

COMMERCIAL STRATEGIES IN QUARRY COOPERATIVE SOCIETIES IN MEXICO

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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 research presented develops cooperativism and its relationship with cooperative societies and their commercial strategies as part of the marketing and extractive industries of the quarry in Mexico. The type of research that was proposed was qualitative, descriptive and cross-sectional.

The study population are cooperative societies that allowed exploring and measuring competitiveness through the implementation of their business strategies.

Keywords: Cooperative Societies, business strategies, quarry extractive industries and competitiveness.

1. INTRODUCTION.

Cooperative societies as a way of working provide attributes considered as a social and socioeconomic alternative, which is based on democratic, supportive, independent and autonomous participation.

Its form of organization seeks to promote economic development and social well-being, simultaneously denoting a union approach between people, based on collective action and not individualization.

Due to its nature and particularities, cooperativism combines what is economically viable with what is ecologically correct and socially just. This organization of people comes together to ensure better income, in the context of values such as: mutual aid, responsibility, democracy, equality, equity and solidarity.

A qualitative-descriptive investigation of the commercial strategies was carried out, which are used by the cooperative societies of the extractive industry of the quarry in Mexico and transversal because it focuses on a moment in time.

The results obtained are exposed and some useful recommendations are proposed for these companies that allow them to improve their competitive conditions through the design of commercial strategies.

2. LITERATURE REVIEW.

Cooperativism is the choice of a way of life, a doctrine, a system, in which people with an attitude or disposition consider cooperatives as an ideal way to organize socioeconomic activities in the environment in which they live the cooperative, that is the rural or urban worker, professional of any socioeconomic activity, who associates to participate actively in one of the cooperative segments, assuming responsibilities, rights and duties.

On the other hand, cooperativism can be understood as an economic doctrine that is based on cooperation and that operates with a differentiated system of society that wants what is just, through work and mutual aid.