

# "ESTUDIO DE FACTIBILIDAD ECONOMICA PARA UNA EMPRESA DISTRIBUIDORA DE INSUMOS Y UTENSILIOS PARA PANIFICACIÓN Y PASTERIA EN LA PROVINCIA DE EL ORO

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## **LICENCIADO EN ADMINISTRACIÓN TECNOLÓGICA**

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### **Resumen**

*El trabajo, consistió en elaborar un Manual de Gestión Ambiental para la empresa Plásticos Guayaquil S.A. que se dedica a la fabricación de productos plásticos. El alcance del proyecto fue los Procesos productivos de la planta.*

*Para la reunión de la información se utilizó: reuniones*

*La creación de una empresa de venta de insumos y utensilios de consumo masivo para el mercado panificador y pastelero, bajo un modelo de coordinación con proveedores mayoristas en el Ecuador para la distribución en comercios intermedios y minoristas en la provincia de El Oro, se implementará con un plan de mercado con aspectos internos y externos para el desarrollo del mismo.*

*La oficina se ubicará en la ciudad de Machala ya que es la capital de la provincia de El Oro y eje central del comercio de la zona.*

*El proyecto se ha estudiado con un horizonte de 5 años, se proyectan ventas mensuales de anuales de USD 490,966.00 en el primer año ya que existe el mercado para comercializar los insumos y utensilios para panificación y pastelería.*

*Debido a que el cliente final es la población en general las necesidades de consumo son crecientes.*

*El proyecto es altamente rentable, presenta un porcentaje de 57% de retorno de la inversión medido por la TIR, con un VAN de \$42.592 aproximadamente lo que indica que es apto para ser ejecutado.*

### **Summary**

*The work was to develop an Environmental Management Handbook for Plastics Company Guayaquil SA dedicated to the manufacture of plastic products. The scope of the project was the Plant production processes.*

*For the collection of information is used: meetings The creation of a company selling inputs and consumer utensils for bakers and pastry market, under a model of coordination with wholesale suppliers in Ecuador for the intermediate distribution and retail businesses in the province of El Oro, will be implemented with a marketing plan with internal and external aspects for development.*

*The office is located in the city of Machala and that is the capital of the province of El Oro and backbone of commerce in the area.*

*The project has been studied with a horizon of 5 years, annual projected monthly sales of USD 490,966.00 in the first year because there is a market to trade supplies and utensils for baking and pastry.*

*Because the final customer is the general consumption needs are increasing.*

*The project is highly profitable, has a 57% rate of return on investment measured by the IRR, with an NPV of approximately \$ 42,592 which indicates that it is competent for execution.*

## **CHAPTER 1 GENERAL**

### **1.1 INTRODUCTION**

This paper is a study of economic feasibility for the establishment of a distributor of supplies and utensils for baking and pastry in the province of El Oro in the southern region of Ecuador.

### **1.2 HISTORY: WORLD, REGIONAL AND LOCAL**

The distribution of inputs and utensils for baking and pastry in the El Oro province in the southern part of Ecuador has been neglected over recent years. At present there is a distribution company that is responsible for product line that meets the demand of current and future customers.

As an example we can mention the case of the company AB CALSA of Ecuador, a leading supplier of bakery supplies in the country. This company started its operations since 2004 with the marketing of yeast, margarine, improvers, premixes and creams for masses of breads, cakes and sweets in general, dedicated to providing these products to the industrial, semi-industrial, artisanal and wholesalers, based on the prestige of a well known brand in the world, FLEISCHMANN which has more than 70 years in the international market for bakery supplies the highest quality, which has positioned itself at the forefront of the segment with more than 50 products available.

The traditional distribution channel using AB CALSA of Ecuador, to sell the products has been the use of strategic business partners with a profile of independent entrepreneurs, domiciled in the county seats of each province. These partners have neglected the market in the area of the province

Gold in these years, allowing the main competition, the company Levapan achieve greater prominence in the sector.

The use of utensils in baking and pastry is well developed, in Ecuador one of the leading brands in this product is ATECO, whose current offer is a full line of specialized tools for baking cakes, including decorating bags and tubes, pastry and cookie cutters, rollers, spatulas, turntables, pans, rolled fondant icing, and color for all types of food. ATECO products are internationally recognized for its high quality, expanding its reach to the kitchen area at the hands of professional chefs of the great hotels of renown.

