

**UNIVERSITY OF EL SALVADOR
SCHOOL OF ARTS AND SCIENCES
DEPARTMENT OF FOREIGN LANGUAGES**



TITLE:

TOURISTIC PRODUCT: JENNY AND JIMMY´S CHOCOLATES

PRESENTED BY:

Br. ALEJANDRO ENRIQUE PORTILLO MEJIA (PM 12049)

Br. JENNY EDELMIRA UMAÑA HÉRCULES (UH 11003)

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LICENCIADO. MIGUEL ÁNGEL CARRANZA CAMPOS

GENERAL COORDINATOR OF THE GRADUATION PROCESS

LICENCIADA. FRANCISCA AGUILLÓN RIVERA

SPECIALIZATION PROFESSOR

**UNIVERSITY CITY, DR. FABIO CASTILLO FIGUEROA, SAN SALVADOR, EL
SALVADOR, CENTROAMÉRICA, JULIO 2023**

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HEAD OF THE FOREIGN LANGUAGES DEPARTMENT

LICENCIADO. MIGUEL ÁNGEL CARRANZA CAMPOS, MSc.

GENERAL COORDINATOR OF THE GRADUATION PROCESS

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ABSTRACT

Our product is a chocolate made with natural ingredients and made with artisanal methods, our purpose is to produce a product that is healthy as well as delicious, some of the beneficial facts of consuming cacao in moderate amounts are: helps to the good development of the baby in gestation period, improves the body pressure, it contains antioxidants that prevents aging, improves the cognitive function, it's healthy for your heart and improves mood. In our country we can find the perfect weather for the production of cacao, and we decided to elaborate chocolate as a way to demonstrate the great quality of the Salvadoran products based in grains, use the natural resources in a way that exalt our country is not only a business method, but also something that the law requires, and its mentioned in the second article of the decree number 899 of the constitution of El Salvador. In this case chocolate will promote tourism, at the same time, this product is designed to be enjoyed by people of all ages inside and outside this country, as a way to incentivize the gastronomic tourism and create a sustainable way of production that will improve the lives of farmers, transporters, by creating a system where all will benefit from chocolate production.

Key words: Chocolate, Tourism, Entrepreneur, Cacao, Cocoa, and a Tourist Product.

INTRODUCTION

The goal of travel is not only to know strange lands, but ultimately to return and see one's own country with estrangement. » by G. K. Chesterton. ¹

The previous work talks about our touristic product called Jenny's and Jimmy Chocolate, the process How to elaborated and presents a Touristic circuit named "The passage of Torogoz" divided in the visit of Cathedral, The National Theater, and Coatepeque's Lake from Santein Department.

Furthermore, describes History of Tourism from El Salvador, Cultural Identity and the study of idiosyncrasy from the country Myths and Legends. also present What is the quality of a touristic product? The quality of Jenny's and Jimmy Chocolate, how to maintain loyalty between our clients? and How will the deal be with the customers?

This research project is divided into V Chapters: I. Profile of the Tourist Product, II. Conditioning Elements of the touristic product, III. Responsibility of the entrepreneur, IV Cost plan for the tourist product, V. Bibliography and Annexes at the end.

According to Luis Renderos Perez, Master in Sociology from the Costa Rica University in his work as entrepreneur in Xochi Cacao's from necessity to the opportunity he said that: The cacao's tree, only was consumed by Mayas, then the Aztecs learned to cultivate and they create a famous drink called "xocolatl", an aromatic drink obtained of their fruits.

In this work we will present our product, we will explain the elaboration methods, what is the main purpose to select chocolate as our product, also we will explain in detail how we pretend to develop a system of sustainability that will improve the way farmers sell their products also we will offer chocolate not only as a product but also as an experience in a touristic route not only for tourist but also for Salvadoran people.

¹ ["El objetivo de viajar no es sólo conocer tierras extrañas, sino que al volver veas tu país con extrañamiento". Chesterton. | La Línea del Horizonte \(lalineadelhorizonte.com\)](#)

Our project talks about the touristic profile, for that reason is focused in the production of artisanal chocolates from El Salvador specifically located in Chalchuapa Santa Ana, which is called The Chocolates routes. Taking into account that Santa has nice weather and good earth to cultivate cacao.

It has been proved by the BMJ and the AJN (British Medical Journal and the American Journal of Nutrition) that chocolate has a lot of benefits for health if is consumed in moderate portions, this benefits are: a boog amount of antioxidants that helps to prevent ageing, releases serotonin that helps to avoid negative feelings such as depression and sadness, helps to prevent heart diseases, even Harvard Medical School proved that chocolate reduces memory decline and improve blood flow in certain parts of the brain

To travel is to feed the mind, humanize the soul, and rub off the rust circumstances to travel is to read the last new book, enjoy to its full the blessings of invention to travel is to have the Natures' plan and her high works simplified, and her broad features of hill and dale, mountain and flood, spread like a map at one's feet to travel is to dispel the mist of fable and clear the mind of prejudice taught of babyhood, and facilitate perfectness of seeing eye to eye. Who would not travel at a penny a mile.
² dedicated to the memory of Thomas Cook and his role in history.

This Previous Research project describes the history of tourism in our country El Salvador includes all events in a chronological order based in writers such as Susana Barrera and others academic works, Besides the policies for a sustainable development in El Salvador; Also presents different natural resources located near to the municipality of Santa Ana Department, and legends and myths.

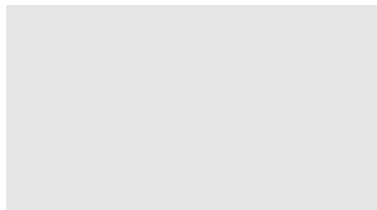
In addition, in this academic work present the religious and tradition as well describes the touristic circuit named the passage of the Torogoz in Santa Ana, Moreover present a touristic product handmade with natural Salvadoran ingredients called Jenny & Jimmy Chocolate in order that show How we cook, and the inversion we present an economic budget, and to commercialize, explain What a touristic product

² Thomas Cook History: The Tale of the Father of Modern Tourism.

is? The customer management, the slogan of the company and Product Quality, Quality Proposal, Customer management, and Relationship with the Customer and Loyalty.

As students from Modern Languages of The University of El Salvador we hope that

This Research project helps to create new investigations to promote The practice of tourism in El Salvador and Motivates entrepreneurs to design a new product and sell it.



Chapter I

**PROFILE OF THE TOURIST
PRODUCT**

PRODUCT PRESENTATION

Our product is called “Jenny and Jimmy chocolates”, is handmade, natural cocoa chocolate, made with traditional methods with natural ingredients.

Cacao farming requires patience. After planting saplings one has to wait for the trees to mature. It takes about six years for the slow-growing cacao trees to bear fruit and up to a decade for money to be made. Pods take six months to mature and they are constantly sprouting out of the tree, which means they can be harvested year round.



