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Artículos científicos

**Escuela de refuerzo de las matemáticas y del idioma español,
emprendimiento para sacar provecho de la covid-19**

***School of Reinforcement of Mathematics and of the Spanish Language,
Entrepreneurship to Take Advantage of COVID-19***

***Escola para reforçar a matemática e a língua espanhola,
empreendedorismo para tirar partido da covid-19***

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Resumen

Este artículo es resultado de un proyecto orientado a la generación de una escuela de refuerzo de las matemáticas y del idioma español. Se trata de un emprendimiento de oportunidad, ya que, debido a la pandemia covid-19, se formaron lagunas en los conocimientos de los alumnos de nivel básico, las cuales se buscan llenar con cursos remediales y de refuerzo en las áreas de matemática y español. Mediante una planeación estratégica, se hizo una investigación de mercado en el municipio de Cihuatlán, Jalisco, para saber por qué tuvieron éxito algunos negocios regionales y por qué otros fracasaron. A partir de esto se hace un análisis del mercado potencial, se analizan los elementos (recursos humanos y económicos iniciales), se detecta que el nicho de mercado con mayores probabilidades de éxito se encuentra en los niños de nivel elemental (educación primaria) y se desarrolla la marca y producto.



Palabras clave: conocimientos, emprendedurismo, planeación estratégica.

Abstract

This article is the result of a project aimed at creating a school to reinforce mathematics and the Spanish language. It is an opportunity venture, since, due to the covid-19 pandemic, gaps were formed in the knowledge of basic level students, which are sought to be filled with remedial and reinforcement courses in the areas of mathematics and Spanish. . Through strategic planning, market research was carried out in the municipality of Cihuatlán, Jalisco, to find out why some regional businesses were successful and why others failed. From this, an analysis of the potential market is made, the elements (initial human and economic resources) are analyzed, it is detected that the market niche with the greatest probability of success is found in elementary level children (primary education) and the brand and product are developed.

Keywords: knowledge, entrepreneurship, strategic planning.

Resumo

Este artigo é o resultado de um projeto que visa a criação de uma escola de reforço da matemática e da língua espanhola. É um empreendimento de oportunidade, pois, devido à pandemia de covid-19, formaram-se lacunas no conhecimento dos alunos do nível básico, que se busca preencher com cursos de reforço e corretivos nas áreas de matemática e espanhol. Por meio do planejamento estratégico, foi realizada uma pesquisa de mercado no município de Cihuatlán, Jalisco, para descobrir por que alguns negócios regionais foram bem-sucedidos e por que outros falharam. A partir disso, faz-se uma análise do mercado potencial, analisam-se os elementos (recursos humanos e econômicos iniciais), detecta-se que o nicho de mercado com maior probabilidade de sucesso se encontra nas crianças do ensino fundamental (ensino fundamental) e desenvolvem o marca e produto.

Palavras-chave: conhecimento, empreendedorismo, planejamento estratégico.

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Introduction

Where some see a problem, others see an opportunity. During the 2019 coronavirus disease (covid-19) pandemic, all walks of life were affected in every country on the planet. According to Serrano (March 23, 2020), some companies (small, medium and large) were and continue to be seriously affected by the sanitary measures recommended by the World Health Organization (WHO) to limit the spread of the virus; others, however, could see an opportunity to implement, for example, care instruments against it (manufacturers of face masks, masks, isolation suits, oxygen tanks, gowns, gloves, respirators, among others).

In the specific case of the state of Jalisco, Mexico, as of March 17, 2020, according to what Reza (2020) reports, the state governor ordered the suspension of classes for all levels. Nobody believed that it would go beyond the end of the school year (2019-2020).

Teachers, parents and students entered a stage never seen before. They started remote classes, there were teachers who did not know how to use information and communication technology (ICT) tools. Many teachers requested permission, others activated the retirement mechanism. The majority had no knowledge of the use of the computer and the cell phone to access social networks, and had to learn how to handle some software from scratch to interact with their students remotely.

More information on Where some see a problem, others see an opportunity (Infobae, August 23, 2020).

