipped quantities. We have selected the company HOMERO ORTEGA, QIWA and DISEÑOS Y TALLADOS to explain the mentioned cases.

HOMERO ORTEGA is the company with highest number of shipments accomplished with approximately 80 deliveries within eight working days at a total

cost of \$150,000.00 dollars. Parts of the benefits obtained are: low shipping costs and international recognition due to the amount of shipments completed on time by the company. On the other hand they are a well reputed company, characterized by its exporter nature. They are Exporta Fácil biggest client in Cuenca, also they believes that the tool service is deficient.

QIWA is our second study case with approximately 10 shipments accomplished within one month at a total cost of \$16,000.00 dollars. The single benefit obtained was the low cost of the services. QIWA does not depend on Exporta Fácil for their export orders, so they have accomplished international recognition by other means. Moreover most of the clients claimed that the Correos del Ecuador service was the slowest.

Our last study case was a small wooden products producer called DISEÑO Y TALLADO. This company is the one with the less quantity of shipments completed with just two shipments using Exporta Fácil at a total cost of \$550.00 dollars. This user presented the biggest disagreement in the survey mainly because of the following reasons: trainings were not well directed, MIPRO did not provided the space for international trade and fairs participation, and finally the program should have had better broadcast of the benefits of the Exporta Fácil customers.

We can state that the Exporta Fácil service failed as a whole. Much of the goals that the program has established such as: the implementation of a standing customer service simplified in a web platform, and the inclusion of SMES toward the international markets promotions and fairs. In other words, the central administration has not given the necessary attention for the program to be 100% beneficial and viable.

Users complained about the lack of virtual and/or human oriented training for entering international markets. This has damaged the interest of the customers in the whole platform affecting all the loyalty that could have been achieved. Exporta Fácil is one of the cheapest tools in the market for international logistics, something that has saved SMES money and some minor level of international recognition, but as a whole they did not became the most used tool for the small users. Users prefer to use other companies because the services are fastest.

Thanks to the information recorded in the survey and the interviews we have compiled that SMES prefer to use other courier service, offering better options and lower shipping times. Price is not the problem at the moment of securing their goods with a more responsible courier. Correos del Ecuador failed implementing customer loyalty courier.

RECOMMENDATIONS

It is important that the MIPRO administration take some serious implementations where SMES can display and offer their products at an international and local level. From my point of view it is important to acquire a local market to plan achieving the international market.

The MIPRO should implement ways to help broadcast and market all their Exporta Fácil affiliates. At the end, these companies are helping the export program to stay economically well, otherwise it will go bankrupt.

The Exporta Fácil web page should be redesigned, facilitating a more user friendly platform. This page should have a complete database where you could contact the information of most of their affiliates. In this way people will have more interest on the Exporta Fácil program promoting the Ecuador and the company as a whole. On the other hand the MIPRO should have more transparency for public information and all their programs that help develop new SMES.

Exporta Fácil is formed by a series of public corporations that have managed to develop a program with interesting objectives for the export market of Ecuador. Simultaneously is important to implement a good cooperation between these public entities to demonstrate a compromise at the moment of problem solutions.

In the same way Exporta Fácil should have an information connection with the Ecuadorian customs software ECUAPASS. As a result the system will integrate better information and could implement new export tools like the online export permits.

Finally, it is recommended that the MIPRO takes care in integrating affiliates with constant training about Exporta Fácil. In this way clients will be more loyal to the program and could start building a better relationship with their customers abroad about the services of Correos del Ecuador.

