



Diagnosis of Artisan Textile Microenterprises of Tlaxcala, Mexico

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Abstract: This article presents a diagnosis of the current situation of artisanal textile microstate of Tlaxcala, Mex is presented. Because it is important to know about the situation they are going through, like how to market their products, the organizational form who are among the owners of this sector, the organizational form they have to work, the type of information which have both the business itself and information support by the government and how they face competition in the market in which they participate, so that based on this information strategies are created and in this way contribute to the maintenance, growth and development of micro-enterprises in the crafts textile sector. Textiles handicrafts Tlaxcala has been one of the main economic activities over time. Textile Industry (in which the textile crafts included) in the sixties of the last century was very strong, being the backbone of the economy of Tlaxcala. However, due to the diversification of products, unfair competition, the indiscriminate opening of markets (globalization), and little support for this sector in the past, it caused him to lose nationwide presence by closing (AGENDA TLAXCALA, 2015). Currently, the textile industry is still a sector of interest because it is second in quality jobs and generates more jobs than the automotive sector in Tlaxcala.

To cite this article

[Netzahual, M. C., Aguirre, R. C. & Hidalgo, K. G. (2019). Diagnosis of Textile Artisan Textile Microenterprises of Tlaxcala, Mexico. *The Journal of Middle East and North Africa Sciences*, 5(7), 8-12]. (P-ISSN 2412- 9763) - (e-ISSN 2412-8937). www.jomenas.org. 2

Keywords: Handcrafts; Competition; Tradition; Globalization.

1. Introduction:

Microenterprises in Mexico are very fragile because they have been created to meet economic needs and have a strong structure that helps them stay in the market. In addition to this, globalization today plays an important role for creation, maintenance, and business development role because the competition is not only national but international.

The phenomenon of globalization has led companies to join the international market in which competitiveness is a very important factor. Therefore it has become necessary to take advantage that can provide this phenomenon to start micro-enterprises constitute a significant share of world economies. The open economy has generated new sectors and destructured others quickly fall behind and lose competitiveness. Businesses and organizations are able to carry out economic and operating activities around the world through trade liberalization, taking advantage of opportunities in other regions and stimulating competition. In the economic context characterized by rapid and complex changes, where competitiveness and quality are imperative, companies have an increasing need for quick start and efficient changes by altering their business structures in place to facilitate the incorporation of designs or modernization programs organizational, in line with market requirements.

In the current international context is imperative for being competitive companies, it is necessary to work with quality in processes of continuous improvement and innovation, so that their competitive advantages outweigh the not only domestic competition but also global (Paredes, 2013).

That's why, that this research has considered making a current diagnosis of microenterprises, one of the hardest hit in Mexico by globalization, the textile and handicraft sector, despite being considered an industry sectors first important local trade, business still need to innovate to thrive in a competitive environment, enabling them to remain on the market.

The textile and handicraft microenterprises and economic activity are found in both urban and rural environment of the state of Tlaxcala.

For the craftsman It is to work and translate what he knows with his hands, putting their best, in most cases entire families are living from this work and market their products in convenience stores, fairs and intermediaries. It is very important to analyze the current situation of the forms of marketing of handicrafts for greater profitability of their products because there are many problems in marketing their products.

Trade liberalization and globalization have exposed the economy to uncontrollable external factors. Moreover,

patterns in consumption, attitudes and values of society, culture itself, the demographics and lifestyles, motivations and many other factors determine the behavior of markets and therefore to microenterprises.

Manufacture of textiles, except apparel and textile manufacturing inputs and finishing of textiles: textile-craft industry on the following NAICS codes are included INEGI. It is worth mentioning the importance of this sector since 2017 according to INEGI, the value of merchandise exports from 2010 to 2015 for these two subsectors in the state of Tlaxcala, in percentage, is as follows,

Table 1: Value of exports of goods Artisanal Textile Sector.

