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**ADVERTISING PLAN:
DISSEMINATION EVENT
OF FACTORS THAT
GIVE OPENING TO THE
FRANCHISES IN THE
TOWN OF ESCÁRCEGA**

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Abstract: Escárcega is a municipality belonging to the southeast of Mexico, its location is at an important point because it connects the Yucatan peninsula with the rest of the country. Therefore, this presented work sought to cover the need to externalize information through the design and implementation of a publicity plan that would allow disseminating to a group of businessmen of a medium-high economic level of the municipality of Escárcega, the pertinent information regarding the factors of success that open the franchises in the town of Escárcega, as well as their background, guidelines and policies, so that they are provided with the basic knowledge to make important decisions that help expand their line of business and improve their economy. This was carried out using the methodology of Flores de Gortari & Orozco Gutiérrez (2007) on the criteria of administrative communication and to obtain information from businessmen, the focus group tool and its 9 aspects proposed by Benassini (2009) were used.). Therefore, a population of 64 entrepreneurs from the town of Escárcega was studied, from which a sample of 24 suitable candidates was selected to be part of the focus group that met similar characteristics such as; medium-high economic position, be a resident of the town of Escárcega, have an SME in the social or service sector.

Keywords: Diffusion, factors, franchises, focus groups, publicity plan.

INTRODUCCIÓN

Currently staying informed is an essential activity because, as time goes by, various updates arise on topics of interest such as the commercial field, which is highly relevant and can help make accurate decisions. The Municipality of Escárcega, located in the State of Campeche, has been prospering in business over the years and has the need to know accurate information for its growth

and development, however, by not having the necessary foundations, it has represented a problem in the locality to obtain benefits, so that being able to know pertinent information will make your investment reliable and safe, resulting in higher profits and access to benefits. Reason why entrepreneurs in this area must know the basic and precise information on how to operate franchises, seeking to expand their entrepreneurial scope. Therefore, in this work we sought to cover this need through the design and implementation of an advertising plan that would allow a group of entrepreneurs of medium-high economic level from the town of Escárcega to be provided with information regarding the success factors. that open up the franchises in this place, including background, guidelines and policies, so that they are provided with the basic knowledge to allow them to make important decisions that help expand their line of business and improve their economy.

DEVELOPMENT

ADVERTISING PLAN

O'Guinn, Allen, & Semenik (2013), consider that:

An advertising plan is the statement of a brand's value proposition, a statement of what the brand is supposed to represent in the eyes of the target segment, it is derived from the company's marketing strategy and will guide all planning activities. of advertising. The advertising plan, including all integrated brand promotion, is a subset of the marketing plan. (p. 278)

In this same sense, in Ecuador an investigation was made about a BTL Advertising Plan of plastic desks for the positioning of the Plastimet brand in the private educational units of the center-south sector in which it is mentioned:

The company PLASTIMET S.A. has not carried out an advertising plan that helps

position school desks, mainly with those private educational institutions in the central-south sector of Guayaquil, which have not acquired said products due to lack of knowledge, these being very important for students. students, since its quality is good, especially in relation to its durability. It is considered that the advertising plan contributes significantly to the communication of the company with the target market, based on the products that have the purpose of generating comfort in the students that are the school desks. The advertising tools used contribute to generating interest on the part of consumers, encouraging them to purchase such products, which economically benefits the company and positively influences its positioning. (Barba Alvarez, 2017, p. 60)

An important part of an advertising plan are the strategies to be used to spread the desired information, emphasizing Islas, (2010); Martinez, (2012); Calvo, (2006), as cited in (Ramírez, Martínez, Castellanos, & Colmenares, 2016, p. 27) considers that dissemination commonly refers to “the exposure of said knowledge to a more defined audience, when in a sense horizontal is addressed to peers or experts in the scientific community, a group specialized, qualified and competent in a specific field”. Bearing in mind the above, communication does not only mean expressing ideas or feelings and transmitting them to others, the true meaning of communication lies in our intention to send messages to provoke a response in others (Fonseca, Correa, Pineda, & Lemus, Oral and written communication, 2011, page 3). According to Figure 1, Flores de Gortari and Orozco Gutiérrez (2007) classify communication in three main criteria; by means of transmission, by content and by content structure.

