

## Consumo de subproductos del coco en industrias de México

*Consumption of by-products of the coconut industries in Mexico*

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### Resumen

El objetivo de la investigación fue realizar un diagnóstico sobre el consumo de subproductos del coco, específicamente del jabón y la fibra de coco, para establecer si existe una posible demanda potencial de estos como materia prima para la elaboración de productos y determinar el perfil de las empresas que lo requieren. El tipo de estudio realizado fue de corte descriptivo típico ya que se basó en la aplicación de cuestionarios a 300 empresas de un total de 1 601 del sector industrial ubicadas en diferentes zonas geográficas del país, a través de la determinación de muestra por conglomerados. Su aplicación fue a través de la Red de Cuerpos Académicos del Subsistema de Universidades Tecnológicas y el análisis estadístico se realizó a través del Software SPSS. En el estudio se detectaron 193 empresas a nivel nacional con potencial de consumo de jabón de coco en los giros de limpiadores, cosméticos y dentífricos. De la misma forma se detectaron también 487 empresas con potencial de consumo de la fibra del coco en giros como industrias cementeras, textiles y de fertilizantes naturales.

**Palabras clave:** consumo, subproductos del coco, demanda de productos, perfil de compradores potenciales.

### Abstract

The objective of the research was a diagnosis on the consumption of by-products of the coconut, specifically SOAP and coconut fiber, in order to establish whether there is a possible potential demand for these as raw material for the manufacture of products and to determine the profile of the companies that may require it. The study was typical descriptive cutting since it is based on the application of questionnaires to 300 companies from a total of 1,601 of the industrial sector located in different geographical areas of the country, through the determination of sample by conglomerates. Its implementation was through the Network of Academic Bodies of the Subsystem of Technological Universities and statistical analysis was made through the Software SPSS. A total of 193 national companies with potential for consumption of coconut SOAP in turns of cleaners, cosmetics and dentifrices were detected in the study. In the same way were also 487 companies with potential for consumption of fiber from the coconut turns like cement factories, textile industries and natural fertilizers.

**Key Words:** consumption, coconut by-products, demand for products, profile of potential buyers.

**Fecha recepción:** Diciembre 2014

**Fecha aceptación:** Julio 2015

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### Introduction

For years, the cultivation of coconut in the State of Tabasco has represented one of the main agricultural activities in which its economy has been based.

In Tabasco coconut production is high, and is estimated at 8,851 tonnes per year with a value of 45 billion pesos, allowing you to move into fourth place at the national level, below States like Guerrero, Colima and Oaxaca, SIAP-SAGARPA, (2009). The production of coconut in the State

represents 12% of the total value of agricultural production and its uses are geared primarily to the food industry, as raw material for the production of sweets; oil for the manufacture of soaps and cosmetics; for the preparation of pharmaceutical products, paints, lubricants and also to produce coal (Statistical Yearbook Tabasco, INEGI, 2010).

However, the development of the coconut product system in Tabasco faces important challenges. Local producers have failed to capitalize on opportunities of displacement of its production under more advantageous conditions for lack of appropriate marketing channels. They also lack of information on physical characteristics, image and marketing defined for your products that allow them to increase their value. In contrast to this situation, there is nationwide penetration of coconut products that have been introduced to companies that already sell them successfully, which are actually fulfilling the requirements that the industries requested, so they already represent a competition for locals coconut producers who want to participate in these scenarios.

There are several studies on the commercial relevance of products derived from the production of coconut which speak about the possibility of marketing them in various industrial applications. In a work on potential for industrial use for the natural fibers of coconut, wood and Aguilar (2000) reported the possibility of using derivatives of the coconut in insulation, gaskets, geotextiles, composites, absorbent filters and active surfaces. These studies give certainty for potential sales of coconut fiber. For his part, González and Macías (2006) mention the opportunity to leverage the characteristics of the fiber coconut nurseries and vegetables as substrates or bases for planting. Currently, in the state of Tabasco it is not available with an analysis of trade issues to estimate the potential demand for coconut products, to establish the volume in tonnes determining the physical and commercial characteristics required by potential customers.

Therefore, the aim of this project is to develop a diagnosis of consumption of coconut products, particularly soap and coconut fiber to determine the specifications of the industry, market size and identify potential buyers in the country. The results of this work will allow the design of commercial strategies to increase sales volume nationwide coconut products of Tabasco directly to improving the quality of life of local producers manner.