Cacao pod with beans inside



Cacao pods (fruits) on a tree

Cacao Harvesting

1. Checking for Ripeness
2. Picking
3. Pod & Bean Separation

Cacao Processing,

when the cacao has been harvested and sorted, it's ready or the next stage: processing. And this begins with ferm

1. **Fermentation** : is the combination of sugar and starches are broken down into acids or alcohol. Without fermentation, we could never have chocolate.
2. **Drying** : after the lengthy fermentation process, your beans are ready to be dried. This is another crucial step in the enhancement of cacao flavor. Cacao is dried in wooden boxes, beds, pallets or patios. According to the ICCO
The drying stage should bring humidity levels down from 60% to 7%.
3. **Aging** : This step can last from 30 days up to a year, The beans are stored sacks in a store house
4. **Storing**: Now, the cacao is finally ready to be stored until it's time for the buyer to collect it.

OBJECTIVES

General objective: Promote tourism through the elaboration and sale of chocolate elaborated with natural ingredients and traditional methods in order to attract tourist attention and maintain the tradition of elaboration of chocolate and at the same time offer a great quality product getting the most of Salvadorian resources as the law dictates.

Specific objectives:

- 1) Make a healthy product that can be tasted by local and foreign tourist.

- 2) Demonstrate the great quality of Salvadorian products and make the best use of salvadorian resources.

- 3) Respect both food laws and the salvadorian constitution by offering a product that has exactly what the label says and using no dangerous or chemicals that could damage people's health or the environment.

- 4) Encourage the consume of local product and resources in order to impulse the economy of the farmers and workers that dedicates to the production of cacao.

JUSTIFICATION

The main purpose to make chocolate is to improve our economy as students and support national farmers, in this context cocoa acorn farmers are not well paid for big companies, so we, as a small company, can give them better prices due to the amount we need is not excessive, taking that into account we are helping to the development of agriculture in our country, also we are encouraging the touristic area and more important we are making our economy grow through tourism, farmers and a touristic route of chocolate.

This project is really important because demonstrate the importance of cultivation and production of cacao, for then to show how colored cacao pods get turned into an aromatic and delicious bar of chocolate describing the process of Cacao Harvesting, Checking for Ripeness, Picking , Pod and Bean Separation visiting a company that is dedicated to the production and sold of cacao in Santa Ana and what produce our product Jimmy and Jenny Chocolat following the next steps for cacaos processing as: Fermentation , Drying, Aging, and Storing.

Knowing that in Paris France 2017 , El Salvador won a prize as good beans of cacaos, as a group we also will participate in Ferias as Alianza Cacao and show to all tourist our new bar of chocolate demonstrated the touristic places of the route of chocolate in El Salvador department of Santa Ana, Moreover as students of Modern Languages will include this academic project for previous new investigation to the University of El Salvador.

DESCRIPTION PRODUCT

Our product is called "Jimmy and Jenny chocolates" this product is led to any person who likes chocolate, this person can be, kids, man, women, tourist, also for casual customers, we are trying to offer the best experience in chocolates also in the process we will demonstrate all the harvest process of the ingredients, this is mainly located in Santa Ana a city with a great quality in ingredients and a great touristic route for chocolate.

The advantage of this touristic circuit is that we are near to the farmers and we can offer not only a good product but also the best possible experience

We are trying to reach tourist as our main target for one reason, our intention is to demonstrate the quality of Salvadorian product. Implementation of strategies for human developing and sustainability In this case the first step to develop a strategy is identifying the problem, in this case the problem is the price that is payed for a cocoa acorn in the world, is not a secret that chocolate market is millionaire, the cocoa acorn is a blood diamond of modern era.

In African countries the cocoa acorn is payed to only \$1.25 when is one of the most difficult plants to harvest, also they pay only \$0.80 dollar cents to the workers, also they kidnap kids and use them as slaves. Those are the problems we identify in the chocolate market but our project and product has the intention of eliminate those problems.

The first step is to pay a fair amount for the product, in our case we are not a big enterprise, that means that we need less seeds to complete our production, that also means that we can pay the farmers a better price for the cocoa acorn

This product will start a chain of human developing and sustainability because if we promote national production, farmers will have better opportunities and purchasing power and that is translated in less cost in the economy, more jobs, and the most important we are eliminating the problems we mention before.

Chapter II

**CONDITIONING ELEMENTS OF THE
TOURIST PRODUCT**

2. 0 History of Tourism from El Salvador

A Salvadoran writer said that Tourism is a colorful world³ , Susana Barrera Ponce . Technically it is Tourism in El Salvador because only traveling and visiting different tourist places people practice tourism. Traveling is the only way that Salvadoran paysans have good experiences.

To begin to talk about tourism it is important to keep in mind that Thomas Cook (1808 - 1892) was an English Baptist minister and cabinet minister, who is remembered four being the founder of the first travel agency in history , as well as the inventor of modern tourism.⁴ In the case of El Salvador Tourism existed before and did not start at the same time as the United States so Tourism began in the year of 1924.

During the administration of Dr. Alfonso Quiñonez Molina , On June 20 , the government became aware of the importance of Tourism in El Salvador from the year 1930, given that new communications routes were created in that case it became necessary to create the National Tourism Board. which was the agreement between the Departamental Road Boards and The Government, Since access to tourists it was agreed to issue free tourist cards through the consulates to all tourists who visit the country for the period of nine days.

According to the newspaper article from El Salvador : A destination called Tourism written by Susana Barrera : explain that How the world is a book and those who don't travel read only one page written by Agustin de Hipona, in other words describing the experience of Mrs Coralia de Lemus (1956 - 1960) First Lady of the Republic of El Salvador promoted Family Excursions. of each neighborhood or colony From San Salvador to National Parks. during the Military Government of Don Jose Maria Lemus.

The most common places to visit were : Apulo 1948 , Los Chorros 1952 , Ichanmichen 1956, and Atecozol in 1956. Those places comprised Local Tourism Then, in December

³ Ponce, S. (2020, September 23). UN DESTINO LLAMADO TURÍSTICO. Susana Barrera Ponce. <https://susanabarreraponce.medium.com/un-destino-llamado-turistico-5ed04730764>

⁴ Thomas Cook y la primera agencia de viajes de la historia..

1961 , it was created ISTU and the National and Law on the Salvadoran Institute of Tourism.

In the year of 1970 the first pole of Tourism Development in La Costa del Sol was developed as Miss Universe Celebration 1975. By the time of 1980 called a Lost decade around 75,000 of people were dead and thousand are missing becomes with:

- ❖ Inauguration to the International Airport from Comalapa, Chalatenango.
- ❖ The construction of a Terminal Airport located in Ilopango, San Salvador.
- ❖ The train of Happiness walked between SonSonate and San Vicente.
- ❖ Opening of a Ressort from Amapulapa.

Until 1992 , signing of the Peace Agreement a Touristic Plaza was made and the Route of Flowers as multi destinations exactly in that period arises The Salvadoran Tourism Corporation CORSATUR with the principal objective of Coordinate the touristic activity.

After that , The Ministry of Tourism was created and consolidated for Tourism Training with the famous slogan "Let's go to celebrate eating" and different specializations of Tourism such as:

1. Lively Villages
- Programs 2. One Village, one product
3. All Naturals Festivals — Balloons, Mangoes , Loroco,
Indians Chickens, and Pineapple.

