STRATEGIC MARKETING AS A TOOL TO ENHANCE THE PORTFOLIO OF SERVICES

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Summary
The ideation of strategic marketing as a key tool to enhance the portfolio of business services, leads to the search for theories and data that support this statement, in view of this, this quantitative research was developed under a binary logistic regression model, which has as its main objective to design a strategic marketing plan to potentiate the portfolio of services of the area of innovation and technological development of the company Books and Books Ltda., for this the research is based on the theory of José María Sainz de Vicuña. Its construction is based on an analysis of the current internal and external context of the innovation and development area, the evaluation of the portfolio of services and the estimation of its functions; Under the quantitative methodology, 4 instruments were applied, applied according to the classification of the population under study, divided into: 7 administrative, 31 workers, 7 current customers and 108 potential customers, and their results were analyzed through a binary logistic regression model, where it is possible to conclude mainly the need for the design of such a marketing plan. the effectiveness that it will have according to the statistical model and the strategies to be generated according to the context of current and potential customers and the commercial activity of the company, being this a company that integrates innovation in technological developments in the offer of its services.
Keywords*: Positioning, marketing, strategy, marketing, potential customer, unmet needs, customer satisfaction.*

1. INTRODUCTION

There are several definitions of strategic marketing, where they point out: this is the strategic mind of the organization, strategic marketing plans are based on the assessment of the marketing planning team, perceptions and expectations of management, this is based on an analysis of the needs of consumers and organizations, the strategic marketing plan is understood as a thought and planning of strategic sequences, actions and activities necessary for the market, in addition to strategic marketing is worked on in the medium and long term, focused on counteracting the needs of the customer (Bellmunt et al., 2015; Pinto, 2007; Grunauer & Granados, 2018; Garcés, 2005; Vicuña, 2020a). Consequently, taking these definitions as the main support for the development of the research, which focuses on carrying out an analysis for the development of a strategic marketing plan, as a strategy to enhance the portfolio of services of the area of innovation and technological development of the company Books and Books Ltda., an area which has a wide portfolio of services, Based on development and state-of-the-art technological support in the national market, products at the forefront of digital needs for the teaching of a second language, allowing them to be adapted to the needs and/or disabilities of a population group, and that despite having more than 10 years in the national market, its positioning has not reached the desired market coverage.

Therefore, this research seeks to analyze strategic marketing as a tool to enhance the portfolio of services to publicize the current situation of the innovation and development area, create a situational analysis of it at an external and internal level, identify the current type of portfolio and

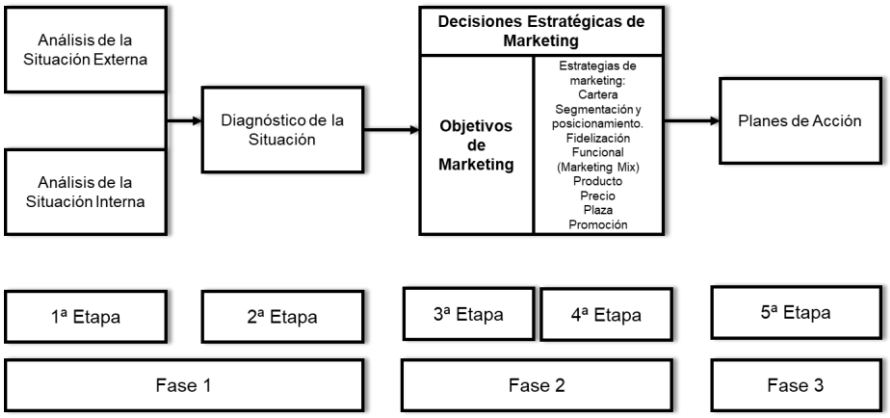
estimate its functions, with the purpose of redesigning or improving it according to the digital trends of the commercial sector and from the point of view of the current situation of the innovation and development area. to respond to the need to achieve a position in the market.
Finally, through the results of the binary logistic regression model, the predictive variable that answers the viability of the design of a marketing plan as a strategy to enhance the portfolio of services is defined.