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APPENIX

Appendix 1: Document of MIPRO

Illustration 7 Document of MIPRO



Ministerio
de Industrias
y Productividad

Av. 12 de Abril y Francisco
Talbot esquina
Telfs. 07 4103068 /
07 4103065
www.mipro.gob.ec
Cuenca-Ecuador

Oficio Nro. MIPRO-CZ6-2015-0028-OF

Cuenca, 03 de febrero de 2015

Asunto: INFORMACIÓN PROGRAMA EXPORTA FÁCIL

Señor
Sebastian Cueva
Estudiante
UNIVERSIDAD DEL AZUAY
En su Despacho

De mi consideración:

En atención a su solicitud, remitida a la Dirección de MIPYMES y Artesanías, con fecha 26 de enero de 2015, me permito adjuntar al presente un archivo en excell que contiene la siguiente información:

- Base datos de las empresas categorizadas a través de la Plataforma del Registro Único de MIPYMES, correspondientes a la provincia del Azuay.
- Listado de empresas registradas en esta dependencia, que han exportado a través del Programa Exporta Fácil.

Esta dependencia no cuenta con información más actualizada y detallada, conforme a su requerimiento, razón por la que se realizó la consulta al Lcdo. Javier Marriott, Director de Desarrollo de Artesanías del MIPRO, y Coordinador de este programa; quien ha manifestado que lo recomendable es dirigir un oficio al señor Ricardo Quiroga, Gerente de Correos del Ecuador, el mismo si desea puede escanear, y tramitar a través del correo del Lcdo. Marriott (jmarriott@mipro.gob.ec).

Con sentimientos de consideración y estima, suscribo.

Atentamente,

Econ. Ramiro Oswaldo Ordoñez Ochoa
COORDINADOR ZONAL 6

Anejos:
- BASE DE DATOS - CZ6.xls

Copia:
Señor Doctor
Ivan Ovidio Vicuña Zambrano
Director Zonal de Desarrollo de MIPYMES y Artesanías

Appendix 2: Business that used the most out of the program (MIPRO)

**MINISTERIO DE INDUSTRIAS Y PRODUCTIVIDAD - COORDINACIÓN
ZONAL 6**

DIRECCIÓN DE MIPYMES Y ARTESANÍAS

**REGISTRO DE EMPRESAS QUE HAN UTILIZADO EL PROGRAMA
EXPORTA FÁCIL**

NRO.	NOMBRE	RUC	PRODUCTOS
1	NEIRA CEVALLOS JUAN	01000060060-001	SOMBREROS DE PAJA TOQUILLA
2	TAFUR ABAD RODOLFO CAMILO	0804466175-001	ARTÍCULOS DE PAJA TOQUILLA Y TAGUA
3	LOJANO PUNIN JOSE	0101259257-001	SOMBREROS DE PAJA TOQUILLA
4	HOMERO ORTEGA	190008886001	SOMBREROS DE PAJA TOQUILLA
5	GUZMAN LOPEZ CÉSAR	0918374901-001	SOMBREROS DE PAJA TOQUILLA
6	FERNANDO MORENO	190367932001	SOMBREROS DE PAJA TOQUILLA
7	EXPORTADORA K. DORZAUN	0190020304-001	SOMBREROS DE PAJA TOQUILLA
8	CEDILLO FARFÁN MARIO EDMUNDO	0101553634-001	SOMBREROS DE PAJA TOQUILLA
9	JOYAS LA PIRAMIDE	0102752839-001	JOYAS DE ORO
10	VANDOSELAAR HERMAN TJALKE	0150543320-001	JOYAS Y SOMBREROS DE PAJA TOQUILLA
11	CENTRO DE BORDADOS CUENCA	0190149897-001	TEJIDOS Y BORDADOS
12	GREEN EDUARD REY	0150442614-001	TEJIDOS

13	MALO AGUILERA JUAN FERNANDO - CUEROTEX	0102288073-001	ARTÍCULOS DE CUERO
14	AVILA TORRES JORGE FERNANDO	0102808649-001	ARTESANÍAS EN MADERA
15	ARIAS GUAMAN SEGUNDO SALVADOR	0103750535-001	SOMBREROS DE PAJA TOQUILLA
16	BERNAL CAMPOVERDE HUGO	0100720622-001	SOMBREROS DE PAJA TOQUILLA

ELABORADO POR: DIRECCIÓN DE MIPYMES Y ARTESANÍAS - CZ6

FUENTE: REGISTRO DE LA DIRECCIÓN DE MIPYMES Y ARTESANÍAS -CZ6

RM'O

Table 8 Business that used the most out of the program

Appendix 3: Surveys



Trabajo de titulación previo la obtención del título de Licenciado en Estudios Internacionales, mención Bilingüe en Comercio Exterior

Autor: Sebastián Francisco Cueva Cordero

Directora de Tesis:

María Inés Acosta Urigüen – Directora de la Escuela de Estudios Internacionales.