The two major brands have lost market share above, where a significant number of people engaged in the business of baking and pastry, regardless of future customers, such as housewives, grocery retailers and others.

### **1.3 PROBLEMS AND OPPORTUNITIES**

Yeast and other additives and molds,

cutters and other tools are key parts for the manufacture of products made by bakers and confectioners. Existing distributors have not aligned to the vision, values and strategies of the leading companies in this area, AB CALSA and have not been able to preserve the identity of the brand they sell, causing a decline in sales of products in Fleishmann the sector.

Additional factors that have been decaying the distribution of supplies and tools can include:

- a. Little means of transport to supply the area of the province of El Oro
- b. Disruption of trade routes and distribution that makes it impossible to all bakeries and pastry shops in the industry.

In the case of the sale of dried products such as premixes, is:

- a. shows the lack of an experienced baker and the scarcity of time sufficient to meet the requirements of potential customers.
- b. Existing distributors sell products that are in direct competition from brand to be marketed, lowering the quality of inputs, expressed by the bakers themselves.
- c. There is good customer service.

Another case involved the distribution of tools for decorating cakes and other bakery products. These two lines are directly related but there is a direct provider of these vessels, and those engaged in this work lies not in the area, therefore is in constant contact with the bakery industry to be more aware of their requirements.

You have a myriad of products from

many other brands to be determined as the market is best known bakers and pastry sector.

Backed by the experience of AB CALSA in this market and with the advice of the same, there would be a potential market, it would appear competitive advantage that would leverage the growth in sales, distribution and sharing of products and supplies for baking and pastry would aim to focus an excellent after sales service for the customer perceives and receives a value that distinguishes it from existing products that the market is offering in the sector

The first phase will consist of ordering the large suppliers will be in charge of a person who enters data into a computer system and determine which are the missing products to supply the market in the region. When orders arrive as ordered according to their classification in the cellar, yeast and perishable products are intended for a coolant chamber which will have the product in good condition for sale. In a third stage will supply trucks as the routes which have to comply, this is also the person responsible for entering data, because it can determine the right amount of product that will not be required in the course of the day.

Sales are made through two routes, a truck will go with a vendor and an assistant to the different cantons on a specified schedule, to be distributed in the different channels of bread, another smaller truck will supply the city of Machala every day town where the biggest amount of this business. Depending on time deposits are held in a local bank the day's sales, once they have covered all the routes will return to the winery. In the winery will be a balancing of sales with different vendors.

On the other staff will be responsible for receiving data, all bills paid in an accounting system, and then proceed to determine the best selling products, accounts receivable have been generated and inventory in the trucks. Will truck inventories daily and weekly inventory of all existing wells.

## **CHAPTER 2 ORGANIZATIONAL SCHEME**

### **2.1 OVERVIEW**

Being the leader in the distribution of raw materials and utensils for the baking industry and confectionery in the province of El Oro, always maintaining a high spirit of entrepreneurship and innovation, constantly training to customers in the latest techniques and new products bakery and food industry, to thereby contribute to the development of new ideas to both established customers as to the future.

### **2.2 MISSION**

Promote and encourage the development of bakery and pastry industry, increasing its competitiveness and capacity through inputs and tools, comprehensive assistance in developing its products and a full understanding of their needs, thereby maintaining a high level of competitiveness the distribution of specialty raw materials in the market Orense.

### **2.3 SWOT ANALYSIS**

After analyzing the environment, specific and generic business in comparison with major competitors, you can set the SWOT analysis of weaknesses, threats, strengths and opportunities.

The aim of this SWOT analysis is to leverage our strengths and opportunities offered by the market, and minimize our weaknesses, trying to avoid environmental threats as a basis to raise our company's competitive strategy, allowing us to achieve a proper fit between our internal capabilities and our competitive position externally.

Likewise, the SWOT analysis will help us define our factors distinguishing us to lodge a company, that is those differentiating at our disposal and we can do better than our competition Discover and enhance distinctive as a key competitive factor as to coincide with one of the critical success factors in the sector, whose domain involves a crucial element of improvement, let us create a competitive advantage, distinctive, stable over time and defensible, to help us strengthen and improve our competitive position in the market.

