

## The Commercial Image and its Socio-Economic Influence of the Small Businesses of the Canton of Sucre.

Frank, L. Q<sup>1</sup>, Gem C. Z<sup>2</sup>, Maryury Z.C<sup>3</sup>, Graciela C.P<sup>4</sup>, Lilia V.Z<sup>5</sup>

University Laica Eloy Alfaro of Manabí. Ecuador. Bahía de Caráquez Extension

Corresponding Author: Frank, L. Q

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**Abstract:** The research is based on contributing to the sustainable and socioeconomic development of small businesses with the objective of forming a philosophy of service that promotes compliance with business rules. The proposed objectives are to diagnose the business environment of the parish to measure their impact on communities and to evaluate micro-enterprises based on their commercial image to define their economic sustainability. The descriptive statistical method allowed to survey to be carried out as a baseline of the investigation, where the neighborhood stores represented 35.7% of the total of premises, followed by the dining rooms or restaurants with 12.9% representativeness. The commercial image of the businesses was analyzed, where 67.3% recognize that the image has the elements of the corporate image and only 37.2% ignore the elements of the commercial image. As a result, 50% of businesses and local businesses reduces work informality by ensuring compliance with labor rights and that 70% of businesses developed strategies and techniques that increased sales.

**Keywords:** commercial image; diagnosis; environment; sustainable; impact

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Date of Submission: 07-01-2019

Date of acceptance: 22-01-2019

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### I. Introduction

Microenterprises in Ecuador has the capacity to contribute to the socio-economic development of the country, in addition to speeding up the generation of jobs and increase the family income by the particularity of these taxed to the family business as economic support. Has the advantage of leveraging internal resources that exist in urban and rural areas as an opportunity to position itself in the market.

The new policies generated today in the country have led to the popular economy is routed to economic activities that contribute to different economic sectors of the country and social practices developed by the popular sectors with a view to ensuring, through the use of their own work and available resources, the satisfaction of basic needs, both material and immaterial.

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<sup>1</sup>Frank LemoineQuintero. Student Ph. D in Economic and Business Sciences, Research Assistant reg-inv-16-01382, Master in MBA, lecturer at the University Lay Eloy Alfaro in Manabi, Ecuador. [fangel64@gmail.com](mailto:fangel64@gmail.com)

<sup>2</sup> Gema Viviana Carvajal Zambrano. Student Ph. D in Technical Sciences, Senescyt Assistant Researcher, teaching full time at University Secular Eloy Alfaro of Manabi. Ecuador. [vivicarvajalzambrano@gmail.com](mailto:vivicarvajalzambrano@gmail.com)

<sup>3</sup>CusmeMaryury Alexandra Zamora. Student Ph.D in Economic and Business Sciences, teaching the primary account holder, Vice President, Extension and Welfare Polytechnic ESPAM MFL . Manabí province, Ecuador. [maryuryzamora01@hotmail.com](mailto:maryuryzamora01@hotmail.com)

<sup>4</sup>Graciela Castellanos Pallerols. Ph.D in Economic and Business Sciences, teaching the primary account holder, University of the East. In the province of Santiago de Cuba, Cuba. [graciela@ri.uo.edu.cu](mailto:graciela@ri.uo.edu.cu)

<sup>5</sup>Full-time teacher of the Science of Education and Marketing from the University Laica Eloy Alfaro Manabi, extension Bahía de Caráquez. Director of the Department of Research. Phd in Management Sciences. Researcher SENESCYT accredited by the auxiliary. Manabí, Ecuador. Phone: 593-982742817, [liviza@hotmail.com](mailto:liviza@hotmail.com)

The Business Council for Sustainable Development of Ecuador (CEMDES) established the National Development Plan and its continuity with the National Plan for Good Living, such as navigation chart of the country. He emphasized that within the development objectives of the Plan include the dynamic private, through their relevant strategies, which in turn allows you to boost sustainable business activities at the enterprise level. Based on Article 284 of the Constitution of the Republic establishes the objectives of economic policy, including encouraging domestic production, productivity and systemic competitiveness, the accumulation of scientific and technological knowledge, the strategic insertion in the world economy and the complementary productive activities in regional integration, according to the Organic Code of the production of Ecuador, 2016 As well as in Art. 22.- Specific Measures.- The Sectorial Council shall establish policies for promoting the popular economy, solidarity and community, as well as democratic access to factors of production, without prejudice to the competences of the Decentralized Autonomous Governments and institutions specifies that you create for the integral development of this sector, in accordance with the law on this matter. In addition, to promote and strengthen the popular economy, solidarity and community, the Sectorial Council of the production run the following actions.

