

# CONTRIBUTION OF MARKET RESEARCH FOR THE CONSTRUCTION OF MARKETING PLANS FOR THE STRAWBERRIES AND MACADAMIA ENTERPRISE

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**Abstract-** *The article on the contributions of market research to the venture plans outlines a marketing strategy as a tool to conquer the market. The objective is to analyze the contribution or contribution of market research in the construction of marketing plans for the Strawberry and Macadamias venture, focusing on the emerging industry of sectors that seek to enter the market with a differentiating factor and achieve monopolistic competition at national and international level. These organizations, by allocating investment resources through innovation, seek to reduce fixed costs (Etro, 2019). Moreover, as highlighted by Busenitz (2003), research brings to companies a discipline of knowledge. The methodology used is descriptive-exploratory, achieved through a market study that included 379 surveys. This allowed an analysis of demand, competition and price. The results obtained from this research are the design of the marketing plan, which proposes strategies for the growth and positioning of the organization, according to the product offered by the object of study. The analysis of the data obtained from the market study was used and the influence of technology in the marketing plans to reach the consumer through digital media was considered.*

**Keywords.** *Entrepreneurship; Marketing plan; Marketing mix; Market research; Marketing mix*

## INTRODUCTION

The work is the result of a research project, which exposes the feasibility of technological innovation that contributes to the improvement of business processes (Del Carpio Gallegos & Seclen-Luna, 2022), social and financial of a business plan through a marketing strategy to market online personalized gifts in the city of Monteria, Cordoba. A marketing plan was established which performs a series of phases: showing a model that links the proposal of these ideas and business strategies. In addition, a scheme was proposed to establish the influence of technology in business marketing plans in the region, which impacts on the generation of innovative business ideas and in turn allow reaching national and international markets, as stated by Parker (2005) "These ventures generate innovations and increase productivity". Four fundamental axes were consolidated: Characterization of the sector, market and competition study, and marketing plan, which lead to the development of innovation under a complete analysis of the competition and market demands (Hallam & DeVora, 2009), in a case study called Technological Influence In Entrepreneurship And Online Marketing Of Personalized Gifts in the city of Monteria, Cordoba.

### Theoretical framework or background

The background information was selected taking into account marketing strategies, international trade or internationalization of small businesses, social networks, entrepreneurship because it is related to the objective and allows the researcher to situate his work within an adequate



theoretical and conceptual framework, and to establish the originality and relevance of his contribution to knowledge.

Izquierdo et al, (2020) published an article; Marketing strategies for the commercialization of biodegradable cleaning and cleaning products of the company Quibisa, establishing the objective, to determine marketing strategies for the marketer, through the use of techniques and instruments such as surveys, in such a way that allowed them to make diagnoses of the current situation of the company, the information collected was used to project improvements in strategies and the results revealed the importance of the use of the strategic tool Dofa Matrix, allowed them to make analysis with the information collected and analyze the internal and external environment.

Mardones et al., (2016). Article, Elements of the marketing strategy and its effect on market share in the Chilean industry, the objective of this research is focused on analyzing how the elements of the marketing strategy affect market share, applying the pseudo-panel methodology and a disaggregated analysis by economic sector among the results obtained found a close relationship between the variable that measures the proportion of advertising expenditure with respect to the total cost of the industrial establishment and the market share of 45% of the economic sectors analyzed.

Chinchilla, et al., (2021). Name of the article, Social networks and entrepreneurship in times of COVID-19: Experience of Ocaña- Colombia. The objective of the article is to determine the relationship between entrepreneurship and the use of social networks as a marketing strategy in Ocaña, Norte de Santander. The research has a quantitative, descriptive approach. Regarding the population, 170 enterprises or businesses were taken into account among commercial premises, restaurants, service companies, and other business sectors of the region, and the use of social networks as a marketing strategy in Ocaña, Norte de Santander, in the results found there is evidence of the positive use of social networks as a marketing strategy, because before the pandemic or crisis due to Covid-19, the use of social networks was not given importance since customers went to the stores.

Cepeda et al., (2017). The article: Evaluative analysis of marketing processes in the internationalization of small and medium-sized food companies in Medellin, aims to analyze the marketing strategies used by small and medium-sized food companies (SMEs) in the city of Medellin (Colombia) in their internationalization processes, in order to account for the context found by such companies when expanding their operations to foreign markets. By means of a methodology with an evaluative approach, a qualitative research is presented through the approach to the required axes of analysis (inputs, processes and products), the results found show deficiencies at the local level in relation to the study of the target market, because although "the internationalization process is a sequence of permanent interactions between the development of knowledge about markets and foreign operations, there are also problems of accuracy in the information generated by public or private institutions that directly or indirectly support foreign trade processes".