Having analyzed the relevant factors internal and external analysis, we can summarize our SWOT analysis, the matrix shown below:

#### **STRENGTHS**

- market-leading brands
- Knowledge of the environment.
- Established client portfolio

#### **OPPORTUNITIES**

- Continuous Market Growth
- unserved niches
- Sector-consuming

## WEAKNESSES

- Lack of business experience.
- Lack of delinquency rate of customers

## THREATS

- Price Control
- Insecurity
- Economic instability sector
- Unfair competition

## CHART

2.4

The company profile is aligned to a simple structure shown in the following chart:

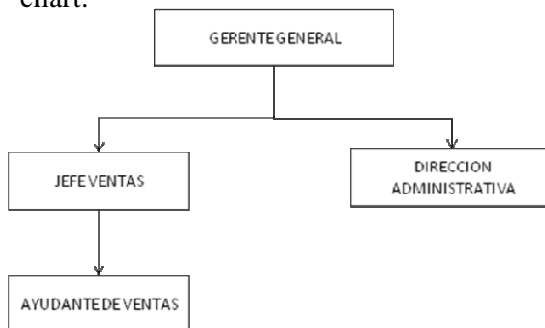


Figure 2-1: Structure of the company

### 2.4.1 DESCRIPTION OF FUNCTIONS

The positions are expected to create in each of the departments and their job description are:

- **GENERAL MANAGER:** general business administration, **HEAD OF SALES:** general management of sales and collections, training of sales staff, promotional event facilitator, developing areas.

- **ADMINISTRATIVE DIRECTOR:** inventory control and portfolio, orders, bank management.

- **SALES ASSISTANT.-** Storage of products in warehouse and delivery truck driver, delivery units, sales.

## MARKET

## RESEARCH

### 3.1 OUTLOOK FOR RESEARCH

In this unit is to design and implement market research to facilitate the identification of target consumer preferences, which will form a clear idea of the eventual level of acceptance that will service and marketing of inputs and Bakery utensils cakes in the market.

Identified the basic characteristics of potential clients, among which are the shopping habits, the market study will provide the tools necessary and sufficient when estimating the demand and market share of products, the main axes time to build cash flow to be designed to assess the economic feasibility of the project. On the other hand the results that this study will throw out strategies for marketing and distribution for positioning the service and therefore the products in the minds of the bakers and pastry.

This research is directed toward individuals of upper-middle social strata, middle and low, those with a fixed income stream, allowing consumables and tools to keep their businesses or small businesses. Both factors will establish, on a preliminary basis, a high consumer surplus to be tapped.

### **3.2 PROBLEM**

Since the distribution of supplies and utensils for baking and pastry in the area of the province of El Oro has been very neglected over recent years, the need to distribute these two lines meet growing demand customers and provide an added service to post sales by advising on the use of the product line to market.

However, it is essential to determine the existence of a niche market for the sale of supplies and utensils for baking and pastry in the province of El Oro, ie to test whether or not a group of consumers willing to buy, consume and use the service in this product line.

Faced with the above, the management decision problem is:

Would it be feasible to sales, marketing and distribution of supplies and utensils for baking and pastry, in the province of El Oro?

### **3.3 RESEARCH OBJECTIVES**

#### **3.3.1 OBJECTIVES**

Determining the existence of a niche market for the sale of supplies and utensils for baking and pastry in the province of El Oro

Identify current market opportunities for the supply of products.

Defining the niche market for the service and products.

#### **3.3.2 SPECIFIC OBJECTIVES**

To determine the profile, tastes and preferences of potential consumers of service and bakery and confectionery

products.

Establish the degree of knowledge of service and products from the target consumer.

Determine the frequency of service utilization and purchase of products, which will reveal the habits of target customer.

Understand the perception of the bakers to the service and products, and determine if it is willing to prefer them over other brands or services.

Determine the places where you intend to distribute the product.

### **3.4 SAMPLING PLAN**

#### **3.4.1 DEFINITION OF THE POPULATION**

The population is defined as the set that represents all the measurements of interest to the study. While the sample is a subset of the total units, which allows us to infer the behavior of the universe as a whole.

The population has been considered for the present study focuses on market most counties in the province of El Oro Machala, El Cambio, El Guabo, Pasaje, Huaquillas, Santa Rosa, Arenillas, Pineapples, Zaruma, Portovelo which have the largest concentration of bakeries and pastry shops in the area. Businesses or companies registered in the province of El Oro as reported by AB CALSA of Ecuador.

