



University of Azuay

Faculty of Law

School of International Studies

**Critical factor analysis of the international
environment of Spain for the sale of Ecuadorian
naranjilla pulp: a systematic review**

Author:

Angie Cristina Peña Saldaña

Director:

Esteban Crespo Martínez, MSc

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DEDICATION

This work is entirely dedicated to my father, who, despite life's ups and downs, always chose to take care of me and offer me his greatest support in difficult times, even if it meant sacrificing his own time and working hard. We are a team that, despite the challenges, has always sought to improve ourselves. Thank you for teaching me not to give up or let myself faint.

ACKNOWLEDGMENT

I am deeply grateful to all the people who have supported me at different stages of my life. In particular, I want to express my gratitude to my circle of support, who are the family I have chosen. Thank you for always being there to listen to me, advise me, give me comforting hugs, and never leave me alone. Their presence has been fundamental in giving me the necessary impetus in the most difficult moments. I wish that the love you have given me will multiply and be reflected in your lives in the same way that it has enriched mine.

Análisis de los factores críticos del entorno internacional de España aplicado a la venta de pulpa de naranjilla ecuatoriana: una revisión sistemática

RESUMEN:

El proceso de exportación presenta una serie de desafíos para las empresas exportadoras a nivel mundial. Este estudio se centra en ayudar a las empresas ecuatorianas a comprender los factores críticos que enfrentan al buscar nuevos mercados, particularmente en la Unión Europea, con énfasis en la exportación de pulpa de naranjilla. El objetivo de este trabajo es proporcionar información que permita a las empresas mejorar sus estrategias de ingreso, evitando así posibles quiebras o dificultades al expandirse hacia mercados internacionales. Este documento sirve como una guía integral del proceso de exportación, ofreciendo consideraciones no solo comerciales, sino también relevantes para que las empresas puedan tomar decisiones informadas al buscar oportunidades de expansión. Además, puede servir como base para investigaciones similares enfocadas en otros mercados, brindando una visión amplia y útil para la internacionalización empresarial.

Palabras clave: naranjilla, pulpa, barreras, factores críticos, UE, Ecuador, internacionalización

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ABSTRACT:

The export process presents a series of challenges for export companies worldwide. This study focuses on helping Ecuadorian companies understand the critical factors they face when seeking new markets, particularly in the European Union, with an emphasis on the export of naranjilla pulp. This work aims to provide information that allows companies to improve their entry strategies, thus avoiding possible bankruptcies or difficulties when expanding into international markets. This document serves as a comprehensive guide to the export process, offering both commercial and relevant considerations so that companies can make informed decisions when seeking expansion opportunities. In addition, it can serve as a basis for similar research focused on other markets, providing a broad and useful vision for business internationalization.

Keywords: naranjilla, pulp, barriers, critical factors, EU, Ecuador, internationalization