Abrigo, et al. (2020). The article Valuation of the marketing mix in university ventures presents the following objective; to establish the customer's valuation of the products offered in university ventures for which three ventures were considered, being their target public the Merchants of the Wholesale Market No. 03, students of the International University of Ecuador and National University of Loja; carried out with the methodological procedures of research based on a descriptive type, by the results obtained, the hypothesis raised is verified, stating that the marketing mix allowed the knowledge of the degree of preference of consumers on the products offered to the target market.

#### METHODOLOGY

The research is descriptive - exploratory: the design of a business plan that establishes the business strategies for the operation or functioning in the market. Mestre & Flor Peris, (2007), the background was structured through a literature review of articles and books focused on entrepreneurship, marketing strategy and research work, in addition to the approaches of



institutions such as OECD, on E-commerce, identifying a common factor in the problems of new ventures; the complexity of interpolating in competitive markets, technical requirements, and financial evaluation, along with the impact of innovation and technology that the business will have. A specific market was selected in the city of Monteria, using surveys to know the consumer's behavior, expectations and needs, the same were focused on individuals who share characteristics defined in the framework of the research problem; using the words of Arias, Villasir, & Miranda (2016) are the set of cases or elements, defined, limited and accessible, that meet a series of predetermined criteria in accordance with the study variables. The selection elements in the population under study are the following: inhabitants of the municipality of Monteria (municipal capital), with an age range between 20 and 64 years, without distinction of gender or occupation, and segmented into socioeconomic strata 3, 4, 5 and 6. (Morillas, 2016).

The National Administrative Department of Statistics (DANE) (2019) indicates that the total population of the municipality of Monteria is 505,334 inhabitants, of which 395,184 belong to the municipal capital, and 50.1% are between 20 and 64 years old, resulting in about 197,987 units. Now, the segmentation by socioeconomic stratum will be made based on the percentage distribution shown in Table 1:

**Table 1. Percentage distribution of people by stratum in Monteria, Cordoba**

Percentage distribution of people by stratum in Monteria, Cordoba	
Stratum 1	73,3%
Stratum 2	15,8%
Stratum 3	6,7%
Stratum 4	2,3%
Stratum 5	0,8%
Stratum 6	0,7%
Total	100%

**Source: DANE - CNPV 2018**

People in strata 3,4,5 and 6 are equivalent to 10.5% of the population, as shown in Table 1, resulting in a target population of 20,789 people. Now, it is necessary to identify a representative part of this, and whose results can be extended to the population or universe (Hernández, Fernández, & Baptista, 2014). Now, knowing the number of units that make up the population and the documentary record of these units, the following formula will be used:

$$n = \frac{N \cdot Z_{\alpha}^2 \cdot p \cdot q}{(e^2 \cdot (N-1) + Z_{\alpha}^2 \cdot p \cdot q)}$$

Where: n = Sample size (?), Z = Sample deviation (confidence) = 95% (1.96), P = Probability in favor (0.5), Q = Probability of failure (0.5), e = Sampling error or margin (0.05), N = Population (20,789).

**ANALYSIS AND RESULT OF THE FINDING**

**Market Research**

The result describes very representative findings: the technique used was a survey applied to a sample of 379 participants, and contained questions related to the sociodemographic characteristics of the population, the consumption behaviors of personalized gifts and the needs and responses of the participants to the product offered; the information was tabulated and graphed in Excel, to facilitate the analysis of the results.

**Table 2. Genre**

Responses	N° of Persons	Percentages
Woman	225	59,4%
Man	116	30,6%
I prefer not to say	38	10,0%
Total	379	100%



**Source: Own elaboration**

From Table 2: the results of the age variable showed that 59.4% of the participants were women, 30.6% were men and 10% preferred not to say their gender; this information allows the approach to consumers, since it recognizes the demographic characteristics of potential customers and thus allows planning more efficient marketing actions.

**Table 3. Age**

Responses	N° of Persons	Percentages
De 20 a 30 years	212	55,9%
De 31 a 40 years	105	27,7%
De 41 a 50 years	49	12,9%
De 51 a 64 years	13	3,4%
Total	379	100%

**Source: Own elaboration**

Table 3 shows the ages of the participants: 55.9% of these individuals are between 20 and 30 years old, 27.7% are between 32 and 40 years old, 12.9% are between 41 and 50 years old, and the remaining 3.4% are between 51 and 64 years old. The results allow us to recognize the main characteristics of the target market, and that, in addition, the participants were within the stipulated range.

