

Strategic Corporate Image Plan

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ABSTRACT: The present study will be carried out at the Industrialization Company of Cocoa of Tabasco, located in the municipality of Cárdenas, Tabasco, being one of the first companies that makes a variety of chocolates, not to mention the chocolate powder of Choco Alteza brand, which in spite of being traditional in this region its absence of positioning in the commercial stores and stores of preference is noticed, reason why it is invaded by diversity of competent brands that are in the market.

KEY WORD: Strategic plan, Corporate image, Marketing, Positioning

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I. INTRODUCTION AND LITERATURE REVIEW

Marketing

The area of study for this research is marketing where it is considered a total system of business activities designed to plan products that meet needs, assign prices, promote and distribute them to target markets, in order to achieve the objectives of the organization (Stanton, Etzel & Walker, 2004: 7). Likewise, marketing is a social and administrative process through which groups and individuals obtain what they need and want through generating, offering and exchanging valuable products with their peers (Kotler, 2001: 7).

Similarly, marketing is a war where each company must focus on the competitor; that is to say, devote much more time to the analysis of each participant in the market, exposing a list of weaknesses and competitive forces, as well as an action plan to exploit and defend them (Al Ries & Jack Trout, 2006: 4, 5).

Likewise, American Marketing Association defines marketing as a series that is a function of the organization and a set of processes to create, communicate and deliver value to customers and to manage relationships with the latter, so that they benefit the organization (AMA, 2013) Laura Fisher (1988: 11) defines it as the one that sells items and services with the aim of having economic profits.

To specify the definition of marketing considering the above definitions, it is concluded that it is a social process because groups of people intervene where a product or service is exchanged, delivering something in return. According to the concepts, marketing is an activity that is used in an organization to have its product in an acceptable quality in the market, managing to meet the needs of a particular social group. The need of a social group is what determines the motivation, in this way it manages to encourage them to perform the action.

Motivation is one of the psychological factors that the psychologist Maslow (Psychology 2009: 149) presented in his theory in 1970, in his pyramid he describes the need for hunger and thirst as the first link in human needs, therefore Each person has to satisfy the first need, after the others, they are ordered hierarchically, these are the need for security, the need for love and the need for self-realization. (see figure 1).

Figure 1: Maslow's pyramid



Source: Encyclopedia of Psychology, 2009: 149

Branding

To maintain the brand in the market, where a battlefield is usually found by competitors, what branding is a function comes into play. Branding is the process of systematically matching a symbolic identity created on purpose with key concepts, with the aim of encouraging and satisfying them later. It may involve the identification of these concepts; practically always, it supposes the creative development of an entity (Gustavo Gilli, 2009: 248). Similarly, branding is a communication exercise to define who you are, because each company wants to be in the minds of its consumers (Merca.20.2010). The branding is responsible for the development of the brand creates mental structures and helps customers organize what they know about the product and services in a way that facilitates their decision making and that, in the process, gives value to the company (Lane Keller, 2008: 10)

According to the definition, branding is the construction process with strategies to highlight the power of a brand. It is also something that influences so that the brand has the value and a positioning in the market managing to be a better option in the client in front of the other competitors.

The branding does not go from a graphic design placing colors, letters, image or lines, this has to be superior to the other brands. To make it superior, the following elements are chosen:

Easy to remember.

Significant

Ability to please

Transfer power

Adaptable

Protectable

The first three elements constitute the offensive marketing strategy to build the capital value of the brand. The last three play a defensive role in leveraging and preserving that value against different opportunities and restrictions. It is important that the brand contains and complies with these elements, since it will provide recognition in the public, achieving market positioning. Choosing the brand name is complex, it must be familiar and meaningful, therefore it must have a pronunciation, clear, understandable and unambiguous meanings, since an error can affect its connotation. The name is a central element, but the visual elements play a critical role in the construction of its capital value, in this case the logos and symbols.

In accordance with all the aforementioned, branding is a primary tool acting on the brand, elements and guidelines to make a very important choice, so it can capture the central theme or the key associations of a product in a compact and economical way. Having achieved the primary elements of the brand, the brand image is created.