Relieving the importance that can reach the business on the sustainable growth of a community or locality and encourage programs and projects for the development and progress of production at the national, regional, provincial and local levels, in addition to supporting and strengthening the community productive partner model for which develop programs and projects with public funding for: recovery, support and technology transfer, research, training and marketing mechanisms and public procurement (second supplement of Official Register 056, 12-VIII-2013)

In Ecuador in the last year there has been a significant increase of micro, small and medium-sized enterprises from 38 % in 2011 to 41 % in the current school year, Ricardo Zambrano, undersecretary of MSMES and crafts of the Ministry of Industries and Productivity (Mipro). The parish of Leonidas Plaza located in the canton of Sucre in the Manabi Province has 36 adjoining neighborhoods and communities with a population of approximately 22,000 inhabitants, it has a population growth and commercial representative in the canton and considered as the driver of the commercial activities of the city of Bahía de Caráquez.

After the event in Ecuador 16 April of the year 2016, there was a great involvement in the city of Bahía de Caráquez, generating an increase in the parish of Leonidas Plaza of a 102%, which meant that competition will increase due to the business of the city affected will be placed in the parish. The existence of local people and provides services to national and international visitors who attend the parish does not have a social relationship with his reason and his commercial image so that it affects the services that provide the same.

Among the most representative are the small neighborhood shops, cafeterias and fast food, this is due to the influx of both commercial by its geographical location as a number of public entities located representative in the parish such as hospital, university and the Council of the Judiciary among other less representativity.

For the implementation of this project incurred the investigation of existing needs in the environment, which could not find flaws in the structures that characterize the business premises of our area and weakness in the services they provide, such is the case that many sites have the same appearance since its inception and their owners are unaware of techniques and sales strategies.

The poor service of the local and existing business in the parish Leonidas Squares is now affecting the economic sustainability of its population which is a concern of researchers and specialist in the subject by the impact that could generate so much of nature of unemployment and economic effects in the family of the area. The main causes are given by the deficit of knowledge of sales techniques of the owners or owners of the business, the little knowledge of Sustainable Business Marketing that allows their permanence and sustainability in the market, the deterioration of corporate images in small businesses that do not identify with the services they provide that these in turn generate effects that are detrimental to the permanence of the same.

## **II. Materials And Methods**

Painted White & Sanchez Herrera, 2013 said that the corporate image is one of those few factors within the organizations, which the whole world believes and which, however, does not always take care they deserve. Can be defined as an evocation or mental representation that makes up each individual, formed by their attributes relating to the company; each one of these attributes can vary, and may or may not coincide with the ideal combination of attributes of that individual.

According to (2009), painted and get a positive image, it is necessary to schedule it when the identity of the company is clear and defined. In addition, it is necessary to bear in mind that it is a daily process, by which the formation of the corporate image represents "any act of the company can lead to the emergence of a

particular picture, it is necessary to be permanently alert, so that there are no cracks that allow the public to take a negative image"

For Bort (2004), the corporate image from any point of view must meet two basic requirements, which are uniform and presence. According to Ana Jimenez (2007) argues that "the corporate image is the result of a complex process developed in the mind of the individual that involves a multitude of factors, internal and external to the subject. In addition, this process is conditioned by the use of different sources, which provide information about the company, which, of different kinds, each in different amounts and with different level of quality and objectivity".

Structured in three stages: Stage 1: Diagnosis, Stage 2: Analysis of the business environment and in the Stage 3: Social Impact of the corporate image. Each of these stages are designed with an objective analysis of the situation conceptualized in the environment that contribute to the research, development of the business with techniques, methods and marketing tools that strengthen the business activity of workers and employers in the service sector.