2. THEORETICAL FRAMEWORK

2.1. Strategic Marketing Plan

The strategic marketing plan is the strategic mind of the organization (Bellmunt et al., 2015)for (Pinto, 2007) Strategic marketing plans are based on the qualifications of the marketing planning team, as well as the perceptions and expectations of management. (Grunauer & Granados, 2018) Strategic marketing is based on an analysis of the needs of consumers and organizations, and therefore, its objective is to counteract the weaknesses that may be affecting an organization. (Garcés, 2005) points out that the strategic marketing plan should be understood as a thought and planning of strategic sequences, actions and activities necessary to know, conquer, approach, penetrate and retain a specific market; This is in order to create the action plans articulated with the objectives, finally, to (Vicuña, 2013) The strategic marketing plan works in the medium and long term, and focuses on mitigating the needs of the client, where the needs become highly attractive market opportunities for an organization, additionally the author provides a basic outline to his criteria of which the elaboration of the strategic marketing plan is composed. In this sense, the marketing plan is seen as an essential tool for the potentialization and positioning of companies, through its structure it allows the establishment of measurable, achievable objectives directly related to the purpose of the strategic marketing plan.

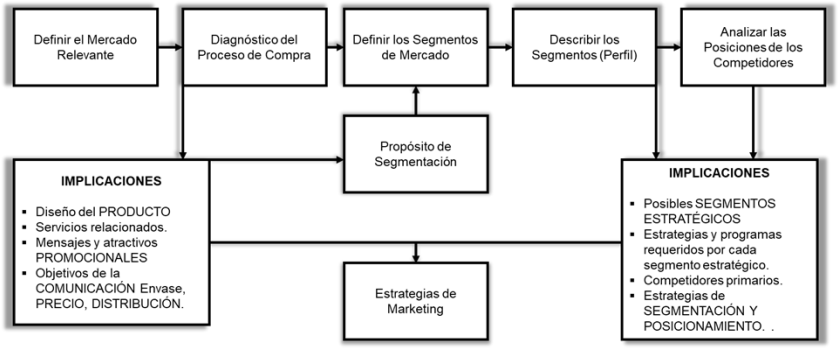
Figure 1. Marketing Plan Structure



Fountain. (Vicuña, 2020a). *In original language: Spanish*

2.2. External analysis

For (Vicuña, 2020a) External analysis takes as a starting point, since it is the one that reveals those elements or success factors that are not controllable by the organization that make up the environment and that can be validated in trends. In economic or market analysis, the variables that cannot be missing are the following:
Figure 1. Variable of economic analysis.



***Fountain**. (Vicuña, 2020a). In original language: Spanish*

2.2.1. Matrices for external diagnosis.

The tools used to know the environment of the organization under study are: The competitiveness diamond developed by Michel Porter and defined by (Longoria et al., n.d.) It acts as a system, where its components can be seen separately, as they relate to each other, and the development or action of one always benefits or affects the others. The MPC Competitive Profile Matrix, which according to (Fred, 2008) It allows us to identify the main competence of organizations, as well as their strengths and weaknesses that prevail in relation to the strategic position of an organization, in the same sense the EFE matrix, which according to (Fred, 2008) It makes it easier for the researcher to summarize and evaluate the information that influences the organization externally, as well as those elements that cannot be controlled.

2.3. Internal Analysis

Through the internal analysis of the situation, it is possible to obtain information that will allow us to generate a favorable or unfavorable position in the market and environment we want to reach. (Vicuña, 2020a).

2.3.1. Matrices for internal diagnostics.

The value chain, where according to (Porter, 1987) In addition, the EFI matrix is used, which is a tool used as a starting point for the generation of strategies at an internal level, where strengths and weaknesses of great importance in the functional areas of an organization are summarized and evaluated (Fred, 2008).

2.4. Strategic Decisions

For (Vicuña, 2020b) Determined as the fourth stage for the development of the marketing plan and as the second strategic marketing decision, which consists of adjusting internal factors to external ones and thus obtaining a better competitive position.

2.5. Portfolio of Services

The portfolio has been around for many years, its use mainly in areas of literature, arts, photography, advertising, among others. (Hernandez, 2000), on its definition, the portfolio is understood as a tool for the collection and repertoire of evidence, as well as the competencies of professionals that train a person for optimal professional development. (Barragán, 2005)Likewise, the portfolio is usually built as a teaching and evaluation method, where mainly contributions of productions on different topics are made by students and teachers (Murillo, 2012).