Paul Capriotti (2013: 29) defines the brand image that is the meaning that audiences associate with a particular brand or name of a product or service, and identifies to a greater or lesser degree with the image of the company. Joan Costa (2008: 106) defines that the brand image is a social psychological issue rather than design: delving into the brand image is to penetrate the social imaginary, everyday psychology, the personal world of aspirations, emotions and the values. Ostberg (2007: 53) defines the brand image as a process of accumulation, evaluation and association that develops in the minds of individuals, thus allowing to configure the cognitive structure of the subject.

1.1 of the paper introduces the concept and tried to justify the possible reasons behind the study through a brief review of literature. Section 1.2 clearly mentioned the basic research objectives of the paper. Section 1.3 clarifies the data and methodology of the paper. Finally, section 1.4 interprets the result and concludes

1.2 Research Objectives

Make a functional strategic plan for the corporate image of the cocoa industrializer of Tabasco

1.3 Research Methodology and Data Analysis

For the fulfillment of the main objective of this research, which is to analyze the knowledge and perception that people in the municipality of Cárdenas have about the Choco Alteza brand, through a field investigation and in the database obtained, it will be carried out A proposal for a functional strategic plan for the corporate image of the chocoalteza brand, all this implies a process of collecting, analyzing and linking quantitative and qualitative data. Trying to take the appropriate method for data collection, as well as the techniques and instruments to be used, such as interview, surveys, questionnaire and observation. At the beginning a bibliographic documentary investigation was required in order to know the theoretical information regarding corporate image and brand. Currently the brand is an essential part of companies, so it has become a competitive strategy. For this reason, the Corporate Image strategic plan is essential in the brand of any company. Therefore the lack of awareness in advertising in the service providers of this municipality, causes the information to arrive distorted, or simply is not transmitted to the visitor.

For this reason, this study analyzed the quality of information currently offered by the Choco Alteza brand. This is how this research starts from the analysis of the theoretical framework through the review of issues related to the perception that the consumer has about Choco Alteza, thus justifying the correct preparation of an evaluation of the perception of the Choco Alteza brand, as well as the elaboration of a strategic plan that allows establishing the best marketing strategies.

The purpose is to show an active and applied investigation, which determines the solution of the problem and thus achieve the validation or acceptance of the inhabitants of the area of Cárdenas, neighboring municipalities and other states. The Choco Alteza brand is an originally Tabasco drink, made with natural cocoa. In the first instance, a literature review was carried out based on the exhaustive search for concepts in consulted bibliographic sources and that would focus on the search for topics related to marketing, brand image and strategic plan, which are the pillars of research in the which information was obtained that served for the realization and proposal of the Corporate Image Strategic Plan. Using various sources of information such as Internet, library inquiries, review of books by several authors according to this analysis. On the other hand the detailed description of the foundation is included, showing basic concepts that have helped to learn more about the subject of this research.

In the second stage, the referential framework on the functional structure of the Incatabsa organization was made. This allows to know important aspects corresponding to the description of the organization, where we find topics such as its history, its location, its products and its structuring and how it is currently. In order to develop a comprehensive analysis it was necessary to conduct an interview with Mvz. Esteban Elías Avalos president of Incatabsa (see appendix 1), he is one of the main executives that integrate the company and knows his background, the objective of the interview was to obtain detailed information about the Cocoa Industrializer of Tabasco.

This development allowed us to know data referring to the offer presented by the industry, this offer is structured with what the company offers to its customers as well as describe the corporate philosophy and any other relevant information such as its corporate culture.

The most essential and important part is the description of the chocoalteza brand that is a chocolate powder, which is the object of investigation, this being the point of action of the research process, among the most relevant issues analyzed in This section is to know your brand image and its differentiating attributes, to identify what the public is looking for in this type of products, a field investigation was carried out where, through the preparation of a semi-structured questionnaire, it was possible to identify the attributes sought by consumers (see appendix 2). The field investigation was an element of great importance for obtaining this information because they were able to visit the main points of sale of groceries of the municipality of Cárdenas; The selection of these points of sale was made through the observation process, identifying the main points of sale in the city of Cárdenas, Tabasco, where the field research was carried out.