## **METHODOLOGY**

The type of study was descriptive typical cut as it was based on the application of questionnaires to 300 companies a total of 1601 industrial sector located in different geographical areas of the country, through the determination of cluster sample. His application was through Academic Bodies Network Subsystem Technological University and the statistical analysis was performed using SPSS software.

Determination of the sample:

To define the study population consuming companies cutting industrial fiber for the production of textiles, insulation and supplies for the field as well as those that could occupy coconut soap as raw material in their process of integration and marketing they were identified. This activity was carried out through the National Statistics Directory of Economic Units (denué) of the National Institute of Statistics and Geography (INEGI) to give a breakdown of 23 099 companies, which were ordered by money, number of employees and state. Information subsequently eliminating micro organizations that have fewer than 10 employees size, considered that this condition did not have the ability to purchase their raw materials in different states stripped yours. Thus it came to a target of 1 601 businesses nationwide population, between small, medium and large in corners of interest to this investigation.

For the selection of the sample Method finite populations was used by conglomerates with a confidence level of 95% and an estimated error of 7%, resulting in a total of 300 companies spread across 14 states of the Mexican Republic for lifting of information. Table 1 shows the distribution of the sample in the states of origin of the firms located in the selection of the sample to obtain data.

Table 1 Determination of the study sample and spin states.

ESTADOS	TEXTILES	FERTILIZANTES	JABONES	CEMENTOS Y AISLANTES	MUESTRAS DE CUESTIONARIOS POR ESTADO
COAHUILA	2	1	1	9	13
CHIHUAHUA	2	0	1	7	10
DISTRITO FEDERAL	22	1	14	11	48
GUANAJUATO	9	0	1	9	19
JALISCO	7	0	5	12	24
MÉXICO	25	1	9	23	58
MICHOACÁN DE OCAMPO	3	1	1	5	10
NUEVO LEÓN	5	1	4	15	25
PUEBLA	25	1	1	12	39
SAN LUIS POTOSÍ	4	0	1	5	10
SONORA	1	1	1	7	10
TLAXCALA	10	0	0	2	12
VERACRUZ	2	0	1	8	11
YUCATÁN	3	0	1	7	11
TOTAL	120	7	41	132	300

Source: Authors

Instruments:

Collecting data for four types of questionnaires, one is used for each turn to be analyzed, in order to consider the differences by industry or application could be taken; For this reason, the first three were designed to analyze the consumption of coconut fiber and the fourth for the analysis of consumption of coconut soap. To validate these tools for collecting, it proceeded to carry out an initial piloting of the same in 11 companies in the country, a process in which opportunities for improvement were detected them.

The first questionnaire was aimed at turning the textile industries, who were directed 32 questions with the aim of knowing descriptive characteristics of these companies, fiber applications in the textile processes and potential for future consumption. The second questionnaire was also designed to analyze the consumption of fiber but manufacturers and cement industries insulating products, so 33 reagents were created for this purpose. The third questionnaire consisted of 35 closed questions prepared for the interview to companies dedicated to the rotation of input preparation for the field, giving special treatment to the fact that manufacturers were nurseries or fertilizer for the field. Likewise quarter the questionnaire to inquire about the need for soap coconut industries of the country, where 40 questions designed to determine the characteristics of the production data structure was developed factory included ,

productive orientation, raw materials, conditions of supply, costs, prices and the possibility of purchasing this product of coconut.

Procedure:

The questionnaires were applied by interviews conducted directly by specialized interviewers those responsible of the production area within the companies analyzed. The application of the questionnaire was through Academic Bodies Network Subsystem Universities.

On the website of the General Coordination of Technological Universities and Polytechnics (CGUTyP), universities belonging to the states determined in the research sample, obtaining travel information contact members Academic Bodies teachers (CA) related to identified Economic-Administrative area or production process, with expertise in process research and conducting surveys. They derived from this activity, was contacted with 14 academic bodies that work agreements were established, forming a collaborative network of technological universities. Thanks to this process of linking the signing of seven agreements between academic bodies participation was achieved.