The method of observation that consisted in knowing how to select what you want to analyze. It was made an observation on the basis of behaviors in the premises or business, complaints and anomalies of users or customers and also the loss of cultural identity in the deterioration of the commercial image of existing businesses.

Applied in addition to the descriptive statistical method which had as its objective the precise description of the event. This type of research is associated with the diagnosis, which will be held in the communities, where there is a detailed list of the characteristics of the event of study according to the criteria of the expert group formed by specialist of matter to do this research.

In the case of research descriptive statistics, the inquiry is intended to respond to the questions who, what, where, when, how many (Borderleau, 1987). This descriptive research will work with several events of study bearing in mind the study object variables and the statistical survey at the population level, business or local and influx of customers.

A structured survey was applied with open and closed questions with the purpose of identifying the major deficiencies of the corporate image. The use of the SPSS statistical software 2100 to process the survey and an analysis of reliability. REDATAM software will be used to define study of the business environment of the town. Through the software publisher are designed leaflets for different advertising activities.

### **III. Results**

The economy of the Canton is derived in 37.47% is dedicated to the tertiary sector which highlights the activities of trade wholesale and retail, accommodation, the tourist part, education, transport, making this sector as a whole, the strongest of the Canton and based their economic strength in the urban. The primary sector, is the second economic force with a 34.98 per cent on the basis of the livestock activities, agriculture, forestry and fishing, taking its strong in the rural area. Therefore, the secondary sector is less strong in the economic part of the canton of Sucre to only 10.67%, basing this item in construction companies and workers in manufacturing industries. The undeclared economic sector with 9.57% and finally the new worker that occupies the 7.31% (Redatam, 2010).

This means that the canton of Sucre has its economy in trade and tourism as the main sources, followed by agriculture and at the end, your people work to achieve sustainable economic development in the different activities, the Canton is known as rural because of its position. There are activities that are going to grow and they are going to have the place and space in the economy but this as they regulate many factors.

The commercial and services sector in the canton of Sucre generates approximately 37% of revenue for its various tourist sites, infrastructure, lodging, restaurants, night clubs, trade, transportation, and more, that helps the part of the development of the Canton is you should be aware of the economic, socio-cultural and environmental factors which consider and respect to maintain the active tourism and continue with the main activities of the Canton.

The parish of Leonidas Plaza is made up of 33 communities or neighborhoods in the urban area that represents a 46 per cent of the total of the communities of the parish Leonidas Plaza there are 33 communities and Bahía de Caráquez there are 10 communities in the rural area of both parishes there are a total of 50 communities, neighborhoods or enclosures that represents a 54 per cent of the total. The study is being conducted in the urban area of Leonidas Squares by the number of local or existing business according to the results of the sampling technique.

We used two instrument, a questionnaire and a technique of observation or sampling where was determined according to criteria of expert five variables or parameters to measure, the inside of them is the type or name of the business, the area in square meters, the clients served per day, comfort, and technology and the opening time of the existing local business or in the parish.

As a result of the instrument a large part of these local lacks an identity that the identify, this makes a disadvantage the economic development of the area, affecting the income of the owners of these businesses and the influx of customers to have an impact on the income of the premises or business. The sampling and processed through the SPSS statistical tool 21.0 The results of the variables measured were the following:

**Table 1:** Type of denomination of the business.

		Frequency	Percentage	ValidPercentage	CumulativePercentage
Valid	Shop	25	35.7	36.2	36.2
	Restaurant	9	12.9	13.0	49.3
	Fastfood	4	5.7	5.8	55.1
	Beautysalon	2	2.9	2.9	58.0
	Cyber	5	7.1	7.2	65.2
	Bakery-candystores	7	10.0	10.1	75.4
	Other	17	24.3	24.6	100.0
	Total	69	98.6	100.0	
Lost	System	1	1.4		
Total		70	100.0		

Source: Results of the SPSS 21.0.

The most representative were the neighborhood shops which accounted for 35.7% followed by the canteens or restaurants with a 12.9% of representativity in the parish and the existence of bakeries-candy shops with a 10%, being the most distinctive commercial activities in the community and contribute to the services of the parish. Denoting that these commercial activities are life in the communities to form part of the basic services of the family in the area.