Once the qualities of the chocolate powder brand were described, a field investigation was carried out to know the perception that different people have about the Choco Alteza brand. The selection of the sample was not probabilistic, the selection of the people to be surveyed gave the following inclusion criteria: mothers who like chocolate powder, who go to the main points of sale of the city, as well as they consume this type of products. The instrument to be used was a multiple-question questionnaire, this questionnaire was designed exclusively to measure the perception you have about the Choco Alteza brand (see Appendix 3). A pilot test was carried out on 5 people in the facilities of the Monterrey grocery store in the center of the city of Cárdenas, Tabasco with the aim of validating the research instrument, once the instrument was validated it was applied to customers who consume chocolate powder in Cárdenas, in order to identify consumer behavior based on their experiences, and likewise the consumption of chocolate powder was identified.

The information obtained will be the key to the idea of the strategic plan described above, in order to identify the perception and attitudes towards the public and thus take into account when making the Strategic Plan and thus achieve the public's perception of the public regarding the objective study. This questionnaire was designed to measure the perception that the housewives of the municipality of Cárdenas have and it is developed with four questions, which helped to identify the perception more clearly to know how well known the Choco Alteza is in the municipality of Cárdenas .

Achieving inquiries to the public to consume the product and thus determine the knowledge and attitude of Choco Alteza, so that they offer enough satisfaction so that the results and conclusions reached in the study are proposed objectives. Subsequently, the results obtained in the field work were analyzed, all information collected is related to the objective of the investigation. So after a field investigation, a strategic plan was designed, which required the methodology of the author Capriotti, which describes it with varieties of the same ideology, finally, the project cost was presented, for this a work was carried out of field to know real costs of each means; as well as the costs of the months that the plan will be in force.

1.4 Findings and Interpretation

The realization of the strategic corporate image plan for the company INCATABSA S.A DE C.V, with the gulf circuit road direction km 407, ColoniaCalzada. It was carried out using the methodology proposed by the author Capriotti (2008), where it is described in detail that to start a strategic corporate image plan, you must start by defining the corporate philosophy of the organization, in this sense the corporate philosophy of the company is:

Mission

The Cocoa Industrializer of Tabasco founded in 1964 is intended to contribute to the economic and commercial development of cocoa producers in the state of Tabasco and in particular the municipality of Cárdenas.

View

To be a national leader in the production and commercialization of cocoa products.

Subsequently, the corporate philosophy and corporate culture must be identified, which despite being a company with several years in the market, unfortunately it has not identified its philosophy and its culture.

Sociological, management and communication factors were identified, obtaining the following results:

⊞ Sociological Factors:

The company maintains a group of workers, where each of them is assigned to the area according to their capacity. The following is also located:

The Values

In the INCATABSA company, the values that are among the subordinates are the responsibility of carrying out the activities within their area. Mentioning the punctuality of being at the precise time of the workday, which the organization has indicated. Each area also has sanitary measures.

The Rules

At this point the subordinates have managed to maintain the activities of each area, through the previous subordinates, through knowledge transfer. In this way the same activity remains the same.

The Rites

It has been identified in this organization that the behavior of managers towards subordinates is not consistent. Although it has its own facilities for each area, it also has a boardroom for receiving guests. On what is their dress or uniforms the subordinates count on it. This makes it stand out from the rest.

The Taboos

In this company they keep in top secret, about the formula for the elaboration of their products. This has managed to maintain originality since its inception, and at the same time it is something that distinguishes it from other competences by being original products.

The Sociolect

Direction Factors

This factor has been applied since the beginning, as managers have made it possible to lead the Industry. Earlier in the 90's, this company managed to take a very specific direction of the managers, since in this decade it was when it remained with more boom. However, with the changes of managers that are made every three years, it has affected the company to lose the right address.

o Organizational Structure

The organization has the following organized structure:

o Board of Directors

o Operational Management

o General Management

o Administration Department

o Production Department

o Maintenance Department

o Sales Department

usiness Strategies

This company has very little positioning action in the market. The reason why he has this problem has been due to the changes of managers, these acts have affected him from the beginning of the 21st century, as well as the foreign products that managed to position themselves in the client's mentality

o Systems and Processes

According to the point, INCATABSA has considered the procedure for each of its products. To carry out the realization, there is a person inside the factory, who is considered with an experience within it with more than 25 years. This person instructs others, getting them to do the proper task of the procedure. Likewise, carrying out the research, we face its processing systems, which unfortunately the organization has obsolete machinery, these machines have a durability of 25 years, and some are already in more than 35 years.