**Table 4. Socioeconomic Level**

Responses	N° of Persons	Percentages
Stratum 3	284	74,9%
Stratum 4	67	17,7%
Stratum 5	22	5,8%
Stratum 6	6	1,6%
Total	379	100%

**Source: Own elaboration**

From Table 4, 74.9% belong to socioeconomic stratum 3, 17.7% to stratum 4, 5.8% to stratum 5 and only 1.6% of the participants are in stratum 6; this information coincides with the socioeconomic segmentation data obtained from the Corona Foundation survey, where most of Monterrey's population is concentrated in the lower economic strata and that, in addition, the company knows the socioeconomic profile of its consumers.

**Table 5. Your current occupation is?**

Responses	N° of Persons	Percentages
Independent	124	32,7%
Dependent	90	23,7%
Student	138	36,4%
Retired	19	5,0%
Unemployed	8	2,1%
Total	379	100%

**Source: Own elaboration**

Of the table 5, 36.4% are students; 32.7% consider themselves self-employed, 23.7% currently belong to the labor market, 5% are retired and only 2.1% are unemployed. This information will allow inferences to be made about the psychographic characteristics of consumers: lifestyle,



interests, tastes, and other behavioral variables, which provide relevant information to the company.

**Table 6. ¿Compra usted regalos personalizados a sus amigos y familiares?**

Responses	N° of Persons	Percentages
Yes	256	68%
No	123	32%
Total	379	100%

**Source: Own elaboration**

From Table 6, 68% of the people surveyed buy personalized gifts, which makes it necessary to recognize that it is an ideal alternative to offer them this type of products through a virtual channel.

**Table 7. Purchase periods**

Responses	N° of Persons	Percentages
Fortnightly	52	20,3%
Monthly	61	23,8%
Bimonthly	34	13,3%
Quarterly	33	12,9%
Semiannual	29	11,3%
Annual	47	18,4%
Total	256	100%

**Source: Own elaboration**

According to Table 7, 20.3% of the participants buy personalized gifts every two weeks, 23.8% every month, 13.3% every two months, 12.9% every three months, 11.3% every six months and 18.4% every year. These values allow us to determine consumption and whether it is sufficient to sustain the company's operation.

**Table 8. What is your average purchase?**

Responses	N° of Persons	Percentages
One unit	110	43,0%
Two units	94	36,7%
Three units	52	20,3%
Total	256	100%

**Source: Own elaboration**

Table 8 shows the purchase averages of the consumers of personalized gifts, considering the purchase frequencies mentioned above, as evidenced by the fact that 43% buy one unit, 36.7% buy 2 units, and 20.3% buy 3 units. This information allows estimating the demand and production levels to avoid economic losses derived from overproduction or underproduction.

**Table 9. How much money do you spend on average on each gift?**

Responses	N° of Persons	Percentages
Less than \$50.000	92	35,9%
Enter \$50.000 and \$100.000	114	44,5%
From \$100.001 to \$200.000	36	14,1%
More of \$200.000	14	5,5%
Total	256	100%

**Source: Own elaboration**

Table 9 reflects the price range that adjusts to the market's interests and expectations. 35.9% responded that they pay less than \$50,000, 44.5% indicated between \$50,000 and \$100,000, 14.1% a price between \$100,000 and \$200,000, while 5.5% selected the option of more than \$200,000.

**Table 10. Where do you prefer to buy these types of products?**

Responses	N° of Persons	Percentages
Shopping malls	94	36,7%
Specialized stores	59	23,0%
Supermarkets	24	9,4%
Virtual stores	79	30,9%
Total	256	100%

**Source: Own elaboration**

Table 10 above, 36.7% do so in shopping malls, 30.9% in virtual stores, 23% in specialized stores and 9.4% in supermarkets: it is recognized that online shopping predominates among consumers, which becomes an opportunity for the company to boost marketing channels oriented in digitization.

**Table 11. What features make you prefer the product?**

Responses	N° of Persons	Percentages
Quality	104	40,6%
Originality	73	28,5%
Price	46	18,0%
Shopping experience	33	12,9%
Total	256	100%

**Source: Own elaboration**

From Table 11, 40.6% consider that the most important product feature is quality, 28.5% consider originality, 18% are based on price and 12.9% on the shopping experience. This information will allow the company to prioritize the most outstanding components and thus offer products that meet their expectations, boosting their competitiveness.