Valor de las exportaciones de mercancías de los sectores minería e industrias manufactureras por subsector de actividad Serie anual de 2010 a 2015 (Miles de dólares)						
Subsector	2010	2011	2012	2013	2014	2015
total exportaciones	808142	937983	1016932	1196880	1230410	1267222
Fabricación de insumos textiles y acabado de textiles	13787	16817	14619	26366	27999	41278
Fabricación de productos textiles, excepto prendas de vestir	3474	4568	1446	911	1972	1987
total	17261	18385	16065	27277	29971	43265
%	2.14%	1.96%	1.58%	2.28%	2.44%	3.41%

Source. Statistical and Geographical Yearbook 2017 Tlaxcala.

Table 1 is observed as from 2013 have increased exports to these two subsectors. Textile Industry ranks second in quality jobs and generates more jobs than in Tlaxcala Automotive sector, which has fifteen thousand six thousand workers second. According to figures from INEGI, the textile sector in Tlaxcala has a slightly higher share to 16% nationally and is a sector of great interest to the economically active to have occupied 18% of the staff of the state population.

2. Methodology:

This research has a mixed approach; as they were collected and analyzed data and information (qualitative/quantitative) (Hernández Sampieri, 2010).

It is transversal and descriptive since information regarding the current description of the textile craft microenterprises in the region will be used.

This research is considered a documentary study because primary sources of information were used, such as books, magazines, electronic publications and thesis made previously concerning textile and handicraft microenterprises.

During the development of this project it was conducted field research, using the ethnographic method, since data, testimonies, interviews producers of micro-deep interview with government agencies, etc. were collected to

obtain information truthful with the intention of making a most accurate diagnosis possible of the current situation of artisanal textile microstate of Tlaxcala, Mexico.

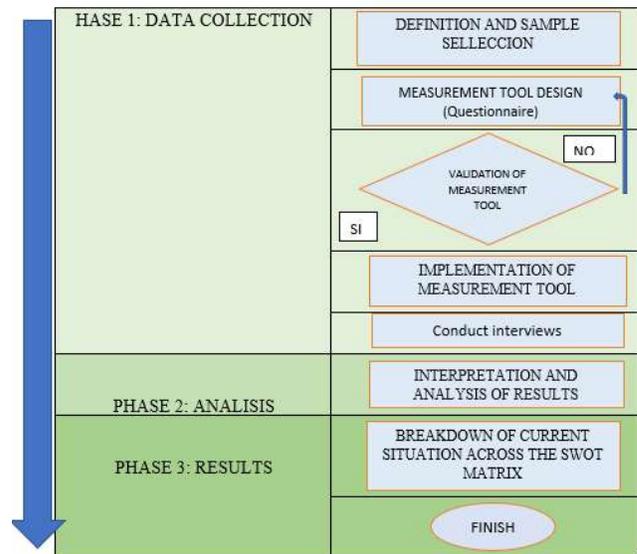


Figure 1. Methodology.

Source: self-made.

In this part of the research, it is presented in the footsteps of the methodology used to obtain the information we need, as well as the development of the questionnaire to be applied to the micro textile group under study. From the information obtained as a result of the application of the aforementioned instruments and documentary research, a SWOT analysis in order to recognize the current diagnosis of micro textile craft it will be developed.

2.1. Measuring Instrument:

The measuring instrument is a questionnaire, open, closed (dichotomous) and mixed responses, which were validated through technical validation by experts, composed of teachers of core academic Division of Graduate Studies and Research Communication and Dissemination Apizaco Institute of Technology, with the intention to review the clarity and relevance of the instrument and remove or add questions and amend the importance of these, to finally produce the final questionnaires. The questionnaire will apply to owners of micro textile Township Contla John Cuamatzi.

The questionnaire is a systematic tool to assess the current situation of marketing of textiles 22 microstate studied. To carry out its implementation took into account the importance of each variable.