⊞ Communication Factors

Currently in the organization, these communicative factors were losing their value, which they have very little considered subordinates. Now the communication that is maintained both internally and externally is through verbal communication.

According to the information of the cultural analysis of the Industrializer of Cocoa of Tabasco, it has been observed that it lacks the corporate culture, therefore it is where it will be oriented and applied, so that they have a good functioning within the organization, managing to reach to one more to your goals and objectives(see table 1).

Table 1. Analysis of the culture of Incatabsa

Current Corporate Culture	Desired Corporate Culture
<p>Sociological Factors</p> <ul style="list-style-type: none"> o The Rites It has been identified in this organization that the behavior of managers towards subordinates is not consistent. o The Sociolect At the beginning of the company linguistic habits were handled, although today the company practices very little linguistic jargon. 	<p>Sociological Factors</p> <ul style="list-style-type: none"> o The Rites Managers should apply meetings every month with subordinates, this will make managers more aware of the work situation, as well as knowing ideas or opinions of subordinates. o The Sociolect Apply socio-choice among subordinates so that time and work are more product
<p>Direction Factors</p> <ul style="list-style-type: none"> o Business Strategies This company has very little positioning action in the market. o Systems and Processes Carrying out the investigation, we face its elaboration system, which unfortunately the organization has obsolete machinery 	<ul style="list-style-type: none"> o Direction Factors o o Business Strategy o In order for the product to be in the market with greater positioning, new routes must be made, as well as in the self-service stores. Similarly create publicity in the mass media. o Managers must invest in machinery, so that these have been modern, achieving product quality and the most agile
<p>communication Factors</p> <p>Currently in the organization, these communicative factors were losing their value, which very few have considered the subordinates.</p>	<p>Communication Factors</p> <p>In internal communications, it is to create a space where general information posters can be placed. In the same way it would be the external one.</p>

Source: self made

The Strategic Plan is a set of activities to establish the purposes and objectives of the organizations, so that they are oriented towards the desired objective. This Plan can be determined either in the short or medium term, according to the expectations of the organizations (Capriotti, 2013).

For the Incatabsa industry, the Strategic Plan is of great benefit, since its functional structure was analyzed from its beginnings to the present day through a questionnaire applied to the current president Mvz.EstebanElías Avalos, who despite the years passed and the bad management that has been employed, its structure is still found.

Throughout this investigation, the image of the Choco Alteza brand in the municipality of Cárdenas was evaluated, being the first municipality where the first chocolate powder was made in the 80s, making this municipality even more recognized .

Likewise, the persuasion of the public that it has about the Choco Alteza brand was determined. You can also measure the public's satisfaction according to the results obtained after making the purchase. The elaboration of the well structured questionnaire is a quality instrument that is useful for analyzing the persuasion of the public.

According to the results obtained during the investigation and analysis, Choco Alteza provides satisfaction in the public, according to the analysis of different aspects such as taste, smell, brand image, which allow in an analysis for each of its competitors. By analyzing these four elements, we can determine that in the absence of publicity the Choco Alteza brand is not persuaded. What allows to look for marketing strategies for the corporate image of Incatab.

The identification of the corporate image that the Industrializer of Cocoa of Tabasco has, as well as the internal and external analysis within the same organization, allowed to generate the first viable guidelines for the formulation of a development strategy to assess the perception from Choco Alteza.

From the internal and external analysis, improvement proposals were obtained if the Choco Alteza brand of the Cocoa Industrializer of Tabasco was persuaded. These proposals strengthened by obtaining the

different results obtained, through interviews, field research and analysis of the results, will be translated into the Corporate Image Strategic Plan, describing each of them.

Preparation of posters to the subordinates, with the function of transmitting to the subordinates what is, does and how the organization does, in the same way following up on information meetings, through a trained person will teach information courses of what is the company. This will allow subordinates to feel satisfaction of being part of this organization.

It will continue with external communications media such as posters to the target audience, Stan, website and direct communication, these media will transmit the persuasion of Choco Alteza, offering more contact with the public, so they will know the true naturalness of chocolate powder.

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