3. METHODOLOGY

3.1. Description.

The study carried out is of a quantitative descriptive type, which implies that it is a data analysis aimed at describing the characteristics of an event or phenomenon(Vilá, 2006). This type of study allows the visualization of information by means of tables and graphs, while statistical indicators provide an analytical perspective. In addition, descriptive analysis methods of correlation analysis between variables, such as trends, correlation, and multiple regression analysis, can be used to determine conclusions

Logistic regression is a statistical method used to analyze and model the relationship between a categorical dependent variable and one or more independent variables(Roy-García et al., 2019). In

logistic regression, the dependent variable is modeled as a logistic function of the independent variables. Model parameters are estimated using the maximum likelihood technique. The method is applied in various areas(Mestre, 2016).

For the following research case, the model that fits the hypotheses raised in the objectives is the logistic regression that for the case was developed in its binary type, seeking to predict a categorical variable that allowed through the statistical methodology to know if it was necessary to establish the strategic marketing plan to potentiate the portfolio of services or not. which leads the area of innovation and technological development of the company Books and Books Ltda., to improve the indicators projected in its annuities, the inputs from the application of quantitative data collection instruments to the total population, the dependent variable will be between the values (0,1) where the values close to 1 allow us to conclude that the dependent variable probably occurs due to the predictor variables.

3.2. Applied mathematical formula.

LINEAR REGRESSION: $Y = a + bx$

MULTIPLE LINEAR REGRESSION: $Y = a + b1x1 + \cdots .. + bnxn$

LOGISTIC REGRESSION: P(Y)= $\frac{1}{1+e^{-(a+bx)}}$

Logistic Regression assumptions to take into account:

- Predictor variables must be categorical or continuous. (do not require normality, homoscedasticity)
- The principle of linearity is not required to be adhered to.
- Independence from error (not intragroup)

3.3. Scope of research.

Consequently, the research specifically covers the area of innovation and technological development of Books and Books Ltda., a company located in the city of Bogotá, with offices in Barranquilla, Cali and Medellín.

The population under study is finite, with the aim of providing veracity in the data collected and taking into account the type of study, in this case it will not take into account a specific sample but the total of the agents involved, as shown in the following table.

***Board 1**. Research participants.*

DESCRIPTION	QUANTITY
Administrative staff at Books and Books Ltda.	7
Workers in the Innovation and Development area of Books and Books Ltda.	31
Current Clients of the Innovation and Development area of Books and Books Ltda.	7
Potential clients of the Innovation and Development area of Books and Books Ltda.	108
Total number of agents involved	**153**

***Fountain**. Own elaboration.*

3.4. Instruments

For the case study, surveys designed and structured under the Likert scale were carried out with the aim of evaluating and qualifying the opinion of the target population, highlighting their perception of real and everyday situations of the work carried out within the organization and that promote the development of new marketing alternatives. as well as to explore points of view of current strategies, since the Likert Scale according to (Maldonado et al., n.d.) "It is an instrument for measuring or collecting quantitative data within a research."

In addition, the Servqual model is used, which according to Zeithaml et al. (1993), cited (Yovera & Rodríguez, 2018) The ServQual model is a multi-scale summary instrument, with a high level of reliability and feasibility, which can be adopted by companies in order to understand and improve the expectations and perceptions that their customers have regarding a service.

In the case of administrative staff, 53 questions were asked on a frequency scale, workers in the area of innovation and technological development 30 questions on a frequency scale, for potential customers 33 questions on the same frequency scale, current customers were approached with 23 questions on an assessment scale. The questionnaires were administered to the participants after obtaining their informed consent, under the indispensable principle that their participation in the survey was free and voluntary.

3.5. Analysis Technique

For the statistical analysis, the Excel tool was first used to code and store the data obtained after the application of the instruments, and then version 21 of the SPSS software was used to generate results. It is important to note that the study variables corresponded to different aspects, such as general information in the case of entrepreneurs, and questions about consumption and marketing in the case of customers. In addition, issues related to the internal areas and factors of competitiveness and commercialization, such as perception of labor quality and business innovation, were addressed. The first part is the condensation and presentation of the data in graphs of trend lines, dispersion, which allow the analysis of the behavior of the variables focused on knowing the perception of each area of the organization.

Preliminary information that would give way to the analysis of the logistic regression model seeking to predict the influences of the variables on the result of the established hypothesis, design a strategic marketing plan to enhance the portfolio of services of the innovation and development area of the company Books and Books Ltda.