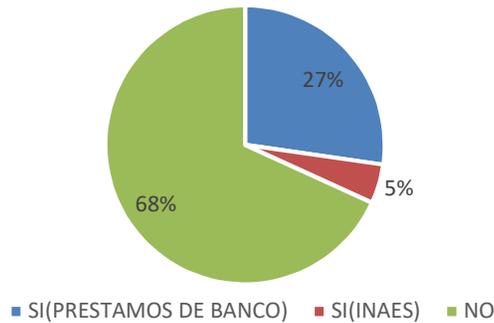
Also they are conducted informal interviews with community producers, and the representative of the Ministry of Economy of Tlaxcala, in order to meet situational aspects of the industry and the region



3. Analysis of The Results:

Graphics are processed each of the questionnaire that is applied to the textile and handicraft microenterprises Tlaxcala, Mexico, and interprets each as shown below (not

4. Do you know any program, public or private?



including all):

Figure 2. Presentation of results in Analysis Tool, question 4.

Source: *self-made*.

Table 2: Percentage and frequency, Question 4.

OPTIONS	PERCENTAGE	FREQUENCY
IF (bank loans)	27%	6
IF (INAES)	5%	one
DO NOT	68%	fifteen
Grand Total	100%	22

Source: *self-made*.

In figure 2, you can see that 68% of owners of microenterprises do not know any program to finance companies, therefore they acquired their business through own resources, this impacts directly for no growth their companies. 27% are aware of private programs. And only 5% know a public program (INAES) to support projects.

6. What is the number of workers with whom you have a company?

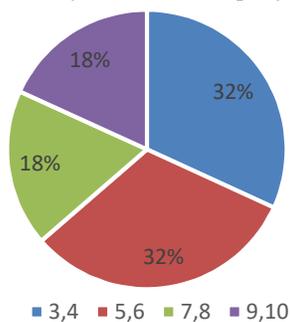


Figure 3. Presentation of results in Analysis Tool, question 6.

Source: *self-made*.

Table 3: Percentage and frequency, question 6.

OPTIONS	PERCENTAGE	FREQUENCY
3.4	32%	7
5.6	32%	7
7.8	18%	4
9.10	18%	4
Grand Total	100%	22

Source: *self-made*.

In figure 3, you can see that 100% of microenterprises have, up to 10 employees, this means that according to the classification of enterprises by their number of employees are within the classification of micro, since the total number workers for micro is from 1 to 10 workers is considered.

Table 4: Percentage and frequency, question 10.

OPTIONS	PERCENTAGE	FREQUENCY
Economic Benefits	14%	3
Holiday / Aguinaldo	59%	13
N / A	27%	6
Grand Total	100%	22

Source: *self-made*.

10. What features does your microenterprise offer?

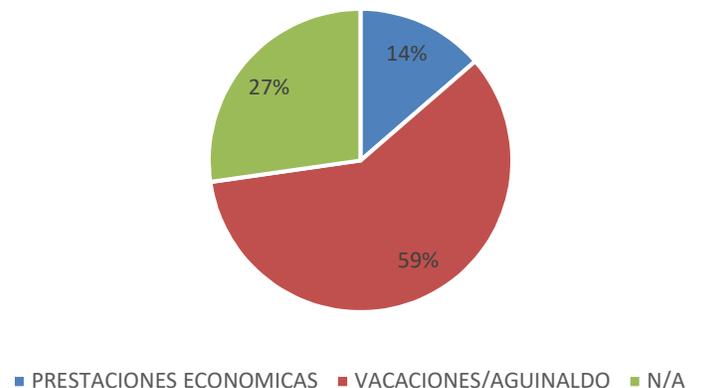


Figure 4: Presentation of results in analysis tool, question 10.

Source: *self-made*.

As shown in graph figure 4, the benefits offered by these microenterprises are very few and are neither which are embodied in the Federal Labor Law of Mexico. In fact, 27% of microenterprises no benefit applies. With 59% of companies offer holidays (unpaid) and bonus (which sometimes is in kind) and only 14% of micro has some economic benefits.