CUSTOMERS IN THE PROVINCE OF GOLD		
BAKERY		
ZONE 1	Machala	94
ZONE 2	Huaquillas, Arenillas, Sta. Rosa	30
ZONE 3	Pasaje, El Guabo	40
ZONE 4	Zaruma, Piñas, Portovelo, Balsas	36
<b>BAKERIES 200 TOTAL</b>		<b>200</b>
<b>Total Over</b>		<b>52</b>
<b>TOTAL CUSTOMERS</b>		<b>252</b>

Table 3-1: Customers in the province of El Oro

### 3.7 MARKETING PLAN

#### 3.7.1 BACKGROUND

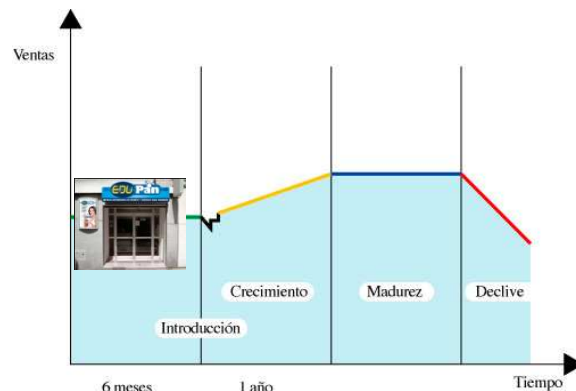
After verifying the existence of a potential market for the marketing of inputs and bakery utensils in El Oro, it's time to establish appropriate marketing strategies for products, based on target consumer preferences for that how to implement positioning strategies that get the "loyalty" of consumers towards the brand. It is important to build an entire business process of product development, maintaining a strategic fit between goals and capabilities of the producer of bakery supplies (AB CALSA) and changing marketing opportunities.

Thus, the marketing plan is a tool to position supplies bakery brand FLEISCHMANN and utensils of various brands (especialmente ATECO) for all individuals owners or owners of bakeries and pastry shops that are responsible taking the decision to buy into any of the brands on the market. It

will also help determine the buying power of customers, and to determine those with greater purchasing power. We conclude that there is a need to buy the goods is not sufficient for the existence of any such claim, one should analyze the competition, tastes and purchasing power of customers.

#### 3.7.2 LIFE CYCLE

Inputs and bakery utensils are products that are already on the market. For FLEISCHMANN brand exclusivity would result in the distribution for the province of El Oro. In the case of the vessels would have to find the best supplier of the best brands in the market. So hopefully as we already have a customer base during the early periods (months) would have to rebuild trust towards the brand FLEISCHMANN, using that trust to sell other products which do not conflict of interest with this brand. And although the revenue stream is something significant, growth will depend greatly on market behavior (final consumer) and AB strategies CALSA do to grow this market. In any case it is expected that with appropriate marketing strategy is rapid growth to an average of 10% in one year. From there the sales would be sustained over time and unless you increase the portfolio decline could occur if AB CALSA withdraw the exclusivity of the brand to the distributor.



- Retrieve the initial investment amount in the shortest time possible.
- Obtain income outweigh the costs and expenses incurred, such as to enjoy profits.
- Get positive cash flows that are greater than the negative.

### 3.7.3.2 TARGET MARKETING

- Achieve enter the name of the company's market potential, and then positioning himself in the mind of the target consumer.
- Get an increasingly large market share, such that in the long run the company and its products are leaders of the target market.
- Achieve a "loyalty" by the target customer to the product.
- Achieve an increase in product sales of 10% at 1 year and then increase it according to the behavior of the market.

### 3.7.4 STRATEGIC ANALYSIS

#### 3.7.4.1 BOSTON CONSULTING GROUP MATRIX

By Boston Consulting Group Matrix (BCG), is to classify the product according to their relative share of the market and the rate of growth of the market (industry). Thus, we can identify four groups of strategic business units or products:

- Stars: These are businesses or products with high growth and have a high market share. Often require heavy investment to finance its rapid growth par. In the long term, growth may

become slower, becoming cash cows.

- Cash Cows: These are businesses or low-growth products that have a high market share. Generally they are strategic business units established and successful that require less investment (as opposed to the "stars") to maintain its market share. Therefore produce a greater amount of cash that the company needs to pay bills and to support other products or strategic business units that require the performance of investment spending.

- Question: Are business units or products of low participation and high market growth. Generally these products demand a considerable amount of cash to maintain its current market share and increase it more than anything. It is vital to consider what questions should try to become "stars" and which "must be converted into" dogs. "

- Dogs: These are businesses or products of low growth and low market share. Usually generate enough cash to keep for themselves, but not create expectations of becoming, in the future, significant sources of cash.