But unfortunately when the pandemic covid - 19 arose . According to the studies of the World Tourism Organization , Tourism was one of the areas very impacted with the loss of jobs. Around 120 million people lost their jobs and proved that practicing different kinds of tourism is not loitering.

2.1 Policies for sustainable development in El Salvador

The general objective for a sustainable local tourism in El Salvador is to boost the local development through the articulations of chains of value that amplify the distribution of Tourism income , strengthen qualities to the local effort, promotes the attractiveness of new investors and promote a sustainable development of resources like ecotourism, and cultural in Salvadoran territory.

Don't travel to escape from life , we travel so that life does not escape us written by an Anonymous writer. As mentioned before, travel is necessary to improve The Local Tourism in El Salvador. The Tourism policy and Local development forms part of the National Policy of Tourism from El Salvador (PNT) that contains a set of guiding guidelines so that the tourism activity contributes to solving the major challenges for the country related to the economy , education , social inclusion and the environment.

Local Development is defined as the process that is socially constructed , whose content and essence differs from place to place because it is based on cultural and social identity with the purpose of which is the construction of a joint.⁵ In nowadays the most common project for tourism is Surf city or Tourism of beaches , which the economy of local merchants as : the sale of minutas, mangoes, local restaurants of shrimp and fishes popularly named Merenderos, are constantly increasing their economies after the pandemic covid-19.

Moreover , women who are single with children are being beneficiaries of these programs. The tourism industry is strongly linked to the concept of local development , which represents the effort of the organized communities to face challenges from economic modernization.

⁵ Turismo y Desarrollo Local , Política Nacional de Turismo , MITUR

2.2 Natural Resources located near the municipality where it will locate the Touristic Product.

The Cerro Verde National Park and Volcanoes.

The Cerro Verde National Park is a good option if you enjoy cool weather and Climb volcanoes. There are different kinds of trees. Also, it has a wonderful orchid garden. Besides there are two Volcanoes Izalco and Santa Ana.



Cerro Verde, an excellent place for birds watching, for walking on trails and picnics, There are three trails that can be accompanied by a guide. The first that leads to the Santa Ana Volcano , Second to the Izalco Volcano and that runs through the park.

What is an owlet? is a young baby owl, this bird has not yet developed it's full mature plumage; an owlet is still dependent on its parents for feeding care and security. Owls became symbolic of intelligence, because it was thought that they presaged events. They have interesting characteristics as: Quiet flight, Haunting calls, Camouflage, Daytime immobility.

It is a baby owl that can be domesticated in the biological sense. But here in El Salvador there are a few owls for that reason we need to protect them.

⁶ illustrative image taken from: <https://turismo.sv/volcanes/cerro-verde>

⁷ <https://www.lifeinvedas.com/owl-dream-meaning-of-injured-white-dead-and-baby-owls/>

Tilapia El Sauce, Saint Anne.

Enjoyed this relaxing , fresh and natural place called " El Sauce" . It is located in Santa Ana. In this amazing place there are different kinds of trees and animals such as Tilapia's fish, shrimp. Also El Sauce is a company dedicated to the breeding of tilapia.

Besides there are Rubber's tree: (come from Nahuatl "Olli") is a tree from moraceas' family, native from Central America, reach 20 to 25 meters of high, with a straight trunk of 60 centimeters from diameter. The principal product is latex, bleeding from the trunk and it is used to make: balls, surgical gloves, waterproof raincoats, adhesives, and paints too.

Below that place there are two large natural pools with many tilapias. Tilapia: is a fish that lives in rivers and lakes from El Salvador, living in many places where it is eaten as food.



⁸ <https://www.facebook.com/ElSauceSv/posts/te-ofrecemos-un-lindo-espacio-recreacional-en-medio-de-la-naturaleza-con-piscina/1093668360794562/>

⁹ Ibid

2.3 Touristic Circuits

The passage of the torogoz

Santa Ana, El Congo , El Porvenir, San Sebastián, Salitrillo.

Constituted by the municipalities of Santa Ana ,the passage of the torogoz is a beautiful circuit with colorful landscapes, architectural and cultural wealth, The principal attraction is Santa Ana Cathedral ; with a colonial infrastructure and the impressive lake of Coatepeque, listed as one of the wonders of the world.



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Coatepeque Lake

Its blue waters and its high offer ecotourism make Lake Coatepeque one of the favorite destinations of Salvadorans and foreigners . In this lake of volcanic origin, one can practice kayaking, jet- skiing, and diving , as well as hiking or mountain biking in its surroundings.

Tourist packages

¹⁰ illustrative image taken by: Monica Rivas , Professor of Modern Languages

Tours of Tilapias, includes visit of Galicias , Cathedral and Theater of Santa Ana Tour the eighth wonder: Coatepeque Lake , Texistepeque.

2.4 Myths and Legends



The Reaper Woman¹¹

In El Salvador there are many people that assumed have had a murder experience with a beautiful woman that appeared on some desolated road asking to be carried.

The woman left on the sidewalk wearing provocative clothes and with a sensual attitude. Often Boldly , she caught the attention of the unwary , who were attracted using her beauty and coquetry.

When drivers asked her , Where does she go? She told them that a few kilometers away from that place , she was getting into the car, and suddenly the men began to touch and kiss her , then something terrible was going to happen; the woman's skin was detached from her body , until she was completely converted into a human skeleton .

A few minutes later their victims were found in a state of total confusion and only they remembered the moments of that horrible situation.

Some villagers said that The Reaper Woman, best known version of La Descarnada in Spanish, comes from El Salvador and takes place on the roads of that country, especially the one that goes from Chalchuapa to Santa Ana.

¹¹ illustrative image taken from : <https://www.elindependiente.sv/2021/02/10/relato-la-descarnada/>

The Amate's Flower



The amate is a tree very popular in El Salvador this kind of tree is different to the others because of its physical structure, the trunk is thick and is not well formed, in ¹²which have very strange protuberances, that look like a roll of cables that are not well designed, their branches are not well formed too, so if a person carefully looks like paw hands, in other words it is not a common tree.

Besides this tree has a black secret that nobody knows between their branches. Around 12:00 o'clock at midnight, in the top of this tree grew a beautiful white flower.

A White Flower which falls at soul and the man who can catch this flower will have everything that he wants LOVES, MONEY and HEALTH but is not too easy because the true proof is to have won a battle with the demon, who is the owner of the flower.

The villagers said that it will be a dead fight, if the devil wins he will carry out the soul's man but if the man wins he will have everything that he wants.

Also people said that the only people who can see this tree flourish wherever occasion are the dumb. The reason is too simple because they cannot say anything about the enchanted flower.

¹² <https://guanacos.com/flor-de-amate-la-leyenda/>

2.5 Gastronomy



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Santa Ana is a principal producer of the golden grain, The coffee is the most important and second place is the chocolate ,

Santein Restaurant, located in Santa Ana, El Salvador. There is a beautiful Coffee Restaurant, where they offer delicious food: Coffee and Home-lover Patisserie made with love and natural ingredients such as: Cheesecake, Croissant, Brownies, Sandwich, Traditional Salvadoran

Breakfast among others.