Servín and Ortega (2020) state that teachers, educational institutions and students had to quickly adapt to a new dynamic. Basic level students (supported by parents) made a greater effort to try to understand the new teaching methods that teachers were developing to best meet the needs of the moment. The teacher resorted to the use of video to explain content, which caused wear and tear for himself, for the teacher, as well as for the students and parents of the minors who did not have the knowledge or time to explain it to their children. . It was an accumulation of sensations: stress, tiredness and desperation from being at home all day and not being able to channel all that accumulated energy.

Many basic level students did not have a computer or cell phone to access group sessions (teachers/classmates), forcing parents to purchase at least one cell phone or computer, which would be shared by all the students in the family at different educational grades. As Quintero (2021) comments, the situation caused the dynamics of study, home and work to overlap.

Teachers and students, through trial and error in communications and methodologies, concluded the 2019-2020 school period. The following school period (2020-2021) was the stage where teachers and students had to fully manage software to "teach" and "evaluate" the courses of the school grade. According to the United Nations Children's Fund [Unicef] (2020), school dropouts increased alarmingly during this period (due to the distance education model) and gaps in student knowledge.

The gaps in basic level students are more persistent in mathematics and Spanish language, which, today, becomes an opportunity to establish a system of remedial courses to bring these children up to date, and thus take advantage of a misfortune.

Methodology

The methodology used to carry out this work is based on the scientific method. It is based on knowing what was the effect that the pandemic left on primary school children in the region (originated by professional training) in the use of the Spanish language and mathematics. Through strategic planning, market research was carried out in the municipality of Cihuatlán, Jalisco, to find out why some regional businesses were successful and why others failed. From this, an analysis of the potential market is made, the elements (initial human and economic resources) are analyzed, it is detected that the market niche with the greatest probability of success is found in elementary level children (primary education) and develop the brand and product. Next, the strategy is designed to reach the client and the way to make the client part of the company, taking into account the variables of acceptance and functionality that will allow comparison with similar companies that could arise in the market. Finally, the data obtained as results are evaluated to know the degree of deviation between what has been achieved and what was projected.

Strategic planning of the project

Bojórquez and Pérez (2013) write that in strategic planning all the elements that actively and passively participate in a company are based on studies that allow the type of company to be clearly and precisely established, what it is going to be established for, what analysis must be done before starting, analyze the competition and characteristics, the type of product or service to offer. Everything must be planned together with the growth

projections to which it aspires, that is, plan what and how will be the ways for the company to be present to potential customers.

The market study must be done in a consistent and solid way, to determine whether or not it has the opportunity to be a competitive company with its own market niche and to be identified as something necessary that they cannot stop consuming.

Characteristics of entrepreneurship: cases of success and failure

There are companies that were born in the garage of a house and now their products are in the homes of millions of consumers, for example, Apple and Google, as stated by Teresa (s. f.) and Rubal (2019), and others that after having reached the pinnacle of success went bankrupt and almost became extinct with the emergence of digital technology, among which the most representative case is that of Kodak (Ekos, January 17, 2018).

Every nascent company depends on the cohesion between its members, policies and teamwork. In the same way, its growth will depend. As the company grows, the members of the team grow, as stated by Fuentes (March 16, 2017), who also recommends that it is not convenient for the same person to remain for a long time directing the company: with the changes, new ideas will emerge. Finally, he recommends that part of the profits be reinvested in the company itself to continue growing and diversifying products and market niches.

Therefore, it is important to always seek financing sources capable of providing the capital required by the company and thus stand out in the field of its competence until achieving economic independence with the placement and sale of products or services.

Support that was used for the enterprise

Starting a business or activity as an independent professional is not easy and its fruits are not immediate. Hence, the entrepreneur requires not only knowledge of the area of the specialty studied, but also complements it with many others. It should be noted that, etymologically, according to Pérez (January 10, 2019), the term comes from the French entrepreneur, which translates as 'pioneer'; it is the ability of a person (group) to go the extra mile and achieve a goal, project or undertaking. The entrepreneur faces the challenge of a new business or productive activity, he must do so with a positive attitude and be determined to face challenges and difficulties. Likewise, it is important to point out that the enterprise is classified by size, degree of innovation or according to the field in which it is developed.