Implement a distributor of bakery supplies would be considered as a question because it is a new business.

Based on the foregoing, we conclude that most want to market products become "cash cows" since being established products for over 70 years is expected to have a high market share. The focus would be on a quick recovery in order to ensure market growth and increase sales.

There is also a group of products that they could be classified into the category of "questions" because of its



low market share due to ignorance of the client but with high growth potential

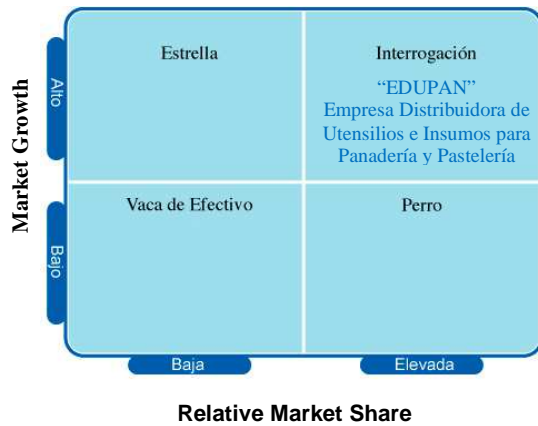


Figure 3-17: BCG Matrix distribution service.



Figure 3-18: BCG Matrix of inputs and tools

### 3.7.5 TARGET MARKET

#### 3.7.5.1 MACRO-SEGMENTATION

The analysis of macro-market segmentation can take a reference from the consumer point of view, considering three dimensions: functions or needs, technology and buying groups.

#### 3.7.5.2 FUNCTIONS: WHAT NEEDS TO MEET?

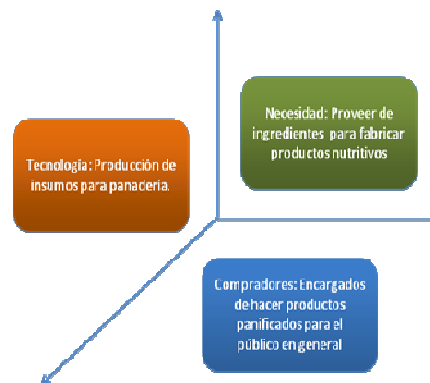
- Provide the ingredients for making consumer products intended to nurture the whole family, covering the basic needs of food daily and special needs. Indirect consumers buy all year. Although the baker and pastry is the most influential person in the purchasing decision, it is defined by external actors.

#### 3.7.5.3 TECHNOLOGY: HOW TO MEET THE NEED EXISTS?

- AB CALSA of Ecuador (Fleischman-Ecuador), is a company based in Duran with a wide and long history in the country, developing and commercializing yeast and bakery ingredients worldwide. This firm has a complete processing plant enough to supply the growing demand for breadmaking and pastries.

#### 3.7.5.4 GROUP / BUYERS: WHO MEET?

Bakery owners or managers make the final product to the general public, who decide to buy inputs and implements a rational price that would assist the profitability of their businesses or establishments



### 3.7.6 POSITIONING

#### 3.7.6.1 POSITIONING STRATEGIES

Positioning strategies are aimed to determine the way in which consumers define the product as far as regards its main features, is it seeks to know the place the product in the mind of the consumer target, compared with competitors.

Generally consumers are saturated with information about products and services. This means that products cannot be re-evaluated every time you make a purchase decision. To simplify the buying decision, consumers organize products into categories, "positioned" in his mind the products, services and businesses.

The positioning of a product can be achieved through advertising, trade shows, BTL, emphasizing in whatever medium, that the idea of competitive advantage is transmitted in a simple and effective.

According to the positioning of each product range to form the company EDUPAN sold primarily under the brand name and ATECO FLEISCHMANN can say:

It is a new company that provides a variety of inputs and good quality tools to all bakers and pastry sector of the province of El Oro

### 3.7.7 MARKETING MIX

#### 3.7.7.1 PRODUCTS

This section presents the different products that will market the company

said its basic function as well as other value-added service

#### Yeast



Figure 3.-20: Images of the dry products.

#### Fats or shortenings, oils and margarines



Figure 3-21: Images of fat products

#### Bakery ingredients



Figure 3-22: Materials for making products.