In Restaurants like Santein Coffee, they bake their own bread like cheesecake from different tastes such as peach, strawberries , granadi , oreo in others , also they cook the delicious three milks of chocolates.

The place is an old house decorated with traditional things from Guatemala and El Salvador too. Besides the food , They sell coffee, jam and handmade bracelets.

Also they offer different kinds of coffee such as: Espresso, American, Cappuccino, Mochaccino etc.

¹³ Photography taken in : Santain café by Alejandro Portillo

Gallina´s Soup

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As we know, family time is important to have a better environment between the relatives; this is a factor that I learned after I passed in confinement because of the covid-19.

In the streets of Santa Ana, El Salvador, before I arrived at "El Sauce" I remember that having a family trip, we discovered a new place called: Farm The Peasant.



That place offers a delicious chicken soup called: "sopa de gallina India" served on porcelain plates.

Santa Ana Religious Traditions

When we are talking about traditions, the most iconic tradition on Santa Ana is "Our Mistress of Santa Ana" and this celebration takes place from July 17 to July 26, this story began many years ago in Santa Ana city when a Pipil population was settled in a place called "Sihuatehuacan" that means "Priestesses' city". In 1540 the population was conquered by the Spanish and subsequently they were evangelized, then in 1550 the order of Nomastics Dominicans established a monastery and obtained the name "Señora Santa Ana", many stories have been written about the origin and the decision to name "Señora Santa Ana" as patroness of the city but the most accepted is a story about the journey of a group of pilgrims that came from Guatemala with destination to Honduras.

The story said that they were carrying the image and an urn with them, at the time of leaving the village they couldn't move the urn, they interpreted that as a signal, the patroness had selected the city to be established there, everything occurred in that week, from 17 to 26 of July. The origins are unknown but since that moment Catholics all

¹⁴ Photography taken from: <https://www.facebook.com/elcampesinofoodtrucks>

around the country came to celebrate, they can enjoy holy masses, a spiritual environment, many festivities such a special serenade at 4:00am every July 17, catholic parades every day but the most important take place the last Friday, Saturday and Sunday, many other activities related with catholic faith.



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2.6 Festivals

July celebration in Santa Ana

This is one of the most awaited moments of the year for the Santa Ana's population, the celebration takes place from July 17 to July 26 every year, this celebration begins with a serenade to the Patroness at 4:00 am, in this celebration parishioners sing catholic songs and drink a special drink called "Atol Shuco" made of corn, this serenade indicates the beginning of the celebrations.

There are all kind of activities, for the most religious there are holy masses and catholic parades, but there are a lot of festivities that includes famous singers and bands playing simultaneously in various stages, clowns and artist performing on the street, typical

¹⁵ Photography taken from : <https://historico.elsalvador.com/historico/155299/culminan-fiestas-patronalesde-senora-santa-ana.html>

¹⁶ Photograph taken from: <https://infoguiaelsalvador.com/category/sitios-historicos/>

sweets and food all around, and the most wanted thing; the amusement park this is a special area with mechanical games and festivals in it, a lot of circus food and games, people all around the country came and visit this festival.

The most important part is the opportunity for entrepreneurs in the local “entrepreneurs market” that takes place in the park in front of the town hall, in this space entrepreneurs expose and commercialize all kind of products , this is one of the best opportunities for those who want to make grow their enterprises and is an excellent space for them to publicize their products.



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2.7 Strategic plan of our touristic product

Definition of quality in a touristic product

When we are talking about quality in a product we think about the kind of material that is being used, also we talk about all the processes involved in the elaboration that must be the best raw material and also a very careful method, all made in our country. Taking the

¹⁷ Photography taken from: <https://diarioelsalvador.com/auditoria-de-la-ccr-23000-boletos-de-juegos-mecanicos-terminaron-el-despacho-de-muyshondt/61792/>

¹⁸ Photography taken from : <https://lapaztimes.com/alcaldia-de-santa-ana-promueve-el-comercio-realizando-expos-feria-de-emprendedores/>

previous facts into account we can talk about the quality of the raw material we are trying to use, the cocoa acorn and cocoa seeds.

Let's start talking about how to properly harvest cocoa acorn, first we must fertilize the ground with organic nutrients, in this case cocoa acorns can be harvest in any kind of ground, but, to obtain the best flavors and the best texture in the ground must be fertilized with organic nutrients, then the plants must be irrigated every day taking into account that the average temperature of our country is between 27 to 35 grades is important to water the plants regularly, especially if we are not in the rainy season, but also the excess of water can be harmful to the plant, warm weather and regular sunlight and soft winds are the perfect factors to get a high quality grains.

Other factors that have great influence in the grain's flavor is the type of plants harvested around the sowing field, coffee and wood will give the grain a unique flavor. Then the process of making the chocolate must be carefully done, adding chemicals could be detrimental for the final product, taking into account that we are trying to make a healthy product also if we are talking about quality, combining the raw material, lowers the quality instead of increasing it. Correct temper and selecting the correct ingredients will give the higher quality to our product.



¹⁹ photography taken from: <https://saludconlupa.com/sobremesa/el-agricultor-que-cambio-la-hoja-de-coca-por-el-cacao/>

²⁰ Photography taken from : <https://www.lindt.es/el-mundo-de-lindt>

2.8 Customer Management

In this part we will explain how we are going to create a connection with our customers, is important to know our target in sales, we are going to focus our attention in Salvadorians between 13 and 40 years old, we are trying to create a family friendly image, in this case is convenient to explain why we choose Salvadorians between 13 and 40 years old as our principal targets.

In our country is easy for a kid above 13 years old to buy our product in any store, and if we have an economical point of view, Salvadorian from 13 years until 40 they can buy a bar of chocolate because they like it, Salvadorians above 40 years prefer to drink chocolate and kids under 12 years old are unable to buy their own products, being that the case, we will create an image of a healthy product also we want to transmit a message to our clients , a message about a product that will fill all the necessities of a good snack, most part of the bond created between the customer and the enterprise is to know what kind of necessities our product will cover.

In this case as we saw in classes in the market it is always a necessity to cover, in our case we will offer something the customer can trust, something that is delicious and healthy at the same time, but most of all something made in our county by traditional methods and totally safe of chemicals.

This is the method we will use, at the beginning we will simply use cocoa grains to make pure bars of chocolate, and after that we will ask our customers if they would like us to add another ingredient such as almonds or peanuts or if they consider the amount of sugar is too much or too little, in this way we will create a closer relationship with our customers and we will anticipate their needs of even offer them innovator products.

2. 9 Product Quality, Quality Proposal, Customer management, and Relationship with the Customer and Loyalty

In our product quality is something we assure, being that the case is important for us to learn all the methods that we learn from businesses around our country to use for their success. So the first step will be to define what is our concept of quality.

In this case we understand as Quality a set of characteristics that are inherent between them, but as joint they increase the attribute of a product or service.