This project is oriented to the generation of a school to reinforce mathematics and the Spanish language, and consists of an opportunity undertaking, since, due to the pandemic, gaps were formed in the knowledge of the basic level students, the which they seek to fill with remedial and reinforcement courses in the areas of mathematics and Spanish. The analysis carried out shows that there are 35 basic level education centers in the municipality of Cihuatlán and 20 of them in the municipal seat (Municipalities of Mexico, 2020).

The mission, vision and objectives of the company to be undertaken, a school to reinforce mathematics and the Spanish language, were formulated as follows:

- *Mission:* to be an educational organization capable of reinforcing the knowledge of primary education of any basic level student.
- *Vision:* to be the best organization in reinforcement of basic level knowledge so that the student accesses the next educational level above the standard and, by extension, with great confidence.
- *Principles and values:* to be an institution with a high sense of duty, responsibility and dedication oriented towards the search for better levels of quality of life. And that the ethics and morals of the people who make it up come before any act of life.
- *Long-term goals:* to have a teaching staff with annual growth, which stands out for its ability and quality of knowledge in the areas of mathematics, Spanish and physical education, to form a company capable of filling the gaps in knowledge caused by education at distance and thus be at the level they would have if the pandemic had not existed.
- *Strategies to achieve the objectives:* verify that the management knowledge acquired in diploma courses, specialties or postgraduate studies, according to Pamplona (2020), allows taking advantage of the conditions caused by the pandemic, and thus make the most of the benefits. knowledge and undertake, with social benefit and recognition of the inhabitants of the town of Cihuatlán, Jal., through the application of techniques that fill the gaps caused by distance education.

The research itself leads to encourage the student to continue their studies and take advantage of the scholarships available for it, as well as to keep them away from harmful distractions in their life, family and health. They will be encouraged to stand out in

subsequent level studies, based on the solid knowledge they acquire. Therefore, it has been planned that the student's schedule to carry out these activities will be from 4:00 p.m. to 7:00 p.m., which may be verified at the end of the first year of operation.

Interviews conducted on some entrepreneurial experiences in the region

According to the National Institute of Statistics and Geography [Inegi] (2020), Cihuatlán, Jalisco, has 40,139 inhabitants. Among the businesses successfully undertaken are banana plantations, coconut exporters and the manufacture of fried bananas, among others. But it is common to see that food preparation and sale businesses are established, such as roast meat, generally located in cross streets, with an influx of vehicles and people on foot.

The field investigations carried out made it possible to establish that, in general, the existence of fixed businesses that are not related to food preparation, such as workshops or means of transportation, among others, is not taken into consideration. For this reason, most of these businesses disappear without reaching a year of life and the space they occupied is alone or with another different business. For that appearance and disappearance of businesses, they are considered failures. This phenomenon forced to make a questionnaire to detect if the companies that have been established can be considered successful or a failure (table 1).

Table 1. Survey applied in some businesses of Cihuatlán, Jalisco

Pregunta		Opciones
1	¿Acudiste a alguien para que te asesorara?	(No), (Amigos), (Familiares), (Gente que tiene negocios similares), (Asesores financieros)
2	¿De dónde provino el capital inicial para el emprendimiento?	(Ahorros), (Préstamos de entidad fiduciaria), (De la familia), (De amigos)
3	¿Durante cuánto tiempo estuviste planeando el emprendimiento?	Una sola vez), (Vi algo similar en otro lugar), (Lo estuve platicando con la familia por mucho tiempo), (Leí sobre los negocios de este tipo), (Consulté con quienes podrían convertirse en mis consumidores)
4	¿Hiciste algún tipo de encuesta entre los posibles clientes?	(No), (Ignoro en qué consisten), (No sé hacerlas), (Solo preguntas a mis conocidos), (Pregunté entre familiares)
5	¿Qué factores tomaste en consideración para emprender el negocio?	(Familia), (Dinero disponible), (Simplicidad del emprendimiento), (Estudio de mercado), (cercanía de otros negocios), (Posibles competidores)

Source: self made

The answers were provided by a fried plantain manufacturing company that has been in existence for more than 10 years, so it is considered to be a successful company; The other company that participated in the survey was one that is dedicated to the sale of roasted meats, whether in tacos, a dish or to go. The results of the answers are shown below and the answers they gave are explained.