3.6. Selected data entry methods.

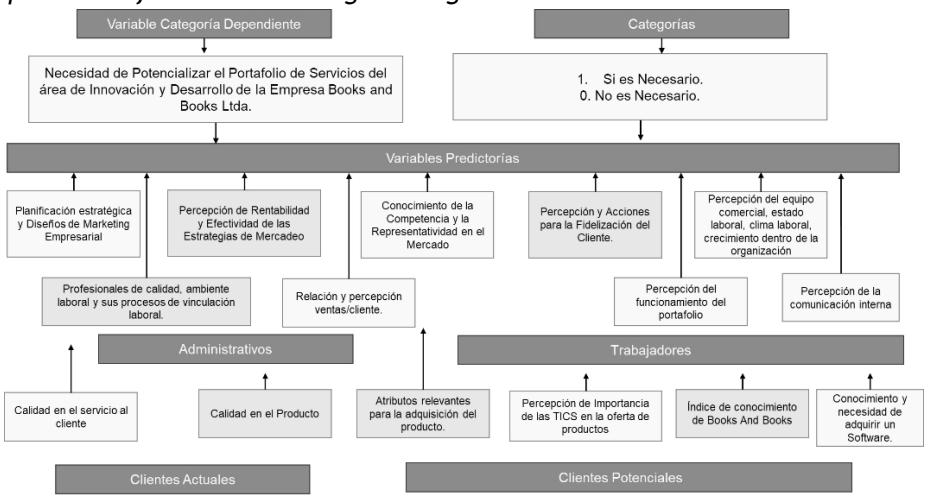
Forward entry,(Spss, n.d.)(De la Fuente, 2011) It is used for exploratory analyses where the theory involved in the regression is not known, through mathematical models where the program (SPSS) introduces the predictor variables along with a constant, starting with those that have the largest regression coefficient and statistically significant in each step each of the variables that are added to the model is reevaluated. until any of the variables does not have a significant effect on And, in addition, the program examines the variables in the model to know if any should be removed, for that case the elimination method used is likelihood ratio, where the model with current is compared with the model by eliminating the predictor, if this elimination makes a significant difference in the fit of the data, The program retains the predictor, but if there is no significance in removing the predictor, the program discards it.

4. RESULTS

4.1. Structure of the Binomial Logistic Regression Model

To obtain results, the binomial logistic regression model was applied, as shown in *Figure 3,* where the predictive variables allow us to know the level of influenza in the elaboration of the strategic marketing plan as a tool to enhance the portfolio of services.

Figure 2. Application of the Binomial Logistic Regression Model



***Fountain**. Own elaboration. In original language: Spanish*

4.2. Coefficients of analysis

The logistic regression model coefficients are estimated using the maximum likelihood method. These coefficients represent the contribution of each independent variable to the logarithm of the ratio of the probabilities of success (i.e., the probability that the dependent binary variable will take the value of 1) and failure (i.e., the probability that the dependent binary variable will take the value of 0). Therefore, the logistic regression model coefficients reflect the magnitude and direction of the relationship between the independent variables and the dependent binary variable.

The P-value (Sig.) is a statistical concept used to assess the significance of the results of a statistical analysis. It represents the probability that the observed outcome is a random effect and not an actual effect of the treatment or intervention being evaluated(Arias & Molina, 2017).

The omnibus test is a statistical test that tests the overall significance of the model as a whole, rather than testing the significance of each variable individually. The goal of this test is to determine whether the model as a whole corresponds to the fit for the data. In short, the bus test is a way to assess the overall quality of a statistical model.

The omnibus test was proposed by Dutch statistician Joseph Nagelkerke in 1991 as an alternative to the Cox and Snell coefficient of determination, which tends to underestimate the true predictive power of the model. The Nagelkerke coefficient ranges from 0 to 1, and is used to estimate the proportion of variance explained by the model (Visauta Vinacua, 2014). It can be interpreted in a similar way to the Cox and Snell coefficient of determination, but is considered a more appropriate measure for complex models or data with high correlation. In summary, the Nagelkerke coefficient is a useful tool for assessing model quality in logistic regression.

Application 1: Administrative.

Variables included in the study, predictive variables:

1. Strategic planning and business marketing designs.
2. Quality professionals, work environment and their employment processes.
3. Perception of profitability and effectiveness of marketing strategies.
4. Sales/customer relationship and perception.
5. Knowledge of the competition and representativeness in the market.

***Board 2.** Data Processing Overview, Application* 1: Administrative.

Resumen del procesamiento de los casos

Casos no ponderados[a]		N	Porcentaje
Casos seleccionados	Incluidos en el análisis	7	100,0
	Casos perdidos	0	,0
	Total	7	100,0
Casos no seleccionados		0	,0
Total		7	100,0

***Fountain**. Own elaboration.*

***Board 3.** Data Classification, Application 1. Administrative.*

The total data is evaluated by the program, there is no data loss.