Fonseca, et al. (2017) consider that, by means of transmission, “as many types of

communication as there are resources for the transmission and reception of messages, but the most significant classification, according to the medium used, is: a) Verbal: oral and written b) Non-verbal: visual, auditory, kinesthetic and artefactual c) Electronic: the resources that technology allows to establish communication with others.” (p. 10)

Lozano (2007) argues that, according to the content, “the various conceptual approaches, the messages constitute or incorporate features and evidence of the production processes (...) and provide inferences to determine their possible impact or appropriation by the audiences”. (p. 98)

Chiavenato (2009) states that speaking of the structure of the content, “the language or symbology that the organization uses to build its internal universe of coexistence and communication must take into account the following aspects:

1. It must be built on the basis of consonance and coherence, so that the messages have a clear and unambiguous meaning for all people.
2. People must receive and understand it easily. Stimulating language must be used that encourages participation and engagement through recognition, opportunities, and participation.
3. It must be developed through an inclusive communication process, not closed or threatening. All communication must be friendly, open and spontaneous.” (p. 309).

FRANCHISES

Ronquillo (2015) states that:

“Franchise is a business modality, a party called franchisor gives to another, called franchisee, the license of a brand in exchange for right of entry (franchise fee), their methods of doing business in exchange for a periodic fee or royalty. In certain cases, the franchisor

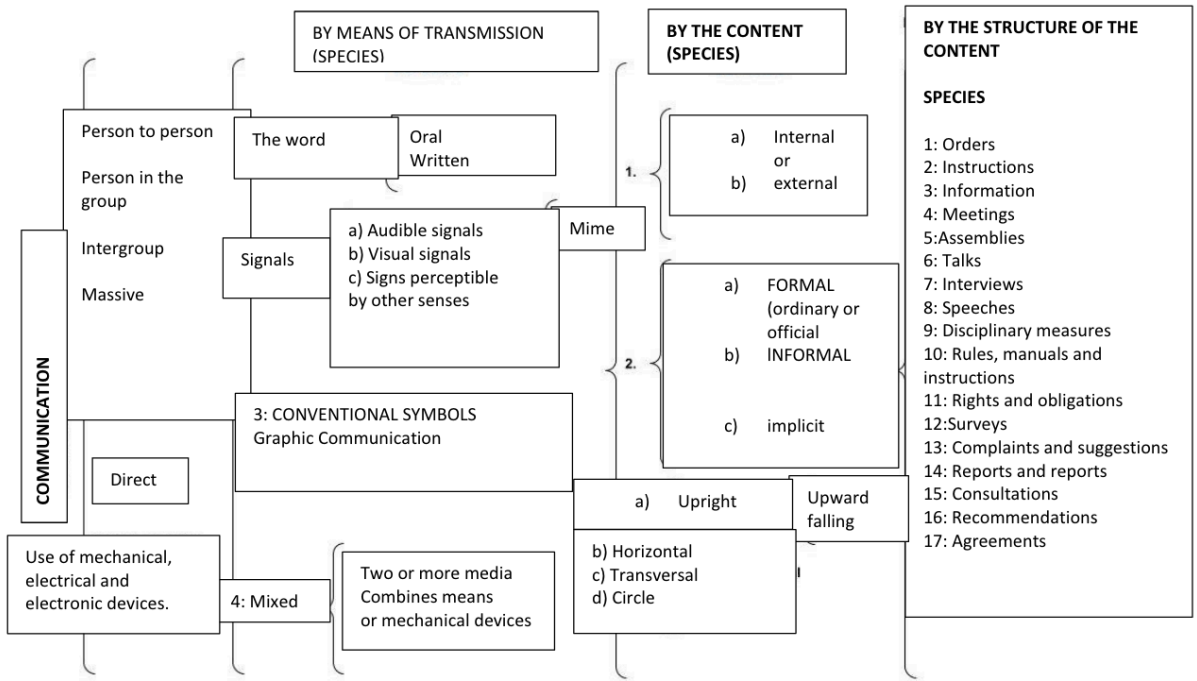


Figure 1. Administrative communication classification criteria.