Figure 3-23: Images of supplies for baking

Listed below are most of the products available to the client would bakers and pastry

## Lista de Productos fabricados por Fleischmann

Esencia de VAINILLA NF 1 gl  
Esencia de VAINILLA JCH 1 gl  
Esencia de VAINILLA BLANCA 1 gl

### Levaduras

Levadura fresca 500 gr  
Levadura fresca 25 Kg  
Levadura instantánea 500gr Masa dulce  
Levadura instantánea 500gr Masa salada

### Colorantes

Colorante carameno 500cc  
Super Yema 500g

### Polvo de Hornear (Fleischmann baking powder)

FBP 500 Gr  
FBP 1000 Gr  
FBP 5000 Gr  
FBP Inalecsa 25 Kg  
Polvo de hornear 25 kg  
Polvo de hornear xtb 5kg

### Premezclas

Premezcla Bizcochuelo 1000 GR COSTA  
Premezcla Bizcochuelo 24 KG COSTA  
Premezcla torta Vainilla COSTA 1 KG  
Premezcla torta Vainilla COSTA 30 KG  
Premezcla panettone 25 KG  
Premezcla panettone 1 KG  
P torta chocolate COSTA 1KG  
P torta naranja COSTA 1KG  
P torta naranja COSTA 3KG  
Premezcla PAN MULTICEREAL 25KG  
Premezcla PAN MULTICEREAL FLEISCHMANN 4KG  
Premezcla PAN MULTICEREAL FLEISCHMANN 25KG  
Premezcla PAN CENTENO FLEISCHMANN 4 KG  
Premezcla DONUTS 3KG  
Premezcla DONUTS 700GR  
Premezcla GALLETAS 700GR  
Premezcla GALLETAS 4KG

### Azúcar impalpable Fleischmann

Azúcar impalpable Premium 500gr  
Azúcar impalpable Premium 1000 gr  
Azúcar impalpable Premium 4000 gr  
Azúcar impalpable Premium 25 kg  
Azúcar impalpable original 4000 gr  
Azúcar impalpable 4000 gr  
Azúcar impalpable 1000 gr  
Azúcar impalpable 500 gr

### Mejoradores de masa

Super F Multipropósito 250 g  
Super F Premium Plus 5 Kg  
Mejorador superpan 250g  
Super F Multipropósito 1 Kg  
Super F Premium Grille 5 Kg  
Mejorador Super F Panettone plus 25 kg  
Super F multipropósito 25 Kg

### Cremas instantáneas

Chantilly plus 500 gr  
Crema pastelera 360 gr  
Crema pastelera 25 kg  
Fleishcream 1 lt  
Merengue instantaneo 25kg  
Merengue instantaneo 1kg

### Esencias Fleischmann 500 cc y 100 cc

Esencia de ANIS 500 cc  
Esencia de BANANO 500 cc  
Esencia de CANELA 500 cc  
Esencia de COCO 500 cc  
Esencia de FRESA 500 cc  
Esencia de MANTEQUILLA 500 cc  
Esencia de NARANJA 500 cc  
Esencia de PIÑA 500 cc  
Esencia de QUESO 500 cc  
Esencia de RON 500 cc  
Esencia de TORTA 500 cc  
Esencia de VAINILLA NF 500 cc  
Esencia de VAINILLA BLANCA 500 cc

### Chocolates

Chocolate semiamargo 1kg barra

### Gelatinas y flan

Gelatina sin sabor 250g  
Gelatina sin sabor 25kg  
Gelatina sabor limon 500gr  
Gelatina sabor naranja 500 gr  
Gelatina sabor fresa 500 gr  
Flan 400 gr

### Esencias Fleischmann Galon (4000cc)

Esencia de COCO 1 gl  
Esencia de MANTEQUILLA 1 gl  
Esencia de NARANJA 1 gl

### Terceras líneas

Pasas 500gr  
Coco en hojuelas 500gr  
Coco rallado 500gr  
Coco rallado 5kg  
Fruta confitada 500gr  
Fruta confitada 5kg

Fruta cristalizada moderna 5kg  
 Fruta confitada 15kg  
 Colada morada 4 kg  
 Colada morada 4 kg  
 Rellenos/Dulce de leche  
 Dulce leche repostero 2,6kg  
 Dulce leche repostero 2kg  
 Mermelada guayaba (relleno)5kg  
 Mermelada mora (relleno) 5kg  
 Mermelada fresa (relleno) 5kg  
 Mermelada piña (relleno) 5kg  
 Brillos de Pastelería  
 Brillo de pasteleria 2,5 kg  
 Brillo de pasteleria 7kg  
 Brillo gel de pasteleria 5kg  
 Brillo gel de pasteleria 1,2kg  
 Durazno  
 Fresa  
 Manzana verde  
 Mora  
 Piña