***Fountain.** Own elaboration.*

For the initial model, 71.4% of the data fit the inclusion of the constant, which allows us to show that the variables evaluated in the population group (Administrative) in 28.6% are an influence to enhance the portfolio of services in the area of innovation and technological development of Books and Books Ltda, through a strategic marketing plan.

Board 4. Omnibus test, application: administrative.

Pruebas omnibus sobre los coeficientes del modelo

		Chi cuadrado	gl	Sig.
Paso 1	Paso	8,376	1	,004
	Bloque	8,376	1	,004
	Modelo	8,376	1	,004
Paso 2	Paso	,000	1	1,000
	Bloque	8,376	2	,015
	Modelo	8,376	2	,015

Fountain. *Own elaboration.*

The acceptance of significance is observed as it is less than 0.05, and the steps taken within the global model are significantly representative.

Board 5. *Variables of the equation, application 1. Administrative.*

Variables en la ecuación[c]

		B	E.T.	Wald	gl	Sig.	Exp(B)
Paso 1[a]	VARIABLE_2	-36,381	12679,008	,000	1	,998	,000
	Constante	91,106	33264,853	,000	1	,998	3,690E+039
Paso 2[b]	VARIABLE_2	-68,861	64528,885	,000	1	,999	,000
	VARIABLE_3	32,480	76897,966	,000	1	1,000	1,017E+14
	Constante	123,898	76966,966	,000	1	,999	6,431E+053

a. Variable(s) introducida(s) en el paso 1: VARIABLE_2.

b. Variable(s) introducida(s) en el paso 2: VARIABLE_3.

c. Se ha detenido un procedimiento por pasos ya que al eliminar la variable menos significativa se obtuvo un modelo previamente ajustado.

Fountain. *Own elaboration.*

The program was able to include the predictor variable 2 (Quality professionals, work environment and their labor bonding processes) as a possible alternative for adjusting the model, although it does not apply because of its low probability described as 0.000 in the Exp(B) statistic.

Resumen del modelo

Paso	-2 log de la verosimilitud	R cuadrado de Cox y Snell	R cuadrado de Nagelkerke
1	,000[a]	,698	1,000
2	,000[a]	,698	1,000

a. La estimación ha finalizado en el número de iteración 20 porque se han alcanzado las iteraciones máximas. No se puede encontrar una solución definitiva.

Board 6. *Summary, Application 1: Administrative.*

Fountain. *Own elaboration.*

In 69.8%, the application of the model in its entirety is valid, as presented by the Nagelkerke coefficient, however, the variable that fits the predictive model does not have sufficient significance to be a predictor of the categorical variable of study.

Board 7. *Application Model 1 Administrative, if a term is*

Modelo si se elimina el término

Variable		Log verosimilitud del modelo	Cambio en -2 log de la verosimilitud	gl	Sig. del cambio
Paso 1	VARIABLE_2	-4,188	8,376	1	,004
Paso 2	VARIABLE_2	-2,591	5,183	1	,023
	VARIABLE_3	,000	,000	1	1,000

Source: *Author's own creation.*

Taking into account the adjustment of the model, when the elimination of variable 2 (Quality professionals, work environment and their labor bonding processes) is carried out, there is the greatest significance of the change, due to the maximum plausibility, with significant affectation.
According to application 1, of the regression model, it is concluded that 71% of the data represents a constant adjustment, statistically the study variables do not predict any probability on the categorical variable, However, for the purposes of the study the predictor variable N°2 of the administrative population group can be taken into account within the strategy to potentiate the portfolio of services of the area of innovation and technological development of Books and Books and Books. Books Ltda, being the only variable with significant data within the analysis.

Application 2: Leads.

Variables included in the study, predictive variables:

1. Books And Books Knowledge Index.
2. Perception of the importance of ICTs in the supply of products.
3. Attributes relevant to the acquisition of the product.
4. Knowledge and need to acquire a Software.

Board 8. *Dat*

Resumen del procesamiento de los casos

Casos no ponderados[a]		N	Porcentaje
Casos seleccionados	Incluidos en el análisis	108	100,0
	Casos perdidos	0	,0
	Total	108	100,0
Casos no seleccionados		0	,0
Total		108	100,0

Fountain. *Own elaboration.*

The total data is evaluated by the program, there is no data loss.

