

CONFIGURATION OF MARKET STRATEGIES IN WINE COMPANIES OF TEQUISQUIAPAN, QUERETARO, MEXICO.

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ABSTRACT

The wine companies in the area of Tequisquiapan, Querétaro, Mexico, maintain a market strategy focused mainly on competing with regional and international entities and have had results that allow them to be defined as competitive organizations. In our work we analyze the variables that affect their management and their best practices related to their market strategies.

The research provides elements that allow the configuration of strategies to improve its management focused on its clients, mixing variables such as the structure of distribution, communication, prices and design of service to the market.

Keywords: Wine companies, market strategy, management.

1. INTRODUCTION.

The main objective of the work that is presented is to analyze the configuration of the market strategies developed by the wine companies of Tequisquiapan, Querétaro in Mexico, which have allowed them to maintain their competitiveness in this productive sector.

Issues related to market management carried out by wine companies are addressed, analyzing their planning and control; market research to identify the behavior of markets and their segmentation; price, logistics, communication, product and customer service strategies. This on the framework of strategy that allows us to elucidate its configuration and understand the bases of its competitiveness in the market where they participate regionally.

The research is developed based on the methodology of the Organizational Management Modernization Model (MMGO), selecting the variables that make up the strategies focused on the market developed by wine companies in the Tequisquiapan area, Querétaro, Mexico.

Context of the wine growing area of Tequisquiapan, Querétaro.

Tequisquiapan has a wine region that over time has created a competitive environment by setting up manufacturers that complement the wine offer with other products and services that improve their competitiveness.

Regional and international competition has caused wine companies to require quality certifications that improve production and service standards. It is important to consider that some are family businesses, which makes their management complex as they do not have benefits such as capitalization, external advice, experience and strategic configuration.

The tourist offer is mainly on weekends and is supported by the appointment of Tequisquiapan as a "Magic Town", which consists of maintaining history through architecture, services, security, gastronomy, among others. This characteristic has not been fully exploited to professionally promote the region using social networks and in the provision of tourist services.

In tourism, we identify that wine companies and tourism service providers do not design strategies that allow them to complement each other and encourage tourists to purchase products and hire services