Quality itself is not exclusive for a physical product, experiences can be measured in quality standards, in our case we learn that it is important to offer not only high quality products, but also the best possible experience, together they are key for a successful enterprise or a business based in tourism.

Our quality proposal is very specific, bringing high quality chocolate, made with pure grains, no chemical addition for a healthy product that Salvadorians can trust and a great experience also keeping in touch with our customers and paying attention to their suggestions in order to create bonds.

Concerning customer management, the pillar of our activities is communication. Through all the visits to all the touristic places we have learned that the most important part of customer management is communication, with communication we can learn what is the opinion of our product under a customer perspective, in that way we know what aspects of our product should be improved, or what is what our customers are looking for in our product, in that way we can offer something unique. Also it is important to know the potential of all the possibilities.

About loyalty, this is the most difficult part for a product , taking into account that the market is always full of products is reasonable to think that other merchants are trying to use cocoa acorns or chocolate as a product to sale , in this case we are making the same question: What makes our product different, and at the same time, better than the others in the market? To answer this question we need to understand how loyalty works in the market, customers are always looking for quality and also satisfaction and a reward feeling

once they consume the product, all is related to the values that we present to the customer, we will give to our customers a product that they can trust, also with the previous tactics of communication we are demonstrating them that we care about what they think and need , integrity is the main appeal of our company, is the combination of the process we mention before , we will have a good communication with our customers in this way we will always know that they need and what they want, and if we are able to satisfy our customer with our product they will be loyal, is possible that the want to taste all the variety of products in the market, but if they know the quality we offer and also the the kind of emotion and experience we can give them they will always prefer our product



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2.10 Marketing plan

We will present our marketing plan based on the experience of José Manuel Gomez (expert in digital and international marketing) . This plan must follow the next steps: Planification, Action Measuring, Execution and Action Measuring

In this first part in planification we will follow six steps that will help us to measure the market and know all the resources we need to begin with our enterprise, after we know all possible scenarios for our plan the next step is Execution , no company or enterprise can succeed without taking risks, and finally Action measuring is about contingency plans we must have in case something goes wrong. Lets begs explaining the six steps:

²¹ illustrative image taken from: <https://www.omniumdigital.com/tecnicas-marketing-fidelizar-clientes/>

Current situation

In this part we will analyze five fundamental parts: the market, the product, the competence, the macro environment and distribution channels. Making a quick analyze of the market, we know that we are not the only micro enterprise that works with cacao, let's talk about the price of cacao, the average prices of cacao in our country is; \$160 for each quintal (100 kilograms) \$3.49 dollars/kilogram each then you can make 6 or 7 bars per kilo, having this information into account we can decide the price based in other factors such as other materials, elaboration process, distribution packaging, work force, and finally unexpected problems such as inflation and changing market conditions.



Market competitors

The Salvadoran market has a lot of competitiveness concerning chocolate, and there is always a competition for cocoa acorns and cocoa grains; these two resources have both advantages and disadvantages. Cocoa acorns bring you the possibility to create better chocolate because you can control the fermentation and toasting process, but it is expensive.

On the other hand cocoa grains are cheaper but you are limited because you can't modify the grains. Analyzing the market we find out that most Salvadorian chocolate brands actually prepare drinkable chocolate, if we could give a rate we could say that only a 10% use cacao to prepare edible chocolate. That means that chocolate is a good option

²² Photography taken from: <https://twitter.com/noticierohechos/status/619885112621056001?lang=zh-Hant>

²³ Photography taken from: <https://www.registrarcorp.com/es/fda-labeling-incidental-additives/>

because we have very low competitors. Even if other competitors possess bigger companies there are a whole variety of flavor combinations that have not been tried in the market and that's the chance we are looking for.



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The Product

Elaborate chocolate is a complex process but having the proper guides and also high quality cacao, the results we are expecting is pure and healthy chocolate that can be consumed by salvadorans and tourists of all ages, something delicious without unknown chemicals or substances.

Distribution methods

At the beginning we will use the “Entrepreneurs Market” that is available every year in July as the perfect occasion for the beginners to raise awareness between the population, also with new technologies coordination and delivery products will be easy.

Microenvironment

This refers to all the conditions to obtain the raw material , also in this part we demonstrate that we have made population studies to know it is viable to land this product, also all the legal rules are accomplished, and economical factors , such as the price of the final product, a price that our society can afford. There are other elements in Microenvironment

²⁴ Photography taken from: <https://www.estrategiaynegocios.net/centroamericaymundo/empresas-centroamericanas-se-preparan-para-gira-comercial-por-union-europea-GXEN1511733>

²⁵ Photography taken from: <https://www.gastronomiavasca.net/es/gastro/glossary/cacao>

but we are not taking those into account because we are not offering a service but an experience and an incredible product.

2.11 Commercial Strategies

In this part we will make a review about which are our strengths and weaknesses, in our case our main weakness is that we are new in this kind our project and the solution is to get as much information about the market as we can, we have a clear definition about our competitors we know what they offer and what is their product price, we can offer a different variety of product with a better price , that will be our main strategy.

After that we will make a research about how other enterprises similar to ours deal with the same problems, that makes them successful , which are their weaknesses and take advantage of that trying to not commit the same mistakes and finally but not less important how we can satisfy the needs of the population that we choose as our target market.



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²⁶ illustrative image taken from: <https://www.goconqr.com/mapamental/19931907/precio-y-produccion-en-competencia-perfecta-e-imperfecta>