Once covered the recruitment and administrative management for the participation of interviewers, and virtual training, in which were explained in detail the background, objectives, purposes and research users, as well as the structure is made different questionnaires to be used. In states with the largest number of companies to apply, such as the State of Mexico, Jalisco, Yucatan and Mexico City were trained personally teachers in their institutions through visits and in the states with the fewest companies, the process is conducted virtually through electronic media (Skype Software)

Monitoring and control:

In order to monitor the process of respondent and avoid mistakes, it was necessary that the members of the academic bodies responsible for project oversight undertake the telephone to a number of states, verifying that employees were respecting teachers rotation and business characteristics. Table 2 shows the allocation of professors of the research team who monitored

the work of teachers in each state shown. Thus, permanently it monitored the performance of teachers, who at the end of the survey contributed to the capture of data from a database, allowing us to process better quantitative and qualitative information, achieving the objectives generating more control and organization during the course of this phase of the project.

Table 2 Assigning teachers to monitor polls

Determinación de Muestras por Estado para supervisión					
No.	Estados	Empresas	Distribución relativa por Estado	Muestra por Estado	Profesor responsable para supervisión
1	COAHUILA	69	4.31%	13	M. en A. Juana Guerrero González
2	CHIHUAHUA	53	3.31%	10	M. en A. Juana Guerrero González
3	DISTRITO FEDERAL	258	16.11%	48	M. en A. Venilde Herrera Roldán
4	GUANAJUATO	102	6.37%	19	M. en A. Venilde Herrera Roldán
5	JALISCO	130	8.12%	24	M.C. E. María Ydolina Rosales Pérez
6	MÉXICO	311	19.43%	58	M.C. E. María Ydolina Rosales Pérez
7	MICHOACÁN DE OCAMPO	53	3.31%	10	M. En A. Marcel Ruiz Martínez
8	NUEVO LEÓN	131	8.18%	25	M. En A. Marcel Ruiz Martínez
9	PUEBLA	206	12.87%	39	M. en A. Claudia F. Ávila Guzmán
10	SAN LUIS POTOSÍ	54	3.37%	10	M. en A. Claudia F. Ávila Guzmán
11	SONORA	52	3.25%	10	M. en A. Elsy Janet Alejandro Pantoja
12	TLAXCALA	64	4.00%	12	M. en A. Elsy Janet Alejandro Pantoja
13	VERACRUZ	59	3.69%	11	M. en A. Ramón Ramón castillo
14	YUCATÁN	59	3.69%	11	M. en A. Ramón Ramón castillo
<b>Total de Empresas:</b>		1601	100%	300	

Source: Autores

## DEVELOPMENT

With the data obtained from the questionnaires were designed an electronic database, supported by the software package Excel, correcting errors capturing and validating the results. Subsequently, the information is transferred and analyzed by cluster variables in the Statistical Package for Social Sciences (SPSS) version 18.0 performing multivariate studies according to the needs of the research software.

To present the results found in this study with respect to the possible consumption of fiber and coconut soap, the findings for each of the industries of analysis used were broken down, as well as information on national and international competitors identified through this study.

Coir

Derived from the analysis of quantitative data from surveys oriented companies probably use coconut fiber in their production processes, located in the States of study, the following findings were:

#### Findings relating to the use of fibers in textiles

1. Of the companies surveyed Whirl textiles, 51% said yes handle products which use natural fibers, while the other 49% said no. This indicates that the coconut trees of Tabasco have the opportunity to market coconut fiber companies in these states. The use of natural fibers and synthetic fibers is very similar, however, it is better utilized using unprocessed materials for the benefit of the environment and natural resources.
2. The physical aspect of fiber is an important factor for companies to acquire, this aspect have listed below: fuse 46%, 9% crude fiber and the rest said that the appearance of the fiber use is another.
3. It is necessary to work on the design and functionality for wrapping coconut fiber, allowing standardization and commercialization, the above because it was determined that 56% of companies purchase such raw material in packaging, 11% 5% in sacks on pallets.
4. With regard to the frequency of purchase of this product, interesting facts, one of which is that 43% of the study population is supplied with fiber in weekly periods were obtained, while 36% is done monthly, 14% do purchase fortnightly and 7% make purchases on a quarterly basis. This indicates that the frequency of consumption, the supply capacity that must count the suppliers must be permanent.
5. With regard to the amount they gain fiber in this period, it appears that 59% of the study population considered an amount of 500-1000 units, 24% between 1000-2000 units, and 17% said buy more than 2000 units.