In the results measured by the area of the square meters with the purpose of determining the utility of space in the premises with the aim of forecasting of sales in the premises, define a projection of the same and its profitability, so it was known that the area per square meter of the premises or businesses is in the range of 9 to 64.3% more with a representation, the 22.9% has between 5 to 8 square meters and a 10% has between 1 to 4 square meters to carry out their activities in trade or services. It is noted that the premises even taking a wide space as an area for sale depending on your business managers are not using properly so that you can possibly resulting in losses in their sales.

The level of customer attended was measured with the aim of measuring this variable and define functional strategies capable of improving the service of the businesses in the area, the results of which were the following:

**Table 2:** Clients served daily

		Frequency	Percentage	ValidPercentage	CumulativePercentage
Valid	0 to 10	8	11.4	11.6	11.6
	11 to 20	21	30.0	30.4	42.0
	21 to 30	13	18.6	18.8	60.9
	31 more	27	38.6	39.1	100.0
	Total	69	98.6	100.0	
Lost	System	1	1.4		
Total		70	100.0		

Source: Results of the SPSS 21.0

According to the information obtained, it will be seen that on a daily basis are attended more than 31 people by local or trade which represents 38.6%, followed by 30% which corresponds to 11 to 20 users, from 21 to 30 consumers are served by local or other businesses that indicate a 18.6%; finally a 11.4% correspond to the minority of clients served daily in the range of 0 to 10.

According to the comfort, and technology that present the business and local business environment to measure gave the following result:

**Table 3:** Comfort, and technology.

		Frequency	Percentage	ValidPercentage	CumulativePercentage
Valid	Verygood	9	12.9	13.4	13.4
	Good	32	45.7	47.8	61.2
	Regular	22	31.4	32.8	94.0
	Bad	4	5.7	6.0	100.0
	Total	67	95.7	100.0	
Lost	System	3	4.3		
Total		70	100.0		

Source: Results of the SPSS 21.0.

The representation of the 45.7% consider that the shops or business premises have a comfort, and technology is good; the 31.4 per cent consider it as a regular; while a 12.9% think that the environment is very good and finally the 5.7% consider that it is wrong to the comfort provided in these shops or business premises.

About the time parameter of created or opening of the business is notorious highlight that 90% of the commercial premises have years of time of creation or opening and only a 8.6% month on this commercial activity, by what is called the time that these businesses have in the market.

This study contributed to the lifting of a baseline with the aim not only to measure the behavior of local services and business, but also with the aim of measuring its impact and growth on the basis of the strategies and marketing techniques that will be implemented as tools that allow for the sustainability of the same at the time.

### **Analysis of the business environment.**

With the aim of measuring the behavior of the forces of the business environment in the area the study object recognition and behavior in the environment that provide us with measurable results for strategic decision-making and in order to see how these forces influence the business communities is the analysis of the business environment.

It is important to argue that the level of instruction according to the INEC statistical REDATAM software and in relation to the variable of educational level of the population of the canton of Sucre has established that: The 9.53% does not have any level of instruction, the 5.52% of the population has been conducted by the centers for literacy, the 1.15% obtained the pre-school level, 31.33% have primary instruction, the 18.31% their instruction is secondary, the 13.25% account with basic education, 7.5% to high school or middle education, the 1.26% cycle post baccalaureate, the 9.85% with higher education, the 0.75% post grade and 1.55% is ignored their level of education. We have a workforce that is capable of dealing with the environment and undertake any business or small business in our town.

Another indicator is reflected in the profession or occupation of our people that according to data from the 2010 census conducted by INEC, in relation to the profession and occupation of the inhabitants of the canton of Sucre is presented the following figures: the 97.37% are farmers and skilled workers, the 11.71 % are the workers of the services and vendors, the 13.51 % is dedicated to elementary occupations, the 9.10% is made up of professionals, scientists and intellectuals, the 7.95% constitute the officers, workers and craftsmen, the 8.49 % work in administrative support and 19.62 per cent are engaged in other activities. Reflected this in the university centers such as guide in the formation and creation of companies.