#### Productos grasos

Manteca pan rico 15 kg  
 Manteca pan rico 50 kg  
 Margarina pan fino 15 Kg  
 Margarina pan fino 50 Kg  
 Margarina chantilly 3kg  
 Margarina chantilly 15kg  
 Margarina mil hojas 3 kg  
 Margarina mil hojas 15kg  
 Margarina pan rico 15kg SIERRA  
 Margarina pan rico 50kg SIERRA  
 Margarina pan fino 15kg SIERRA  
 Margarina pan fino 50kg SIERRA  
 Margarina chantilly 3kg SIERRA  
 Margarina chantilly 15kg SIERRA  
 Margarina mil hojas 3kg SIERRA  
 Margarina mil hojas 15kg SIERRA

The company will have as main activity the distribution of the products listed above and the main objective of capturing existing market for the consumption of utensils and supplies for bakeries and pastry shops in the province of El Oro

Be based on providing the full range of products mentioned above Fleischmann, then through a distribution system to the different cantons register as a leading distributor of supplies.

Qualified staff will advise consumers may object to this market (bakeries, pastry shops, etc..) About new techniques in the preparation of baked goods.

### 3.8 PRICE

In estimating the prices of different products / services are taken into account the following issues:

- Prices are determined by the wholesale supplier in line with its business strategy.
- Profit margins with respect to inputs are provided by the supplier.
- Discounts for special negotiations are defined by our company and supported by the supplier.
- Prices are competitive according to the target market we are addressing.

Having taken into account these parameters, the input supplier has assigned prices as listed herein.

### 3.10.2 PICTURE ADVERTISING

#### 3.10.2.1 LOGO

It used various designs of the logo and use it going to be described below:

#### 3.10.2.2 FULL COLOR LOGO

This logo will be used in any art that is full color on light or dark background.



Figura 3-24: Logo Full Color sin fondo

## **TECHNICAL STUDY**

### **4.1 DESCRIPTION OF PRODUCTION PROCESS**

The general manager will be responsible for ensuring that the operational processes of the distribution. Other yeast and bakery ingredients provide the raw material for bread making and its derivatives, these products will be purchased from a wholesaler, stored in a warehouse and then dispatched in the market in the region.

Below is a general way, the process of distribution and marketing will be implemented to provide bakers and pastry sector of the province of El Oro

It must consist of 7 stages: ordering, receiving and ordering of products in the warehouse, supply the 2 delivery trucks, sales of products to different customers, sales revenue of the previous day on an accounting and balancing of sales end of the day.

The first phase consists of both receive orders, will be headed by a person entering data into a computer system, in the second phase will determine which products to supply the missing client during the week. When the order is the order according to their classification in the cellar. For yeast and other perishables will go a cooling chamber which will have the product in good condition for sale.

In the third stage is supplied to the trucks as the routes which have to comply, it is also responsible for the person entering the data, because it is one that can determine the right amount of product that will not be lacking in the throughout the day. After sales are made via two routes, a truck going to a vendor and an assistant to the different

cantons as scheduled, to be distributed to different channels of bread, whereas the other truck that is smaller than the city will supply only Machala every day that is where the greatest number of customers. At noon, depending on the time available is bank deposits, sales of the day and then they have completed all the routes will return to the winery. Already in the cellar there will be a balancing of daily sales to the various vendors. Moreover, the person responsible for receiving data all bills paid in the accounting system, which can then determine the best selling products, accounts receivable and inventory of trucks. He will also take stock of the car daily and weekly inventory throughout the warehouse. The sales manager is responsible for compliance with all the goals of growth, find new customers, make new orders negotiations. Also responsible for seeking new suppliers for products not create conflict of interest or ATECO CALSA AB and we generate more profits.

Because it will be a small business, all phases of product marketing and all the logistics business, will be defined by 1 and 3 threads that process are:

## **FINANCIAL REVIEW**

### **5.1 INTRODUCTION**

In this chapter analyze the financial viability of the project. Be systematized monetary information of the previous studies and research your financing is thus able to make their assessment.