14. What are the main demands of your customers?

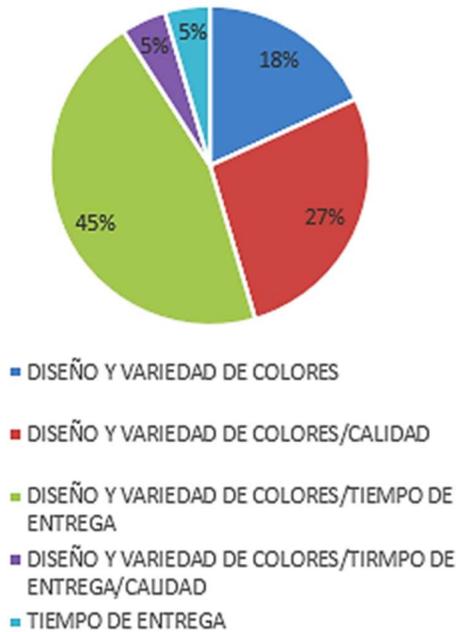


Figure 5: Presentation of results of the analysis tool, question 14.

Source: self-made.

Table 5: Percentage and frequency, question 14.

OPTIONS	PERCENTAGE	FREQUENCY
Design and Variety of Colors	18%	4
Design and Color Variety / Quality	27%	6
Design and Variety of Colors / Time Delivery	4.5%	10
Design and Variety of Colors / Carriage Road Delivery / Quality	5%	1
Delivery Time	5%	1
Grand Total	100%	22

Source: self-made.

As shown in the graph above 45% the main demands from customers is the design and variety of colors as well as delivery time, followed by 27% who care more design variety of colors and quality. 18% care more about the design and variety of colors with a 5% are more interested in design, variety of colors, delivery time and quality, and another 5% only interested in delivery time.

5. Results:

Information obtained by applying the questionnaire, interviews, documentary information, and observation, to

obtain strategies to promote this sector are concentrated in the SWOT matrix.

SWOT MATRIX Artisan Textiles Microenterprises	Internal Analysis		
		Strengths	Weaknesses
		<ul style="list-style-type: none"> - Variety of products. - Perseverance. - Availability for new markets. - Activity with family identity (experience). - Work by piecework. - Concern demands of its customers. - They have direct contact with end customers. - Low prices. 	<ul style="list-style-type: none"> - Competition. - Escasa strategic planning. - Nula investment in marketing. - Limited capacity for innovation. -Activity for family support. - Lack of benefits to workers. - Credit production volumes. - Unknowing market. He works alone with its own resources. - Lack of information from government programs.
EXTERNAL ANALYSIS	Opportunities	Survival Strategies	Reorientation Strategies
	<ul style="list-style-type: none"> -Globalization. -Opening new markets. - To be handmade, be unique. -Apoyos government programs. Cultural - value that is given to crafts. -Adaptation to customer needs -For being micro, growth opportunity 	<ul style="list-style-type: none"> - Expand our market and offering a variety of unique products in the market. -Give to know and participate in government programs for handicrafts. -Have direct contact with customers to provide quality and price. 	<ul style="list-style-type: none"> -Atraer new customers through product innovation. -Generate efficient marketing strategies to reach more markets. -Generate a strategic plan for this sector. - Formalizing business.
	Threats	Defensives Strategies	Strategies Offensive
	<ul style="list-style-type: none"> -Low prices. -Globalization. -Competition economic -Recessions - Smuggling documented. -Subvaluation. -Triangulation 	<ul style="list-style-type: none"> -Provide promotion of its products by volume. -Have a range of products to face competition. -Coordinate producers to minimize costs and become known in new markets. 	<ul style="list-style-type: none"> -Innovation in products and marketing techniques. - Participate in alliances to create marketing strategies. -Generate internal strategic planning techniques.

Figure 6. SWOT analysis of micro textile craft Tlaxcala.

Source: self-made.



4. Discussions:

Based on the results of SWOT analysis it concluded that the main problems that is going through the microenterprise sector industry in Tlaxcala, Mexico, competitors are, who do not have a strong structure that helps them stay in the market, lack of product innovation, and lack of information from public and private programs to support them. Globalization plays an important role today for business growth. Expected strategies for these businesses are expanding the market for these products through marketing strategies and products offering variety and innovation, generate a strategic plan according to the size of micro, disclose information about support programs for both private sector and the public. All this for the preservation of traditions, preserve and increase their sources of employment, and thus improve the economic welfare of their owners.

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Received May 11, 2019; revised May 19, 2018; accepted June 22, 2018; published online July 04, 2019