Source: Flores and Orozco (2007). Note: Classification of administrative communication according to the type of communication to be used.

receives a royalty or canon for advertising management of the brand.” (p. 81)

Ronald (2017) assures that:

“A franchise is a business and distribution format, which implies a contractual relationship, between the franchisor (franchisor) and the franchisee (franchisee), while the latter receives the right to trade under the name of the franchisor (franchisor) and use its products and services as well as its specific operating procedures, also benefit from the support systems necessary to implement and manage the business, all in exchange for an initial payment and / or commissions and periodic payments.” (p. 299)

Franchisees often operate with a degree of independence from the parent company, but benefit from being part of a larger organization. However, the franchisor usually takes an active part in the training, monitoring and control of certain actions of the franchisee, in order to ensure that the franchisee complies with the franchise agreement. Companies have used franchising as a tactic to expand the market for goods and services since the 1850s, when the Singer Corporation began distributing its sewing machines. When the company introduced such machines, it did not have the capital to open a branch or hire salespeople, so it decided that the best option for marketing its machine was to use a network of sales representatives, hired on commission, to sell its products. then revolutionary machine. Today its sewing machines are sold in more than 190 countries by nearly 58,000 franchise owners. (Hellriegel, Jackson, & Slocum, 2021, p. 156)

In recent years, franchises have entered the economy both nationally and internationally, which has motivated business and academic interest in them. Due to this situation, there are more and more people interested in learning about franchises from different lines of research. Since it is estimated that more

than 800 companies are operating franchises that began their expansion internationally with an additional 100 each year. In this research, it was relevant to find a way to obtain, through franchisors operating in Mexico, those factors that could promote the use of successful franchises, in order to promote them among SMEs. Using a research model with a quantitative approach, the information obtained was combined and it was concluded that the franchisors agree that a good “relationship of the parties and contractual conditions” must be had, which implies good communication to resolve and avoid misunderstandings. in the franchise. (Rodríguez Guerrero & Ayala Palacios, 2020, p. 261)

MATERIALS AND METHODS

In carrying out the advertising plan, an information dissemination event was held, where the results of previous investigations regarding the factors that open franchises in the town of Escárcega were disclosed. To transmit this information, the communication criteria proposed by (Flores de Gortari & Orozco Gutiérrez, 2007) were used, which allowed defining the type of communication, means of transmission and structure according to the content.

The form of communication and transmission of information was through people to groups, in this case two people (moderators) who addressed the group of businessmen who made up the focus group in the town of Escárcega.

According to the means of transmission, the dissemination event focused on the businessmen of the town of Escárcega was carried out using a mixed communication, since it was carried out orally, which allowed the exchange of information among the attendees, in combination with audible and visual signals and the use of mechanical

means. Regarding the type of signs, a slide presentation and an informative video from the municipality of Escárcega were used. Within the mechanical means used, audio and sound equipment allowed communication to reach all attendees, as well as the use of laptops, projectors, cell phones and connection cables. It must be noted that these materials were necessary for the event to take place and thus achieve the objective, which is to publicize the factors that open franchises in the town of Escárcega and undertake new challenges that improve their economy and that of the citizens.

Regarding the content, the shared information was classified as external information since, in accordance with the content transmitted in the information disclosure event, this is the result of a previous investigation that mentions the factors that open franchises in the locality of Escarcega. Also considered informal because the results nourish the current situation of the business aspects and increase the possibility of undertaking new businesses for the growth and development of the economy of the municipality, having as an impact a benefit to the citizens of Escarceguense. It must be noted that the content of the disclosed information is taken into account as horizontal communication with a structure or presentation of reports or reports since the information is based on studies of businessmen or equivalents with characteristics similar to those attending the dissemination event.

FOCUS GROUPS

Benassini (2009) indicates that “group sessions or focus groups consist of the interviewee being part of a group that is first exposed to a specific situation: the interview is focused on a specific experience and its purpose is to determine the effective stimuli and the reactions of the interviewees” (p. 72).