Table 2. Try to establish if you had the right advice

1) ¿Acudiste a alguien para que te asesorara?		
Tipo de empresa que respondió	Éxito	Fracaso
No		
Amigos	1	
Familiares		
Negocios similares		1
Asesor financiero		

Source: Own elaboration with the answers to the survey

Respondents from the fried plantain manufacturing company mentioned that being a retired couple and having friends who live in other towns, these made them see that the business was not easy to start, maintain and grow, but they consider that it was very good. the advice they received, they now have two employees. On the contrary, the representative of the other company, the one that sells roast meats, mentioned that all the time, while going to eat at similar stalls, he asked the owners how difficult it is to start a similar business.

Table 3 shows the answers provided by both companies to question 2.

Table 3. Try to establish the origin of the initial capital

2) ¿De dónde provino el capital inicial para el emprendimiento?		
Tipo de empresa que respondió	Éxito	Fracaso
Ahorros	1	
Préstamo		
Familia	1	1
Amigos		

Source: self made

The owners of the fried plantain company used a portion of their retirement savings and have no dependent family; They invested 250,000 pesos to buy raw materials (bananas, oil, and flavorings), and gradually reinvested part of their profits and another part of their retirement savings. Currently, due to the degree of acceptance of the product, it is distributed in much of southern Jalisco. On the contrary, the owner of the roast meat sales company used savings that family members had, they acquired raw materials, the meat was the most

expensive, and if the amount purchased for that day was not sold, due to lack of refrigeration , it had to be consumed by members of the same family.

Table 4 shows the answers they gave to question 3, which corresponds to the way they decided to start the business.

Table 4. Try to discover the time that was invested in making the decision to undertake

3) ¿Durante cuánto tiempo estuviste planeando el emprendimiento?		
Tipo de empresa que respondió	Éxito	Fracaso
1 vez		
Vi algo similar		
Mucho tiempo en familia	1	
Leí sobre negocios similares		
Consulté posibles clientes	1	1

Source: self made

The entrepreneurs of the fried plantain company commented that between the two of them they discussed it for a long time with their children who reside in the US, as well as with some former co-workers, and both told them that they might have needs in the future. if the capital they had ran out. However, they also consulted with another former colleague, who was the candidate to be the distributor of the product outside the town, to sell it in his own grocery store and to do wholesale promotions. For his part, the manager of the sale of roasted meats indicated that his investigation was carried out while he ate at the stalls, engaging in talks with consumers to establish tastes and food preferences.

Table 5 shows the results that were reflected in question 4, which indicate that it depends on each person what they can do to start a business.

Table 5. Try to discover what was taken as a reference to start the business

4) ¿Hiciste algún tipo de encuesta entre posibles clientes?		
Tipo de empresa que respondió	Éxito	Fracaso
No		1
Ignoro en qué consiste		
No sé hacerlas		
Sólo preguntas a conocidos	1	
Pregunta a familiares		

Source: self made

The fried plantain vendors indicated that they relied on the answers given by their acquaintances: they made samples to attract customers and for the future foreign distributor. On the other hand, the roast meat vendors commented that unfortunately they believed that knowing how to prepare the food for sale (having good seasoning) was reason enough to establish the business (venture) safely, so they did not go to anyone to be able to project it properly. successful way

Finally, table 6 shows the answers to question 5, where they provide the data related to the factors they considered to start the business.