Diagnostic Study and lifting of the businesses, companies or organizations existing in the canton of Sucre is reflected a number of existing companies which are classified or named for its size. As they grow in their annual sales in a 5% so it requires empowering staff trained in administrative areas. It is remarkable to note in the research carried out in the business diagnostic of the environment that the 48% respond to microenterprises in Bahia, the 21% represent small businesses and 17% of medium-sized enterprises being of higher projections on their productivity to the foreign market and better levels of growth of their profits. The public sector accounted for only 14% identified as large companies for its organizational structure and the number of workers made on the same as shown below:

**Table 1:** Designation of companies in Bahia de Caraquez.

Name	Quantity	Average
Microenterprise	20	48%
Small Business	9	21%
Medium Business	7	17%
Great Company	6	14%
	42	100%

### **Behavior of the environment and forces.**

It is necessary to consider the external variables, which allowed us to define the scenario that is expected during the implementation and execution of the marketing plan of both companies as gastronomic specialties, such as smes. Traditionally, this analysis is focused on the study of the non-controllable variables; however, due to the evolution of the marketing, it has been necessary to establish a new structure of analysis in studies of these forces. Consideration should be given to the uncontrollable elements that have close relationship with the company or department that affect you directly and that cannot be fully handled by the area of marketing. They are part of the external environment, but by the closeness, relationship and influence in the department.

The PEST analysis is a useful tool for understanding the growth or decline of a market, and as a result, the position, potential and direction of a business. It is a measuring tool of business. The plague is composed of

the initials of Political, Economic, Social and Technological, ethical or ecological used to evaluate the market in which a business or unit, within these forces through the REDATAM software defines the following:

#### **The socio-cultural context:**

Ethnicity According to data from the 2010 Census (INEC), the population of the canton of Sucre in a 58.72% mestizo, the 35.64% are montubio, 3.18 per cent are indigenous peoples, Afro-Ecuadorians are 0.75%, 0.68% are mulattos, 0.63 per cent are White, 0.19 are black and the remaining 0.22% correspond to members of other ethnic groups.

#### **Population**

According to the data of the INEC given by the REDATAM software based on the 2010 Census, the population of the canton of Sucre represents 4.2 % of the total of the Manabi province, with 57,159 inhabitants, of whom 63 per cent live in rural areas and the remaining 37% resides in urban areas. The population has grown in the intercensal period 1990-2001, at a rate of 3.2 per cent annual average; while that of the intercensal period 2001-2010 has grown at an average annual rate of 2.5%, it can be said that the birth rates have declined due to the imposition of new economic models in recent years, the livelihood of the people has become increasingly complex.

#### **Migration**

The development of productive activities, improving road safety, the implementation of national projects has led to the increase of migrants to the canton of both national is from the provinces: Esmeraldas, Ecuador, Bolivar, Pastaza, Chimborazo, Santo Domingo, Machala, Guayaquil, among others; and foreigners from Cuba, Colombia, Peru, USA, Europe covering these past the 0.94 per cent of the total population of the canton. According to studies conducted by different institutions, it has been determined that the 35.45% of the population born in Sucre continues to live in the province; while the remaining 64.55% has migrated to other provinces: Pichincha (13.5%), Guayaquil (8.5%), middle (3.2%) among other cities (5.7%), the ages of the individuals range in a 43% between 21 to 30 years, being motivated primarily by the search for better conditions of life, work or for the continuation of their studies

#### **Level of education**

The statistics presented by INEC and the REDATAM software in relation to the variable of educational level of the population of the canton of Sucre has established that: The 9.53% does not have any level of instruction, the 5.52% of the population has been done by the centers of literacy , the 1.15% obtained the pre-school level, 31.33% have primary instruction, the 18.31% their instruction is secondary, the 13.25% account with basic education, 7.5% to high school or middle education, the 1.26% cycle post baccalaureate, the 9.85% with higher education, the 0.75% post grade and 1.55% is ignored their level of education.

#### **Profession or Occupation**

According to data from the 2010 census conducted by INEC, in relation to the profession and occupation of the inhabitants of the canton of Sucre is presented the following figures: the 97.37% are farmers and skilled workers, the 11.71 % are the workers of the services and vendors, the 13.51 % is dedicated to elementary occupations, the 9.10% is made up of professionals, scientists and intellectuals, the 7.95% constitute the officers, workers and craftsmen, the 8.49 % work in administrative support and 19.62 per cent are engaged in other activities.