**Table 12. Why not buy personalized gifts?**

Responses	N° of Persons	Percentages
I do not like	67	54,5%
They are very expensive	31	25,2%
I prefer to make them	25	20,3%
Total	123	100%



**Source: Own elaboration**

From Table 12, 54.5% indicate that they do not buy these products, 25.2% state that they do not fit their preferences and 20.3% indicate that they prefer to do so. These results should be taken into account by the company to design strategies to awaken the interest of these consumers in the products offered.

**Table 13. 3Would you buy personalized gifts through an online store?**

Responses	N° of Persons	Percentages
Yes	248	65%
No	131	35%
Total	379	100%

**Source: Own elaboration**

As can be seen in Table 13, 65% of the participants say they are willing to buy personalized gifts online, which justifies that the company is focused on satisfying the demand by promoting unique and ideal gifts for their loved ones: channeling the digital media as a facilitator of this process.

**Table 14. Through which communication channel would you like to receive information from the company?**

Responses	N° of Persons	Percentages
Social networks	207	83,5%
Television channel	20	8,1%
Flyers	19	7,7%
Radio	2	0,8%
Total	248	100%

**Source: Own elaboration**

Table 14 shows that 83.5% of them chose social networks, making this channel the ideal one for the information to be shared to have a greater reach.

**Demand analysis and projection**

Demand is the amount of goods and services that consumers are willing to buy during a given period of time, according to Flórez (2017) Currently consumer markets are characterized by increasing complexity and sophistication of customers, who are increasingly more educated and knowledgeable about products, and are more demanding in their demands. For the calculation of the current demand for personalized gifts in the municipality of Monteria, the results of product acceptance were taken and extended to the rest of the population, as shown below.

**Table 15. Market acceptance**

Total, target population	30.995
% Acceptance	65%
Potential consumers	20.282

**Source: Own elaboration**

Next, the questions that determined the frequencies with which consumers buy this type of product were taken and the consumption quantities were averaged considering these frequencies; finally, these values were converted to an annual total.

As can be seen in Table 16, the annual demand for personalized gifts in the municipality of Monteria is 251,439 units. Now, in order to know the future behavior of this variable, a projection was calculated, using the following formula:  $D_f = D_a ( [1+i] ) ^n$





Table 16. Demanda actual

Consumers	Frequency of consumption	Percentage of frequency	of Consumers frequency	by Average consumption	Annual consumption	
20.282	Fortnightly	20%		4.120	1,0	102.676
20.282	Monthly	24%		4.833	1,3	75.391
20.282	Bimonthly	13%		2.694	1,9	31.344
20.282	Quarterly	13%		2.614	2,1	22.183
20.282	Semiannual	11%		2.298	2,3	10.616
20.282	Annual	18%		3.724	2,5	9.228
	Total, annual demand					251.439

Source: Own elaboration

On the other hand, the demand projection is shown in Table 17, where:  $D_f$  = Future Demand,  $D_a$  = Current Demand,  $i$  = Population growth rate, the growth rate established by the World Bank (2020) for Colombia (1.1%) was taken as a reference,  $n$  = Number of years to be projected.

Table 17. 4 Demand projection

Demand projection		
year 1	$D_f1 = 251.439 (1+0,011)^1$	254.204
year 2	$D_f1 = 251.439 (1+0,011)^2$	257.001
year 3	$D_f1 = 251.439 (1+0,011)^3$	259.828
year 4	$D_f1 = 251.439 (1+0,011)^4$	262.686
year 5	$D_f1 = 251.439 (1+0,011)^5$	265.575

Source: Own elaboration

#### Supply analysis and projection

Considering Paez (2017), supply refers to the amount of goods or services that producers and marketers are able to offer to the market at a given price and during a given period. For the calculation of this, the direct competition was visited and the number of gifts they could offer to the market on a daily basis was questioned, then, the values were converted to an annual total, as shown in the following table:

Table 18. 5 Current offer

Offeror	Daily offer	Monthly offer	Annual offer
Offeror 1	6	180	2.160
Offeror 2	10	300	3.600
Offeror 3	8	240	2.880
Offeror 4	9	270	3.240
Offeror 5	8	240	2.880
Offeror 6	5	150	1.800
Offeror 7	7	210	2.520
Offeror 8	15	450	5.400
Offeror 9	6	180	2.160
Offeror 10	10	300	3.600
Offeror 11	9	270	3.240
Offeror 12	8	240	2.880
Total, annual supply			36.360





**Source: Own elaboration**

For the supply projection; Table 19, the following formula was used:  $Of=Oa ( [1+i] ) ^n$   
 Where: Of = Future Supply, Oa = Current Supply, 1 = Constant, i = Growth index, the 6.5% increase in sales of the retail sector during 2019 was taken as a reference (DANE, 2019), n = year to be projected.

