

## **The Strategic Marketing in the Process of Sales of the Pulpes of Fruits Processed in the Agrotal Factory of Echeandia, Province of Bolivar (Ecuador)**

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**Abstract:** The changes that occur in the world economy have led companies to look at new advertising and sales strategies for this reason the present research work has as main objective to structure a strategic marketing plan and locate the processor of AGROTAL fruit pulp at a competitive point in the market with the strengthening of its sales. To achieve this goal, an analysis was made of the current situation of the fruit pulp market in the sector that is to say it analyzed all the strengths and opportunities that are presented, besides putting special emphasis on the weaknesses and threats that can affect the corporate image of the same for which a survey was applied to 383 inhabitants of the city of Guaranda, determining the lack of publicity and promotion of the products in addition to the need to train the staff to provide a better service and offer greater facilities to buyers, both at the time of sale and in distribution. For this reason it is evident the need to implement marketing strategies that will allow to attract new customers and increase their sales. Customers and in this way increase their sales and thus meet the objectives set at the beginning of the research.

**Key words:** Marketing, sales, fruit pulp, AGROTAL factory, facilities, determining

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### **INTRODUCTION**

The variations of the environment are leading different companies to focus on the deepening of marketing activities as a strategic resource to adapt to the environment and the needs of the market to which their products and services are directed. Armstrong *et al.* (2011), establish that marketing is a process by which companies create value for customers and establish solid relationships with them, obtaining in return the value of customers (sales and long-term customer loyalty).

Rattinger (2014) indicates that even companies that are perfectly positioned in the market can present problems in sales due to the inappropriate use of advertising elements such is the case of Coca-Cola which is one of the most consumed companies in the world-wide and that historically understood the consumer well, seems to have forgotten that a brand does not exist without the support of its customers because the launch of Coca-Cola life adds to one of the errors in disconnection with the consumer, since, this strategy has little room to grow

which shows that they are extremely backward and lacking in proposals which harms the image of the company.

In the province of Bolivar, the main cause of bankruptcy of small businesses is not deficiencies in management, lack of capital or administrative problems and control but in problems directly related to the market, should be taken into account criteria of Portalanza (2012) that indicated "What is not promoted not sold" for this reason companies currently apply marketing to increase the sales of their products and satisfy consumer needs, obtaining a greater participation in the market, also as a tool to combat competition, seeking to reach a greater number of potential customers and the loyalty of existing customers.

According to the sales analysis of the last 5 years of the AGROTAL factory it was determined that in 2012, \$ 10,945 was sold in frozen pulp while in 2013, a value of \$ 12,105 was reached which represents an increase of 9.59% compared to the previous year that is in that year there was a greater number of customers; However for 2014

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sales reached a value of \$11,850 that is the company's revenues were reduced by 2.1% in relation to 2013 which means that customers were lost due to disagreements in the product and problems with the distribution in 2015, net sales of \$12,980 were recorded which represents an increase of 8.7% in sales of the previous year; finally in 2016, a sales value of \$11,700 was registered, showing a decrease of 9.87% in relation to 2015 which indicates that the company could not keep the previous customers.

Therefore, it can be mentioned that in the AGROTAL fruit pulp processing factory problems of commercialization of its products are presented due to the lack of interest of the shareholders in promotion and search of new market niches. It is necessary to promote the idea of using strategic marketing to help achieve sales goals set by the company that is to introduce mechanisms of participation and action in the market, establishing the proper monitoring and evaluation procedures with which it is expected to generate essential changes in the future, taking into account the challenges, threats, strength and opportunities.

In this sense, the objective of the present work was: to make a situational diagnosis of the AGROTAL factory through application of the SWOT, through an analysis of the current state of sales of the factory in question and from this formulate marketing strategies to improve sales of the products.

