

COMPETITIVENESS OF MICRO AND SMALL BUSINESS FOOD AND BEBERAGES IN METEPEC, MEXICO

Verónica Gutiérrez Conde
José Francisco Medina Cuevas
Felipe Carlos Viesca González
Héctor Favila Cisneros
Universidad Autónoma del
Estado de México - Toluca

This article intends to identify the main factors of the micro and small business within the food and beverage sector of the tourist municipality of Metepec in the State of Mexico which help them to be competitive. The information was obtained through an instrument based on several theories of competitiveness. Thirty renowned companies were surveyed about the internal and external factors that give them advantage over their competitors and which can be adapted to other companies with similar characteristics. The main factors that were identified are: the appropriate management of internal factors such as cost control, activities related to organization, production and human resources, and about external factors, the relation with their suppliers that offer subsequent and greater benefits.

KEY WORDS: competitiveness, SMES, food and beverage, tourism, Metepec, México.