#### Findings concerning the consumption insulation industries

1. Of the companies surveyed, only 20% use natural fibers for the production of finished products, while 80% handles synthetic materials.



2. With regard to the way companies of this turn require fiber they buy, you can comment that 29% of companies that use fiber as the required bale ground 25%, 13% soft fiber and only 4% powdered.
3. With regard to the way in which these companies receive the fiber was found that 27% received in bales, 13% in sacks on stage 7% and 53% in other ways.
4. With regard to the frequency of purchase of this product, interesting data were obtained as 45% of the study population is supplied with natural fiber in weekly periods, while 27% do so every two weeks, 23% make their purchases 5% monthly purchase quarterly.
5. With regard to the amount they gain fiber in this period, it appears that 59% of the study population considered an amount of 500-1000 parts, 23% between 1000 to 2000 pieces, and 18% said buy more than 2000 pieces.

#### Findings relating to the use of fibers in input industries for the field

1. With regard to the products that these companies produce 50% have produced natural fertilizers, substrates made 12%, 38% produces other products, while none of the companies surveyed produces natural pots.
2. The fibers most used by companies to which they conducted the survey include: 34% coconut and 33% sisal remaining 33% cotton.
3. The physical aspect of fiber is an important factor for companies to acquire, in this aspect we have what is mentioned below: 67% wick, and 33% ground.
4. With regard to the way in which these companies receive the fiber was found that 50% receive 50% in sacks and on stage.
5. With regard to the frequency of purchase, must be 100% of companies that produce products based on fiber make purchases each month.

#### Benchmarking competitive with national and international companies

At both the national and international context you can be found a large number of competitors that today offer coconut fiber in various presentations to the industrial market. These competitors could be classified into two groups: marketers of specialty and associations of producers in other states.

Within the first we could find national and international companies currently offer a range of specialized products, such as: blocks, pots, bags of coco peat is used as growth medium for horticulture and as an additive to clay. Today these companies produce and supply coir and other coconut products in all shapes, sizes and possible mixtures. In addition to the quality and presentation of their products, these companies offer catering services and delivery at the customer and advisory processes purchase in exchange for higher costs for the industrial market.

Examples of these companies could cite:

- Dutch Plantin, transnational company that has plantations in Asia, Africa and America and sales representations in Europe, USA, Canada and Brazil.
- Palm trees, coconuts and derivatives, S. de RL (Tuxpan, Veracruz), sells coconut fiber (long fibers) obtained by the mechanical process of grinding the coconut husk (mesocarp and endocarp) and are separated from the dust and fibers sieves short for agricultural use, which facilitates drainage and aeration, giving the plant an adequate gas exchange, increasing rooting them.
- Graphics Products Ocario (Leon, Guanajuato) uses coconut fiber for making jeans label.
- Rio Coco (Celaya, Guanajuato), a company dedicated to the manufacture of coconut fiber substrates for all crops.
- Cocoking S.A. de C.V. (Tecomán, Colima), dedicated to the harvest and production of coir, bioremediation of soil, coconut fiber substrate, soil conditioning and so on.

For other associations of producers nationwide you can comment that there are strong organizations and highly organized around the National Council of the System Product Coco, AC (CONACOCO), such as Colima, Nayarit, Quintana Roo and Veracruz that market heavily in their regions of influence subderivados coconut products and independent producers, for example, in the state of Guerrero, which moved its production mainly in the center of country. These associations often coir market in more rudimentary, less dressed and prepared presentations, however, their proximity to consumer companies allow them to offer acceptable delivery processes at relatively low prices.