Table 6. Try to discover what they based on to start the business

5) ¿Qué factores tomaste en consideración para emprender el negocio?		
Tipo de empresa que respondió	Éxito	Fracaso
Familia		
Dinero disponible	1	1
Simplicidad	1	
Estudio de mercado	1	
Cercanía de otros negocios		
Posibles competidores		

Source: self made

Regarding the answers provided, the fried plantain entrepreneurs had a part of their retirement money available; They also started this adventure after having understood that the process was not complicated, thanks to the fact that they always consulted with their closest

potential clients, in addition to the fact that, thanks to this undertaking, they continue to be physically and mentally active 10 years after retiring from their professional lives. . While the owner of the company selling roasted meats did it when he saw himself with a good amount of money saved for a couple of years; when he had a respectable amount, he chose to undertake.

The other success story, which is the export of coconut, did not provide information, considering that, since there are several partners of the company, they could have problems if they delivered it. Likewise, the owners of several banana plantations could not be located, with whom they have a friendly relationship. Unfortunately, in many cases of entrepreneurship, the entrepreneur does not have the minimum necessary knowledge that allows him to have a company capable of staying for a minimum trial period of two years; make it grow and turn it into a source of work for other people employed by the organization.

Strategic plan of the entrepreneurship of the school to reinforce the Spanish language at the primary level

In this part of the research Bernal (2018) is taken up, who says that it is very important to recognize the relevance of strategic planning in entrepreneurship, that plans must be systematically implemented to do so, set the objectives and results that are to be obtained. both in research and entrepreneurship. The plans contemplate what are the optimal ways to achieve the goals proposed for the organization and one's own personal life.

Thus, the necessary steps for the reinforcement school of mathematics and the Spanish language were defined, which coincide with those described by Berlitz (2020):

- 1) Define goals and how to achieve them.
- 2) Take advantage of the advantages to stand out from the competition.
- 3) Design the appropriate methodology where available resources, environment and dynamics that it faces converge.
- 4) Obtain a dynamic, flexible and adaptable method to unforeseen events, capable of solving problems that arise at any stage of the process.
- 5) Develop and propose a measurable and correctable plan in terms of effectiveness.

Leadership

It is a quality that definitively influences the way the group works, the way in which the members of the company get together and participate, but, above all, it is vital to motivate the group and achieve the goals set. Many of the results are based on the characteristics of the leader and his interaction with the environment. Decisions can make the company grow or lead to failure.

The qualities that Fuentes (2017) proposes for the good leader are the basic reference for this research, since they set the guidelines for dynamically adapting to changes that allow success and expansion, namely: correct decisions under pressure, delegating functions, good use of authority, with autonomy and respect, being calm, persistent, realistic, reacting quickly to identify the reasons for the crisis, passionate about their work, listening skills, exploring different ways out and taking controlled risks.

Long-term vision

As there is a close relationship between leadership, types of leaders and characteristics that distinguish them, the strategic type is what can provide the best results for this research (Piqueras, 2015). The effectiveness of the leadership will depend on the survival and growth of this company.

Also, the same research has led to establishing that strategic leadership allows encouraging group members (clients and colleagues) to cooperate in obtaining results. And that each one knows their role is extremely important in the development and growth of the company. It must be applied when incorporating new teachers, who must have the ability to provide quality educational services, without forgetting the client, who will be made aware that the result of sending their children is knowledge, its use and identification where Apply them.

The professional vision used in the investigation of this project coincides with what was stated by Cortés (2021), since it is based on the knowledge acquired in professional training, subsequent studies and personal aspirations, which may be the best example for the family, support children and families with learning disabilities during the pandemic.

Long-term goals of the research product

In the dimensional aspect of the research, the criteria that influence personal leadership are taken into consideration, through which one seeks to improve day by day as an independent professional, for which the following skills are required:

- Cognitive: to acquire knowledge of different media and origins, in order to exercise strategic leadership and support those who do not have them.
- Communicative or linguistics: It is related to the way of expressing ideas to achieve the objectives set in research (professional and personal development).
- Emotional or affective: be empathetic to convey what is planned in the objectives.
- Spiritual or transcendent: relate beliefs to be a better person every day.
- Aesthetics: the message is best conveyed by example.
- Ethical-moral: put values at home, family and school first, and always act avoiding malicious damage.
- Physical: to help others you have to always be healthy.
- Social or socio -political: act loyally, since the support response will depend on this when required, and self -support who needs it.