Tema:

“Beneficios que Exporta Fácil ha brindado a las PYMES de la ciudad de Cuenca”

Breve Introducción

Como bien sabemos, años atrás el Ecuador tenía ciertas complicaciones para enviar productos al exterior, barreras arancelarias, aquí intervenía altos costos de envío e impuestos, pero conforme ha pasado el tiempo y los diferentes gobiernos, las cosas han cambiado para bien en unas cosas y para mal en otras. Con la creación de Exporta Fácil, programa exportador del Ministerio de Industrias y Productividad (MIPRO) la situación para las PYMES ha mejorado, ya que este programa posee una cierta variedad de opciones a optar para enviar mercadería a los diferentes países del mundo. El objetivo de esta investigación es detallar el origen de las PYMES, su trayectoria en el tiempo y a partir de eso definir los beneficios obtenidos por parte de las PYMES con el uso del programa exportador. Con los resultados obtenidos gracias a las encuestas se definirá el tercero y cuarto capítulo, gracias a ello se podrá realizar

las conclusiones y sugerencias de este campo de la investigación, que posteriormente brindara un beneficio para las Empresas.

Cuestionario para las PYMES de la Ciudad de Cuenca que utilizaron Exporta Fácil.

Nombre de la Empresa / Razón Social:

BERNAL HATS

- 1) De haber exportado considero que Exporta fácil es una herramienta de apoyo para ahorrar?

Sí X No___

- 2) Considera usted algún aspecto negativo de Exporta fácil?

Sí X No___

Especifique: El sistema no brinda la agilidad necesaria, así como los documentos que se solicitan, no siempre son los adecuados.

- 3) Considera que Exporta fácil le brindo la apertura necesaria para realizar los trámites y capacitación.

Sí ___ No X

- 4) Que tiempo le tomo enviar su mercadería a través de Exporta Fácil al exterior?

1 Semana___ 1 mes X 2 meses ___ más de 2 meses ___ Otro___

- 5) Que destino tuvo su mercadería?

Estados Unidos – España

- 6) Con que frecuencia utiliza Correos del Ecuador en el caso de estar ligado a Exporta fácil?

Mensualmente/ Semanalmente

7) Considera usted que Exporta fácil es la mejor herramienta al momento para enviar productos al Exterior a bajos costos?

Sí X No

Porque: Las tarifas manejadas son considerablemente inferiores a las de otros servicios

8) Mencione cual fue el reto más grande de utilizar el programa exportador?

El sistema confundió datos de mi padre y míos los cuales no pudieron ser arreglados a pesar del reclamo a las oficinas de Quito.

9)Cuál de los siguientes beneficios obtuvo al utilizar Exporta Fácil, puede seleccionar más de uno, si es el caso agregar otro.

- Ahorro de dinero
- Bajos costos X
- Agilidad
- Reconocimiento Internacional
- Otros

Especifique:

10) Que tiempo lleva trabajando con Exporta Fácil?

2 años

11) Cuantos envíos ha realizado aproximadamente con Exporta fácil?

3

GRACIAS

Cuestionario para las PYMES de la Ciudad de Cuenca que utilizaron Exporta Fácil.

Nombre de la Empresa / Razón Social:

HOMERO ORTEGA

- 1) De haber exportado considero que Exporta fácil es una herramienta de apoyo para ahorrar?

Sí X No ____

- 2) Considera usted algún aspecto negativo de Exporta fácil?