### **5.2 Investment**

The total investment required to implement the project and implement the operation of the distribution of

supplies and tools for bakeries and pastry shops is estimated at \$ 48,850.00.

### **5.3 FIXED ASSETS**

#### **5.3.1 INTANGIBLE ASSETS**

Here we detail the costs of establishing the company, the patents and information systems costs. Expenditure on Lawyer \$ 120.00, \$ 72.00 in advertising on 3 high-circulation newspapers, \$ 35.00 in fire permit, \$ 30.00 in motorization of documents, business registration \$ 45.00

#### **5.3.2 WORKING CAPITAL**

It takes \$ 5,000 to cover some small accounts of customers in arrears, fuel in the first weeks of movement of vehicles.

Operating expenses are divided into wages and salaries by \$ 37,856.86 which corresponds to 5, Miscellaneous by \$ 12,240.00 for advertising, accounting software, supplies, office supplies, vehicle maintenance, food from 2 sellers and fuel from two trucks.

Fixed costs at \$ 8,796.00 for Rent, water, electricity, telephone, office maintenance, administrative costs, counter and a security monitoring service and panic button.

### **5.4 COMPONENTS OF CASH FLOW**

#### **5.4.1 U HORIZON OF LIFE PROJECT**

This project has a lifespan of 5 years, in which your initial investment will of \$ 48,850.00 at the end of which we may conclude that you would get a

profit of \$ 46,393.59 with a payback percentage of 57%.

Bringing cash flows each year to the present value yields a value of \$ 42,592.68, with a investors' AARR requested by 20%.

### **5.5 FINANCING**

Given the characteristics of the project, it is anticipated that one of the alternatives for the same investment should be made through shareholders' equity and more.

### **5.6 CREATION OF THE COMPANY**

The requirements for establishing the company began with the establishment of the same and the lifting of the deed before a notary public, then you must make the record in the supervision of companies, to obtain fire permits, register of patents in the municipality in the province.

#### **ENTERPRISE STAFF**

The requirements to run the company are 6 people, General Manager, Sales Manager, 2 dealers, 1 secretary and 1 security guard.

Total discharge for this item would be \$ 3,154.74 per month, making \$ 37,856.86 a year.

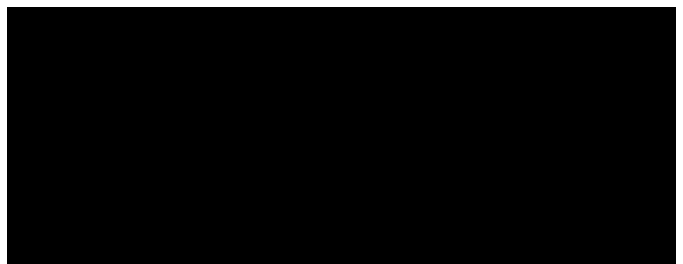


Table 5-1: Salaries of staff of the company

## **5.8 PROJECTION OF REVENUE**

It projects sales of \$ 490,966.84, at a cost of \$ 385,656.29, giving a gross annual income of \$ 99,449.55 through the sale of supplies and \$ 5,861.00 from the sale of utensils.

Sales targets are based on various inputs, the main yeast, with a projection of 5.980 kg per month, at a cost of \$ 2.81, with an annual projection of \$ 201,645.60.

## **CONCLUSIONS**

In making the financial evaluation of the project obtained a 57% rate of return on investment, with an NPV of \$ 42,592.68 which indicates that it is competent for execution.

It states that although the activity is not innovative, there is a large potential market in other provinces, which is very important for this and other investment initiatives.

Such projects and initiatives can generate increased jobs, and that can be deployed in other regions.

According to Hirschman, in his theory of unbalanced growth, the concentration of investments to be given a key sector in the economy of a country could generate a multiplier effect that would benefit the whole society. In this case the baker and pastry sector and the consumer (the whole population in general) will benefit as the consumption of these products is part of the daily diet, enriching the Ecuadorian society, since they are part of it.

## **RECOMMENDATIONS**

It is essential to collect statistics about the consumption of supplies for baking and pastry in other provinces, as these would create potential business and unfortunately you are missing because of lack of insight into the scope of this market sector.

At the present time there facilities for short – term loans from the government and interest rates are not very high, accompanied by considerable uncertainty in our economy, and support public and private sector through incentives for Ecuadorian products mass consumption.

It is advisable to carry out further investigation on the change in consumption patterns to verify the potential future use of these products by the end user.