Board 9. *Data Classification, Application 2 Leads.*

Tabla de clasificación[a,b]

			Pronosticado		
			Potencializar el portafolio de servicios a través del plan estratégico de marketing		
	Observado		NO ES NECESARIO	SI ES NECESARIO	Porcentaje correcto
Paso 0	Potencializar el portafolio de servicios a través del plan estratégico de marketing	NO ES NECESARIO	71	0	100,0
		SI ES NECESARIO	37	0	,0
	Porcentaje global				65,7

a. En el modelo se incluye una constante.

b. El valor de corte es ,500

For the initial model, 65.7% of the data fit the inclusion of the constant, which allows us to show that the variables evaluated in the population group (POTENTIAL CUSTOMERS) in a percentage are of influence to enhance the portfolio of services in the area of innovation and technological development of Books and Books, however, You need to know the 34.3% that does not fit the constant.

Board 10*. Try omnibus, app 2 leads.*

Pruebas omnibus sobre los coeficientes del modelo

		Chi cuadrado	gl	Sig.
Paso 1	Paso	129,932	1	,000
	Bloque	129,932	1	,000
	Modelo	129,932	1	,000
Paso 2	Paso	8,900	1	,003
	Bloque	138,832	2	,000
	Modelo	138,832	2	,000
Paso 3	Paso	,000	1	1,000
	Bloque	138,832	1	,000
	Modelo	138,832	1	,000

***Fountain**. Own elaboration.*

***Board 11**. Classification of variables, application 2 leads.*

Tabla de clasificación[a]

Observado			Pronosticado		
			Potencializar el portafolio de servicios a través del plan estratégico de marketing		
			NO ES NECESARIO	SI ES NECESARIO	Porcentaje correcto
Paso 1	Potencializar el portafolio de servicios a través del plan estratégico de marketing	NO ES NECESARIO	70	1	98,6
		SI ES NECESARIO	0	37	100,0
	Porcentaje global				99,1
Paso 2	Potencializar el portafolio de servicios a través del plan estratégico de marketing	NO ES NECESARIO	71	0	100,0
		SI ES NECESARIO	0	37	100,0
	Porcentaje global				100,0

a. El valor de corte es ,500

***Fountain**. Own elaboration.*

The acceptance of significance can be observed as it is less than 0.05, and the steps taken within the global model are significantly representative.

***Board 12**. Variables in the equation, application 2 leads.*

Variables en la ecuación

		B	E.T.	Wald	gl	Sig.	Exp(B)
Paso 1[a]	VARIABLE_3	-24,365	4193,201	,000	1	,995	,000
	Constante	100,894	16772,805	,000	1	,995	6,572E+043
Paso 2[b]	VARIABLE_1	-36,099	5709,738	,000	1	,995	,000
	VARIABLE_3	-3,147	6103,620	,000	1	1,000	,043
	Constante	140,018	19859,567	,000	1	,994	6,443E+060

a. Variable(s) introducida(s) en el paso 1: VARIABLE_3.

b. Variable(s) introducida(s) en el paso 2: VARIABLE_1.

***Fountain**. Own elaboration.*

Two variables are included: Variable 1 (Books And Books Knowledge Index.) variable 3. (Attributes relevant to the acquisition of the product) for step 2 where there is greater variability in the results, variable 1 turns out not to be very likely to predict the need for the categorical variable while variable 3, analyzed en bloc, turns out to have a high probability, the interesting thing is that the variable that significantly influences if eliminated from the model is variable 1, This means that both are dependent, taken to reality, those who do not have knowledge of the company will not have access to the attributes that allow the decision to make the purchase of the product.

***Board 13**. Model if a term is deleted, application 2 Leads.*

Modelo si se elimina el término

Variable		Log verosimilitud del modelo	Cambio en -2 log de la verosimilitud	gl	Sig. del cambio
Paso 1	VARIABLE_3	-69,416	129,932	1	,000
Paso 2	VARIABLE_1	-4,450	8,900	1	,003
	VARIABLE_3	,000	,000	1	1,000
Paso 3	VARIABLE_1	-69,416	138,832	1	,000

***Fountain**. Own elaboration.*

Variables 1 and 3 are dependent to predict the percentage of acceptance of the model, so because they represent that 34.3% probability, they must be taken into account when generating the strategy for the enhancement of the portfolio of services in the area of innovation and technological development of Books And Books.