Sequence in which better strategic results can be obtained in this research

Next, the elements of the dimensional aspect that were used in the present investigation are shown in order of importance. The decision was made to start with the ethical-moral aspect (formed by the values instilled in the family and defining behavior as a person); it continues with the spiritual or transcendent aspect (these are the beliefs transmitted to the children).

It is followed by the emotional or affective aspect (which is the way of treating others). Then comes the cognitive aspect (it is the knowledge of what is communicated), followed by the communicative or linguistic aspect (it is the effectiveness to transmit knowledge, emotions and affection).

Under this sequence, it was established that, in the long term, it is intended to be an independent professional capable of undertaking social benefit projects that are the basis for helping other less fortunate people, who, for various reasons, have not acquired knowledge, attitudes and skills. that companies demand them for hiring.

The social, aesthetic and physical aspects should not be overlooked, since they influence the message and the way it is transmitted and adequately reached in society.

All of the above is part of the tools that will allow continuous change, that is, any situational change requires an attitude of adaptability with which any ballast that interferes with continuous growth can be avoided. For the same reason, it must always be valid.

Implementation of the strategy that can provide the best results for the investigation

To establish a project as an independent entrepreneur, according to Cortés (March 5, 2021), it is necessary to be aware that everything is new and recognize the ways in which a quantitative and qualitative analysis has to be done to see what is new. the most profitable.

The strategy selected for this research began by doing emotional self-analysis, to learn about my feelings and emotions, how they influence me as a person and a leader.

Finally, in the investigation, self -motivation is applied, which allows focusing emotions on objectives and goals, and with it the motivation is maintained, establishing attention on goals and not in obstacles.

With that, you are focused on obtaining sustenance to recognize emotions in others in the right way, more appropriately interpreting the signals that are issued unconsciously, to avoid misunderstanding problems. Finally, in the investigation it is reflected that a good interpersonal relationship must be established, which will be the source of good work performance.

Personal marketing on which this research is based

The marketing study carried out as part of this research was based on the theories of Sánchez (2017); they were the guide used to satisfactorily meet the objectives and to achieve a successful company.

Good communication is the foundation for obtaining better results and ensuring that the research on the Mathematics and Spanish language reinforcement school has very good acceptance among the clients, primary school students and parents, who will be in charge of making the results known. results that are obtained among people where we initially did not reach.

Description of my brand and main functions

Strength, force, formality and foundation are considered as the principles of the investigation and that must be transmitted to everyone who is integrated into the reinforcement program. Very formal to coincide with the objectives of the investigation; The force to overcome the problems that arise in life, and the strength to overcome all the adverse conditions that arise.

Main features of personal branding

The enterprise must offer a quality service, capable of updating the knowledge of any basic level student enrolled in the reinforcement program, expanding their employment opportunities and subsequent studies in an easy and simple way. In addition to this, the following points were considered:

- Provide a quality service as part of the brand, to train the student, raise awareness of the importance of education and their preparation to improve their life.
- Help the student to easily solve the tasks assigned in their formal schools, and they can recover and expand their self-confidence.
- Promote that the student acquires habit and discipline to solve tasks and carry out any research assigned to them in their formal school.
- Promote program students to change their vision of life and aspire to higher educational levels.
- Support students in the definition of their life objectives.

Short-term organizational objectives

For the opening it will be necessary to have at least two teachers, one from the area of mathematics and another from the Spanish language, savings and participation of family members. The same investigation has led to a quote for the furniture required initially, which consists of a dozen chairs, a couple of folding tables, two blackboards, a message board and blackboard markers, in addition to having the place where Family gatherings are held at weekend events. And disseminate the Mathematics and Spanish Language Reinforcement

School between family, friends and neighbors to consider the option to take their children to take remedial courses.