Coconut soap

Derived from the analysis of quantitative data from surveys oriented companies probably use coconut soap in their production processes, located state interest of the study, the following findings were:

Findings on the consumption of coconut soap:

1. With regard to products that companies produce interviewed, found that 52% made of coconut-based soaps, cosmetics produce 19%, 14% produce cleaners, 9% toothpastes, perfumes and other 3% each.
2. It was observed that 53% of companies that produce coconut based soap direct it to grooming, this being its main use, 19% use it for cleaning, aromatic 7%, while 21% of the study population He said they use it for other applications. Thereby confirming that the coconut soap is a product that is mostly used in personal life.
3. Based on the analysis performed on the production process of soap, it was detected that 32% of companies start production from the integration of raw materials base; while those who buy made soap and packaging the process starts covering 30% product and only 38% those label it without making the production process
4. Physically speaking in the soap is produced, it was found that companies study produced 54% soap bar shaped, solid presentations followed by 25% and finally 21% produce liquid soap. It follows with the soap used in different ways, however, consumers prefer product bar soap.
5. With regard to the frequency of purchase of this product, interesting data were obtained, one of which is that 50% of the study population is supplied with soap in weekly periods, while 22% is done biweekly, monthly purchase 19% , 3% make purchases on a quarterly basis, and 6% are companies who shop at other times. This indicates that the frequency of consumption, the supply capacity that must count the suppliers must be permanent and long-term periods.

Competitive benchmarking with national companies

Based on the study, it was identified that the main suppliers of raw material for the soap industry are located in the State of Mexico, Mexico City, Guanajuato and Guerrero, so there is a large

potential market, where Tabasco producers can introduce your product and build a customer base for marketing its products in states of Central, South East and North Mexico.

Some of the competitors detected in this study are: Karla Edhen, provider of herbs and spices, Farma Green / Techno botany, Naturamex, Suppliers Chemicals and Derivados SA de CV, Vidarat, Solanum, Coconut Oil Industrial Demo Company, among others.

As expected, the total study population must be 97% of companies do not know the state of Tabasco sells pure coconut soap, while 3% did not know. This indicates that most companies do not know that Tabasco sells this product, so it is necessary to provide the necessary information to companies so that they can acquire it at any given time

## **CONCLUSIONS AND PROPOSALS**

As part of the conclusions of this study, then the customer profiles to which it intends to present commercial activities for these products are geared for having detected them opportunity to use in their production processes, as well as the expected demand it could be achieved through proper marketing within the country.

Coir

Customer profiles

In the domestic market can be found 487 potential customers with supply needs coir and through the study expressed interest in acquiring the product of the coconut to include in their manufacturing processes. Such companies often engage in production of:

- Fabrics coated the vast proportion and chairs, furniture, mattresses and bed bases in smaller scales. These companies include the use of natural fibers in their production processes. It is estimated that these organizations totaling 313 nationwide.

- Insulation as well as adobes of fibers bound in order of proportion and involved in their production processes natural fibers. It is estimated that these companies are 140 nationwide.
- Natural fertilizers and substrates for the field, which in a significant number use natural fibers in the manufacture of its products, and even many of them already use coconut fiber in their production processes. It is estimated that these companies account for 34 nationally.

Shopping habits:

Depending on the information obtained through market research companies consuming coconut fiber, they are able to meet the following conditions and buying habits:

Among the textile companies is acquired through their purchasing departments, natural fiber in presentations of long fuse (15 cm) and presentation of bales or bags, usually they buy in states like Puebla, the State of Mexico and Nuevo Leon in frequency weekly or monthly time and volumes of between 500 and 1000 units.

The producing companies usually acquire fiber insulation in the form of bales or sacks, from the State of Mexico, Nuevo Leon and Puebla, weekly and monthly basis in volumes of between 500 and 1000 units.

Companies engaged in the production of inputs for the field often buy natural fiber versions for processing soft fiber sacks respectively from states like Guerrero and Campeche on a monthly volumes between 500 and 1000 units.

Potential demand

Then we estimate the potential demand potential calculated based on these three market segments analyzed are presented, considering the purchase of the 487 companies totaling the three segments, the average weekly amount of 500 units per company.

Table 3 Potential demand for the target market companies

<b>Empresas del mercado Meta</b>	<b>Cantidad promedio de unidades solicitadas</b>	<b>Promedio mensual de ventas en kilos</b>	<b>Precio tentativo de venta por kilo</b>	<b>Ingresos mensuales</b>	<b>Ingresos anuales</b>
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	<b>mensualmente</b>				
487	2 000.00	974 000.00	\$ 5.00	\$ 4 870 000.00	\$ 58 440 000.00

Source: based on research prepared.

This estimate allows us to visualize the size of the target market and direct marketing efforts towards these sales targets.