Sí X No ____

Especifique: El sistema Exporta Fácil no tiene relación con ECUAPASS y la agilidad es defectuosa

- 3) Considera que Exporta fácil le brindo la apertura necesaria para realizar los trámites y capacitación.

Sí X No ____

- 4) Que tiempo le tomo enviar su mercadería a través de Exporta Fácil al exterior?

1 Semana X 1 mes ____ 2 meses ____ más de 2 meses ____ Otro ____

- 5) Que destino tuvo su mercadería?

Francia – EEUU - Australia

- 6) Con que frecuencia utiliza Correos del Ecuador en el caso de estar ligado a Exporta fácil?

3 envíos a la semana

- 7) Considera usted que Exporta fácil es la mejor herramienta al momento para enviar productos al Exterior a bajos costos?

Sí X No

Porque _____

8) Mencione cual fue el reto más grande de utilizar el programa exportador?

El sistema Web ya que el ingreso al portal era inestable y la página se salía de
curso

9)Cuál de los siguientes beneficios obtuvo al utilizar Exporta Fácil, puede seleccionar más de uno, si es el caso agregar otro.

- Ahorro de dinero X
- Bajos costos X
- Agilidad
- Reconocimiento Internacional X
- Otros

Especifique:

10) Que tiempo lleva trabajando con Exporta Fácil?

5 años

11) Cuantos envíos ha realizado aproximadamente con Exporta fácil?

60 envíos/ \$150.000

GRACIAS

Cuestionario para las PYMES de la Ciudad de Cuenca que utilizaron Exporta Fácil.

Nombre de la Empresa / Razón Social:

EXPORTADORA DORFZAUN

- 1) De haber exportado considero que Exporta fácil es una herramienta de apoyo para ahorrar?

Sí X No

- 2) Considera usted algún aspecto negativo de Exporta fácil?

Sí X No

Especifique: Tramites demorados, difíciles documentos de envío

- 3) Considera que Exporta fácil le brindo la apertura necesaria para realizar los trámites y capacitación.

Sí No X

- 4) Que tiempo le tomo enviar su mercadería a través de Exporta Fácil al exterior?

1 Semana X 1 mes 2 meses más de 2 meses Otro

- 5) Que destino tuvo su mercadería?

Italia - Europa

- 6) Con que frecuencia utiliza Correos del Ecuador en el caso de estar ligado a Exporta fácil?

10 veces al año

- 7) Considera usted que Exporta fácil es la mejor herramienta al momento para enviar productos al Exterior a bajos costos?

Sí X No

Porque_____

8) Mencione cual fue el reto más grande de utilizar el programa exportador?

El manejo de documentos

9) Cuál de los siguientes beneficios obtuvo al utilizar Exporta Fácil, puede seleccionar más de uno, si es el caso agregar otro.

- Ahorro de dinero
- Bajos costos X
- Agilidad
- Reconocimiento Internacional X
- Otros

Especifique:

10) Que tiempo lleva trabajando con Exporta Fácil?

5 años

11) Cuantos envíos ha realizado aproximadamente con Exporta fácil?

20 envíos

GRACIAS

Cuestionario para las PYMES de la Ciudad de Cuenca que utilizaron Exporta Fácil.

Nombre de la Empresa / Razón Social:

ARTESANIAS JOSELO

- 1) De haber exportado considero que Exporta fácil es una herramienta de apoyo para ahorrar?

Sí X No ___

- 2) Considera usted algún aspecto negativo de Exporta fácil?

Sí ___ No X

Especifique _____

- 3) Considera que Exporta fácil le brindo la apertura necesaria para realizar los trámites y capacitación.

Sí X No ___

- 4) Que tiempo le tomo enviar su mercadería a través de Exporta Fácil al exterior?

1 Semana ___ 1 mes ___ 2 meses X más de 2 meses ___ Otro _____

- 5) Que destino tuvo su mercadería?