Initially, it is intended to have at least 12 students, attended by a couple of teachers who will explain the topics of their classes and help them in the solution of their tasks of the formal school. Positioning among potential clients will be scaled, since a main objective is that people identify with the knowledge with which the basic level child will be advised.

Medium-term organizational objectives

The brand will grow by incorporating teachers to expand the coverage of the number of students; cover the hours from 4:00 p.m. to 7:00 p.m. in which the advisory service will be provided; Divide the event hall into sections with screens that already have and in each place two tables accompanied by their chairs and a painting.

In the same way, the research suggests that each new teacher must define if they are going to participate as a partner or employee, the contributions will depend on it (materials of the type required according to growth), responsibilities to fulfill, activities to disseminate achievements that they have and about everything, ideas that allow to accelerate the growth of the school.

Long-term organizational objectives

On the other hand, the same research allows us to establish that in order to continue growing, it is necessary to incorporate a teacher in the area of physical education, based on the Institute of Security and Social Services of State Workers [ISSSTE] (2017) and the Mexican Institute of Social Security. [IMSS] (2014), since one of the most serious global public health problems in this century is childhood obesity, which during the pandemic increased alarmingly, which represents another opportunity to take advantage of and complement physical discipline In children, based on the phrase of "healthy mind in a healthy body." For this reason, the research establishes a planning between academic advisory activities (mathematics and Spanish) combined with physical reactivation.

Establishment of the target market of my enterprise

As part of the research, for the target market of the reinforcement school, marketing theories were taken into consideration as described by Corrales (2018), so it starts with identifying the segment where the services offered are directed. and the messages used to promote the service and disclosure of the brand.

This enterprise, according to the initial scope of the investigation, bases its strategies on traditional marketing, already in the municipality of Cihuatlán, Jal. It is a new service, where there is no competition. Also, according to Argudo (September 18, 2017), the market segment are parents with children who study basic level.

The four p's of the marketing mix in my business

The marketing mix proposes rules for the marketing of products and services so that the activities are complemented with a business plan that gives adequate relevance to the way of offering the product and presenting it to the public for its acquisition. So in this investigation Merodio (2019) of the four PES is used.

First, the price that the educational reinforcement of mathematics and the Spanish language must have. It should be taken into consideration that there is no one to offer the same service and the cost of supplies and salaries. In the end, it is about finding something that is not so high that it prevents integration into the program, but not so low that it results in losses and failure.

Then, the product is the reinforcement service of the Mathematics and the Spanish language for basic level children. It is intangible and can only be appreciated when evaluating the student. In addition, it is oriented to the basic level student understand Spanish.

The distribution is restricted to the physical installation, equipped with tables, chairs, blackboard, markers, notice board, lighting and sanitary facilities.

The promotion must be made known to family, friends and neighbors with children attending primary education. Have a group of 12 to 18 students, as established by García-Bullé (2019) to work; When exceeding the demand, hire teachers and condition spaces for more students.

At the end of each school year, the results of the students must be published in their formal schools, as a way of promoting the school.

Steps to develop my personal brand

The expectation is to become a brand that inspires confidence among students who come to receive the educational reinforcement service and that their parents feel that their children are investing in the future.

The message to convey is that if you have problems with learning there will always be someone to provide support to catch up. The means of communication to be used range from word of mouth transmission of the benefits they will be able to obtain to the use of social networks.

The period in which this reinforcement school will operate coincides with those used by the school authorities, so summer courses may be taught through promotions among students so that they are accompanied by one of their younger siblings, who will be exempt of economic contribution by his parents.

Results

The present investigation led to the inclusion of marketing techniques, going through strategic planning, application of the SWOT analysis, development of a survey, which was applied and allowed to know that the broader knowledge of strategic planning and its techniques is of the utmost importance. It included the development of the personal brand and its characteristics to be identified by the potential client.

It was also possible to establish, as part of this investigation, the strategies to make known initially how the installation of the reinforcement school should be done, which allowed the use of the family events room to be the base of the installation of the counseling school and how it could be segmented to have several independent sections that would serve as mobile classrooms that are easy to assemble and disassemble.