## MATERIALS AND METHODS

**Population and sample:** The population that was considered for the present investigation is the number of inhabitants of the Guaranda canton that according to the last census of population and housing of INEC is 91877 people. The sample is defined based on the population and the conclusions obtained from said sample can only refer to the population in reference (Lopez, 2004). In the present investigation, the statistical formula according to Lopez-Alvarenga and Reding-Bernal (2011) was used which can be seen in Table 1.

$$n = \frac{(1.96)^2 (91877) (0.50) (0.50)}{(0.50)^2 (91877-1) + (1.96)^2 (0.50) (0.50)}$$

Where:

N = Population (91877)

n = Sample size

Zc = Critical Z value

corresponding to a given value of the 95% confidence level that is equal to 1.96. P = Proportion of success in the population (50%). Q = Rejection rate (50%). E = Error in the proportion of the sample. (5%). The sample in this research was 383 people from Guaranda.

Table 1: Analyzed variables by category

Categories/Sub category	Variables studied
<b>AGROTAL factory</b>	
How did you meet?	By television Radio Internet Press or magazines friends
Products offered by the factory	Totally For the most part Partially Almost nothing Nothing
It has enough product line	Yes, No
<b>Freifrut</b>	
Presentation	Totally For the most part Partially Almost nothing Nothing
Design	Totally for the most part Partially Almost nothing Nothing
Increase in advertising	Totally for the most part Partially Almost nothing Nothing

**Collection of information:** The investigation was carried out through a survey in which the variables indicated in Table 1 were considered as indicated in Table 1.

**Statistical analysis:** For the validation of the instrument, a pilot survey was carried out for 30 clients which was validated with an alpha cronbach coefficient proposed by Cronbach (1951). This method evaluates the reliability or internal consistency of an instrument constituted by a likert scale or any scale of multiple options in this research the statistical package SPSS was used whose Cronbach result was 0.94/1 determining high instrument reliability.

**Strategic marketing proposal:** The proposal of this research is based on the decrease in sales of the AGROTAL pulp factory to which we intend to apply a strategic marketing plan in order to position the products that are offered in the market and increase their revenues. The variables marketing and sales strategies have significant correlation between them, since there are values of the Pearson coefficient >0.60, inasmuch as the hypothesis is verified that indicates that strategic marketing will improve the process in sales in the market of the pulp producing company.

## RESULTS AND DISCUSSION

In this investigation, questions were asked: how did you know the AGROTAL pulp factory? It gives us as a result in Table 2 that 51% of surveyed individuals do not know the factory.

According to Table 2 it was determined that most people do not know the AGROTAL pulp factory which is

Table 2: Question: do you know the AGROTAL pulp factory

Options	Frequency	Percentage
By television	0	0
Radio	0	0
Internet	0	0
Press or magazines	0	0
friends	186	49
Do not know	197	51
Total	383	100

Table 3: Product presentation

Options	Frequency	Percentage
Totally	0	0
For the most part	0	0
Partially	15	8
Almost nothing	24	13
nothing	147	79
Total	186	100

Table 4: Product label and packaging design

Options	Frequency	Percentage
Totally	0	0
For the most part	0	0
Partially	35	19
Almost nothing	16	9
nothing	135	72
Total	186	100

why when buying frozen fruit pulp, they do not consider it as an option, so, it is important that the marketing and advertising department of the company focuses on the appropriate means of communication that allow the organization to publicize its products to attract a greater number of customers.

In question 3, it was finished if, does the product have the right presentation? gives us as a result in Table 3 that 8% partially, 13% almost nothing and nothing 79%.

The product that the AGROTAL pulp factory offers does not have an adequate presentation that is it does not meet the expectations that customers expect from it, negatively impacting the company's total sales for this reason, marketing managers channel strategies that help position themselves in the mind of the consumer, keeping in mind that the product to offer must have the necessary quantity, at a fair price and of excellent quality.

In the fourth question was posed does the product have the appropriate label and packaging design? through Table 4, it represents 19% partially, 9% almost nothing and 72% nothing.

Therefore, it is determined that the design of the label and packaging used by the AGROTAL pulp factory to display its products are not adequate which is why it has not been possible to attract the attention of consumers in such a virtue it is important to develop the present project focusing on a label and packaging design according to the tastes of the customers because although the main function of the container is to protect the product it must also facilitate the handling of it.

Table 5: Increase publicity

Options	Frequency	Percentage
Totally	123	66
For the most part	32	17
Partially	31	17
Almost nothing	0	0
nothing	0	0
Total	186	100

Table 6: Strategies to be applied

Opciones	Frequency	Percentage
Product strategies	115	62
Service strategies	50	27
Quality strategies	21	11
Total	186	100

Question 6 asked; Do you think that the advertising of products and services of the AGROTAL pulp factory should be increased? through Table 5, the population was determined on the increase in publicity, 66 shows totally for the most part and partially 17%.