***Board 14**. Model overview, application 2 leads.*

Resumen del modelo

Paso	-2 log de la verosimilitud	R cuadrado de Cox y Snell	R cuadrado de Nagelkerke
1	,000[a]	,723	1,000

***Fountain**. Own elaboration.*

In 72.3%, the application of the model in its entirety is valid, as presented by the Nagelkerke coefficient.

Application 3: Current customers.

Variables included in the study, predictive variables:

1. Quality Customer Service.
2. Product Quality.

***Board 15**. Data overview, application 3 current customers.*

Resumen del procesamiento de los casos

Casos no ponderados[a]		N	Porcentaje
Casos seleccionados	Incluidos en el análisis	7	100,0
	Casos perdidos	0	,0
	Total	7	100,0
Casos no seleccionados		0	,0
Total		7	100,0

***Fountain**. Own elaboration.*

The total data is evaluated by the program, it does not present any missing data.

***Board 16**. Data Classification, Application 3 current customers.*

Tabla de clasificación[a,b]

			Pronosticado		
			Potencializar el portafolio de servicios a través del plan estratégico de marketing		
	Observado		NO ES NECESARIO	SI ES NECESARIO	Porcentaje correcto
Paso 0	Potencializar el portafolio de servicios a través del plan estratégico de marketing	NO ES NECESARIO	0	3	,0
		SI ES NECESARIO	0	4	100,0
	Porcentaje global				57,1

a. En el modelo se incluye una constante.

b. El valor de corte es ,500

***Fountain**. Own elaboration.*

For the initial model, 57.1% of the data fit the inclusion of the constant, which allows us to show that the variables evaluated in the population group (current customers) in a percentage are of influence to enhance the marketing plan and the portfolio of services in the area of innovation and technological development of Books and Books. You need to know the 42.9% that does not conform to the constant.

***Board 17**. Variables that are not there, application 3 current clients.*

Variables que no están en la ecuación

			Puntuación	gl	Sig.
Paso 0	Variables	VARIABLE_1	3,231	1	,072
		VARIABLE_2	5,469	1	,019
	Estadísticos globales		5,775	2	,056

***Fountain**. Own elaboration.*

***Board 18**. Try Omnibus, app 3 current customers.*

Pruebas omnibus sobre los coeficientes del modelo

		Chi cuadrado	gl	Sig.
Paso 1	Paso	9,561	1	,002
	Bloque	9,561	1	,002
	Modelo	9,561	1	,002

***Fountain**. Own elaboration.*

The acceptance of significance can be observed as it is less than 0.05, and the steps taken within the global model are significantly representative.

***Board 19**. Model If a term is deleted, apply 3 current customers.*

Modelo si se elimina el término

Variable		Log verosimilitud del modelo	Cambio en -2 log de la verosimilitud	gl	Sig. del cambio
Paso 1	VARIABLE_2	-4,780	9,561	1	,002

***Fountain**. Own elaboration.*

In the case of the current customer population group, there are only two variables that, after being evaluated en bloc, is variable 2. (Product Quality) that which presents significance being in the model and being eliminated from the model.

***Board 20**. Model overview, application 3 current customers.*

Resumen del modelo

Paso	-2 log de la verosimilitud	R cuadrado de Cox y Snell	R cuadrado de Nagelkerke
1	,000[a]	,745	1,000

a. La estimación ha finalizado en el número de iteración 19 porque se ha detectado un ajuste perfecto. Esta solución no es exclusiva.

***Fountain**. Own elaboration.*

In 74.5%, the application of the model in its entirety is valid, as presented by the Nagelkerke coefficient.

Application 4: Workers.

Variables included in the study, predictive variables:

1. Perception and actions for customer loyalty.
2. Perception of the sales team, work status, work environment, growth within the organization.
3. Perception of internal communication.
4. Perception of the performance of the portfolio.

***Board 21**. Data processing, application 4 workers.*

Resumen del procesamiento de los casos

Casos no ponderados[a]		N	Porcentaje
Casos seleccionados	Incluidos en el análisis	31	100,0
	Casos perdidos	0	,0
	Total	31	100,0
Casos no seleccionados		0	,0
Total		31	100,0

***Fountain**. Own elaboration.*

The total data is evaluated by the program, it does not present any missing data.