**Table 19. Supply projection**

Supply projection		
year 1	$Of1 = 36.360 (1+0,065) 1$	38.723
year 2	$Of1 = 36.360 (1+0,065) 2$	41.240
year 3	$Of1 = 36.360 (1+0,065) 3$	43.921
year 4	$Of1 = 36.360 (1+0,065) 4$	46.776
year 5	$Of1 = 36.360 (1+0,065) 5$	49.816

**Source: Own elaboration**

In the table above, the products that the competition says it can offer annually are projected; these values will be taken into account for the projection of the unsatisfied demand.

**Analysis and projection of unsatisfied demand**

To calculate the unsatisfied demand, the difference between the demand and supply of personalized gifts in the municipality of Monteria was found, as shown in the following table:

**Table 20. Unsatisfied Demand**

Current demand	251.439
Current offer	36.360
Unsatisfied demand	215.079

**Source: Own elaboration**

It is stated that there is an unsatisfied demand; Table 21, of 215,079 in the year, i.e., there is a high demand that has not been covered by the companies in the market. Now, the projection of unsatisfied demand is comprised of the subtraction of the previously projected demand and supply variables.

**Table 21. 6 Projection of unsatisfied demand**

	Projection of unsatisfied demand				
	Year 1	Year 2	Year 3	Year 4	Year 5
Demand	254.204	257.001	259.828	262.686	265.575
Offer	38.723	41.240	43.921	46.776	49.816
Demand dissatisfied	215.481	215.760	215.907	215.910	215.759

**Source: Own elaboration**

**Competitor Analysis**

This section of the project allows to identify and compare the direct competition in the market; below are the main competitors, the characteristics of their products, their size, target market, and the weaknesses and strengths that can be perceived; See Table 22:



**Table 22. Competitive analysis**

Competing company	Product features	Size	Target Market	Average price offered	Projected image	Weaknesses	Strengths
Leyla creative store	It offers gifts pastries, surprise breakfasts, snacks, floral arrangements.	Small business.	Persons located in the municipality of Monteria, Córdoba.	110.000	It projects an image of commitment and integrity, focused on delivering smiles and love to its clients.	The products offered by the company are not able to meet the customization needs of consumers, as its main product line is a confectionery, so they do not have a wide range of gifts..	It has social networks such as Instagram and Facebook, through which customers can have a first approach with the products and contact the company.
Charming details	It is a gift store and petshop, offering event decoration services.	Medium-sized companies.	People located in the municipality of Monteria, Cordoba and visitors.	150.000	Their image shows commitment to customers and love for animals.	The diversification of its portfolio may detract from its interest in personalized gifts, as it is better known for event decoration and pet store.	It has a physical point in a shopping center with a large number of residents and visitors.
My glimpses of love	Offers breakfast and gifts.	Small business.	Persons located in the municipality of Monteria, Cordoba.	120.000	It reflects integrity and commitment to its clients, which allows it to awaken their interest and achieve an	Its digital positioning is quite limited.	It handles lettering techniques for its details, so it can incorporate all kinds of messages



					effective approach.		on different surfaces to the products.
Sweet moments	It offers surprises, gifts, homemade desserts and cakes.	Small business.	Persons located in the municipality of Montería, Córdoba.	110.000	Projects an image of trustworthiness and customer satisfaction.	It does not offer personalized gifts that are tailored to customers' needs.	It offers delivery throughout the city and has a very attractive digital image.
Happy Love	Gifts and floral arrangements.	Like most of the aforementioned companies, it can be included in the group of small companies.	Persons located in the municipality of Montería, Córdoba.	130.000	It projects a reliable and warm image.	The products offered are quite simple, with no high touches of personalization and design.	It offers relatively low prices compared to the existing competition.