Aspects to consider for your application:

I. Rojas (2012), states that “recruitment is about prequalifying, filtering and evaluating our potential candidates, even without them knowing that we are considering them to offer them an available position” (p. 37). For this aspect, the information collected from a diagnosis of the municipality of Escárcega was taken as a basis, where 64 entrepreneurs belonging to the upper-middle class and originating from the town of Escárcega, Campeche, were chosen.

II. Lefevre, De Suremain, & De Celis (2000), mentions that “the selection criteria of the participants depend on the objective of the study and the initial hypotheses. It is essential that the participants are homogeneous in terms of their sociocultural background and their socioeconomic status” (p. 6). In consideration of the above, of the 64 entrepreneurs recruited, a total of 24 entrepreneurs were selected. For this, those that had similar characteristics were taken into account, such as; have a medium-high economic level, have one or more business or service SMEs, have experience as an entrepreneur, have a bachelor’s or master’s level of studies, in addition to having family with companies located in the Municipality of Escárcega, Campeche.

III. Benassini (2014), highlights that “the place needs to have good lighting, it does not have to be very large, but it does have enough space and comfortable seats, which will be arranged in a semicircle around a round or square table” (p. 90). For the determination of the ideal place, criteria were taken into account such as; low cost, sufficient capacity to accommodate tables, chairs and attendees, central location, adequate lighting, proper hygiene and cleanliness. In accordance with these

criteria, the Municipal Auditorium of Escárcega was considered as the suitable place, since it had all the aforementioned aspects, which is why permission was requested for its use through a letter addressed to the H. City Council informing them the date, time and purpose of use of the facilities.

IV. Benassini (2014) states that “the preparations before starting the session, each participant has to be briefly interviewed (...) it consists of a small questionnaire that allows knowing the socioeconomic level and the characteristics of the attendees, to verify that they really belong to segments to be studied” (p. 90). The invitations were made and delivered to the 24 businessmen selected to attend the event, within which characteristics and data of the event were included, such as: name of the businessperson, date, place and time of the event, as well as a telephone number for the confirmation of employer attendance. On the day of the event, minutes before starting, a welcome was given to the entrepreneurs and a filter was used, through an attendance list, whose objective was to corroborate the name of the guest and the confirmation of their socioeconomic data.

V. Chiavenato (2009) assures “for people to be able to give results and contribute to the prosperity of organizations, they need physical and material resources such as technologies, raw materials, equipment, facilities and money, which are managed or processed by people. All these resources are essential to produce goods and services and, consequently, for the success of the organization” (p. 24). A list of the necessary resources was determined in advance, describing the type of material or technological device (microphones, speakers, projector, extension cords, etc.),

the amount needed and their estimated price, and the number of chairs, tables, snacks, and drinks. to be considered according to the number of participants, preventing the attendance of unexpected guests.

VI. SAW. Benassini (2009) highlights that “the purpose of the topic guide is to achieve the intended objectives, but which in turn require the structuring of questions, which therefore are important to choose or create with due care, since these will help us achieve the objectives.” anticipated objectives, in such a way that it is essential that these be flexible to avoid diversion from the topic” (p. 75). Prior to the event, a program was designed and prepared that included the activities to be carried out as they are; reception and accommodation of guests, welcome, explanation of the dynamics, introduction of the guests, participants and exhibitors, exposition of the topics (problems that SMEs have presented in the 21st century and the factors that open franchises in the town of Escárcega) later the questions and answers section. This program was delivered to businessmen in order to publicize the development of the event and the points to be discussed.

VII. Cerda (1998) cited by (Bernal Torres, 2016) describes different types of observation:

- a. Natural observation: is one in which the observer is a mere spectator of the observed situation; therefore, there is no intervention of this in the course of the observed events.
- b. Structured observation: it is the observation in which the observer has a broad control over the situation under study; therefore, the researcher can prepare the main aspects of the situation in such a way that the

interference caused by factors external to the study is reduced and the research goals are achieved.

c. Participant observation: in this type of observation, the observer is part of the situation that he observes (...) with the purpose of knowing directly everything that in his opinion can constitute information for the study. (p. 255).