Francia

- 6) Con que frecuencia utiliza Correos del Ecuador en el caso de estar ligado a Exporta fácil?

2 veces en total

- 7) Considera usted que Exporta fácil es la mejor herramienta al momento para enviar productos al Exterior a bajos costos?

Sí X No ___

Porque: Es un costo al alcance a la necesidad de quien envía

8) Mencione cual fue el reto más grande de utilizar el programa exportador?

Abrir mercados a nivel del mundo dando a conocer mis productos terminados

9)Cuál de los siguientes beneficios obtuvo al utilizar Exporta Fácil, puede seleccionar más de uno, si es el caso agregar otro.

- Ahorro de dinero_____
- Bajos costos__X_____
- Agilidad_____
- Reconocimiento Internacional_____
- Otros_____

Especifique:

Me interesa el costo bajo porque tengo que presentar aquel gasto a mis clientes

10) Que tiempo lleva trabajando con Exporta Fácil?

2 años

11) Cuantos envíos ha realizado aproximadamente con Exporta fácil?

2 envíos

GRACIAS

Cuestionario para las PYMES de la Ciudad de Cuenca que utilizaron Exporta Fácil.

Nombre de la Empresa / Razón Social:

SOMBREROS Y ARTESANIAS DE PAJA TOQUILLA E.C.

- 1) De haber exportado considero que Exporta fácil es una herramienta de apoyo para ahorrar?

Sí X No

- 2) Considera usted algún aspecto negativo de Exporta fácil?

Sí X No

Especifique: Firma electrónica inexistente

- 3) Considera que Exporta fácil le brindo la apertura necesaria para realizar los trámites y capacitación.

Sí X No

- 4) Que tiempo le tomo enviar su mercadería a través de Exporta Fácil al exterior?

1 Semana X 1 mes 2 meses más de 2 meses Otro

- 5) Que destino tuvo su mercadería?

Francia – EEUU – España - Dubái

- 6) Con que frecuencia utiliza Correos del Ecuador en el caso de estar ligado a Exporta fácil?

2 veces al año

- 7) Considera usted que Exporta fácil es la mejor herramienta al momento para enviar productos al Exterior a bajos costos?

Sí X No

Porque _____

8) Mencione cual fue el reto más grande de utilizar el programa exportador?

Abrir mercado internacional, uso de la página de Exporta Fácil

9) Cuál de los siguientes beneficios obtuvo al utilizar Exporta Fácil, puede seleccionar más de uno, si es el caso agregar otro.

- Ahorro de dinero X
- Bajos costos X
- Agilidad X
- Reconocimiento Internacional X
- Otros

Especifique:

10) Que tiempo lleva trabajando con Exporta Fácil?

3 años

11) Cuantos envíos ha realizado aproximadamente con Exporta fácil?

4 envíos

GRACIAS

Cuestionario para las PYMES de la Ciudad de Cuenca que utilizaron Exporta Fácil.

Nombre de la Empresa / Razón Social:

QIWA - CUEROTEX

- 1) De haber exportado considero que Exporta fácil es una herramienta de apoyo para ahorrar?

Sí X No

- 2) Considera usted algún aspecto negativo de Exporta fácil?

Sí No X

Especifique _____

- 3) Considera que Exporta fácil le brindo la apertura necesaria para realizar los trámites y capacitación.

Sí X No

- 4) Que tiempo le tomo enviar su mercadería a través de Exporta Fácil al exterior?

1 Semana 1 mes X 2 meses más de 2 meses Otro

- 5) Que destino tuvo su mercadería?

EEUU - Perú - Suecia

- 6) Con que frecuencia utiliza Correos del Ecuador en el caso de estar ligado a Exporta fácil?

1 vez cada 3 meses

- 7) Considera usted que Exporta fácil es la mejor herramienta al momento para enviar productos al Exterior a bajos costos?

Sí X No

Porque _____

8) Mencione cual fue el reto más grande de utilizar el programa exportador?