**Source: Own elaboration  
Promotion strategies.**

During the last few years the promotional strategies of most companies have focused on digital channels and technological tools, according to Grubor & Jakša (2018). Larrave (2015) mentions that this type of marketing consists of creating, publishing and sharing content of interest to customers and the company's user community, in order to gain their trust, so the best way to establish a solid relationship with them is by providing value. For this reason, the company has focused on online marketing, more specifically on social networks (Facebook, Twitter, YouTube, Instagram) and has become known in the market and has attracted a significant number of followers, using the following strategies:

- Geolocation of the target market with virtual communities that offer the possibility of directing advertising to potential clients, by means of a periodic amount of advertising.
- Segmentation of the target market: considering ages and socioeconomic strata to whom the service is directed.
- Production and distribution of information (text, videos, images) showing the products offered by Strawberries and Macadamia to persuade consumers.
- Selection and analysis of growth metrics: profile visits, reactions and comments.
- Constant interaction with the company's followers and offering discounts on celebrations and special occasions.



### Communication strategies

The communication strategy is based on social networks, where we listen to the needs and actively participate with the community, humanizing the conversation by establishing a close, emotional and gentle relationship. Likewise, this channel handles queries and claims considering the immediacy and quality of the response as a fundamental pillar. A web page was also designed in which the company communicates in a personalized way with users, to obtain information on tests and queries that contribute to decision-making. Similarly, email marketing is used as a communication strategy with customers; Ramos (2016) defines this strategy as one of the most effective communication tools for customer loyalty, whose content may include announcements, offers, catalogs, launches or any information about services. Likewise, telephone calls and messages via WhatsApp will be used to attend to other customer requests and requirements.

### Service strategies

Based on the emotional component that the product transmits, the company's service strategy focuses on the selection and personalization of the gift, for this, a process called detail finder is used in which people can provide information about the person to be gifted, the type of celebration, the relationship that exists between the subjects, age, gender, preferences, and thus the ideal gift is generated, containing the appropriate elements (Lopez Rodriguez, 2012). In this way, experiences are delivered to both the receiver and the buyer, allowing the latter to find tangible value through the products.

### Market mix strategies

The disbursements that the company makes on an annual basis for the market mix studied in this section are shown below, as a budgetary control:

**Table 23. Market mix budget**

Marketing Strategy	Details	Unit cost	Quantities	Total
Web Development	Creation of the Web page	250.000	1	250.000
	Web Page Design	150.000	1	150.000
Email Marketing	Subject line and call to action design	120.000	1	120.000
	Frequency selection	210.000	3	630.000
Social Networking	Adds Payment	200.000	12	2.400.000
	Metrics	100.000	6	600.000
Content Marketing	Content generation	70.000	12	840.000
Total				4.990.000

### Source: Own elaboration

Table 23 shows the budget required for the development of the above marketing strategies: with an annual cost of \$4,990,000, including the payment to a web developer who will be in charge of the administration of the mass, sharing content and interacting with users.

### Discussions

As mentioned above, this article was preceded by the results of a research; it presented a strength in the characterization of the environment, which allowed a quick collection of data suitable for



some calculations: Projection of demand and supply: Knowing the financial viability of the project taking into account that the propensity to innovate by the adoption of new technologies. On the other hand, the article shows the construction of the process in the demand, designating it as a determining variable in an investment plan taking into account the growth and economic progress as performance in the undertakings (Galindo, Mendez, & Castaño, 2013) and that although in these risks are assumed, opportunities are identified and created, optimizing the idea towards the product to be offered, the available income, tastes and preferences, and expectations. The research culminated in the creation of the company, answering the question of feasibility on technological transformations in entrepreneurship and commercialization of marketing of personalized gifts online in the municipality of Monteria, Cordoba.

### Conclusions

This venture took into account the guidelines provided by the market study in the different areas: tastes and preferences, disposable income, trends, expectations of project viability. The commercial strategy plan is based on the marketing mix: the product seeks to contribute to the consumer's emotions with details that identify them and allow them to live experiences that meet their expectations. With respect to price, always offer a favorable and competitive purchase option. Regarding distribution channels, offer fast, reliable and timely deliveries. And finally, the promotional aspect is driven through virtual platforms to adapt to the trend.

In conclusion, the marketing strategies implemented in the FRESAS Y MACADAMIA venture are fundamental for the success and achievement of positioning, since they make it possible to publicize the product or service, attract and retain customers, and differentiate from the competition. Some of the most effective strategies are digital marketing, content marketing, relationship marketing and social marketing. These strategies are based on the use of new technologies, the creation of added value, the building of lasting relationships and the generation of positive impact on society. These strategies require constant planning, execution and evaluation to adapt to the needs and preferences of the market.

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