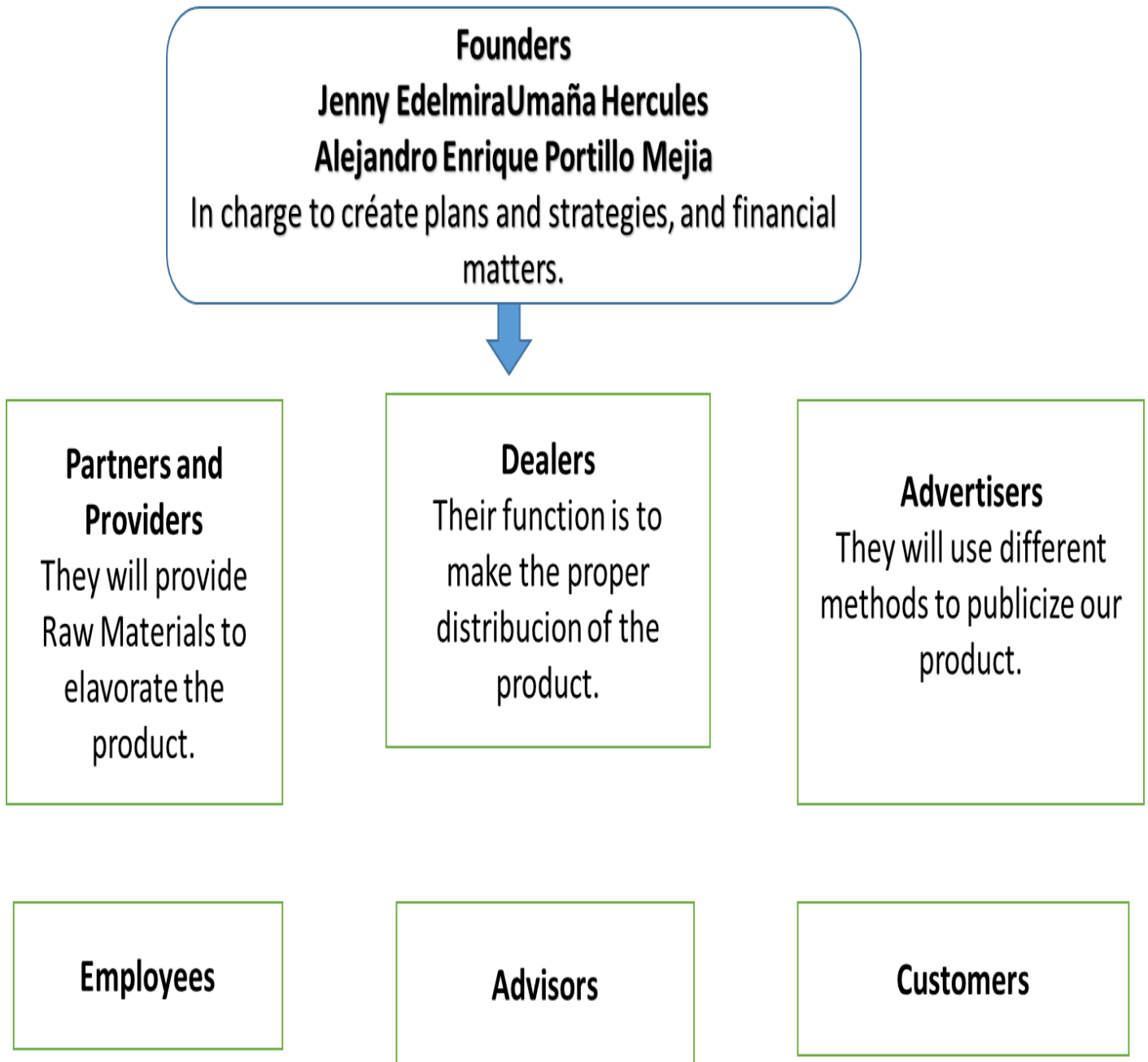
²⁷ illustrative image taken from: <https://dictionary.langeek.co/en-ES/word/6854?entry=analyze>

2.12 Being Prepared for Unexpected Problems

Every enterprise should have a contingency plan, in case something goes wrong , our first step is to analyze what is the risk factor with more probabilities to occur, in our case we recognize 3 factors, inflation , weather related problems and Roya. in the first one we can be prepared saving some money as a backup also must make market researches about how inflation affect our resources.

Weather is beyond our control, but we can save some raw materials in case the weather turns into a problem knowing that cocoa grains that have been fermented and toasted can last many months in the right conditions, finally Roya is the last factor that is beyond our control, and one possible solution is to save raw materials if we face a plague like in 2010, is not usual that Roya affects other plants but we must be prepared.

2.13 Conceptual Map of Collaborators



Chapter III

RESPONSIBILITY OF THE ENTREPRENEUR

3.1 Definition of Entrepreneur

An Entrepreneur is a person who has the technical abilities to know how to produce and to raise financial resources , to organize the internal operations and capitalize their efforts through the sales. written by the economist Joseph Schumpeter in 1945.

The word “ entrepreneur” is of French origin and arises around the centuries XVI to XVII ,used to refer to those daring people that were acting differently to create or improve results, generally Business related.

From the personal point of view, being an entrepreneur is a person who takes the risks to start with the commercialization of a product or service aimed at society that covers a need of the individual in order to improve their economic conditions and those of the It is a community that surrounds it until the creation of a company.

3.2 Types of Entrepreneurship

Entrepreneurs by opportunity

Our product, Salvadoran chocolate, identified a problem regarding the quality of the product within the country, so we decided to provide a solution by improving the quality of the product and making it accessible to the public, What makes our product different is that we avoid mixing it with chemicals that lower the quality, or being able to market it at affordable prices.

This kind of entrepreneurship is undertaken when they have detected a problem, deficit or a insafaction inside of the consumer market. Take advantage and capitalize through creative and innovative solutions

On the other hand , we also describe different types of entrepreneurs that can be used in our business.

3.2.1 External Entrepreneurship ²⁸

They rise in the company are the owners or members from the company , key people who contemplate new opportunities and products , besides coordinating all the other activities also consolidate new projects , they like to experience new ideas , they look to create new treasures and work by themselves.

3.2.2 Internal Entrepreneurs or Intrapreneurs

Workers with a business vision , they invest time to create ideas with innovations since inside the company open process in order to pick up , mold, improve and channel in a business way.²⁹

3.2.3 Creators Entrepreneurs

They decide to found a company based on their own products, service or technology, own or developed by itself , furthermore they have a competitive differential very appreciate it “While they create a new product others copied.

3.2.4 Entrepreneurs of a a Franchise

What is a Franchise?

According to the dictionary Merriam-Webster defines Franchise as:

²⁸ Pinchot , 1985 , Manual of Entrepreneurship, pag 9.

²⁹ Gifford Pinchot and Ron Pellman , 1999 , Manual of Entrepreneurship , pag 9

the right or license granted to an individual or group to market a company's goods or services in a particular territory, *also* : a business granted such a right or license

just opened a new fast-food *franchise* down the street.³⁰

Franchise entrepreneurs

Not all the time are known as entrepreneurs, in spite of the fact that they present characteristics as entrepreneurs, also they have the possibility to learn and develop skills and activities that enhance their entrepreneurial capabilities.