#### **Basic Services Available**

According to the statistics of the REDATAM according to the 2010 Census in relation to basic services of the 12,983 existing homes in the canton has determined that: Water: The 81.95% is supplied by water from the public network, 28.30% of rivers, springs, ditch or channel, the 7.39% of wells, 0.22% of the cart inlet water and the remaining 7.32% is supplied from other forms such as rain water.

Sewer Service: The 43.17% is connected to the public sewerage and the 56.83% do not have this service.

Electric light: The 83.64 per cent of the dwellings of the canton has electric service from the network of the Public Service Electric Company, the 2.63% is supplied from solar panels, the 0.31% get it through generators of light, the 0.19% acquired in other ways, and the remaining 13.23% do not have this service. Conventional Telephony: The 23% of the houses have this service while 77 per cent do not have the same. Disposal of garbage: The 63.37% removed by means of the CART pickup, the 18.87% the shed in the grounds baldioso ravines, the 7.83% the burn, the 4.92% Bury, the 3.74% throw the river, canal or channel and the 1.27% The disposed of.

**Housing**

The 2014 Cantonal Development Plan mentions that the rate of growth of development in housing is 54.42 %.According to the 2010 census carried out by the INEC where their statistical base lies in the REDATAM software has been established in relation to the crossing of variables or type of housing: the 61.97% are houses or villas, the ranchos are 12.34%, 11.11% are the rooms in houses of tenancy, the 5.89% The Mediaguas, the 5.07% encasas either departments or buildings, the 1.88% is made up of the huts, the covachas are 0.70% and 1.06% is constituted by other types of homes. The materials that are commonly used in the construction of the dwellings are zinc, concrete slab, cement), palma, straw or leaves on the roof or cover; in relation to the walls are made of brick, block, wood, concrete, among others; with regard to the floor can be tables without prior treatment, brick, cement or ceramic.

**Health**

The process of colonization has caused the devaluation and loss of the ancestral wisdom of the peoples, in relation to traditional medicine. The most common illnesses in the canton are: digestive infections, parasitic diseases, malnutrition, respiratory infections, influenza, tuberculosis, diseases to the skin (dermatitis, Pyodermitis, mycosis); which generally affect the segments of the population most vulnerable (infants and older adults). The causes mainly have been due to the types of housing and its constructive state, in addition to assessing its location in the urban or rural area and the increase of vectors that transmit multiple diseases. In relation to the hospital infrastructure the canton has health centers in rural areas and two hospitals in the canton capital, between five private clinics.

**Education**

The 2014 Cantonal Development Plan concluded in relation to the establishments that provide academic training: at the primary level there are 10 educational units, all of them with morning, with a total of 752 students. At the meso level there are seven units with morning, afternoon day with two units and two units with night shift, with a total of 4,227 students. With regard to higher education there are three universities, whose academic offerings are related to the fields: administrative, accounting, basic and secondary education, secretarial, marketing, among others.

**Health services**

According to the statistics of the INEC in the 2010 census found that 43.1% of dwellings have batteries health, 11.75% have septic tanks, the 9.5% have wells, the 5.15 % discharge wastewater directly to water bodies, the 3.1 % have latrines and 27.4% do not have any type of toilet facility. Health services the 62.62% are for the exclusive use, the 14.07% share it with several homes and the 23.29% do not have toilets.

**Natural hazards or disasters.**

The Cantonal Development Plan mentions that there is the possibility of an indirect risk by the earthquake on 4 August 1998 and April 2016, causing damage at the level of housing, loss of human life, impact on different productive branches, companies, businesses and local authorities. There were also effects on psychological level impact on migration and in the economy of the area, there are no statistical data on this but there was a significant impact in the area.

