

DIAGNOSIS OF COMMERCIAL BUSINESS PERFORMANCE WITH THE DESIGN THINKING METHODOLOGY TO DESIGN ORGANIZATIONAL SOLUTIONS

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ABSTRACT

The furniture sector has traditionally been a resource and labour-intensive industry characterized by the co-existence of both local craft-based firms and large volume producers.

The conditions of competition cause companies and research to provide new competitive management tools that allow entities with a commercial profile to design innovative strategies and other forms of administration.

The Design Thinking methodology allows us to apply an accessible process for businessmen to identify their problems and innovatively characterize alternative solutions using their resources, promoting the creativity of their employees, managers and shareholders.

Through the case of a trading company, an adaptation of this methodology is designed, which serves as a basis for the participating government entities to promote and train entrepreneurs in the economic zone of San Juan del Río, Querétaro, Mexico, generating expectations of competition and creation of new jobs.

Keywords: *Competitive management, Innovation, Design Thinking, San Juan del Río.*

1. INTRODUCTION.

The research work maintains the objective of proposing administrative management tools applied in commercial companies focused on the identification and solution of problems in a creative way. The Methodology is called Design Thinking, which develops a series of steps that allows entrepreneurs to access the knowledge of their businesses in an interactive way to propose viable application strategies.

The case of a company with a commercial profile that meets conditions of reduced competitiveness in its performance and requires alternatives to position itself in improvements of its service, quality of its offer, profitability, legality and work environment is presented.

The selected economic zone is the Municipality of San Juan del Río, Querétaro, Mexico, which maintains an economic growth that requires maintaining and improving conditions for the creation of new jobs.

Municipal authorities and non-governmental and educational entities participate in this work, being an important linking mechanism to support new entrepreneurs and disseminate tools for decision-making.

Scope and perspective of the investigation.

The work that we present is limited to the analysis of a trading company located in the economic zone of San Juan del Río, Querétaro, Mexico, which presents opportunities for improvement in the areas of service and resource management that translate into aspects of personnel, marketing and administration.