As expected initially, the investigation contemplates having a gradual growth. That is why a teacher was invited to cover the area of the Spanish language and it was decided that he would participate as a partner, for which he underwent the same tests of leadership, SWOT, product design and personal brand development, this was done in order that in those aspects that faltered, they were reinforced through manuals and conversations.

Also, several teachers have been interviewed who in the next school year will be able to attend two other groups of students (Spanish and mathematics) and several of physical education, since it is urgent to have physical activities. In addition, there are mobile partitions

that are coupled to make rooms with the conditions to be occupied by a group, and the furniture has already been purchased.

Discussion

Being an independent professional in the area of education in a place that is characterized by being mainly tourist and having very few companies could be considered discouraging, but it is up to each person to develop or not what is required to help the rest of the community. population.

In the present case, the fact of having received knowledge of the marketing area through a diploma makes it possible to discover opportunities in those places where few see them, such is the case of the present investigation, since it was the basis for placing The solid bases of a entrepreneurship with social cause. Being removed from the state capital, it could be established that the inhabitants of the municipality are condemned to always live off the work of tourism or the countryside, which is totally opposite to reality, since, letting themselves be helped to get out of the deep problem that the pandemic caused in their knowledge, they will be able to become professionals who contribute to the growth of the municipality, in the first place.

Conclusions

After participating in a business management program before the start of the Covid-19 pandemic, the present investigation was in a position to carry out. The knowledge derived from business management was a core part of the final product, since without it it would not have been possible to even start the venture and the chances of being successful would be nil, so it would be an investment of effort, time and money. that it would have been lost, as has happened with many other companies that have begun in the population and that soon disappear due to lack of planning that allows them complete at least a one-year period of being open.

With the methodology that was used based on marketing, more confidence could be taken to determine whether or not it was in a position to start with the project. There was also the opportunity for this analysis to be extended to the prevailing situations in the region, the result of the pandemic that severely affected many countries.

The simple fact of learning how to communicate the ideas about entrepreneurship to the family was another experience, since in other times there would be no family support, on the contrary, perhaps they had influenced that nothing was done, but the idea of supporting others made them show interest and participated with the ideas of how to use the event hall to make it the headquarters of the entrepreneurship, a room that would no longer be used once or twice a month for the respective celebrations of family and friends, but all week, and the screens that were acquired a few years ago and that they were only used twice were used, so they thought it was the first time that it would really be taken out of that purchase.

It was also important to know that as teachers all those who pass through the classroom become products. Similarly, they are the fruits that a tree gives. So entrepreneurship is represented by a tree from which different fruits sprout, since each one represents a person who is different from the others, but they are similar only in the fact that they have flavors.

Although it was difficult to establish what would be the knowledge gaps that each of the students had, the most appropriate decision turned out to treat the courses (mathematics and Spanish) as if they had never taken them, which would be an opportunity for at the end of each course the level was similar or very similar.

The pandemic left a lot of suffering and losses, the most unfortunate of the human ones, but no less unfortunate were the economic losses, job losses and closures of entire companies, as well as the knowledge gaps that the distance education method could have left. that was used during the most critical stage of the pandemic. It would be very unsympathetic to say that the situation was taken advantage of to start a business, which is why it has been preferred to establish that the venture is started with the aim of providing the support that children who attend elementary education (primary level) need to correct the learning problems they had during this time.

Finally, it must be mentioned that this research would not have been possible without the advice of people from the marketing area, since, thanks to them, it was possible to conceive the project and give it the adequate body that can be seen in this report.

Future work

Once you have the experience of having constituted an entrepreneurship that helps the student of primary level in the learning of the Spanish language and mathematics, the next step is to extend the educational support in the aforementioned areas, but seeking to venture into the generation of franchises school to reinforce the Spanish language and mathematics in the farthest municipalities from the metropolitan areas, since these places have always been neglected. For this reason, a detailed analysis is being made of the municipalities of the state of Jalisco with the highest poverty rates and where there are teachers who are sure that they will be able to count on a business model that is a replica and consequent derivation of the present investigation.

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