**Social impact of the corporate image**

A second instrument to measure the level of knowledge and responsibility of managers and administrative on the commercial image and its importance in the business field, composed of nine questions, the question two is assessed if you know the importance of the commercial image in which a total population of 49 local businesses surveyed 73.5% responds that if you are aware of the importance and only 26.5 responds to that don't know about the importance of an image to represent your business, as shown below:

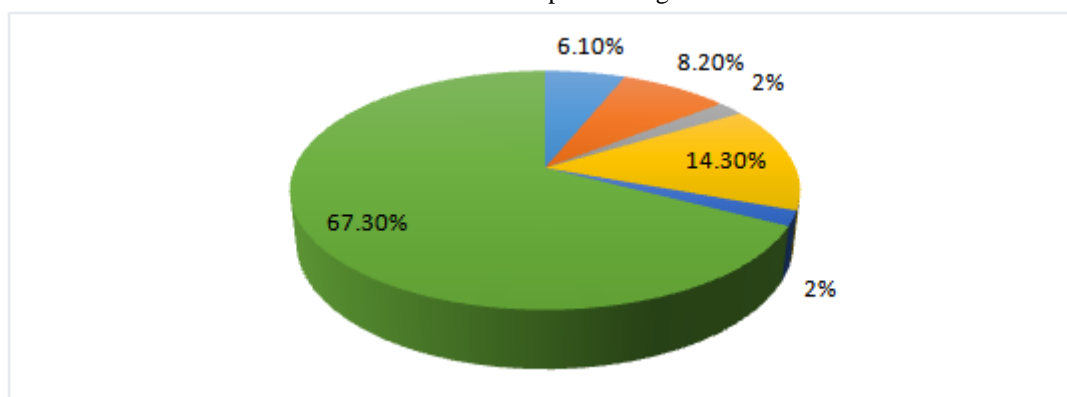
**Table 4 : the importance of the corporate image**

	Frequency	Percentage	ValidPercentage	CumulativePercentag e
If	36	73.5	73.5	73.5
Valid Not	13	26.5	26.5	100.0
Total	49	100.0	100.0	

Source: Results of the SPSS 21.00

You will be assessed on the elements that make up the commercial image to corroborate if you really have knowledge of the elements that make up a commercial image, where he was given options to select according to your criteria or knowledge and the expected results were the following:

**Chart 1: CorporateImage**



Source: Results of the SPSS 21.0

As can be seen the 67.3% recognizes that the image of your business has the elements of the corporate image and only 37.2% of the elements of the image which must have their business, although it is unrepresentative affects these businesses and in the business environment. It should be stressed that despite the fact that the managers of the business or commercial premises recognize that they have a commercial image which accounted for 65.3% and 32.7% answered no to have a commercial image, where there is a correlation in the question of the perception of the customers of the commercial image in which 61.2% of good and 18.8% the evaluates of excellent, but even so a 79.6% suggests technical assistance on commercial image and only a 18.4% does not require this assistance, so that the entrepreneurs of the area have recognized that in order to be better positioned in the market and improve their sales need training and assistance of professionals in the area.

#### **IV. Conclusions.**

The instruments used were found to be satisfactory allowing generate follow-up strategies, continuous training and monitoring to measure levels of impact.

1. The study of the corporate image represented that the 65.3% of the local answered in the affirmative, have a corporate image according to its name and only 32.7% responds not having a business image, determining a correlation in the perception of customers on the commercial image where 61.2% responds positively and 18.8% assessed as excellent, but even so a 79.6% suggests technical assistance on commercial image and only a 18.4%.
2. The study of the environment provided a statistic at the cognitive level that allowed to know the branch of activities in the area and to assess the level of instruction to define the level of training in the area.
3. During the study, the 90% of the existing business reduces the labor informality guaranteeing the fulfillment of labor rights.
4. During the development of the study, 60% of the commercial have defined their sales strategies, and 32.7% have expressed their interest in redesigning your commercial image.
5. During the development of the project, the 70% of the strategies and techniques have improved sales in the local business and of the parish, denoting that the instruments and materials used have been of importance.

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Frank ÁngelLemoine Quintero. "The Commercial Image and its Socio-Economic Influence of the Small Businesses of the Canton of Sucre".IOSR Journal of Business and Management (IOSR-JBM) is UGC approved Journal with Sl. No. 4481. Journal no. 46879.

Frank , L The Commercial Image and its Socio-Economic Influence of the Small Businesses of the Canton of Sucre". IOSR Journal of Business and Management (IOSR-JBM), Vol. 21, No. 1, 2019, pp. -.68-76