***Board 22**. Data classification, application 4 workers.*

Tabla de clasificación[a,b]

Observado			Pronosticado		
			Potencializar el portafolio de servicios a través del plan estratégico de marketing		
			NO ES NECESARIO	SI ES NECESARIO	Porcentaje correcto
Paso 0	Potencializar el portafolio de servicios a través del plan estratégico de marketing	NO ES NECESARIO	0	15	,0
		SI ES NECESARIO	0	16	100,0
	Porcentaje global				51,6

a. En el modelo se incluye una constante.

b. El valor de corte es ,500

***Fountain**. Own elaboration.*

For the initial model, 51.6% of the data fit the inclusion of the constant, which allows us to show that the variables evaluated in the population group (workers) in a percentage are of influence to enhance the marketing plan and the portfolio of services in the area of innovation and technological development of Books and Books. You need to know the 48.4% that does not fit the constant.

***Board 23**. Test bus, application 4 workers.*

Pruebas omnibus sobre los coeficientes del modelo

		Chi cuadrado	gl	Sig.
Paso 1	Paso	42,943	1	,000
	Bloque	42,943	1	,000
	Modelo	42,943	1	,000

***Fountain**. Own elaboration.*

The acceptance of significance can be observed as it is less than 0.05, and the steps taken within the global model are significantly representative.

***Board 24**. Model if the term is removed, application 4 workers.*

Modelo si se elimina el término

Variable		Log verosimilitud del modelo	Cambio en -2 log de la verosimilitud	gl	Sig. del cambio
Paso 1	VARIABLE_1	-21,471	42,943	1	,000

***Fountain**. Own elaboration.*

In the case of the working population group, variable 1 (Perception and actions for customer loyalty) is the one that presents significance, being in the model and being eliminated from the model.

***Board 25**. Overview of the model, application 4 workers.*

Resumen del modelo

Paso	-2 log de la verosimilitud	R cuadrado de Cox y Snell	R cuadrado de Nagelkerke
1	,000[a]	,750	1,000

***Fountain**. Own elaboration.*

In 75% of cases, the application of the model in its entirety is valid, as presented by the Nagelkerke coefficient.

To enhance the portfolio of services in the innovation and development area of Books and Books Ltda., the perception and actions for customer loyalty must be taken into account as basic strategies.

5. DISCUSSION

The research is characterized by establishing the strategic marketing plan or strategic marketing as a tool to enhance the portfolio of services of the innovation and technological development area of Books and Books Ltda., in this sense, (Panama et al., 2019) In their research they affirm that strategic marketing is oriented to the current and future needs of the client, locate new markets and within them potential segments, in addition, that within its main objective stands out the purpose focused on improving the positioning in the market of the company under study, through the generation of

marketing strategies based on the design of new services, strategic alliances and the use of digital media as communication strategies.

In this sense, the present research, through the affirmation of the statistical model, where it is concluded that it is feasible to design the marketing plan to enhance the portfolio of services, generates strategies at the forefront of the needs of the current and potential client.

On the other hand, (Parrales et al., 2022) Strategic marketing is vital for business strengthening, since it allows greater growth through the implementation of different marketing techniques and in this way achieve an increase in sales, improvement of external and internal image and an adequate projection in the market. In view of this, the research projects an external and internal improvement taking as main elements the quality of the product and/or services together with the continuous improvement in the processes, all of the above, through an action plan that arises as a route for the implementation of the strategic marketing plan.

Likewise (Yépez & Ramiro, 2019) They point out that strategic marketing is the central basis in the field of macro and micro market development, becoming an essential factor for marketing practices and all those business areas in which challenges are constant for entrepreneurs. In this way, the present research provides alternatives for the company under study and solid bases for the development of future research through a quantitative statistical model.

6. CONCLUSIONS

The research results affirm the initial hypothesis, raised in the need for a strategic marketing plan to enhance the portfolio of services of the innovation and development area of Books and Books Ltda., which must have strategies at the forefront of the market, emphasizing the quality of the service and/or product, the differentiating factor of the products as a basis for the consolidation of positioning strategies in the market.

Additionally, for the generation of effective marketing strategies, it is important to take into account the shortcomings detected, and therefore, direct tactics towards an analysis of the profitability and effectiveness of current marketing strategies, review of the link and commitment of workers with the objectives of the area and the general business objectives, analysis of customer loyalty strategies, as well as review and analysis of the quality of the service and/or product in comparison with market trends.

It is necessary to allow the potential customer to have a greater approach, in order for him to know its main differentiating components, attributes with added value for the acquisition of a product and/or service, and with this, a greater recognition and effective positioning is achieved.

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