A franchise

- ❖ Lowers income barriers to the market
- ❖ Decreases the risk of a business

3.2.5 Entrepreneurs for necessity

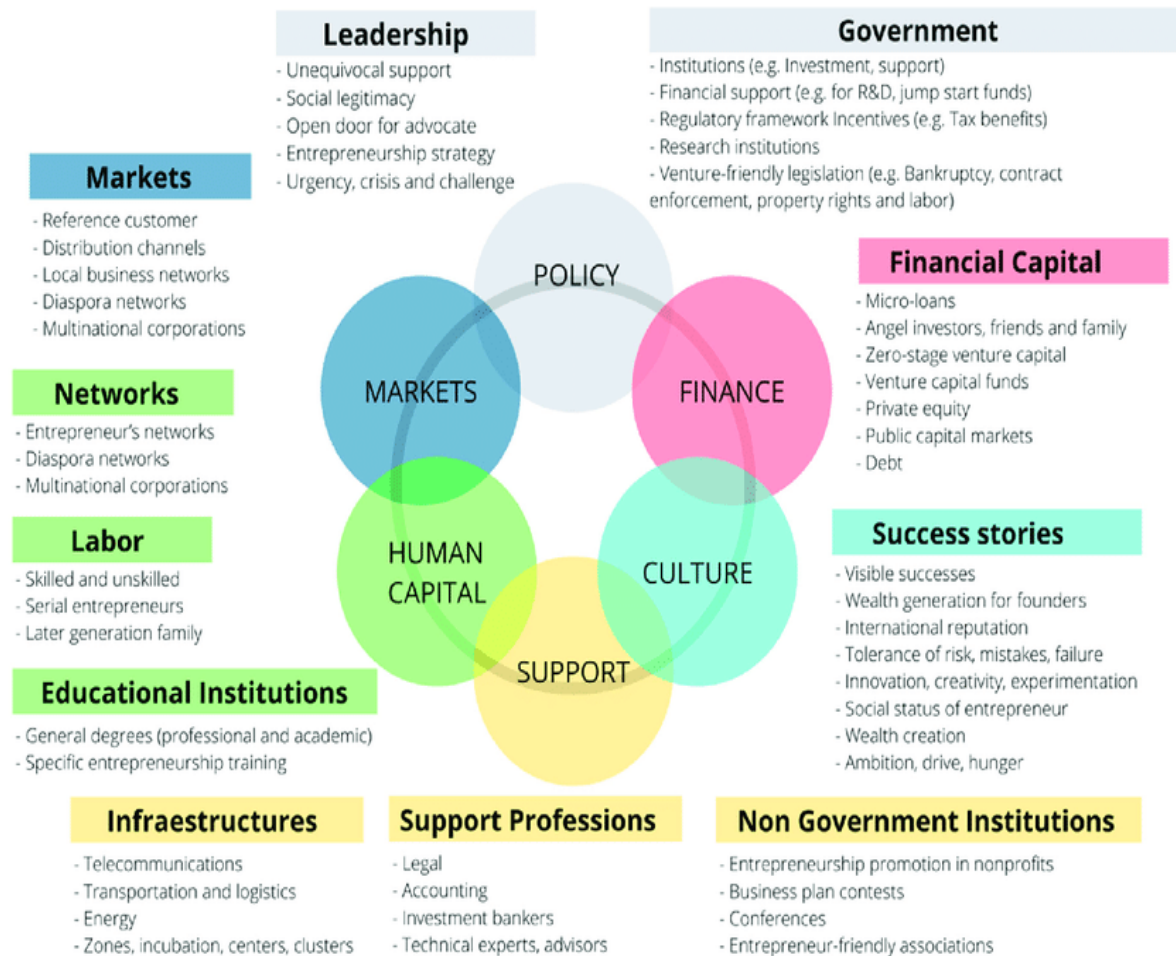
Arise in times of crisis. Usually they have a lack of technique preparation, their situation makes them concentrate on the action.

3.2.6 Consult Entrepreneurs

They have an academic background specialized in diverse fields such as: Business, Accounting, Industrial engineering, Software, Publicity among others. The entrepreneurship consultancy with one or two professionals, having better resources at the moment to offer their services

³⁰ <https://www.merriam-webster.com/dictionary/franchise>

3.3 Entrepreneurs Ecosystem



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In terms of entrepreneurship , the ecosystem refers to everything around the enterprises such as Human Capital , Culture , Support, Market, Policies and Finances.

According to Isenberg (2011) the entrepreneur ecosystem is composed in 6 elements , previous describes above

- 1. Market :** Includes the first market customer and local business networks , and Distribution channels to follow the development of a touristic product.

³¹ illustrative image taken from: https://www.researchgate.net/figure/Domains-of-the-entrepreneurship-ecosystem-Source-Isenberg-7-8_fig1_337496867

2. **Politics** : is the real support from the authority,s , and public organization that helps to legalized the creation and expansion of a entrepreneurship
3. **Financiation**: is composed by the crew of inversionist that support the creation of new companies and it is important to have access in the financial bank.
4. **Culture**: is the key factor , to have a visionary of success in the future , and learn about tolerance and risk of failure.
5. **Support**: They are composed by Legal , Accounting, Investment bankers, technical advisor experts.
6. **Capital Human**: Are Labor : Skilled and unskilled , serial entrepreneurs , later generation family and Educational Institutions as: General degrees (professional and academic) Specific entrepreneurship training.

The entrepreneur ecosystem applicated to the creation of our touristic product Jenny and Jimmy's Chocolate in the market are our first market customer as students , workers , general public from El Salvador , in the other hand talking about politics we have some differents institutions that offers help to new entrepreneurship as CONAMYPE.

In terms of Financiation , we choose Credomatic El Salvador and Banco Hipotecario. They offer good plans to help the new entrepreneurs.

Taking account of the visionary of a touristic product we are prepared to have tolerance in the face of risk of failure.

Support : we work according to the normatives imposed by the government and city hall of Santeint Department in El Salvador .

Capital Human: is composed by two students from Modern Languages. Moreover, we as entrepreneurs will have some conferences to learn “ the trademark registration process for natural and legal persons in El Salvador “ given by Msc Francisco Cruz Letona , Professor from the Business School of the university of El Salvador. ³²

³²

https://m.facebook.com/story.php?story_fbid=pfbid02NN2KgX2ymxGVCYgDi5gBTBFsiDHpgUBu6fJuDB74SYzGGEdEGqptRXyoLcPwqzJVI&id=100063487783497

Besides, we receive another capacitation named Xochi Cacao from the entrepreneur Luis Renderos from Colombia and a Cost Plan previous study in UCA University given by Professor Francisca Aguillon from the Modern Languages University of El Salvador.

3.4 Skills and characteristics as an entrepreneur

The principal factor at the time to create a touristic product are the own characteristics of an entrepreneur.

At the moment to begin our project creating a touristic product made of 100% artesanal cacao

The Skills linked to the achievement , that we have are Taking Risk and minimizing the risk of failure, having a principal objective to improve our economy and to obtaining a good process , searching for information and resources that helps to create the touristic product.

Skills relate to leadership , having a comfortable environment at the workplace through good communication, obtaining better solutions, solving problems and also working in teams.

3. 5 Entrepreneurial Barriers

In this part we will talk about the entrepreneurial barriers that most new entrepreneurs must face when they try to offer their product for the first time.

3. 5. 1 Lack of information

Most of entrepreneurs don't know about the market the laws, the prices, the elements, or how to start, is difficult to find the right product or service to offer if we are not properly instructed, most of young entrepreneurs are usually motivated for videos they saw in

social media or they trust in false information in the internet, as a result, they don't even know how to start or they fail for not making the proper research about the market they are trying to join.

3. 5. 2 Laws and regulations

To have your own brand is not as simple as thinking in a name and offering a service or a product , there are many regulations that you must follow before creating a brand. Most new entrepreneurs don't do a correct research about all the requirements that the law demands, also laws and requirements for every product or service are different depending on the country , city , state , and place of distribution.

3. 5. 3 Financial

The most common barrier that an entrepreneur must face is how to finance their projects, in this new environment is not easy to figure out how to obtain money for the project , how to save money , when to start , how to convince possible investors that is a good idea to invest their money in your project, how to get the right credit, or how to make partnerships in order to reduce all the costs in half.