VII. During the event of dissemination of information, a structured observation was carried out in which an observation guide was used in order to know the attitudes and reactions of businessmen to the transmission of information. According to the guide used, it was observed that the attendees showed interest in the topic, since they asked questions related to the information, in the same way three attendees shared their experiences as entrepreneurs and made suggestions for the transmission of this information to other entrepreneurs of the company. location. It is worth mentioning that the structured observation was carried out from the arrival of the attendees to the venue until the end of the event.

VIII. Benassini (2009) maintains that “the situation of the group provides a friendly atmosphere, of exchange of influences, of closeness to the real environment in which we live. Points of view and feelings related to actual conduct arise easily” (p. 76). In the development of the event, the atmosphere in which the attending businessmen were found was friendly, calm and respectful through the arrangement of local resources such as lighting, furniture and food, with the purpose of developing trust among attendees at the event. time to publicly share their experiences and knowledge. Actions were carried out jointly, such as

the accompaniment of the businessmen to their places, attention in the delivery of food, respectful driving by the support staff, care in resolving doubts during the presentation of the information and recognition for their participation in the event.

IX. Benassini (2009) relates that “as the session progresses, the threshold of resistance to personal revelations tends to decrease and the participants lead each other towards an environment of less inhibition (...) They feel that the atmosphere has become more permissive and they begin to express themselves more freely and to present points of view that they would not have expressed outside the group” (p. 76). During the event, the psychological dynamics progressed favourably; at the beginning, the participants were curious about the topics to be discussed, during the presentation and exposition of the information, the attendees were willing to listen actively; At the end of the exhibition, a question and answer session was held where fifteen entrepreneurs expressed their doubts and three of them shared their experiences about the difficulties they had in starting their businesses. It is worth mentioning that each of the attendees maintained a respectful posture when listening to the different points of view of each participant.

DISCUSSION OF RESULTS

This project was carried out in the town of Escárcega, carrying out the dissemination of the factors that open up franchises and various business models that represent an opportunity for entrepreneurs who wish to have this type of establishment. In this event, the policies and rules of the businesses were disseminated, with the objective of informing about areas of opportunity that improve the

economic conditions of the locality, in a way that has a positive impact. Likewise, the results are achieved through previous research and the development of an advertising plan for dissemination is taken into account, supported through the methodology of (Flores de Gortari & Orozco Gutiérrez, 2007) to communicate the information according to with the content classifying it in three main aspects (means of transmission, type of content and content structure). Likewise, the focus group or focus group tool was implemented according to the author (Benassini, 2009), executing through 9 aspects where each one of them contributes to the objective for the dissemination of information in a pertinent way to the entrepreneurs who They have had influence and contributed to economic stability for the development of the municipality. Being this research a fundamental element for the contribution of the formation of groups of entrepreneurs with a view to installing franchises that improve the status of the municipality.

CONCLUSIONS

This project aimed to spread the factors that open franchises in the town of Escárcega, in order to raise their social and cultural status, but without a doubt, the economic level of businessmen, as well as citizens by having more opportunities for the acquisition of quality products and services that citizens deserve. To achieve this purpose, a sequence of steps is taken into account, which began with a literary review, the determination of social, economic, political, social, and technological factors, being elements of utmost importance for decision-making of new franchises and thereby find those alternatives that favor you in the town of Escárcega. Within these aspects it was required to know various topics such as; franchise concepts, the history and evolution of the town of Escárcega, what

is an advertising, dissemination and focus group plan. In carrying out this project, the author's methodology was taken into account (Flores de Gortari & Orozco Gutiérrez, 2007) where he talks about the classification of administrative communication, and following the sequence of the project, the 9 aspects of the focus are taken into account. group proposed by (Benassini, 2009), which was a trigger for the development of the advertising plan that gave the diffusion of the factors that give opening to the franchises in the Escárcega locality, since each one of them describes in detail what procedures must be continue to achieve the planned objective, it must be recognized that with the support of the businessmen and the contribution of their knowledge and experiences, this information would not have a boom for the economic and social development of the municipality.

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