Most people indicate that the AGROTAL pulp factory should increase the publicity of its products for this reason it is important to develop a marketing plan that focuses on presenting all the qualities of them, since, it is of little use to create a sensational product, if people do not recognize it, they do not know how to obtain it or where to buy it, since, advertising is a very important tool to make products known to potential consumers.

In question 11, the following strategies were established what do you think the AGROTAL pulp factory should apply? through Table 5 it can be seen that the respondents state that 62% product strategies should be applied, 27% service strategies and 11% quality strategies.

With this, it is determined that most people consider that the AGROTAL pulp mill should implement product strategies, since by making known the products offered by the company, their sales increase and therefore their participation in the market for this reason in this project focuses on the approach of label, packaging, packaging, pricing and promotion strategies such as fairs and other aspects that are considered interesting according to consumer preferences (Table 6 and 7).

The calculation of the Pearson correlation was carried out, determining that the compliance variable of deliveries presents a significant correlation with the other variables studied, since it has values  $>0.685$ . Taking into account all these factors studied it is important to design a marketing plan focused on product strategies that allow improving your corporate image, the more attractive the product, the greater number of customers will be reached, the same ones that will allow you to reach a higher level of sales of the products.

Table 7: Pearson correlation

Variables	Delivery compliance	Product quality	Increase advertising	Company rating	Price	Strategies to apply	Sales strategies
Product quality	0.923	1.000					
Increase advertising	0.685	0.457	1.000				
Company rating	0.909	0.935	0.578	1.000			
Price	0.775	0.713	0.631	0.682	1.000		
Strategies to apply	0.689	0.483	0.929	0.570	0.682	1.000	
Strategies to apply	0.685	0.466	0.964	0.572	0.656	0.962	1.000

383 sample size;  $\pm 0.100$  critical value 0.05 (two-tail);  $\pm 0.131$  critical value 0.01 (two-tail)

Table 8: Price of Sale to the Public (PSP)

Flavor	Unit (kg)	PSP
Soursop	1	4.70
Mango	1	4.03
Passion fruit	1	3.92
Blackberry	1	4.25
Orange	1	2.07
Naranjilla	1	3.58



Fig. 1: Before

### Operating model

**Slogan:** It was recommended to use the following slogan: (Freifruits, naturally delicious).

### Marketing mix

**Product:** It was recommended to use a new label as shown in Fig. 1 and 2 which is designed with circular elements, representing the naturalness of the fruit through a combination of green orange and yellow that represents naturalness.

**Price:** The price will be placed directly on the product label as shown in Table 8 for the PSP 12% was considered on the cost of production.

**Place:** AGROTAL freiFruits at present, he manages only one market for the sale and distribution of his product, this distribution channel is short as shown in Fig. 3. It is recommendable to establish an institutional market distribution channel, considering restaurants, hotels, cafeterias that is the food services sector as shown in Fig. 4-7.



Fig. 2: After



Fig. 3: Distribution channel



Fig. 4: Food services sector



Fig. 5: Promotion 1



Fig. 6: Promotion 2



Fig. 7: Promotion 3

**Promotions:** It is recommended to create a page on Facebook which will be updated as required with the purpose of reporting on events at the AGROTAL factory-freifruit in addition to the radio, written press, billboards, advertising on vehicles and POP material. It is also recommended to do the following promotions: The customer can buy a pulp of naranjilla, blackberry and soursop contained a kilogram for only \$ 12.35. For the purchase of four pulp of the same flavor it takes 500 g of orange pulp for free. For the purchase of three pulp of the same taste take a free plastic jug with the freifruit brand.

### CONCLUSION

Strategic marketing was applied to the AGROTAL pulp processing factory in freifruits frozen pulp products from Mora, soursop, mango, passion fruit orange and naranjilla, identifying weaknesses in its label in its positioning in the market and its commercialization for this purpose it was designed a proposal that constitutes the 4P of marketing, considering a new packaging, a new price, promotion, product and merchandising.

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