### Proposals

a) Proposal of products tailored to customer needs.

According to the results of the research companies that use fiber in their production processes, the opportunity to emphasize the marketing of three products primarily bales long fuse (15 cm) and short fuse was identified (4-7 cm) for the textile industry and insulation and cement and ground in 50 kg bags for fertilizer companies and substrates for field fiber. These products can be easily produced subjects because they require simple equipment and low staff knowledge, only required to refine the process of hair fiber and proper packaging to improve the final presentation. Likewise, it is suggested the use of silkscreened bags help preserve moisture and, therefore, the weight of the product and allow performing the distribution process in more controlled conditions.

It is recommended that exchanges information of interest to the market to be printed, such as:

- The letterhead of the association, including contact details for sales
- General information Product
- Net weight of the presentation

b) Pricing policy

Depending on the information obtained from market research, managing a retail price of \$ 5.00 pesos a kilo of fiber, plus shipping, with which the parameters requested by the customers are met and accomplished suggested recovery of costs of production, distribution and sale of the product.

Likewise, the management of a credit policy to 15 days subject to negotiation within the sales job and collecting an initial deposit of 50% is recommended. It is also important managing a bank account for making account deposits from customers to collect both advances and balances for sales.

#### c) Direct Distribution Channels

Marketing work coir includes managing sales processes with each of your prospects, including the completion of a number of important activities to be carried out to ensure proper movement of products such as they are:

- Search and customer contact
- Scheduling and conducting sales visits
- Negotiation and signing of distribution agreements
- Management of shipments and timely deliveries
- Billing and collection

All these functions involve the sale need for both human and material resources, as well as the need for sharing strategies through agreements with companies that allow freight companies sharing the different states and the use of two vehicles three tons.

#### d) legal and regulatory aspects in marketing.

Entities which have a business relationship industries are small and medium-sized areas that already have purchase, which requires treatment and agreements generated or to be searched should be reflected in a supply contract signed between representatives of both sides (partnership and purchasing industries) and everything will be stipulated in a contract previously read and agreed to guarantee and protect these.

Trading conditions that would be handled in these contracts would revolve around the following: the product will be delivered directly to consumers, customers expect a product that meets quality testing and a good presentation. The products are delivered in plastic bags, which will benefit the

transportation and handling. Payment strategies will be offered with 50% deposit and 50% to fifteen days, allowing the recovery of invested resources, and volume deliveries of products will be on a monthly basis following an order of 2000 kilos to be carried to the facilities of the purchasing industries. Failure to comply with the obligations under the contract to the relevant institutions will be used to resolve conflicts arising. This supply contract must be duly registered and validated by the Federal Consumer Protection.

e) promotion and dissemination of products Strategies.

In addition to the previously raised shape strategies must be implemented to support the commercial work, promotion strategies and advertising to publicize the market the products and their features, and facilitate contact with the product demonstration and application of stimulating activities demand. These strategies represent a selling expense close to 1.6% of the budget of sales revenue, which is estimated to be around \$ 156,820 pesos per year, plus the most government programs that exist to these as those promoted to take advantage by It embarks the Mexico Center.

To achieve the diffusion of the product and its features in the market the following advertising activities are proposed:

- Implementation of a web page on the internet company where attractively present information on the many benefits of coconut fiber and industrial applications, products and contact details and location for sale, all at through a versatile and user-friendly design and content for users, taking advantage of the program in this regard is the Ministry of Economy. Coverage: International
- Placement of data and contacts for sale in industrial directories located on the internet to facilitate the location of the company by customers.
- Send product information by e-mail to potential customers. Coverage: National

To achieve product promotion and features in the market the following sales promotion activities are proposed:



- Expos state and national partners aimed at National Chamber of Industry (CANACINTRA) and the general public to raise awareness of the products produced by the processing companies and make contacts with suppliers. Coverage: National.
- Based on identified potential customers, sales visits through which the features and benefits of coconut fiber in markets that are demanding the product is promoted. Establish contacts with the shopping area, as 85% of companies have this area, responsible for the management of suppliers.

### Coconut soap

### Customer Profile

In the domestic market can be found 193 potential customers with supply needs and coconut soap through the study expressed interest in acquiring the product of the coconut to include in their manufacturing processes. These companies are specialized in packaging and marketing of soap for personal use under his own brand, so do not make soap they sell but not buy it already prepared.