Confianza de los clientes en Exporta Fácil, no confiaban en Correos del Ecuador, confiaban más en otras empresas de envío

9)Cuál de los siguientes beneficios obtuvo al utilizar Exporta Fácil, puede seleccionar más de uno, si es el caso agregar otro.

- Ahorro de dinero X
- Bajos costos X
- Agilidad
- Reconocimiento Internacional X
- Otros

Especifique:

10) Que tiempo lleva trabajando con Exporta Fácil?

5 años

11) Cuantos envíos ha realizado aproximadamente con Exporta fácil?

8 envíos \$ 16.000

GRACIAS

Cuestionario para las PYMES de la Ciudad de Cuenca que utilizaron Exporta Fácil.

Nombre de la Empresa / Razón Social:

DISEÑO Y TALLADO

- 1) De haber exportado considero que Exporta fácil es una herramienta de apoyo para ahorrar?

Sí X No ____

- 2) Considera usted algún aspecto negativo de Exporta fácil?

Sí X No ____

Especifique: La ubicación de Correos del Ecuador

- 3) Considera que Exporta fácil le brindo la apertura necesaria para realizar los trámites y capacitación.

Sí X No ____

- 4) Que tiempo le tomo enviar su mercadería a través de Exporta Fácil al exterior?

1 Semana X 1 mes ____ 2 meses ____ más de 2 meses ____ Otro ____

- 5) Que destino tuvo su mercadería?

Miami – Nueva York

- 6) Con que frecuencia utiliza Correos del Ecuador en el caso de estar ligado a Exporta fácil?

2 veces

- 7) Considera usted que Exporta fácil es la mejor herramienta al momento para enviar productos al Exterior a bajos costos?

Sí X No

Porque _____

8) Mencione cual fue el reto más grande de utilizar el programa exportador?

El empaque de productos ya que Correos del Ecuador devolvía las cajas,
esto era por la falta de capacitación

9)Cuál de los siguientes beneficios obtuvo al utilizar Exporta Fácil, puede seleccionar más de uno, si es el caso agregar otro.

- Ahorro de dinero X
- Bajos costos
- Agilidad X
- Reconocimiento Internacional X
- Otros

Especifique:

10) Que tiempo lleva trabajando con Exporta Fácil?

2 años

11) Cuantos envíos ha realizado aproximadamente con Exporta fácil?

2 envíos \$ 550

GRACIAS

Cuestionario para las PYMES de la Ciudad de Cuenca que utilizaron Exporta Fácil.

Nombre de la Empresa / Razón Social:

CENTRO DE BORDADOS CUENCA

- 1) De haber exportado considero que Exporta fácil es una herramienta de apoyo para ahorrar?

Sí X No

- 2) Considera usted algún aspecto negativo de Exporta fácil?

Sí No X

Especifique _____

- 3) Considera que Exporta fácil le brindo la apertura necesaria para realizar los trámites y capacitación.

Sí No X

- 4) Que tiempo le tomo enviar su mercadería a través de Exporta Fácil al exterior?

1 Semana X 1 mes 2 meses más de 2 meses Otro

- 5) Que destino tuvo su mercadería?

Francia

- 6) Con que frecuencia utiliza Correos del Ecuador en el caso de estar ligado a Exporta fácil?

2 veces

- 7) Considera usted que Exporta fácil es la mejor herramienta al momento para enviar productos al Exterior a bajos costos?

Sí X No

Porque_____

8) Mencione cual fue el reto más grande de utilizar el programa exportador?

La página web de Exporta fácil, el manejo era inestable

9) Cuál de los siguientes beneficios obtuvo al utilizar Exporta Fácil, puede seleccionar más de uno, si es el caso agregar otro.

- Ahorro de dinero X
- Bajos costos
- Agilidad
- Reconocimiento Internacional
- Otros

Especifique:

10) Que tiempo lleva trabajando con Exporta Fácil?

1 año

11) Cuantos envíos ha realizado aproximadamente con Exporta fácil?

2 envíos

GRACIAS