Poor or non use of Social Media: nowadays it is essential to use social media , but most people don't know how to use social media to its maximum potential, the correct use of web pages and media publicity will make your enterprise grow faster.

Afraid of technology: today's market is ruled by technology, and refuse to use technology is a dangerous barrier for an entrepreneur, some people have a wrong idea that cash payment instead electronic payment is a symbol of economical success, others ignore that is not enough having an app or a web page, is necessary to upgrade your websites and give support to the apps.

3. 6 Success Factors

There is not a formula or a structure to follow if you want to create a successful enterprise, but it is true that many of the most successful enterprises share some factors that make them more successful than others in the same market. No studies have been made until 1982 for Mac Kensey that analyzed 7 of the most successful enterprises in EE.UU and Japan and he identifies some areas that he classified as the "7 s" that is a group of characteristics that are always present in those enterprises, those factors are: Strategy, Structure, System, Staff, Skills, Style and Shared goals. There are many other factors in other books written by other authors but we will analyze the ones that coincided.

Clear objectives: we must forget improvisation if we are trying to make our enterprise grow. Having clear objectives is essential to achieve our goals. It is impossible to lead an enterprise if we don't have clear ideas about the present and the future of the enterprise.

Passion: We must have passion for what we are doing, that feeling of passion is always reflected, if we want to send the message of confidence to our customers we must know what we are doing and there is no better way to transmit that feeling than loving what we are doing.

Be able to solve problems: even if you have elements such as : money, tools, equipment and contacts, unexpected situations can make entrepreneurs give up on their projects, because they don't know how to solve recurring problems, this problems can show up in different ways such as location, price changes, culture, and we need to have a lot of imagination to know how to deal with those problems, some enterprises tried to solve a problem lowering the prices of their products, but their sales decrease instead of increase, the problem was the perception, usually customers associate high prices with quality, so the solution was increase the price, they never give up, they think different to solve the problem.

Be creative: sometimes you will find out that many others are selling the same product or offering the same service you offer, but the question is: what makes you different? Being creative, having original ideas, and making the difference in small details is probably the most important success factor.

3.7 Entrepreneurial Responsibility

Starting an enterprise requires a great commitment, it is not as simple as creating a scheme, having a good idea, or having enough resources. A great enterprise must be founded over moral values and means that you , as a founder, will carry with great responsibility this responsibility can't be delegated to any other person, you and only you are responsible for the trust and the expectation of the clients or customers.

Your first responsibility is to have a clear idea about the future of your entrepreneurship and guide your workers or your partners in a correct way , probably most of them will expect you to have a clear idea or they will believe that you have clear objectives , and it is your responsibility to guide them through obstacles and possible doubts.

We talk about following our values , and as we said before , those values will always be what we represent, trust, hard work, quality, excellence, and responsibility, in our case we will explain how these values work in our entrepreneurship.

Trust , quality are related to the product , in our case chocolate must contain exactly what we mention in the label , also we must use high quality products, is not acceptable to include other elements that are not mentioned in the label of use low quality ingredients just to reduce cost or increase production, is not our purpose, we will bring a product that is , not only healthy but also delicious we will use all the traditional methods in order to give a high quality product that is other of the values that makes part of us.

referring to hard work and excellence we talk about of a well done job , is not enough to have good ingredients , we must be very careful during the process, hard work will be reflected in the final product, the product will be finished only with hard work and excellence will be only achieved being very careful during the process.

finally is our responsibility to have a good communication with our customers, they are the pillars of our entrepreneurship they will always tell us the aspects that we must improve and is with them with whom we must put in practice all our values , not only as

enterprise, but also as human beings, respect, comprehension and good behavior are essential

3.8 Quality standard on Tourism

In this point we will explain the laws and regulations of tourism also what kind of laws coils be applied to our touristic product (chocolate) but first we must mention what does the Salvadorian law says about tourism

Decree number 899 of Salvadorian Republic:

Article number 1: Constitution establishes as State duty to promote social and economical development of the country, production , productivity and the correct use of natural resources inside the country.

Article number 2: National territory has a lot of natural, historical and cultural resources that,due to its geographical location, make a great contribution to the touristic development, its rational usage will improve the touristic demand, the creation of new jobs and workplaces and thereby higher levels of employment thus the improve of life quality.

Article number 3: Is in the national interest the proper stimulation the touristic activity as means of economic development and social development of the country , promoting proper conditions to development basen in sustainability, concerning to the natural resources is essential to have a diversity in products and constant improvement of those products those steps are necessary to ensure profitability in the touristic industry.

Article number 4: It's necessary to regulate, protect, promote, and educate about the tourist sector in this country through laws, with the main purpose of obtaining the maximum possible benefits in this area. These actions will contribute to enhancing our image and identity as a tourist destination.

concerning to the laws that involves chocolate or cacao we have “ Codex Alimentarius” that explains all the compositions of chocolate all the measures and how we must call the

chocolates depending on the composition, but the most important article about chocolate is:

Article number 2 of "Codex Alimentarius": is not possible to call chocolate a product that contains less than 18 % of chocolate, also cacao lard can not exceed the 5% of the final product and other elements in combination can not exceed the 40% of the final product.

Chapter IV

**COST PLAN FOR THE TOURIST
PRODUCT**

Product Slogan



We choose many factors to create our slogan, the first one is something that represents our identity as Salvadorian and we choose the "Torogoz" our national bird, then the cacao acorn that is our main resource to make our product then our names written in golden letters to symbolize the quality and our values and finally red letters in the word chocolate to represent the love and the passion for the chocolate.

“Flavor in Every Bite”

We give the best possible quality standards. This means that our goal is to give good flavor and great quality to our customers, and we know that , talking about chocolate, every moment is important , from the first bite until the sensation after eating our product. We will always work to bring the maximum possible quality.

Mission

This enterprise was created to offer to the Salvadoran population a healthy product, something they can trust , made with artisanal methods and no unknown chemicals will be involved in this process with accessible prices, specially made for all chocolate lover from all ages and nationalities, this enterprise is founded with ethical values and with the purpose of improve the live of all the salvadorans that dedicate their live to cultivate and harvest cacao pods, our intention is to be different to all the enterprises that don't pay fair prices to the farmers for their products.

Vision

We want to become the best chocolate enterprise of all our country , our vision is to create the best quality product and demonstrate tourist inside and outside our country tue high quality product that can be produced in our country, is our vision to create an enterprise that can be, not only profitable, but also a fount

of jobs, an enterprise that demonstrates all the potential of the product that can be manufactured in this country and with the intention to promote tourism in El Salvador.

Values

Our entrepreneurship is founded in the following values:

Respect

Empathy

Trust

Quality

Cooperation

Excellence

Truth

Fairness

COST PLAN

Supplies	Elements	Cost according to the identification	Cost according to the behaviors Variable Fixes Fixes / Variables
Workforce	Monthly salary of proprietaire 2 Students of Modern Languages	Directs	Fixe
Other indirect Costs	Depreciation of 1 Molcajete or a Grinding Stone Packaging Transportation	Indirects	Fixes

Chapter V

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Anexos