### Shopping habits

The soap companies often have coconut-based products as part of a portfolio of products where there is also a significant presence of oatmeal soaps, chamomile and lavender. These companies mainly purchased ready-made soap-based products and process culminating with the packaging and labeling with your brand. These companies often purchase their raw materials base with suppliers located in the State of Mexico, Jalisco and the Federal District and weekly periods in half the cases and biweekly and monthly in the other half of the companies. The most common presentations in which these companies often acquire the soap is in bulk, special unit designs requested by customers, drums, buckets and even pipes and orders ranging between 500 and 1000 units, with prices between \$ 10 and 15 pesos per unit.

### Potential demand

An estimate of the potential demand calculated by company may consider consumption required product units 750 on average weekly occurs.

<b>Unidades de productos</b>	<b>Precio de venta \$</b>	<b>Total en ventas semanales \$</b>	<b>Ventas mensuales \$</b>	<b>Ventas anuales \$</b>
<b>750</b>	15.00	11 250.00	45 000.00	540 000.00
<b>1500</b>	15.00	22 500.00	90 000.00	1 080 000.00
<b>Totales por empresa</b>		33 750.00	135 000.00	1 620 000.00

This estimate allows us to visualize the size of the target market that could be reached depending on the number of companies that could reach contact to direct marketing efforts towards these sales targets.

### Proposals

a) Proposal of products tailored to customer needs.

Adjust the final product based on what the market demanded, that is, with a solid performance in bars 135 g, 150 g and 200 g; and liquid to be offered in buckets, drums and pipes; as well as 500 ml bottles. Compliant Standards NOM-008-SCFI-2002 General System of Units of Measure, published in the Official Gazette on November 27, 2002 and NOM-030-SCFI-2006 Commercial Information statement on the label-number Specifications published in the Official Gazette on 6 November 2006. Since the market is demanding products with good quality but low cost, you can create a generic brand that allows sell the bulk product and its impact on is lower production costs.

b) legal and regulatory requirements for marketing

For marketing and transportation of coconut soap in our country, it is important to take into account the legal and regulatory requirements that mark the Mexican Official Standards, which are presented below:

- Official Mexican Standard NOM-003-FITO-1995, by which the campaign against coconut lethal yellowing is established.
- Mexican Official Standard NOM-006-FITO-1995, establishing the minimum requirements for general conditions to be met by plants, their products and by-products intended to be imported

when these are not set in a specific official standard is set, published in the Official Journal of the Federation on February 26, 1996.

For the correct application of this Mexican Official Standard: Mexican Official Standard NOM-002-SCFI-2011 "Pre-packaged-net-tolerances content and methods of verification" should be applied following official Mexican standards and Mexican standards in force or that replace:

- NOM-008-SCFI-2002 General System of Units of Measure, published in the Official Gazette on November 27, 2002.
- NOM-030-SCFI-2006 Commercial Information statement on the label amount Specifications, published in the Official Gazette on November 6, 2006.
- NMX-F-315-1978 Determination of drained or drained canned foods in mass Declaration of validity published in the Official Gazette on February 23, 1978.

c) Proposal of advertising and promotional strategies

According to information obtained in the study conducted, it is important to note the following advertising and promotional strategies that can be employed for the benefit of marketing.

- Conduct sales calls based on the identified potential customers, through which the features and benefits of the soap in markets that are demanding the product is promoted. Establish contacts with the shopping area, as 85% of companies have this area in charge of managing suppliers.
- Adapt the final product based on the demand on the market, that is, with a solid performance in bars 135 gr, 150 gr and 200 gr; and liquid to be offered in buckets, drums and pipes; and 500 ml bottles.
- Establish a price of \$ 15.00 per unit to make it more competitive than would be handled at national level and to penetrate new markets, as the applicants product they buy at low prices and on credit.
- Perform a low-cost advertising campaign using media such as internet and social networks, which allow the contact information identified in this study lay the groundwork for a proper marketing.
- Having presence of the product in various forums and trade fairs, where this is this and made known among potential customers who attend these trade shows.
- Establish a price list based on sales volume, which allows more efficient marketing of the product.

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